



PRESS RELEASE

#MYCYBERSALE 2017 HITS RM311 MILLION GROSS MERCHANDISE VALUE;

Exceeds set GMV target for 2017 while registering other record-breaking milestones including an export revenue growth of over 254 per cent

PETALING JAYA, NOVEMBER 22 2017: Continuing to set new records, Malaysia's biggest online sale event, #MYCYBERSALE 2017, achieved a gross merchandise value ("GMV") of RM311 million – exceeding the RM300 million target set for 2017. GMV is defined as total revenue generated during the five-day sales period before taking into account discounts.

About RM39 million of the RM311 million GMV were derived from international shoppers, surpassing the export revenue target of RM20 million. This is a phenomenal growth of over 254 per cent from the 2016 export revenue of RM11million.

Other records set were the doubling of the number of exporting merchants to 497 this year, compared with just 260 in 2016. In total, more than 1,007 online merchants participated in #MYCYBERSALE 2017 across 22 retail categories as compared with just 607 in the previous year.

There were 26 exporting countries this year, nearly three times more from last year. The new exporting countries this year included Japan and India from Asia; Austria and Poland from Europe; Turkey and Greece from the Mediterranean region and Denmark and Sweden from the Scandinavian region. About 10 per cent of this year's merchants were micro-enterprises under the MDEC's e-usahawan initiative. The performance of this year's online sale event is in line with its theme "**Catalyzing Micro Enterprises and Global Trade**".

This year's #MYCYBERSALE, now in its fourth consecutive year, was organised by PIKOM (The National ICT Association of Malaysia) in collaboration with MDEC, which ran the 2014, 2015 and 2016 editions.

#MYCYBERSALE 2017 also saw an encouraging private sector partnership with the inaugural inclusion of Pinnacle Partners, Commerce.Asia, Lazada and MasterCard. The other #MYCYBERSALE 2017's merchants and service partners included Fusionex, iPay88, Skynet, SF Express, LWE, Involve Asia, Shippop, Exabytes Asia, Akamai, 11street and eGentic (Premier Partners); Shopee, (Gold Partner); Aramex, eGHL and Payoneer (Silver Partners); Maybank, TM, Celcom and Malaysia Airlines. Over 40% of #MYCYBERSALE 2017 was funded by the private sector.

"This year's GMV results is good news for the growth of e-Commerce in Malaysia. It shows that Malaysians are continuing to embrace the online shopping culture as long as there are a variety of products offered at good discounts," said Ganesh Kumar Bangah, Chairman of e-Commerce Malaysia, a chapter of PIKOM.



“The outstanding export revenue growth shows that Malaysian online merchants, especially SMEs have great potential to reach out to their customers beyond borders,” he added.

Ganesh added that the recently launched Digital Free Trade Zone augurs well with PIKOM’s own efforts to promote eCommerce and help SMEs to expand their businesses abroad. DFTZ, Alibaba’s first eFulfillment hub outside China, aims to be a key driver of the Digital Economy in Malaysia with lower trade barriers and more equitable access to markets for SMEs around the world.

MDEC Chief Executive Officer Datuk Yasmin Mahmood said the performance of this year’s #MYCYBERSALE is quite remarkable considering that 2017 marked the transition of the event moving towards becoming a private-sector-led initiative.

“We are delighted with the results achieved, especially with the strong sales from the international consumers. The achievement of all targets proves that #MYCYBERSALE has been successfully handed over to the private sector. MDEC is confident that PIKOM will be able to continue to achieve more success in attracting more private investments and more online merchants in future editions of #MYCYBERSALE,” said Datuk Yasmin Mahmood.

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About PIKOM

PIKOM, THE NATIONAL ICT ASSOCIATION OF MALAYSIA is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 900 comprising companies involved in a whole spectrum of ICT products and services which commands about 80% of the total ICT trade in Malaysia. PIKOM works to improve the business climate in the interests of all its member companies and to promote industry growth in line with national aspirations. PIKOM's membership is open to all Malaysian companies who supply ICT products and services in the computing and telecommunications industries. However, non-ICT companies are also welcome to join the Association as associate members.

About MDEC

Malaysia Digital Economy Corporation or MDEC (formerly known as Multimedia Development Corporation Sdn. Bhd.) is the lead agency in driving the digital economy in Malaysia under the Ministry of Communications and Multimedia Malaysia. Since its inception 20 years ago, MDEC’s mission is to develop the nation’s digital economy. MDEC’s implementation efforts are centred on driving investments, building local tech champions, catalysing digital innovation ecosystems and propagating digital inclusivity. MDEC is also responsible to ensure that Malaysia plays an integral part in developing and nurturing talent to drive digital innovation around the world, while attracting participation from global ICT companies to invest and develop cutting edge digital and creative solutions in the country.



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