



IMMEDIATE RELEASE

PIKOM TARGETS RM370 MILLION GMV FOR #MYCYBERSALE 2018

- *The 5th #MYCYBERSALE 2018 Online Sale Event to be held from September 3 to 7, 2018;*
- *Export Revenue targeted at RM50 million;*
- *Deadline for merchant registration at www.mycybersale.my is July 31, 2018.*

PETALING JAYA, JULY 24, 2018: Get ready for the 5th #MYCYBERSALE 2018 online sale event, which will open its doors to shoppers offering fantastic deals and promotions, from September 3 to 7, 2018.

After a successful debut as the organiser of Malaysia's biggest online sale event in 2017, the National ICT Association of Malaysia (PIKOM) will once again drive this national initiative to reach a targeted RM370 million in gross merchandise value (GMV), with RM50 million as export revenue. GMV is defined as the total revenue generated during the five-day sales period before taking into account discounts.

The event has proven to be a great platform for merchants in Malaysia to be part of the eCommerce ecosystem and contribute to the domestic and export eCommerce revenue.

In 2017, #MYCYBERSALE attracted 1,007 merchants who generated RM311 million in GMV of which half of the merchants brought in RM39 million in export revenue derived from shoppers in 26 countries.

PIKOM has set the bar even higher for #MYCYBERSALE 2018, targeting 1,200 merchants, with at least 50 per cent of them expected to be exporters. The event is off to a great start, with more than 600 registered merchants since the soft launch on July 10, 2018.

“In line with its theme - **‘DRIVING GROWTH THROUGH OMNI CHANNEL COMMERCE,’** #MYCYBERSALE 2018 aims to encourage micro-enterprises to adopt an omnichannel approach for their businesses to reduce dependency on social media private messaging sales,” said PIKOM Chairman Ganesh Kumar Bangah.

The eCommerce industry in Malaysia is expected to grow by 12.1 per cent, from RM74.6 billion in 2016 to an estimated RM83.6 billion in 2017, added Ganesh.

#MYCYBERSALE grew from strength to strength under the leadership of MDEC when it registered a GMV of RM67 million in 2014; RM117.7 million in 2015 and RM211 million in 2016.

“#MYCYBERSALE offers a great platform for microenterprises to start building their brand and customer base in Malaysia and beyond,” said MDEC chief operating officer Dato’ Ng Wan Peng. “It is important that we help local companies to scale up. Smaller-range companies can leverage this excellent growth opportunity by adopting eCommerce in their operations.”

“It is also heartwarming to see that many SMEs are already embracing the digital platform to futureproof their businesses. MDEC is pleased to see that under the leadership of PIKOM, #MYCYBERSALE is registering strong private sector funding,” said Ng, adding that MDEC will continue to play a supporting role in this year’s event.

#MYCYBERSALE 2018 has to date signed on Pinnacle Partners Commerce.Asia, Mastercard and Fusionex; Premier Partners SAP Malaysia, Shippop, CapFiX, y5zone Malaysia, Mobiversa and Shopback; Gold Partner iPay88 and Silver Partners SF Express, eGHL, LWE and World First. These partners will play an integral role to enable merchants get onboard the e-Commerce platform with ease.

Merchants who register in this year's sale event can rest assured they are on a robust platform integrated with the latest technology and managed by Fusionex, a world-class data technology provider.

Fusionex recently inked a long-term strategic partnership with PIKOM, which would allow them to offer an improved back-end system to enable merchants to benefit from seamless marketplace transactions and a better reporting mechanism during #MYCYBERSALE.

"PIKOM has also partnered with WiFi Ad Online Marketplace, CapFiX and Wi-Fi Hotspot Service Provider, y5zone, which has more than 900 hotspots nationwide.

CapFiX connects worldwide advertisers to local WiFi Hotspot Hosts of a country of their choice, to execute location base advertising, and enable WiFi Hosts to monetize their WiFi costs.

y5zone and CapFiX will offer to #MYCYBERSALE 2018 merchants, PIKOM members and partners, up to RM5 million worth of Wi-Fi free advertising credits in all Starbucks stores, to be utilized by end of 2019.

Merchants should not miss the opportunity to be part of Malaysia's biggest online sale event. The deadline to register at www.mycybersale.my is July 31 2018. Registration is free.

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.

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