

Easy.my Set To Be The Largest Online Shopping Mall in Southeast Asia

Online retail platform provider Exabytes reveals ecommerce expansion plan involving PayPal and P1 Communication;

Supports MCMC's 'Get Malaysian Business Online Program' for new online merchants recruits

KUALA LUMPUR, 11 March 2013 –Exabytes Network Sdn Bhd ('Exabytes'), Malaysia's largest web hosting provider, today outlines a 3-years business plan for its ecommerce division Easy.my.

The 3-Year plan is in tandem with Exabytes' latest acquisition of Himall.my and EziVoucher.com, and strategic partnerships that involve P1 Communications and PayPal in a concerted pursuit to ramp up the local eCommerce market for online retailers and merchants.

Chief Executive Officer, Chan Kee Siak, shares that Exabytes' Easy.my retailer portal currently hosts close to 10,000 eCommerce merchants trading over 100,000 products.

"Launched in July 2011 and hosted on Exabytes' data center infrastructure, Easy.my is today one of the largest online shopping malls in Southeast Asia with its huge variety of product offerings – many of which are also found in physical shopping malls such as wellness, beauty, outdoor adventures, home living, sports and leisure and more."

Some of the popular brands on Easy.my include Secret Recipe Malaysia and Singapore, eBuy.my, merge4u.com.my, oneredlily.com.

Amber Chia Online@Easy.my

Chan shares that one of the latest edition to Easy.my is Ms Amber Chia's own store. The Malaysian supermodel's collaboration with Exabytes is to advocate her own fashion and beauty service offerings.

Amber Chia shares, "Online shopping is growing popular and becoming the best option for people with busy schedules to shop at anytime, anywhere. This trend will see more Malaysians to go online and look out for the products, especially to be on top of fashion and beauty trends without needing to step out of house."

Amber Chia will be setting up her own store (<http://www.amber.sto.my/>) with Easy.my to promote her products in the categories of fashion, healthcare, electrical gadgets and some other exclusive items.

The following are the key developments in line with Easy.my's expansion as a leading eCommerce portal for B2C retailers: -

A. Two Strategic Acquisitions

Just recently in January 2013, Exabytes acquired Himall.my and EziVoucher.com to expand the Easy.my's capacity to meet the market demand surge for online shopping in the Southeast Asia.

“Due to the mobility trend, more Gen-Ys consumers are spending online through mobile devices. This is also thanks to the trend of online group-discount purchases that are getting very popular. Exabytes’ acquisition of EziVoucher strategically leverages this by offering merchants a platform to better market their products via promotion deals.”

“Stand-alone online group-discount buying and daily-deal businesses are getting tough as they are restricted to single stream revenue models, and profit margin is becoming smaller due to competition and price wars. EziVoucher solves this by making the revenue model more sustainable as Easy.my merchants can now sell their products and make promotion on a 365-day basis,” explains Chan.

B. Connectivity and Payment Gateway Collaborations

Exabytes has formed a strategic partnership with P1 Communication in effort to provide better Internet connectivity for the retail platform’s online purchasing and order management processing.

“Easy.my merchants will get discounts when they subscribe to P1 broadband Internet services to access the retail portal. At the same time, Exabytes and P1 are also working closely to provide more attractive product bundling and cross selling strategy for SMEs and young entrepreneurs.”

Exabytes has also forged a partnership with [PayPal](#) to provide secure online payment transactions on Easy.my. In addition, Easy.my is now enabled with non-credit card purchase feature with the latest payment option offered by MOLPay for online shopper to make payment via internet banking account with major local banks.

C. Get Malaysian Business Online (GMBO) RM1,000 Grant Offer

Starting this year, the Malaysian Communications and Multimedia Commission (MCMC) announced its [Get Malaysian Business Online](#) (GMBO) RM1,000 grant for the small business entrepreneurs between the ages of 18 and 65 who has registered a website to run online business.

MCMC’s grant offering is in line with Exabytes’ objective of encouraging more SMEs to move online.

In 2013 alone, up to 50,000 eligible entrepreneurs are expected to apply for the grant and Exabytes is working with MCMC to organize more seminars and workshops on starting out onto the online business journey, so as to engage with more potential eCommerce merchants under the government’s initiative.”

Get Ready for Online Market Growth

The online shopping B2C market is growing rapidly and expected to break through the RM1 Billion mark as Malaysians increasingly find great value and a wide range of products and services online.

“More local merchants and retailers are embracing a multi-channel approach for both in-store and online retail experience, with mobile as an emerging platform, in order to be accessible to their customers easily.”

“The revamped Easy.my will bring online shoppers a brand new shopping experience with a new layout and interface, more secured payment options, more variety in products and deals, and faster online purchase process with greater connectivity,” says Chan, adding that Exabytes’ Easy.my expects to recruit 20,000 more online merchants by 2015.

“Based on our projections, the company is currently looking to achieve RM6million in transaction revenue by 2014,” explains Chan.

In conjunction with the eCommerce plan announcement, Chan also shares that the company is setting up its third office at Puchong’s SetiaWalk after Penang and Kuala Lumpur to support Easy.my’s rapid business growth.

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About Exabytes Network

Exabytes Network Sdn Bhd (Exabytes) is currently the No. 1 Web Hosting Provider in Malaysia. Exabytes has been specializing in providing web hosting services to small and medium size businesses, individuals and SOHO since Year 2001. Exabytes is now serving over 60,000 clients, with over 100,000 websites, and over 1 million email accounts worldwide from over 120 countries. Today, Exabytes also owns the nation’s largest online shopping mall, Easy.my. For more details about Exabytes, please visit <http://www.exabytes.com.my/>.

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