



PRESS RELEASE

MEASAT partners Parcel365 to unlock digital economy potential in rural areas
Collaboration kickstarts aim to uplift wellbeing of rural communities with eCommerce, inclusive logistics and training services supported by high-speed satellite broadband service

Kuala Lumpur, 27 January 2023 – MEASAT Global Berhad (“MEASAT”) – Malaysia’s Rural Broadband Service Provider, has signed a memorandum of understanding (MoU) with Parcel365 Sdn Bhd and M2B Services Sdn Bhd (collectively “Parcel365”) to collaborate on the Digital Village365 initiative that aims to uplift rural communities and stimulate digital economic activities for B40 communities.

In the Digital Village365 initiative, Parcel365 will offer logistics and eCommerce platform services as well as training sessions at suitable CONNECTme NOW locations identified by MEASAT. Through Parcel365’s app-based smart locker pick-up and drop-off services, rural residents can overcome the challenges of lacking a proper address for pick-up and delivery in remote villages, while its sister platform Shopla365 offers eCommerce platform support and business solutions, as well as training to help villages optimise their digital economy potential. These services will be facilitated through MEASAT’s CONNECTme NOW WiFi hotspots, powered by its high-speed satellite broadband service, to enable digital applications including transactions, communications, training and other relevant use cases.

“At MEASAT, we firmly believe in the power of the Digital Economy, and its ability to uplift rural communities by opening up new income streams that optimise the productivity of the residents, such as the sales of unique foods and crafts. By partnering with Parcel365, we hope to introduce their logistics and business solutions to our CONNECTme NOW customers, to enable their eCommerce potential,” said Ganendra Selvaraj, Chief Commercial Officer, MEASAT.

Eddie Mok Yew Keong, Co-Founder and Director of Parcel365 added, “We are excited to collaborate with MEASAT to extend the reach of our Digital Village365 initiative. High-speed broadband is critical for enabling the digital economy and uplifting Malaysians in so many ways, beginning with promoting entrepreneurship, creating income opportunities, and enabling development of the rural supply chain. There are many unique products that can be offered by Malaysia’s diverse rural communities – and this partnership with MEASAT will facilitate more of them to reach wider markets by easing internet-based logistics connections and supporting training to elevate branding opportunities with better internet connectivity, ultimately improving living standards across the country.”

Stay updated on the latest news from MEASAT on their Facebook page <https://www.facebook.com/MeasatGlobalBerhad> or website <http://www.measat.com/>.

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About MEASAT

MEASAT is a premium supplier of communication and video services to leading broadcasters, Direct-To-Home (“DTH”) platforms and telecom operators, with a footprint covering 130 countries representing 80% of the world’s population across Asia, Africa, Europe and Australia.

MEASAT is recognised as the key Rural Broadband Service Provider in Malaysia, through its CONNECTme NOW satellite broadband service – a high-speed WiFi Hotspot service best suited for public use in underserved or unserved areas across Malaysia. CONNECTme NOW enables users to access the Internet with minimal barriers via competitively priced Prepaid Access Codes (“PAC”) in small packages that meet end user needs, offering a service with no long-term contracts and more affordable access without high upfront fees.

For more information, please visit www.measat.com / connectmenow.my/

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About Parcel365

Parcel365 is an app-based platform that allows e-commerce merchants, home-based sellers and general consumers to send and receive parcels 24/7 via a seamless and connected parcel locker network. Currently there are 120 Parcel365 smart lockers throughout Malaysia and is the first app-based parcel locker service provider in Malaysia that offers international and domestic shipping. To date, Parcel365 has partnerships with 13 courier and delivery companies in its network.

Shopla365 is a platform that focuses on local products and rural e-commerce. The platform provides support in terms of training and business solutions for merchants in rural and remote areas with the aim of improving e-commerce activities in rural areas.

For more information, please visit <https://kampungdigital365.com/>

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