

PRESS RELEASE

MEASAT launches KampungDigital365.com initiative with Parcel365 to drive rural digital economy

Powered by CONNNECTme NOW high-speed satellite broadband, the initiative enables rural communities to participate in the digital economy

Kuala Lumpur, 15 July 2023 – MEASAT Global Berhad (“MEASAT”) – Malaysia’s Rural Broadband Service Provider has partnered with Parcel365 Sdn Bhd and M2B Services Sdn Bhd (collectively “Parcel365”) to launch the KampungDigital365.com initiative to uplift rural communities through digital economy activities. The launch held today at Pos Sinderut in Kuala Lipis, which encompasses approximately 14 Orang Asli villages with a total population of over 4,000 residents, was officiated by YAB Dato’ Sri Wan Rosdy Wan Ismail, Menteri Besar of Pahang.

The event was witnessed by Dewan Rakyat Deputy Speaker YB Dato’ Ramli Mohd Nor, who is the Member of Parliament for Cameron Highlands; YB Fadzli Mohamad Kamal, Pahang State Executive Councillor for Communications and Multimedia, Youth, Sports & Non-Governmental Organization; YB Ho Chi Yang, State Assemblyman for Tanah Rata; and Sapiah Mohd Nor, Director General of the Department of Orang Asli Development (JAKOA).

“I congratulate MEASAT and Parcel365 on the launch of KampungDigital365.com. This effort to improve rural community access to the digital economy is commendable and aligns well with government policies like the Pahang Digital Plan 2021-2025¹ that aim to create a more inclusive socioeconomic landscape. The Pahang State Government is pleased to facilitate initiatives that can support the state’s digital transformation roadmap. This effort by MEASAT and Parcel365 is a good example of how we can assist rural villagers in adopting digitalisation by optimising satellite broadband, logistics support and community training. With improved digital economy access, our rural residents can have new sources of income, education and entertainment. I encourage more communities to embrace the KampungDigital365.com model,” said YAB Dato’ Sri Wan Rosdy Wan Ismail, Menteri Besar of Pahang.

Showcasing KampungDigital365.com

During the launch, the KampungDigital365.com showcase explained how the initiative could improve life for approximately 7 million Malaysians² living in rural areas – a majority who are from B40, low-income households, by enhancing access to the digital economy. By enabling eCommerce capabilities, new income streams and job opportunities are made available for the villagers through the connectivity and logistics services supported by MEASAT and Parcel365. To complement the eCommerce business solutions and platform support, Parcel365 provides entrepreneurship training and online product marketing assistance through its sister platform Shopla365, to help villages optimise their digital economy potential. The programme also offers a service centre equipped with computers, printers and other ICT equipment, with in-person assistance from the

¹ Pahang State Economic Planning Division, Pahang Digital Plan 2021-2025, <https://pkn.pahang.gov.my/index.php/en/penerbitan/pelan-digital-pahang>

² Department of Statistics Malaysia, 14 February 2022, Launching of Report on the Key Findings Population and Housing Census of Malaysia 2020 <https://www.dosm.gov.my/portal-main/release-content/launching-of-report-on-the-key-findings-population-and-housing-census-of-malaysia-2020->

operator when required. Refrigerators are offered to keep perishable goods fresh, while solar charging stations and portable batteries are available for rent to the villagers, to keep electrical devices and appliances working in locations with limited access to the national power grid.

In the longer term, the KampungDigital365.com initiative promotes the development of rural industries and value-added supply chains, channelling high quality local and agricultural products to consumers, opening access to new markets and expanding digital presence for local brands. Also in the works is a digital payment platform for KampungDigital365.com participants, which will enable them to utilise ePayment technology and record keeping that offer convenience, security, speed and accessibility.

Keeping KampungDigital365.com connected

The KampungDigital365.com initiative is powered by MEASAT's CONNECTme NOW high-speed satellite broadband WiFi Hotspot service, which supports all digital applications and online services including transactions, communications, training and other use cases. The collaboration between MEASAT and Parcel365 enhances digital inclusivity among rural communities with the CONNECTme NOW agent serving as the local KampungDigital365.com programme operator. With CONNECTme NOW currently covering nearly 4,000 rural and remote sites serving 500,000 Rakyat nationwide, including 426 sites in Kampung Orang Asli³, many Malaysians in rural areas are poised to benefit from more efficient access to the digital economy.

“At MEASAT, in our position as Malaysia's Rural Broadband Service Provider, we are committed to enabling residents in rural and remote areas to access all the benefits of reliable high-speed internet connectivity. In this age of the fast-growing digital economy, connectivity is key in empowering and uplifting communities, especially for those outside well-served urban population centres. Through KampungDigital365.com, MEASAT is reaffirming our commitment to bridge the digital divide, helping to nurture entrepreneurship and productivity potential among our CONNECTme NOW users, supported by Parcel365's specialised logistics and business solutions,” said Yau Chyong Lim, Chief Operating Officer, MEASAT.

Eddie Mok Yew Keong, Co-Founder and Director of Parcel365 added, “We are pleased to partner with MEASAT to realise the full potential of the KampungDigital365.com initiative. At Parcel365, we believe that a nation's holistic progress and modernisation must be built on uplifting the rural community, which contains vast unrealised potential, especially in terms of the digital economy. Through this partnership with MEASAT, we aim to optimise CONNECTme NOW infrastructure to facilitate access to wider markets nationwide or even regionally for rural residents, tapping on the full suite of services offered by Parcel365 and our sister platforms.”

By 2027, the KampungDigital365.com initiative targets to have 3,000 participating villages, generating 25 million eCommerce transactions annually. This aim reflects Malaysia's projected eCommerce compound annual growth rate (CAGR) of 13% reaching a value of USD14 billion by 2027⁴.

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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³ as of June 2023

⁴ Statista, eCommerce – Malaysia, June 2023, <https://www.statista.com/outlook/dmo/ecommerce/malaysia>

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.

As Malaysia's leading satellite solutions provider, MEASAT offers customised services for enterprise clients across industries. These services include satellite-based cellular backhaul, VSAT networks and Managed Bandwidth Services, helping clients effectively manage operational costs and investment risks. MEASAT also specialises in providing reliable and secure satellite services for offshore clients in the Maritime and Oil & Gas sectors, ensuring uninterrupted communications in critical areas. Additionally, MEASAT delivers secure communication networks for the government's national security applications.

Recognised as the primary Rural Broadband Service Provider in Malaysia, MEASAT offers the CONNECTme NOW satellite broadband service, enabling easy internet access in rural areas. This service includes high-speed WiFi hotspots, designed to cater to users in areas without terrestrial internet connectivity. CONNECTme NOW provides competitively priced Prepaid Access Codes ("PAC") in small packages, offering affordable access without long-term contracts or 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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