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Beneficial Partnership

Dec 16th, 2014 – by [Noraisyah Aziz](#)



Exabytes Network Sdn Bhd ('Exabytes') today signs a Memorandum of Understanding (MoU) agreement with Celcom Planet Sdn Bhd in bid to more effectively harness Malaysia's growing e-commerce market trends.



From Left: Celcom Planet's CEO, Hoseok Kim and Exabytes' Founder and CEO, Chan Kee Siak

According to Exabytes' Founder and CEO, Chan Kee Siak, the Exabytes-Celcom Planet collaboration is a strategic move to value-add to Exabytes' existing e-commerce merchants by exposing them to a wider group of online consumers via Celcom Planet's e-commerce marketplace.

He says: "The e-commerce market today is fiercely competitive. Hence, partnering with Celcom Planet will allow the e-commerce merchants registered on Easystore.my (powered by Exabytes) to exploit more business opportunities presented in the digital economy by boarding onto an optimized e-commerce platform which is part of a global expansion.

SK Planet hosts '11ST' (pronounced '11 street'), one of Korea's top e-commerce marketplaces (www.11st.co.kr) serving more than 30 million consumers with gross merchandise value of USD5 billion (RM 16.6 billion) approximately last year. It has successfully expanded into Turkey and Indonesia.

Celcom Planet's CEO, Hoseok Kim shares that the Malaysia's version of 11ST is set to launch in the second quarter of 2015 and will be co-hosted by the country's leading mobile telecommunications provider, Celcom Axiata.

It will also be setting up its 'Seller Zone' in Klang Valley to serve as a learning platform and support facility for merchants to gain knowledge and increase their e-commerce business. Hoseok adds, "With 11ST expertise and know-hows, Celcom Planet will bring to the local market tools and features that enable both existing e-commerce merchants as well as brick and mortar merchants to take their businesses to the next level."

More Collaborations Required to Aid Local E-commerce Merchants

Chan shares: "Exabytes is a strong propagator of e-commerce amongst the thousands of local SMBs. Part of the partnership is planned to allow Exabytes' e-commerce merchants to drive up the visibility of their brands to the public.

"This partnership with Celcom Planet will offer not only an additional commercial channel for merchandising but it also opens doors for our e-commerce merchants to further strengthen their online presences on an international scale."

He highlights that Exabytes will also be working closely with Celcom Planet to drive more visitors to the upcoming e-commerce marketplace via special promotions by our e-commerce merchants. At the same time, Exabytes aims to get a few hundreds more merchants on board by end 2016.

Hoseok concludes: "Through this partnership, we hope to onboard and develop online merchants and their businesses and as a result provide variety and significant benefits to the Malaysian consumers through our soon-to-be launched e-commerce marketplace."

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