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Exabytes and Celcom Planet Collaborates To Improve Local E-commerce Presence

By **Nicolas See Tho**, December 15, 2014, In **News & Events**



Earlier today, Exabytes Network Sdn. Bhd. and Celcom Planet Sdn. Bhd. signed a Memorandum of Understanding in an attempt to help the local e-commerce market become more effective in our local market trends as they continue to grow. Established in 2014, Celcom Planet is a joint venture between Celcom Axiata Berhad and SK Planet, a leading Korean e-commerce open marketplace provider which is also part of a wholly owned subsidiary of mobile operators, SK Telecom.



Chan Kee Siak, CEO & Founder of Exabytes Group of Companies gives his thoughts on the future of local e-commerce

Exabytes' Founder and CEO, Chan Kee Siak, the Exabytes-Celcom Planet states that the collaboration is a strategic plan 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 optimised e-commerce platform which is part of a global expansion.



Hoseok Kim, CEO of Celcom Planet explains how this collaboration will benefit the local e-commerce industry

SK Planet is the host of 11ST (pronounced 11 street), which is one of Korea's top e-commerce marketplaces that serves more than 30 million consumers with a gross merchandise value of US\$5 Billion (RM16.6 Billion) last year. Furthermore, it has successfully expanded into Turkey and Indonesian markets. Celcom Planet's CEO, Hoseok Kim elaborates that the Malaysian version of 11ST would be set to launch on the second quarter of 2015 and it will be co-hosted by the country's leading mobile telecommunications provider, Celcom Axiata.



The MoU signing of Celcom Planet and Exabytes Network is officiated by these exchange of signatures

Additionally, Celcom Planet would be setting up their Seller Zone in Klang Valley which serves as a learning platform and a support facility for merchants to gain knowledge and increase their e-commerce business.

Hoseok adds, " With 115T expertise and know-hows, Celcom Planet are able to 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 greater heights."

Chan shares, " Exabytes is a strong Propagator of e-commerce among 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."