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Celcom Planet signs MOU with Exabytes to collaborate on E-Commerce MarketPlace

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Web hosting company, Exabytes Network Sdn Bhd (Exabytes) has signed a Memorandum of Understanding (MoU) agreement with Celcom Planet Sdn Bhd to collaborate on a soon to be launched e-commerce marketplace.



L-R: Hoseok Kim, Chief Executive Officer, Celcom Planet sign the e-commerce MoU with Chan Kee Siak, Chief Executive Officer, Exabytes Network

Established in November 2014, Celcom Planet Sdn Bhd is a joint venture between Celcom Axiata Berhad and SK Planet - a leading Korean e-commerce open marketplace provider which is also a wholly-owned subsidiary of mobile operator, SK Telecom.

SK Planet owns '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 is set to launch the Malaysia's version of 11ST in the second quarter of 2015 and will be co-hosted by mobile operator Celcom Axiata.

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.

Celcom Planet 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. Celcom Planet's CEO, Hoseok Kim said, "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."

Chan highlights, "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 ends, "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."