

# commerce.asia<sup>TM</sup>

*Delivering happiness to trading*



**Public Relations Toolkit**  
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## WHO WE ARE

Commerce.Asia is a South East Asian ecosystem builder that assists SMEs, Brands & Micro-entrepreneurs to sell online by providing them with end to end omnichannel commerce solutions.

Commerce.Asia develops these solutions by integrating best of breed technologies from Technology Enablers (i.e. e-commerce solutions for payment, loyalty & marketing, warehousing & delivery, etc.). Commerce.Asia brings together these Technology Enablers by making strategic investments, providing guidance and mentorship to them.

### Market fit in Southeast Asia and Malaysia

According to Google & Temasek's e-Conomy SEA Spotlight, The South East Asian e-commerce sector is expected to grow from US\$10.9Billion in 2017 to US\$88.1Billion by 2025. Despite this huge opportunity, only about 20% of SMEs & Brands have adopted ecommerce as a channel of sales. The biggest challenges in the ecommerce space among SMEs and Brands in Malaysia and Southeast Asia today are cost, lack of knowledge, complicated technology & lack of time. This is due to the space is by and large disorganized. This is especially true for Malaysian omnichannel solutions/technology players or **Technology Enablers**. They also suffer the challenge of lack of capital and knowledge to compete at a larger regional and global scale.

With Southeast Asia becoming a hotspot for global ecommerce players such as Alibaba and Amazon, it is only a matter of time before Malaysian players come face to face with some fierce competitors. In fact, the process has already started with Alibaba leveraging the Digital Free Trade Zone to enter the SEA region.

Therefore, what the region needs immediately is a comprehensive commerce omnichannel ecosystem, in order to prepare them for the stiff competition that is on the anvil. That is the only way for these Malaysian players to thrive and retain their share of the pie within Malaysia and in the larger SEA region.

This is where Commerce.Asia comes in.

## OUR LEADERSHIP TEAM

Given the strong opportunity and vision, Commerce.Asia is helmed an award-winning industry stalwart and successful Internet entrepreneur, Ganesh Kumar Bangah.

Ganesh Kumar Bangah founded Commerce.Asia in 2017 when he conceptualised the Total Ecosystem Support Strategy that has become the core of Commerce.Asia's business plan. He currently leads the strategic direction, execution and monitoring of Commerce.Asia's business plan

Prior to founding Commerce.Asia, Ganesh was the Founder and Executive Chairman of MOL Global Inc., a global payment service provider that became South East Asia's first Internet Company to be listed on the NASDAQ in 2014. He founded MOL when he was 20 years old and was its CEO for 15 years. While in MOL, he was also a director of MOL Ventures, which invested in some of the world's biggest social media and mobile internet brands including Facebook, Friendster, and Kakao. Ganesh was certified the Youngest CEO of a listed company in Malaysia by the Malaysian Book of Record when he listed MOL on the Malaysian Stock Exchange in 2003. He was the Ernst & Young Technology Entrepreneur in 2012 and was nominated by Society Magazine 2014 as one of the 100 people you must know in Asia.

Besides being a successful internet entrepreneur, Ganesh is a well-known industry leader in the Malaysian Information Technology space. He is currently the Chairman of PIKOM, the National ICT Association of Malaysia and is the Chair of E-Commerce Malaysia, a Chapter of PIKOM. Ganesh also serves various government bodies. He is a member of PEMUDAH, a unit of the Prime Minister of Malaysia's office entrusted to improve the global ranking of Malaysia in efficiency of doing business. He also serves as a member of the Malaysian Productivity Council and is the Champion of the ICT Nexus under the Malaysian Productivity Blueprint.

At Commerce.Asia, Bangah is supported in his vision and execution by Marketing Director Logan Sivanasen, General Manager Alice Foong, Product Head Vickie Teh and Investment Analyst Ong Foo Kiat. All four come with a strong background of ecommerce and omnichannel businesses, venture capital, technology & retail.

Together, the Commerce.Asia's leadership team is taking the onus to usher a new era in Malaysian and Southeast Asian commerce industry by enriching the omnichannel ecommerce ecosystem. This vision forms the very core of the organization.

## WHAT WE DO

Commerce.Asia has a two-fold objective –

- Providing Mentorship, Investment & Market Access for Technology Enablers.
- Being a One Stop Solution & Advisory for SMEs, Brands & Micro-entrepreneurs

This makes Commerce.Asia one of the pioneer players in Southeast Asia to date that is taking the onus for total ecosystem support. This is achieved through its world pioneering Total Ecosystem Support Strategy or “TESS” comprising of three key components namely; Commerce.Asia Enterprise, Commerce.Asia Capital & Commerce.Asia Accelerator. This ensures Malaysian SMEs & Brands, Micro-Entrepreneurs & Technology Enablers stay ahead of the curve in an increasingly competitive industry landscape.

## TESS (Total Ecosystem Support Strategy)

Commerce.Asia has developed a Total Ecosystem Support Strategy comprising of three core pillars; Commerce.Asia Enterprise, Commerce.Asia Capital & Commerce.Asia Accelerator.



Commerce.Asia Enterprise is a one stop Omnichannel eCommerce Solution, Managed Services & Advisory for SMEs & Brands to sell products on their own web store and multiple marketplaces without hassle. It bridges the gap between Technology Enablers and SMEs by connecting them to a full suite of technology and managed services. The benefit is two-fold. Businesses get access to advisory and solutions they need to adopt an omnichannel model, right from own online managed webstores to fully integrated local, regional and global online marketplaces. At the same time, Enablers too get market access to businesses who need their solutions.

Commerce.Asia Enterprise has two sub-components -



Igniter.asia is an e-commerce platform that provides Micro-Entrepreneurs with everything they need to start your online business for FREE in just a few clicks. It provides micro-entrepreneurs with all the tools they need for ecommerce. This includes setting up a webstore, access to thousands of dropshipping products, as well as social selling such as Facebook stores.

## SHIPPOP

**Effortless Shipping!**

SHIPPOP is a one stop delivery solution that integrates multiple courier and logistic provider for e-commerce merchants to prepare shipment orders, print airway bills, make payment and track packages. Send parcels domestically and internationally through one single integration and interface.

**commerce.asia™**  
**Accelerator**

**Let's Take It To The Next Level!**

Commerce.Asia Accelerator (CAA) offers strategic guidance & mentorship to companies & their talents on growth & strategy skills.

This is made possible with Commerce.Asia signing a partnership with GrowthX, a Silicon Valley based Accelerator to operate its Market Acceleration program and Growth Academy in Malaysia.

The Silicon Valley Headquartered Accelerator will provide the Brand, Curriculum, Expertise, Experience, and Track Record to support the program.

The program has two components:

- The Market Accelerator Program or MXP – for companies. The MXP helps companies develop, test and validate their ideas and hypotheses at every stage of the market development process. This equates to less time and capital required to learn whether and when you can achieve product-market fit. Unlike traditional accelerators that teach companies how to build a minimally viable product and raise money; the MXP teaches how to market their product and make money.
- GrowthX Academy – for individuals who want to transition into a career in Sales and Business Development, Growth Marketing or UX Design. Our world class instructors are entrepreneurs, founders, business owners and investors who teach the skills, mindsets and frameworks necessary in today's competitive environment.



Let's Grow Together!

Commerce.Asia Capital (CAC) provides the necessary capital for Enablers to grow their business by procuring capital investment. It accomplishes this by purchasing equity stakes in Enabler organizations.

The strategy is:

1. Industry Focus & Strategic Guidance

Commerce.Asia's has identified six sectors within the Omnichannel Commerce industry that it will invest in, namely:

- Marketing services,
- Rating & Credit services;
- Data Exchange & Statistical services;
- Logistic services;
- Financial services;
- Risk and Fraud Prevention Services.

We invest into companies within these six sectors while providing strategic guidance on growing these companies based on the experiences of our team and similar companies within our portfolio.

2. Anchor & Baby Model

Our investments are based on an "anchor and baby" model. 'Anchor' refers to large platforms that have pools of customers. 'Baby' refers to smaller companies with services and products that will integrate to Anchors to leverage on the Anchor's customer base while generating revenue that will be shared between the Anchors and Babies.

Anchors and babies will be grouped to focus on each of the sectors within Omnichannel Commerce. Anchor's and babies could be merged to create bigger platforms or exits through initial public offerings or trade sales.

3. Synergy & Value Creation

We strive to create synergy within our portfolio companies by encouraging partnerships and technology integrations within our portfolio. We also integrate the technologies from companies within our portfolio to create new solutions for ecosystem participants.

We intend to become the 'gel and glue' that links the myriad of technologies and services within our portfolio to create value for merchants and customers.

## WHAT DIFFERENTIATES US FROM INCUBATORS AND VC FUNDS

Incubators provide shared services and physical infrastructure. Over the years, they have started providing passive mentorship as well.

VC funds provide capital investment in return for equity shares.

Commerce.Asia does **everything that incubators and VC funds** do. But in addition, we provide active mentorship, ready capital, market access, and logistical support as well. Most importantly, we operate exclusively in the omnichannel commerce space – which brings keen focus and strategic direction towards the next big retail revolution in Malaysia and Southeast Asia.

## OUR COMMITMENT TO TOTAL ECOSYSTEM SUPPORT

Now, let's back our ambitious claims! In the last year, Commerce.Asia has made strategic investments in three significant Enablers – Site Giant, Kumoten & Let Me Store. The strategy behind these investments was two-fold:

1. Their solutions complement and complete the omnichannel ecosystem we are building to revitalize the commerce landscape in Malaysia and around the region.
2. At the same time, we have invested both capital and knowledge in the companies for them to scale up rapidly

Their stories follow.



### Sell Everywhere Effortlessly

SiteGiant is a leading ecommerce platform in Malaysia. SiteGiant enables merchants to create their own online store while channeling the products hosted within the platform to various marketplaces with integrated inventory and order management.

SiteGiant is integrated to all major local ecommerce marketplaces including Lazada, 11street, Lelong, Shopee, Logon, and YouBeli. SiteGiant is also integrated to major global ecommerce marketplaces including Amazon, eBay, and Qoo10.

SiteGiant is based in the island of Penang and has more than 2000 merchants on its platform with an annual gross merchandise volume of RM 237 million in 2017.

Commerce.Asia invested in SiteGiant to empower enterprises and brands to use the SiteGiant platform through Commerce.Asia Enterprise. It is also leveraging SiteGiant merchants to build new products and services that will leverage on the established merchant base that SiteGiant has built.



### Dropshipping Made Easy

Kumoten is a pioneer Malaysia-based dropship platform. Kumoten aggregates products from various platforms and wholesalers globally while providing its resellers with a one-stop solution to sell these products in their online store or marketplace.

Commerce.Asia provided Kumoten with its growth strategy for 2017. Kumoten followed this growth strategy and grew 462% in that year.

Kumoten currently has more than 100,000 active SKUs and over 25,000 registered resellers.



### Your One Stop Warehousing Solution!

Let Me Store was founded and operated by Young Bumiputera Entrepreneurs who built an end to end e-commerce fulfilment service for online sellers. Let Me Store was serving more than 26 merchants in a shop office in 2017.

Commerce.Asia saw that it could help in growing Let Me Store. Through its network, Commerce.Asia found and secured a lease to a warehouse for Let Me Store.

Commerce.Asia then entered into a Joint Venture Agreement with Let Me Store and Thailand based Siam Outlet to provide an Intelligent Fulfilment Platform for Let Me Store and to further seamlessly link the Thailand and Malaysian e-commerce markets for online sellers and merchants.



Get in touch with us at [hello@commerce.asia](mailto:hello@commerce.asia) or visit our website at [www.commerce.asia](http://www.commerce.asia) today!