

JULY 2021

SPECIAL FOCUS ON DIGITAL MALAYSIA 2030 ADOPTION OF IR4.0 & 5G

BusinessToday will be releasing a special focus pullout on how Malaysia is pushing the digital transformation agenda.

Digital economy presents tremendous new opportunities for Malaysia, on our journey to become a high income nation.



WHY GOING DIGITAL IS IMPERATIVE?



- Southeast Asia has the fourth largest internet market in the world and a growing eCommerce sector, with 14 unicorns.
- Several countries have developed digital economy strategies for increased competitiveness and their achievements based on the Global Competitiveness Index (GCI) ranking.
- The success of the Malaysia Digital Economy Blueprint will elevate Malaysia to become the regional leader in the digital economy



Malaysia Defines Digital
Economy As:

“Economic and social activities that involve the production and use of digital technology by individuals, businesses and government.”



About The Special Focus

- The MyDIGITAL is a national initiative symbolises this aspirations of the Government to successfully transform Malaysia into a digitally-driven, high income nation and a regional leader in digital economy.
- The Malaysia Digital Economy Blueprint charts the trajectory of the digital economy's contribution to the Malaysian economy and builds the foundation to drive digitalisation across Malaysia including bridging the digital divide.
- BusinessToday will publish a Special Focus how Malaysia can achieve this with the coming together of private and public sectors

Topics Featured

- **The People-** Creation of 500,000 new jobs
100% household with access to internet All
students to have access to online learning
- **Businessess-** 30% uplift across all sectors by
2030, 22.6% of digital economy to Malaysia's
GDP, 875,00 mSME's adopt eCommerce, 2
home grown Unicorns, RM70 billion
investment in digitalisation, increase
startups number to 5000
- **Government-** 100% civil service to be digital
literate, 80% service to be online, all
ministries to offer cashless service by 2022,
80% cloud by 2020

Achieving 2030 Goals With Stake Holders

- The People- eWallet providers, Financial institution, mobile and telecommunication service providers, education providers, digital learning.
- The Businesses- Financial institutions, eCommerce, digital solution providers, data centres, cloud solutions, high speed fibre, digital payment providers, Insurance, Islamic Financing, 5G providers, IR4.0 enablers, MaGic, MDEC, Cradle, MDV, MOSTI, MEDAC, MAFI, TERAJU, Selangor Invest etc.
- The Government- MNC's and GLC's involved in large scale transformation work for the government. Including, IRIS, MAMPU, KDN, Microsoft, H3C Technologies,

Who Should Take Part?

Firms involved in
developing
Malaysia's 5G
infrastructure

Technology players
in the IR 4.0
transformation

Financial Institution
– Islamic

Government
agencies assisting
entrepreneurs and
startups

Telecommunication
Companies

Data Centres

Cloud Solution
Providers

eWallet Providers

System Intergrators

Stake Holders

Ministries

MCMC- Smart
Nation
Blueprint

Economic
Planning Unit

MAMPU

Selangor
Investment
Corporation

Putrajaya
Holdings

Cyberview

Industry
Leaders

Content Distribution



Ministries- MITI, JPN, MOSTI, KKM, KKMM, MAFI, MEDAC



All relevant Agencies- MAMPU, BNM, MCMC, MDEC, MaGIC, Cyberview, InvestKL, InvestSelangor, Teraju, TEKUN, SMECorp, MARDI and much more



Private- Financial Institutions, Tech Companies, MFA, Higher Education, MNC, GLC, SME's, IGEM, SIBS



Others- BT subscription, online & social, newsstand, EDM, Google News, Global eMagazine Store



Total Estimated Reach: 2.5million

OUR AUDIENCE

The bottom of the slide features two horizontal blue bars. The first bar is a solid light blue rectangle spanning most of the width. The second bar is a slightly darker blue rectangle that starts to the right of the first bar's end, creating a staggered, layered effect.

A background image showing a group of business professionals in an office setting. A woman in a grey blazer is holding a smartphone, while others are looking at a tablet displaying charts. Coffee cups are visible on a table.

Realising Your Objectives With BusinessToday

Tapping Into BusinessToday's 357,000 corporate community and potential investors with well crafted contents.

ABOUT US

01

Business Today is a premier business media digital and print platform reaching out to **357,000** business leaders in Malaysia and abroad. We cover a wide breadth of business, economic and financial matters along with inspiring businesses stories, personalities and wise management nuggets.

02

Business Today is available on digital and hardcopy.

Website

Facebook

LinkedIn

E-magazine

Monthly High Quality Print

Newsletter

Forum/Events

03

Demographic

Senior and middle management

CEO, CTO, CMO

Business owners

Corporate Leaders

Bankers & Financiers

Head of Department

Government Officials

Executives & Board Members



We are an independent media focused primarily in creating a pro-business environment for Malaysia.

We aim to be the voice of the community, giving the fledgling a platform and for others to tell their inspiring stories.

We consider ourselves a toolkit for any business to start their entrepreneurial journey

We assist businesses to spread their wings regardless of their growth stage, be it from Startup or to post IPO

AUDIENCE SNAPSHOT



No.1

#1 Destination for Opinions by
Business Leaders since 2001



60%

Over half of the BusinessToday
audience is made up of C-
level and senior management
readers.



357,000

BusinessToday digital platform
reaches 357,000 business
leader locally monthly



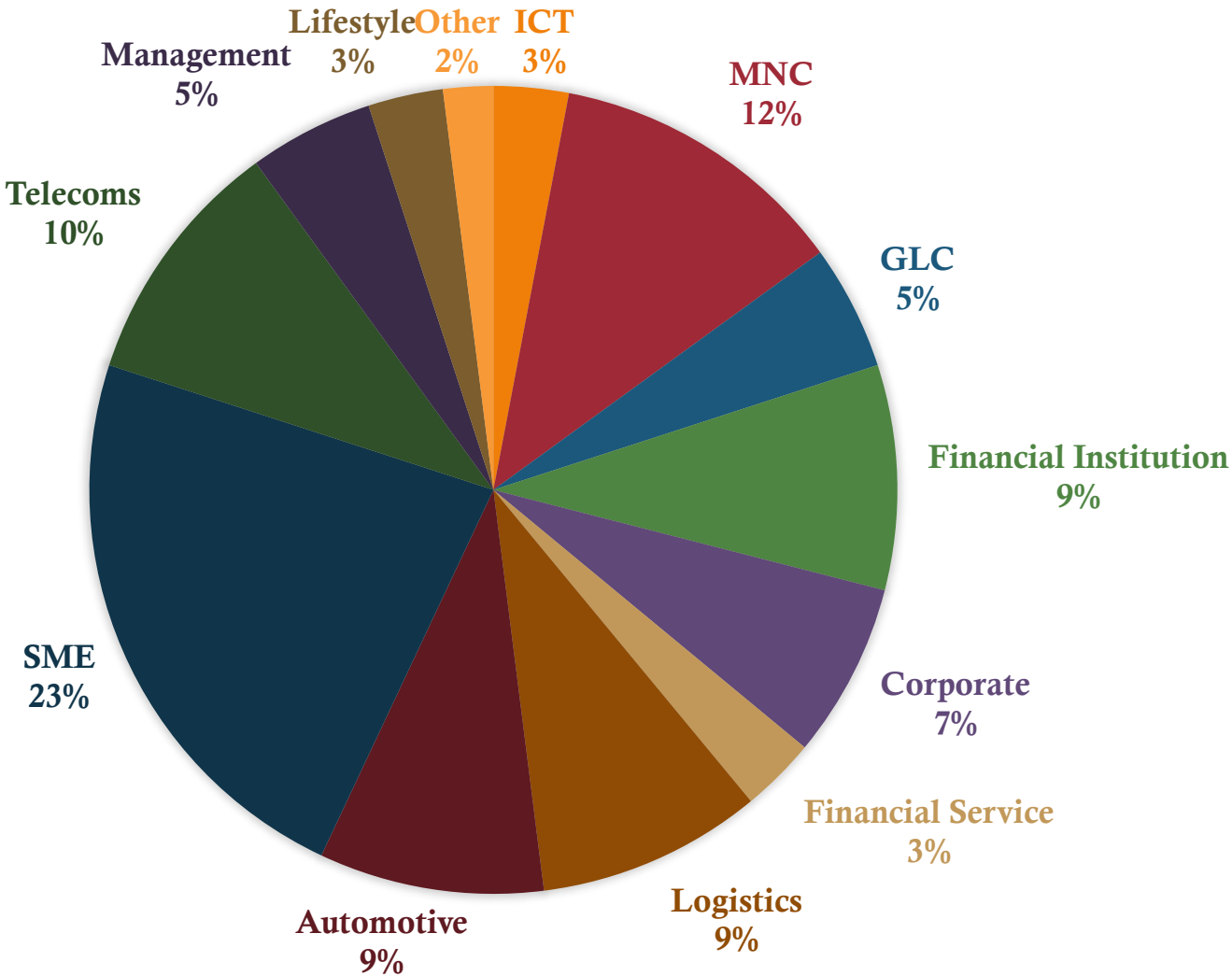
1 million

BusinessToday digital affluent
visitors wield over RM1 million
in total buying power





DATABASE PROFILE BY INDUSTRY




Data above was obtained via internal survey conducted on 1000 of the subscribers

SEGMENTS FEATURED

BUSINESSTODAY

HOME NEWS NEXT PHASE TRADE SCALE UP INTERVIEWS LIFESTYLE VIDEO

Malaysia needs to brand its startup ecosystem as one of world's best, says KJ
By Penneeraj October 23, 2020



Khairy Jamaluddin, Minister of Science, Technology and Innovation, said the country's entrepreneurship ecosystem was on par with the world's best, but Malaysia must brand itself better to get itself noticed.

"We don't brand ourselves enough. We have to do more about positioning ourselves. Many countries are attracting the same limited amount of talent. If you don't shout above the noise, you're going to be bypassed," said Khairy at a panel discussion titled "Reflect, Reset and Reform – Thriving in the New World" at eNation, a four-day technology conference organised by the Malaysian Global Innovation & Creativity Centre (MaGIC).

Also on the panel are Nadien Makarim, Indonesia's Minister of Education and Culture and Founder of Gejok, Fleur Pellerin, former France's Minister of SMEs, Innovation and Digital Economy and Ed Vaizey, former UK's Minister for Culture, Communications and Creative Industries. The session was moderated by CNN anchor Richard Quest.

Khairy further pointed out that Malaysia has the advantage of being an English-speaking country, multicultural, high-



Latest News

- iCar Asia receives acquisition proposal from Autohome Inc for AS\$0.50 cash per share
October 20, 2020
- LinkedIn announces suite of tools to help job seekers
October 20, 2020
- Securities Commission Revises Guidelines On Digital Assets
October 28, 2020
- MATTA calls for sufficient funding for tourism businesses to digitalise in upcoming Budget 2021
October 28, 2020
- MATTA urges for proposed two-tiered wage subsidy system
October 28, 2020

Must read

- Selarven: Green wishlist for Budget 2021
October 20, 2020
- Budget 2021 – You'll's wishlist to endure the crisis
October 20, 2020
- 5 ways how corporate culture works for remote teams
October 28, 2020
- Oh, Boomer. Oh, Gen Z. Let's talk
October 28, 2020

BUSINESSTODAY

HOME NEWS NEXT PHASE TRADE SCALE UP INTERVIEWS LIFESTYLE VIDEO

Trade with ASEAN slips by 10.5% during first 9 months of 2020
By Penneeraj October 28, 2020



Malaysia's trade with ASEAN in Sept 2020 has increased by 0.5 percent compared to Sept 2019, contributing RM18.79 (24.9 percent) to Malaysia's total trade.

According to the Ministry of International Trade and Industry Malaysia, exports rebounded by 6.7 percent to RM23.1 billion backed mainly by higher exports of E&E products which increased by 47.8 percent or RM3.2 billion. Exports to markets that recorded expansion include Singapore, Viet Nam and the Philippines.

Imports from ASEAN however declined by 7.4 percent to RM 15.69 billion.

Compared to August 2020, trade, exports and imports were up by 8.9 percent, 9.6 percent and 7.8 percent, respectively.

During the first nine months of the year, trade with ASEAN was valued at RM324.71 billion slipped by 10.5 percent compared to the same period of 2019. Exports to the region contracted by 6.4 percent to RM 198 billion following lower exports of crude petroleum, manufacturers of metal as well as chemicals and chemical products.



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- NEWS
- TRADE
- FINANCE
- START UP
- SCALE UP
- NEXT PHASE
- GREEN ENERGY
- IR 4.0
- CEO INTERVIEW
- TRAVEL
- DINING
- LIFESTYLE

NEW

WEEKLY NEWSLETTER



3 TIMES A WEEK



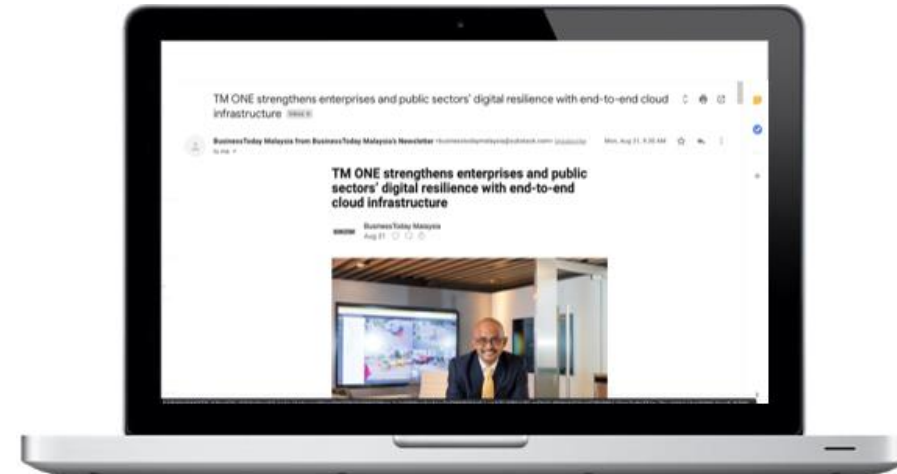
MONDAY-
HIGHLIGHT
FEATURE




WEDNESDAY-
MID-WEEK
NEWS






FRIDAY-
WEEKLY WRAP




GLOBAL STORE - E- EDITIONS

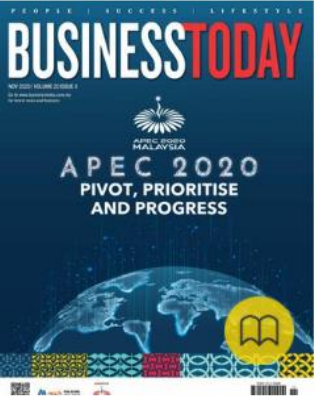


HomeMagazinesStoriesNewspapersCoupons







December 2020




November 2020




October 2020




September 2020










July - August 2020



June 2020



April / May 2020





About

PEOPLE | SUCCESS | LIFESTYLE
BUSINESSTODAY

- BusinessToday is a premium media brand which has grown in leaps and bounds since it **started in May 2001**. Today, Business Today is recognizable all over Malaysia as a business magazine which shares insights on the economic and business landscape and educates the business community.
- BusinessToday provides information on important issues, initiatives and incentives to the SME and SMB industries. Our readers can get key trends in economic, financial and business development which impact the business ecosystem in Malaysia.
- BusinessToday is a monthly magazine and is available at all leading newsstands.
- It is also available on <https://www.businesstoday.com.my/> and various social media platforms.

Special Edition Digital Malaysia 2030

Printed + E-Edition + Online

Readership profile:
C-Levels, Senior Management, Business
Owners, GLC's, SME/SMB, Banks, MNC
(refer to attachment)

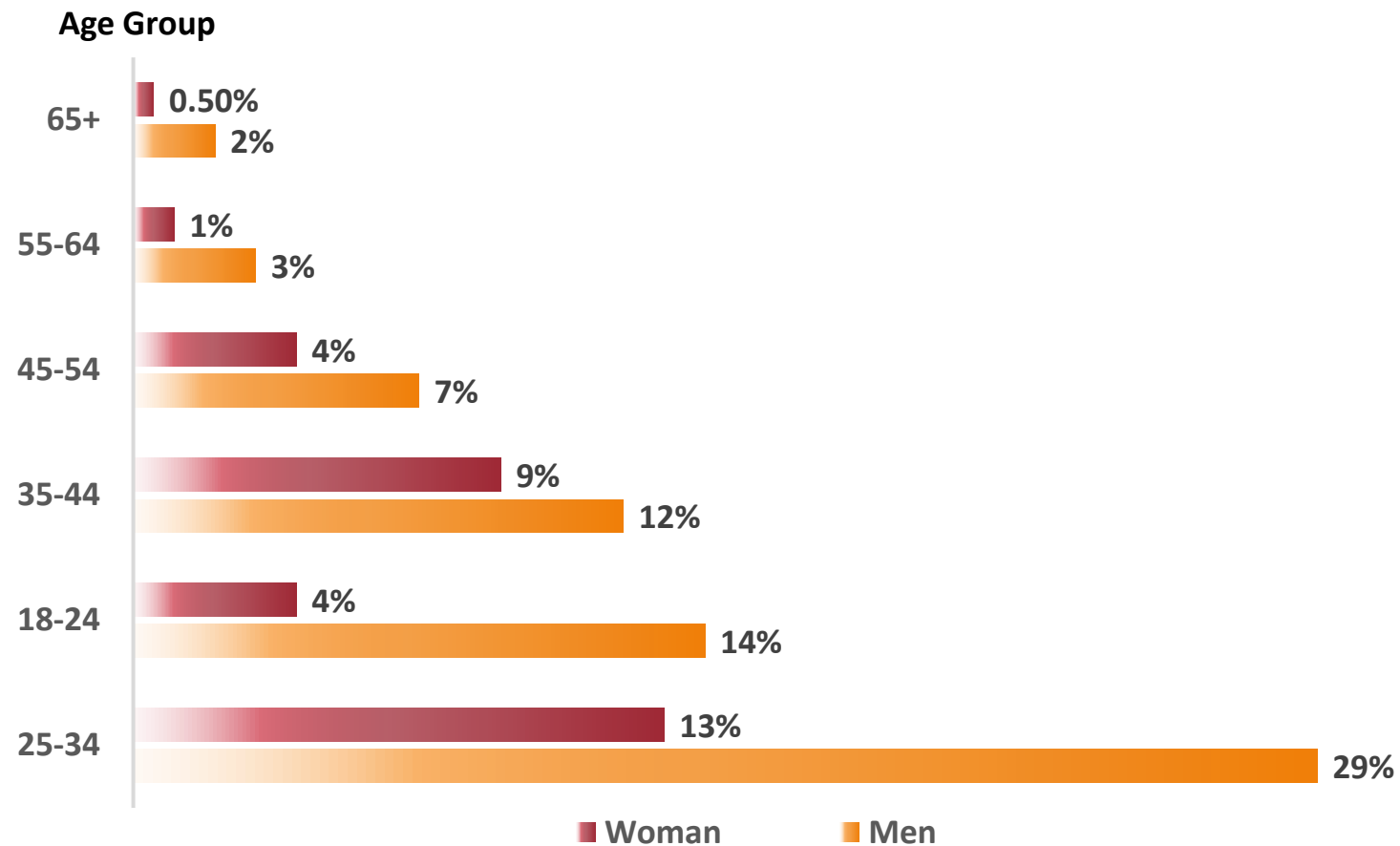
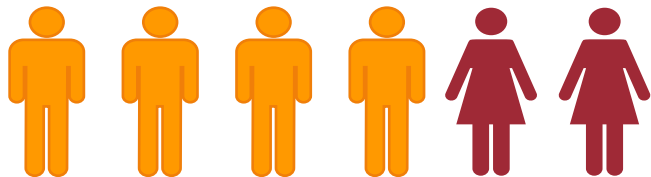


OUR NUMBERS

Business Leaders, C-Suites, Business Owners
, Senior Management

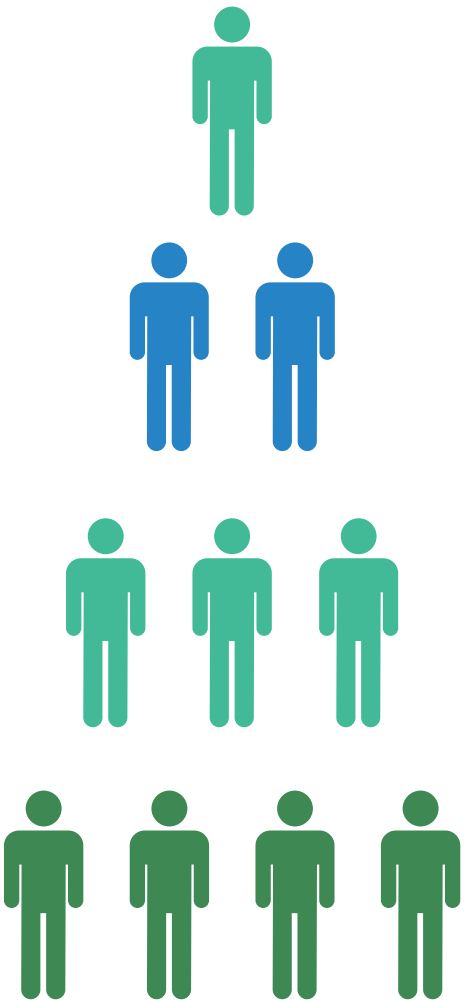
- 
- **250,000 Online Viewership**
 - **90,000 Print Readership**
 - **10,000 Newsletter EDM**
 - **7000 e Magazine**
 - **357,000 Total Reach**

Online Readers Demographic



*Source: Google Analytics – as of January 2021

Print Readers Demographic



Gender

Male 87%
Female 13%

Age

25-34 years: 14%
36-45 years: 54%
46-55 years: 32%

**Ethnic
Origin**

Chinese 51%
Malay 36%
Indian 8%
Other 5%

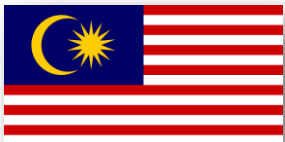
**Top
Manager**

Chairman/Professional/C-Level 40.5%
Director/GM/Businessman/
Senior Managers 38%
Others 21.5%

*Source: Subscription survey, 2020

Website Views

BY COUNTRY



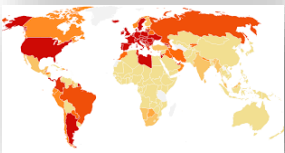
82%
MALAYSIA



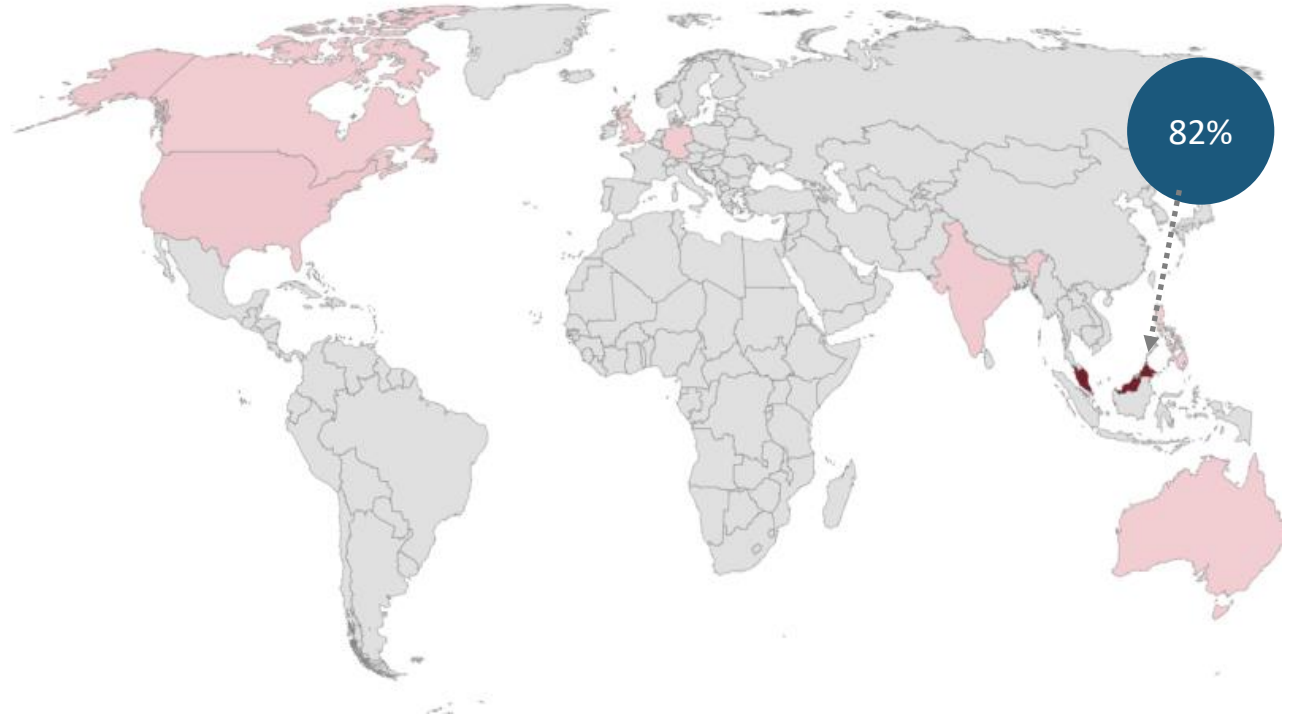
7%
SINGAPORE



2%
UNITED STATE



9%
APAC & ROW



*Source: Google Analytics

OVER 150 BRANDS WORK WITH BUSINESSTODAY



Aerodyne/MDEC- From a humble startup in 2015, BusinessToday profiled and worked on content angle to position the young company. Today Aerodyne is a global tech drone giant, **valued at RM1 billion**



MardiCorp – positioned their business as an agency assisting Malaysia grow its innovation in crop development.



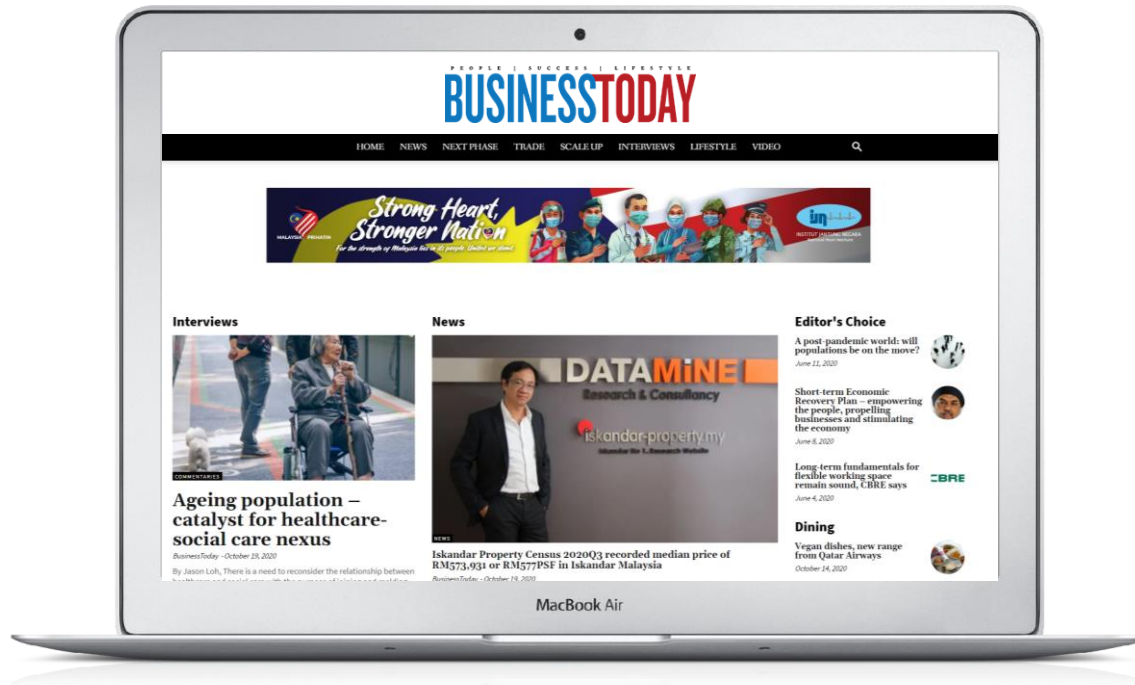
MAFI- assist the Ministry in communicating all its initiatives effectively to the corporate sectors.



AirAsia- Cover story on CEO, the airline was on the way of becoming global budget airline. To build the hype, a series of content was published in gearing investors on the future growth.



Exim Bank- Cover story with CEO, positioning the bank as the formidable financial institution for cross border trading. A trustworthy partner when doing business overseas.



<https://www.businesstoday.com.my/>

<https://www.facebook.com/businesstodayMY>

<https://www.linkedin.com/company/business-today-malaysia/>

Digital platform



UNIQUE
VISITORS: 150,000

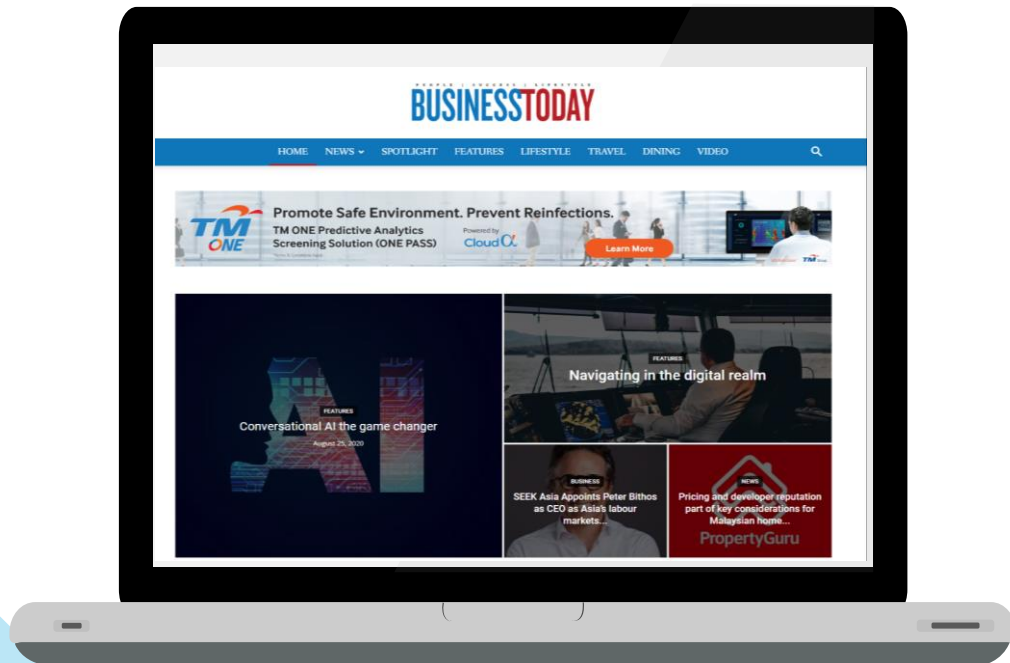


AVAILABLE ON
FACEBOOK



AVAILABLE ON
LINKEDIN

Media Package



1

Cover Position

2

Outside back cover

3

2 page x Branded Content

4

1 page x Branded Content

Package Options

01 RM25,000 Media Package

Digital and Print Cover Story

Package Includes

3 pages of editorial content (interview or submitted materials)

1 FPFC advertisement in BusinessToday magazine. Valued at RM6,800

Digital uploads

02 RM15,000 Media Package

Digital and Print- Premium Position

Package Includes:

2 pages of editorial content (interview or submitted materials)

Digital uploads

OBC Position

Package Options

03 RM8,000 Media Package

Digital and Print

Package Includes:

2 pages editorial content

Digital uploads

1 Full Page advertisement

04 RM6,800 Media Package

Digital Only

Package Includes:

1 page editorial content

Confirmation deadline: 20th May
Material deadline: 30th May



FOR MORE INFO



sales@reach.com.my



REACH PUBLISHING, DATARAN PRIMA



BUSINESSTODAY