

2019 ANNUAL REPORT



IMPACT INTEGRATED

MIMPACT
MALAYSIA

SPACERUBIX

picksum

RAHITA

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A NOTE FROM THE CEO



When I was appointed to serve as the Deputy CEO of Impact Integrated (known as Volunteer Malaysia then but was still widely remembered as iM4U), my initial mandate was merely to be the bridge between the Board of Trustees and the Management in an effort to put in place a better governance structure. Simultaneously, I was tasked to remodel and reform what was once a household brand that touched millions of lives having more than a hundred million ringgit of budget to spend, before setting the course of the company with a unique selling point while ensuring its financial sustainability. Being left with uncertainty after the change of government in 2018, with funds depleting after a huge voluntary separation schemes that took place in the same year, the damage done to iM4U that was once omnipresent in the realm of youth development & social change was massive.

The first mandate was completed effectively and smoothly, as I worked with external and internal parties to complete a process audit. I then moved on to the next tasks, which were more daunting and challenging, despite being a generalist with ample experience in each of the key areas that the company parked itself in. It took me awhile before I was really able to even start shaping our direction. It was almost everyday that I had to do some fire-fighting as there was not only a need to rebuild ourselves from the ground up or work on the little things that we lack, but a bit of both, simultaneously and interchangeably.

My fear as I was setting the course for Impact Integrated was that we ended up becoming insignificant, irrelevant, and worst of all, counter productive to the existing efforts done for anything we were trying to achieve. I also had to constantly remind myself that soon enough we need to be able to fund our own journey, independently.

Our youth-centric radio station and media platform, Rakita 107.9 was rebranded and relaunched in January 2019, prior to me joining the company. Due to many different unfortunate circumstances, Rakita took a long time to find its strategic footing in the radio and media industry. The transition from the old iM4U FM model to a commercial hit radio station with a primary objective of generating revenue was extremely difficult. The same thing can also be said about Impact Malaysia after being launched in April 2019. Its older version, a grant-giving body in the third sector ecosystem, that sought to promote volunteerism was huge in its own way but problematic as it lacked any meaningful impact to the people, despite being in many different places. But nonetheless, it was significant enough that Impact Malaysia was often compared to the amount of public relations exercises iM4U carried out, when we desperately tried to focus on depth, with real and positive impact.

The journey to identify our niche contribution to the nation as a conglomerate took a different turn mid-way, upon my realisation that it wasn't necessarily about where we were heading towards but was more about who we already were and ways to be better. The mere existence of our business units being fused together and resources we already have were in fact our unique selling point, to fulfill the criteria of an ecosystem builder setting out to empower communities. Rakita has the voice, Spacerubix has the space, Impact Malaysia has the intention, and Picksum with its platform. We already have the right resources, placed strategically under the purview of the right Ministry (of Youth & Sports), and all that's left is to ensure that we have the right people with the right mindset and capacity. That was when I embarked into another journey of transforming the existing manpower in Impact Integrated to fit in the mould I had in mind, while bringing in a few more to diversify our capacity.

In August 2019, I was officially appointed as CEO of the company and after close to a year of restructuring and setting the course, I can now safely say that all our brands are slowly becoming homes to the community that they are championing for. Impact Malaysia with its third sector players and underserved communities, Rakita with its indie scene and grassroots artiste, Spacerubix with the gathering of different communities of Puchong and its surroundings, as well as Picksum with its local homegrown product entrepreneurs. Each one of the brands also managed to embody their own way of empowering the youth. One of the many examples I can share is the way Impact Malaysia ensured a group of youth volunteers to be an important partner, so that they could learn and apply their knowledge at our impact projects as a means of upskilling, and to become the change agents themselves.

Moving forward to 2020, our direction and goals are as clear as day. Rakita will be opening its doors to youth especially the Gen Z on a daily basis, to learn, to speak, and to recognise their talents and contribution in their own way, Spacerubix will be more diligent in providing a platform for a healthier community, Impact Malaysia to go out of its way to enable and advocate for more positive social impact in the third sector, through the lens of better impact management and impact reporting, while Picksum to travel so that our homegrown local heroes will be at the centerstage.

For all that is said and done, I am a pragmatist and I will admit that we didn't achieve everything I set out for Impact Integrated in 2019 and I will not pretend that it's easy to restructure our operations and governance, while striving to meet our desired goals. Nonetheless, in this annual report, my team and I will outline our achievements throughout the year while going through our struggles. I believe it is pertinent that while we reflect on our successes, we don't only focus on the output and completely ignore the process. Otherwise, there will be little to no meaning to the better version of ourselves that we ought to become.

For the year 2020, I have absolute faith that we can achieve the goals that we set, in order to improve the lives of our beneficiaries, and I commit to seeing through that we will someday be at the forefront of the national initiative in developing our youth, empowering our communities, and most importantly to integrate impact.

A handwritten signature in black ink, consisting of a stylized 'A' followed by a horizontal line and a small flourish.

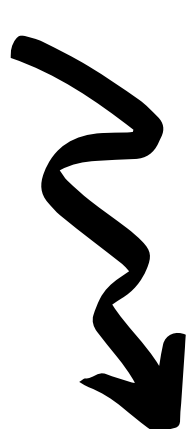
Ahmed Faris Amir
CEO, Impact Integrated

IMPACT INTEGRATED

IS A **SOCIAL CONGLOMERATE.**



The leading high-impact social innovation and youth empowerment initiative



The platform for aspiring youth entrepreneurs and consumers for local homegrown products



The most desired modern space with personalised services for community and sports happenings



Aspiring to be Malaysia's No. 1 Youth Media Brand

Direction

Vision

To be at the forefront of national initiatives for youth development, community building and impact culturalization.

To create an ecosystem for youth movers to be champions of impact

Mission

Core Activities in a Nutshell

Youth Development



- Impact Malaysia enables youth movers to create social impact in communities, through 7 community projects from June - Dec 2019.
- Rakita is an empowering platform for youth talents and voices, with >3000 hours of on-air programming.
- Spacerubix is an inspirational space for youthful activities, community activation and sports, and hosted >40 events in 2019.
- Picksum is strategized as a marketplace for youth-led homegrown products.

Integrating Impact



- Impact Malaysia advocates and amplifies impact through research, creation of impact frameworks, advocacy, digital media and storytelling.
- Rakita strives for impactful and positive content, aiming to inspire creativity, talent and excellence amongst youth.
- All of our business models maximizes the impact of clients' investments through high-impact approaches - strategic, measurable and sustainable through optimized integration.

Empowering Communities



- From June to December 2019, Impact Malaysia worked with >150 youth movers, 87 households and 520 beneficiaries.
- Through positive PSAs, Raktiviti and youth-centric programming, Rakita empowers youth, as well as connecting youth groups to another through 360 degree media.
- Spacerubix hosts youthful activities in partnership with small enterprises, communities and youth groups, called KITA Fest and Food Truck & Car Boot Sale @ Spacerubix.
- Picksum is strategizing to catalyse youth entrepreneurship community, through a platform and business networking.

Approach

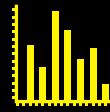
Digital approach encompasses the effect of better co-working experience, ease of measuring the impact in everything we do and effective information transfer. As a part of our Digital Transformation move in mid 2019, we work and store information on Google suite and optimized the use of digital machineries and digital media in our business models

Digital



Along the way of executing our business models, we collect and analyze data for improvements, strategy realignment and in some cases, pivoting and creating new revenue and impact models. To make sure data is generated, we use platforms with analytics and pre-determine the data we need to track prior the execution of any plans.

Data-Centric



Being a conglomerate, we strive to deliver results together, regardless of the different purview, aiming for maximum performance in relations to our initial strategies and direction. Using this approach, we minimize noise in strategy delivery, optimizing resources and have constant check and balance on what works, and what doesn't.

Integration



As a conglomerate for social impact, we factor in user experiences in all efforts we do, alongside advocating positive change in human behaviour. This is reflected in our product development, UI/UX, communications, business strategies to internal management and policies concerning staffs, in which is done consultatively within the organization and business unit purviews.

People-Driven



Performance Overview

9

Campaigns
curated

3

Team building
activities

7

Internal
trainings
conducted

>1 mil

Cumulative eyeballs
across business units

Transformation leads to:



Cost Savings



Efficiency



Innovation

IMPACT
INTEGRATED

7

Social Impact
Projects

Involving

>150

Youth Movers

Benefiting

87

Households

A Total of

520

Beneficiaries

In 3 States,
**Selangor, Perak
& Pahang**

8

Workshops
Delivered

82

Stakeholders
Engaged

5

Committee
Memberships

Generated:

>100,000 Social Media Reach

>RM300,000 Media Value



Generated:

>3,000 hours of on-air programming

33 episodes of digital content since Oct 2019

39 video production of on-air stunts

Featured **42** youth talents from Jan - Nov 2019

More than
7,800
youth reached
on the street

Event
partnerships
generate
260k
worth of youth
eyeballs

Strategic
partnerships
generate
>RM900k
worth of value

RAKITA 107.9
#MUZIKPALINGLIT

>40 clients served from the community at large, youth
and sports fraternity in 2019

Recorded
>700,000
human traffic around
the compound in 2019

A total of
RM 320,000
is used for maintenance and repairworks

>30%
of the sales is from
sports and fitness events

SPACE
RUBIX

What We Did In Year One?

[illegible]

What We Did In Year One?

[illegible]



Youths are the
changemakers.

**We enable, advocate and amplify social impact
championed by youths.**



Volunteers from VOLTEN (Volunteers of Uniten) Club doing a demo of the water filter cap for an Orang Asli household in Sg. Buloh.



The water filter cap used by Impact Malaysia's youth volunteers to improve the condition of water supply in Kampung Orang Asli Sungai Buloh.



A group picture of VOLTEN volunteers, KOA Sg. Buloh Orang Asli community and team Impact Malaysia in June 2019.



Volunteers assembling solar panels for electricity-deprived Orang Asli home



Impact Malaysia's Amir Fadzalih sharing a moment with a group of Orang Asli children in Pos Titom Orang Asli Settlement, Pahang.



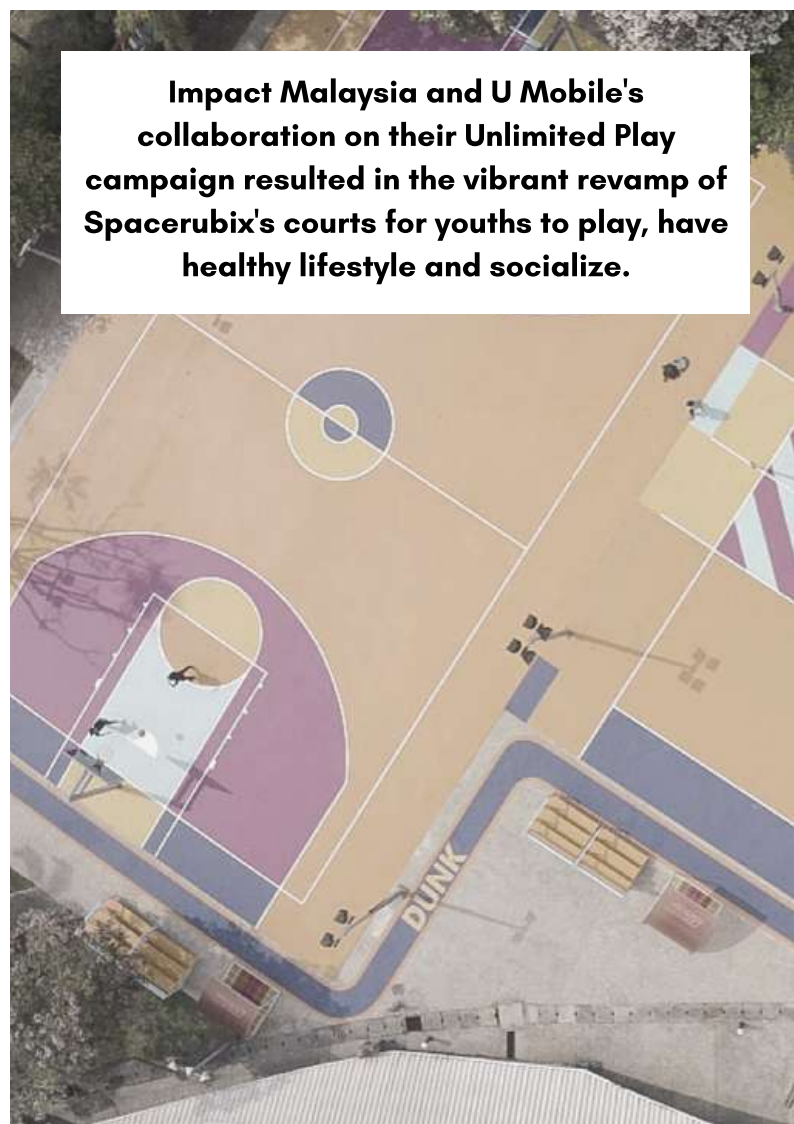
A group picture of volunteers from Politeknik Sultan Azlan Shah (PSAS), social enterprise team Suncrox Solar and team Impact Malaysia post-project completion in Pos Titom.



Volunteers spearheading the SparcSE project in all smiles with the Minister of Youth & Sports, YB Syed Saddiq Syed Abdul Rahman and Impact Malaysia's CEO, Ahmed Faris Amir.



A group of youth playing basketball at the newly revamped courts.



Impact Malaysia and U Mobile's collaboration on their Unlimited Play campaign resulted in the vibrant revamp of Spacerubix's courts for youths to play, have healthy lifestyle and socialize.



Youth volunteers from VOLTEN (Volunteers of Uniten) learning about water filtration systems from social enterprise Efinity.



Volten volunteer laughs at a joke shared by an Orang Asli woman in Kampung Orang Asli Sg. Buloh



Impact Malaysia's Rizal Rozhan conducting a training session on social impact measurement.



Impact Malaysia hosting a visit from students of GUSD (Global Understanding for Sustainable Development) International Group Study Exchange Programme



An impact project on education, run by Unitar's URCare in Seksyen 9, Kota Damansara.



We shared on social impact creation and the importance of change in doing good to more than 1,500 high school students, during Konvensyen Malaysia Future Leaders School in Bangi.

Vision, Mission, Pillars

Vision

The leading high-impact social innovation and youth empowerment initiative

Mission

To create a sustainable and measurable social impact ecosystem driven by youth to bring meaningful and lasting change within their communities

Pillars

Youth Development, Community Wellbeing and Environmental Sustainability

Value Proposition, Key Target Groups

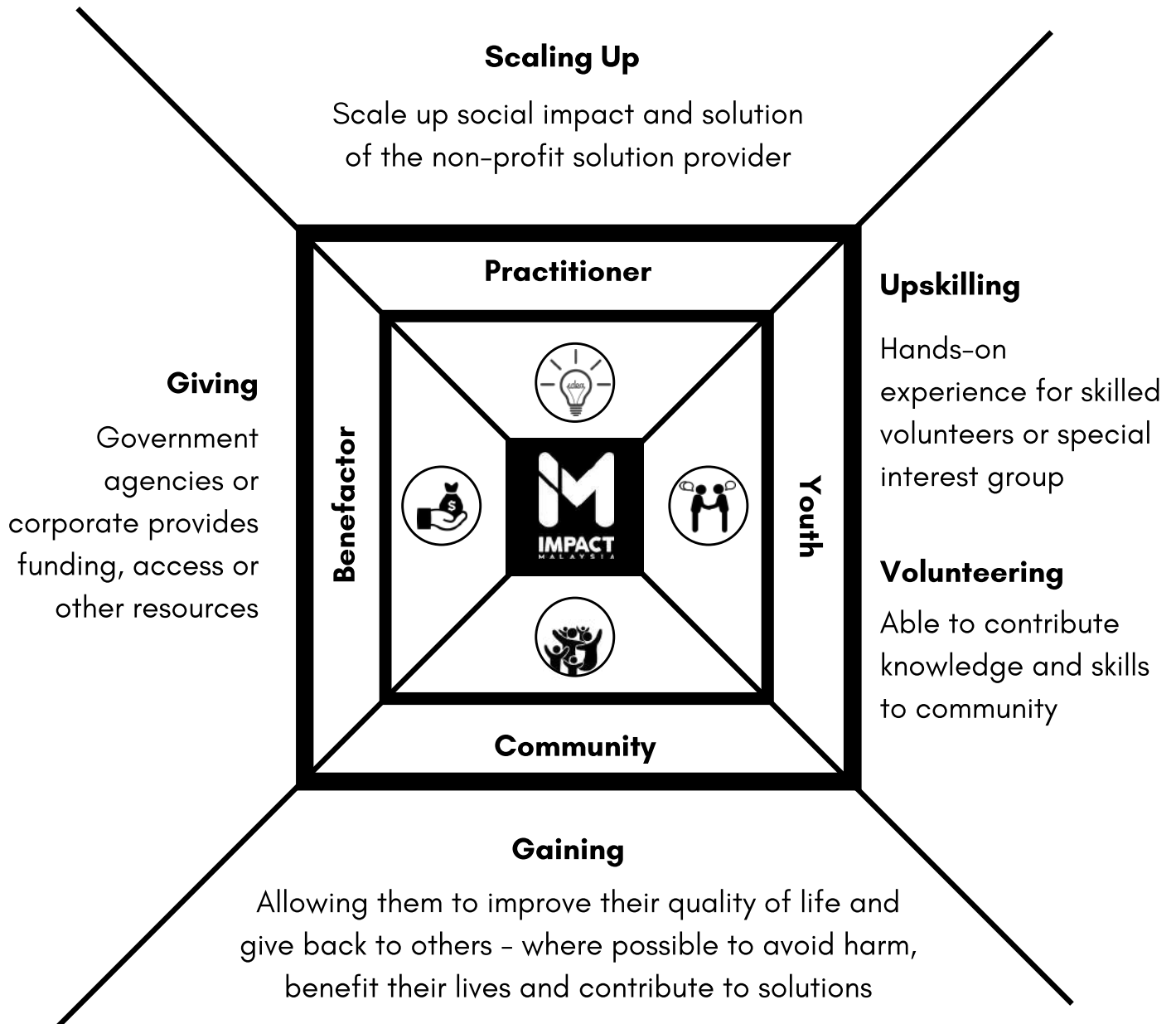
- Creating and advocating best practices of impact management
- Contributing to Malaysia's voluntary national impact reporting to international bodies, i.e UN SDG
- Empowering youths to be impact makers through strategic programs
- Knowledge-transfer on sustainable development issues and impact management through progressive communications
- Connecting people through impact-centric multi-stakeholder model.

Value Proposition

Key Target Groups

- Mass 18 - 30 year olds
- Youth movers
- Civil society organization
- Tech solution providers
- Government agencies
- Corporate sectors

Strategy: Enable



Strategy: Advocate

1. Understand the landscape of the third sector ecosystem in Malaysia in the context of impact assessment and reporting.
2. Obtain consensus on common indicators of impact assessment amongst third sector players through round table discussions and surveys
3. Identify, adapt and adopt a publicly available toolkit that is localised
4. Develop a group of trained volunteers who can be deployed to assist in assessing and reporting impact.
5. Create a dashboard to navigate Malaysia's efforts in the third sector by location, players and focus areas

**How do we
culturalize
impact in
the third
sector
ecosystem?**

Strategy: Amplify

- Brand Impact Malaysia as a household name for doing good and social impact
- Highlight and amplify social impact projects led by youths
- Amplify the communication and documentation of social issues
- Increase public understanding on everything social impact-related
- Platform for amplification of youth-led social impact projects

Output in Detail

Feb	Conceptualization of Impact Malaysia's strategy and programs: Before the launch of Impact Malaysia, we identified 3 program directions: Impact Through Community (ITC), Impact Through Technology (ITT) and Impact Through Business (ITB); which will be done through 3 strategies: Enable, Advocate, Amplify
April	Impact Malaysia Launch Ceremony Impact Malaysia was launched on April 2019 by YB Syed Saddiq Syed Abdul Rahman, Minister of Youth and Sports. The launch ceremony recorded more than 350 attendees, generating a PR value of approximately RM105,750. The launch also generated more than 50 emails stating interest to partner or to be involved with Impact Malaysia.
July	Enable: Water Filter Project, Kampung Orang Asli Sg. Buloh Impact Malaysia connected people of Kampung Orang Asli Sg. Buloh with Efinity Social Enterprise and VOLTEN (Volunteers of UNITEN) to install Efinity's water filter innovation to enable Orang Asli households plagued with contaminated water, to have clean water supply. This project involved 20 youth volunteers, and benefited 27 households and approximately 150 beneficiaries.
Aug	Enable: Unlimited Play, Spacerubix Through Impact Malaysia's enablement, U Mobile provided solutions for youth development and sports by revamping Spacerubix into a youth-centric community sporting space through their Unlimited Play campaign.
	Enable: Home Solar System installation, Pos Titom Orang Asli Settlement Impact Malaysia connected Suncrox Solar, Pos Titom community and electrical engineering students from Politeknik Sultan Azlan Shah (PSAS) to install home solar systems which will enable power generation for lighting (up to 3 5W LED bulbs) and a USB charger. This project involved 20 youth volunteers, 60 households and 300 beneficiaries.
Sept	Enable: Community Garden Project, Spacerubix Impact Malaysia enabled SparcSE, which consists of 55 architecture student volunteers from UM to design and build a community garden. They build this garden at Spacerubix to revitalize and repurpose spaces using the principles of recycling and upcycling.

Sept - Oct	Enable: Kem Kepimpinan & Transformasi OKU, Bangi Impact Malaysia trained 30 OKU NGO leaders and activists on project management and introduced them to the concept of impact management, alongside offering micro-grants for impact projects. This project involves 12 volunteers.
Oct - Nov	Enable: URCare School Holiday Hub, PPR Seksyen 8 Kota Damansara We empowered more than 20 youth volunteers on project management and introduced them to the concept of impact management, in order for the youth volunteers to conduct their project more effectively. The URCare English and waste management classes benefited more than 40 urban poor children in the stated locality.
Nov	Enable: UTP Clean Games 2019, Teluk Senangin Impact Malaysia trained 20 youth volunteers on project management and worked with the project lead throughout the planning and execution phases of their project, "UTP Clean Games". Impact Malaysia also contributed towards 2 community service signboards placed along the beach, as well as documentation of the program throughout in order to amplify the project.
June - Dec	Advocate: Workshops on Project Management To achieve our mission to advocate for youth-driven social impact, a key component of our work to enable impact was to run trans-workshops for our volunteers covering best practices for project management, that cover proposal writing, budgeting, impact management and social media 101. The training was then extended to IMU Cares and YSS for their events.
	Advocate: Committee memberships Impact Malaysia was invited to be a part of 5 committees on social impact and youth development. Notable memberships includes NADMA Malaysia's Clothing Bank for Disaster Relief (CB4DR), Young Employable Student (YES) Initiative by TalentCorp and KBS-IYRES Technical Working Group 2019 - 2020
Nov	Advocate: Impact Survey We coordinated a survey to understand the landscape and public understanding of impact management in various organizations, namely NGOs, civil society, government bodies, social enterprises, academia and corporations. Following this, Impact Malaysia will be having round table discussions to discuss findings and seek consensus on key indicators for reporting.

June - Dec	Advocate: Contribution to strategic round table discussions (RTD) Impact Malaysia contributed to 6 strategic RTDs on youth development and social impact, bringing in values of impact management and high impact program creation experiences on the discussions. Notable RTDs include those organized by IYRES, Rakan Muda, SAY and IYC.
April - Dec	Amplify: Publicity efforts to mainstream impact narrative Our work was covered in media outlets from the launch onwards, with the intent to mainstream impact narratives. Impact Malaysia was featured in RTM, Media Prima outlets, Astro Awani, Harian Metro, BFM, and a feature highlight on TV3's Buletin Utama in Aduan Rakyat segment.
	Amplify: Continuous social media engagement As youths today are social media savvy, we executed a strong social media plan, aligning to the objective to mainstream impact narratives and to highlight the work of the youth movers we enabled. Up to December 2019, we gathered a cumulative impression and engagement beyond 100,000 eyeballs.
	Amplify: Social impact content creation To illustrate our work, Impact Malaysia documents our projects intensively. We published 5 mini documentaries and more than 10 video content on social impact and youth development.
	Amplify: Expanding stakeholder engagement In expanding our stakeholder engagements, we attended and organized key stakeholder engagement meetings with 8 KBS agencies, 4 government bodies and over 70 organizations spanning across NGOs, civil society, social enterprises, academia, SMEs and corporations.
	Amplify: On-ground outreach to the youth Impact Malaysia also did on-ground outreach to amplify our work, invite youth movers to be our stakeholders and inspire change. We did an intensive activation on social impact and volunteerism to more than 1,600 youths aged 15 - 16 years old in the inaugural Konvensyen MFLS, and most recently involved to do outreach on the Hari Kesukarelawanan Malaysia 2019 activation.

June - Dec	Amplify: Speaking engagements on youth development and social impact To advance our impact agenda, we spoke in more than 5 conferences and events on contents surrounding youth development and social impact. Notable appearances: speaking as panelists in ExperienSE (a social entrepreneurship event by British Council and CSED) and eNation (MaGIC's forefront conference in entrepreneurship) on social impact creation.
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RAKITA^{107.9}

#MUZIK PALING LIT

Malaysia's Most Youthful Media Brand





Vision

The leading media brand for young Malaysians aged 15 - 34.

Mission

To be a platform for young people to share their talents, thoughts and opinions.

Objective

To be known as Malaysia's Number 1 Youth Media Brand, and be the voice of Malaysian youth.

Key Target Groups

- Young, 15 - 34 years old
- Mainly Malays
- Discovering new interesting content makes them cool
- 'Mainstream' and 'indie' youth
- Digital and tech savvy
- Social media driven
- Varied content tastes, always changing

Content Approach

- 107.9 FM
- Trafik
- Hiburan
- Santapan
- Minat



WHAT IF **RAHITA™** IS A PERSON?



Listens to:

Currently listening to K-Clique, Naim Daniel, Floor88 – anything current she hears on the radio while driving. Likes EDM beats with sappy lyrics and upbeat Kpop songs, especially BTS and EXO.

Reads:

Novels, novels and novels. Anything that caught her eye on social media! Social articles like Siakap Keli, Vocket and blogs.

Watches:

Loves drama, from K-Dramas to novel-inspired dramas on TV3 such as Terima Aku Seadanya and Ajari Playboy itu. Live talent shows like Mentor. Anything short and snappy on Youtube, and stalking people on Instagram stories.

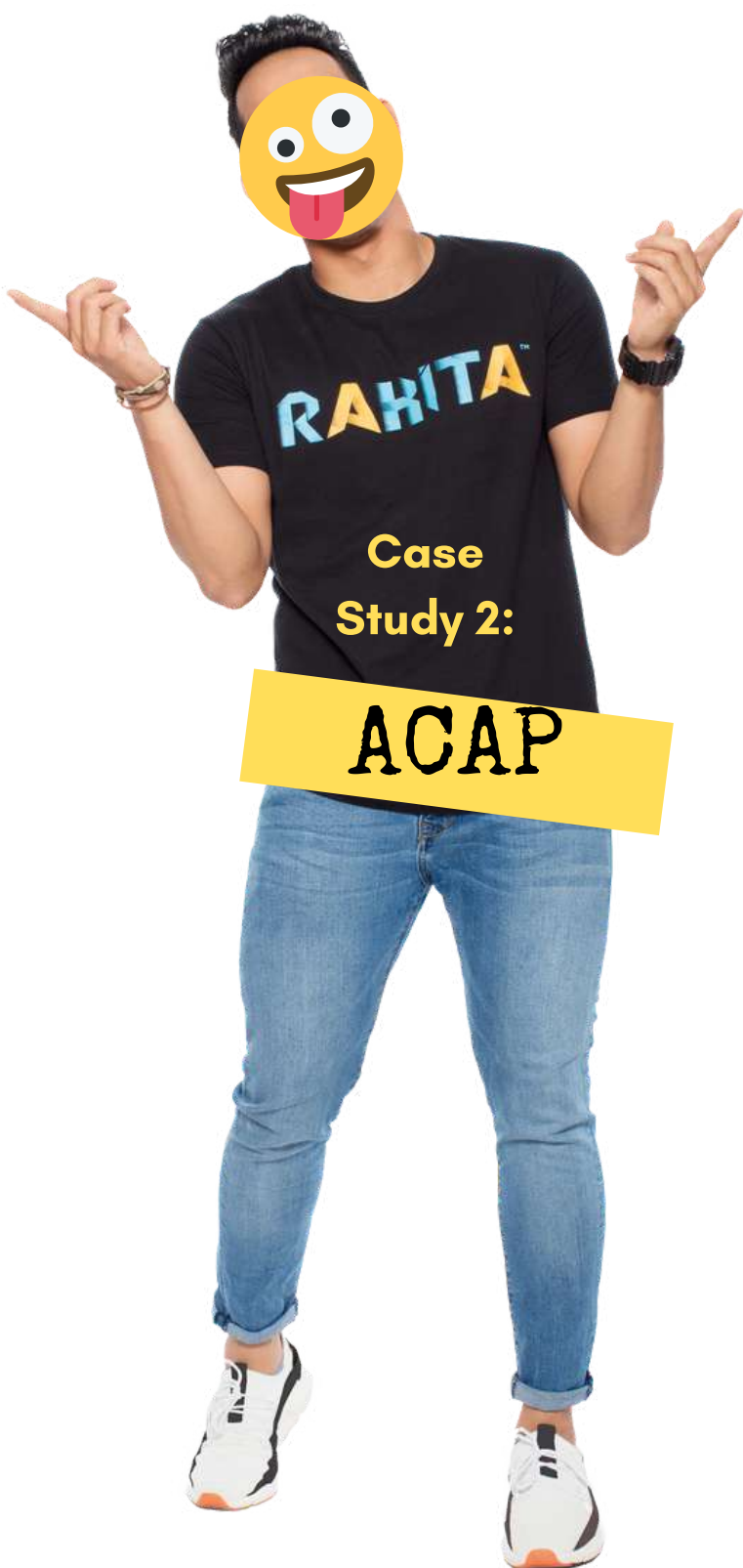
Likes:

Food, food and food. Blockbuster movies. Travel tips and guides. Makeup reviews and handicraft tutorials. Stories of people's lives.

Stalks:

All her favourite stars like Mira Filzah and Alif Satar. Loves influencers like Vivvy Yusoff and Neelofa.



**Listens to:**

Anything indie and local. His most recent favourite are pop folk and lo-fi sounds, but is still a hip hop boy at heart. His mixtape: Mafidz and Aman-Ra.

Reads:

Reads news when he sees a trending issue on Twitter. Entrepreneurship tips and stories, because *rezeki datang dari perniagaan*.

Watches:

Football. Thrillers and comedies on Netflix. Marvel first, DC next. Bingeing Youtube videos during lunch hour, never beyond 5 minutes long.

Likes:

Football, football, football. Indie scene. Gaming. Food, movie and tech reviews. Digging deep into current issues.

Stalks:

Influencers who are funny but 'has a point' – Lokman Podolski, Nami Cob Nobbler. Football stars. Local indie musicians, to keep updated on new songs and the latest gigs and festivals

VALUE PROPOSITION

REAL

- Real people, real issues and real reporting – for young Malaysians.
- Positive and inspirational content based on youth lived realities.
- Content meant to be socialized and engaged with target audience.
- Natural, authentic Brand Ambassadors

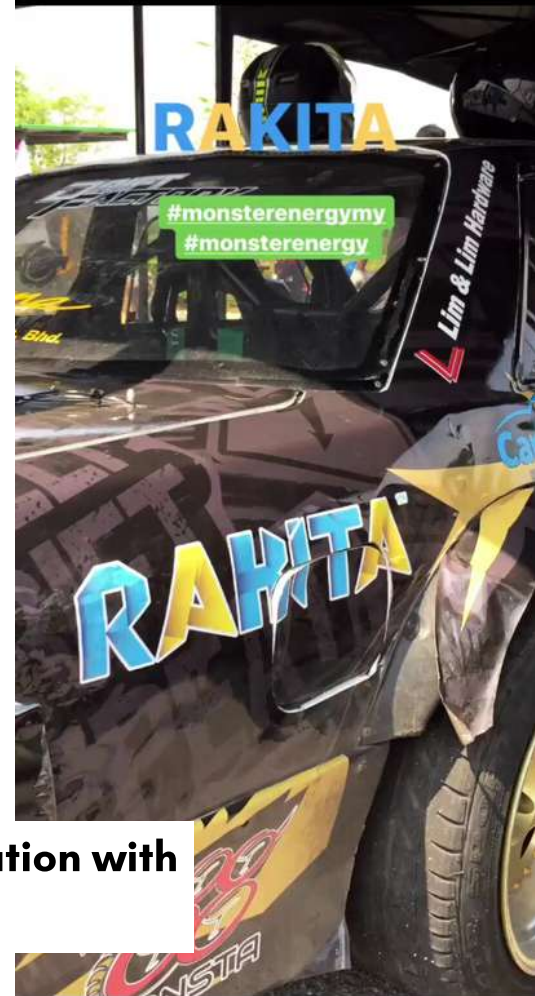
INTEGRATED

- Listen, watch, engage and experience content – 360 degree content delivery
- Easy access on web, mobile and radio
- Local and international content

YOUTHFUL

- Platform for young Malaysians to share their talents, thoughts and opinions.
- Aiming to shape Malaysian youth culture – progressive, informed and *lit*.
- Vibrant delivery, relatable language.





Marketing partnership & collaboration with
Monster Energy Drinks

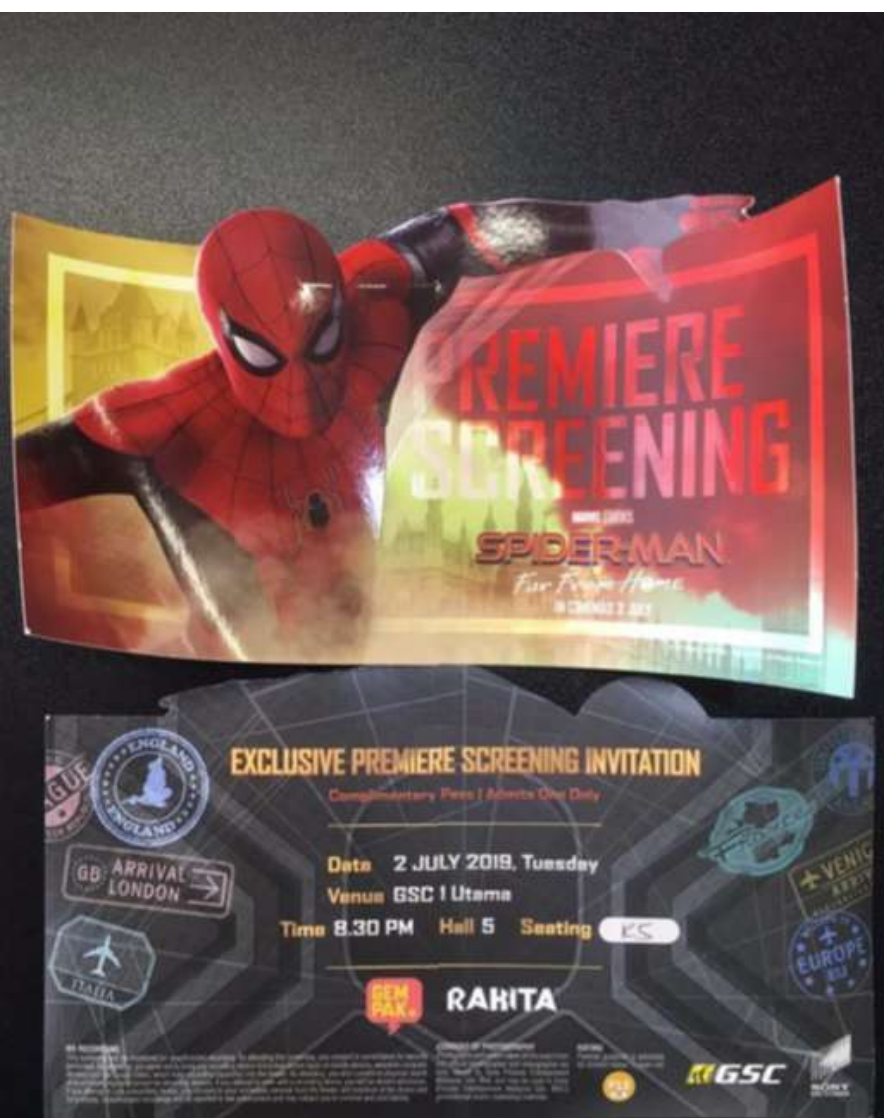


FIT MALAYSIA 2019

PU Rakita supporting the Fit Malaysia Campaign by creating the Fit Malaysia song and doing media and social coverage of the campaign in Pulau Pinang.



Rakita is often the media partner for youth-centric events.
From the left: Tapau Fest, Nusanta-Rocks!



Rakita often partners with movie distributors for movie ticket giveaways in exchange to media value for movie promotions.

RAKITA GO



Rakita is also often the media partner of state-organized events.
From the left: Selangor SYR Festival 2019, Putrajaya International Hot Air Balloon Festival 2019



High brand association with the youth. Photo shows brand affinity amongst the youth crowd, who are proud to wear Rakita.

Output in Detail

Strategic partnerships with movie distribution companies

In order to increase our followers, Rakita did multiple strategic partnerships with movie distribution companies to do ticket giveaways and content on movie reviews, in return to media coverages to promote blockbuster movies.

List of movies partnered (Jan - Nov 2019):

- Alita Battle Angel (20th Century Fox)
- Captain Marvel (Marvel)
- Dumbo (Disney)
- Shazam (Warner Bros)
- Missing Link (Buena Vista)
- Curse of the Weeping Woman (Warner)
- Avengers: Endgame (Marvel)
- Brightburn (Sony Pictures)
- Detective Pikachu (Warner Bros)
- X-Men: Dark Phoenix (20th Century Fox)
- Aladdin (Disney)
- Godzilla: King of Monsters (Warner Bros)
- MIB International (Sony Pictures)
- Toy Story 4 (Disney)
- Annabelle Comes Home (Warner Bros)
- Spiderman: Far From Home (Sony Pictures)
- The Lion King (Disney)
- Ready Or Not (20th Century Fox)
- Angry Birds 2 The Movie (Sony Pictures)
- Joker (Warner Bros)
- Terminator: Dark Fate (20th Century Fox)
- Maleficent (Disney)
- Zombieland: Double Tap (Sony Pictures)
- Doctor Sleep (Warner Bros)
- Charlie's Angels (Sony Pictures)
- Frozen 2 (Disney)
- Jumanji: The Next Level (Sony Pictures)

Strategic partnerships with youth-centric events

In line with our vision to be Malaysia's No. 1 Youth Media Brand, we employ a strategic approach to brand outreach by partnering with youth-centric events. This 'hits two birds with one stone' as Rakita was also acting as a valuable branding platform for events championed by youth, for youth, inclusive of Rakita's own activations.

List of youth events partnered (Jan - Nov 2019):

- Atas Big Jan Show
- The Last Altimet Show
- Ada Angin Dan Hati Showcase
- Folk Lore Fest
- Putrajaya Hot Air Balloon
- Zine & DIY Fest
- Sabdha Series
- Rakita Raya Kita activation
- White Shoes & The Couples Company (Mendamrasso)
- Teater Superhero (Asterik Anak Seni)
- Vox Fest 2019 (442 Records)
- Tempatan Fest 2019
- Arkian Fest (UiTM)
- Tapau Fest 2019 (TapauTV)
- Butterfingers FM & Transcendence 20 Years Anniversary Concert (SYR)
- Nusantara-Rocks! (Hashtag Media)
- Rakita On Stage

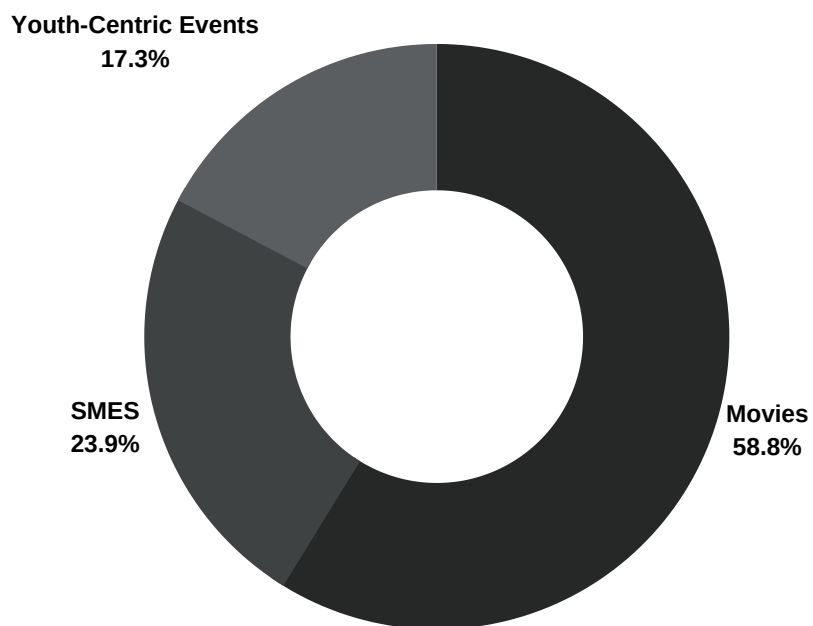
Brand partnership with SMEs

Rakita is a huge proponent of SMEs, as they are an important catalyst of national economic growth. As a win-win approach, we offer valuable brand partnerships with SMEs in return to high-impact content materials valuable for our audience conversion.

List of brands partnered with content activation (Jan - Nov 2019):

- Fatt Choy Race (89 Beauty Parlour)
- GO Wrap Car (WRapid Motorsports)
- Air Rider (1Utama)
- Flow Rider (1Utama)
- Breakout Pagi Pagi Rakita (Escape Room)
- Goodday Ramadan Sampling (Etika)
- Monster Energy Drink Sampling (Monster Energy Drinks)
- Dear Ayah (Sunway Lagoon & Petrosains)
- Wagyu Kokoro Raya Open House (Wagyu Kokoro)
- Drift Factory (Monster Energy Drinks)
- Rakita Kontrol Fifa 20 (CK Multimedia System)
- Blastacars Drift Cart with Bob and Atoi

PERCENTAGES OF PARTNERSHIP MEDIA VALUES ACCORDING TO CATEGORIES



Rejuvenation of Rakita's strategy & product development

As an early stage startup, Rakita recognizes the need of realignment and pivoting, in response to consistent research and development for us to further understand our market and our niches. Below are the actions contributing to the strategy realignment:

June - Oct	Revamping Rakita.my website.
June	Focus group research on audience analysis versus content desired.
Sept	Change of strategy: Rakita is a youth media brand with content you can hear, see, meet and feel. Resulting in integrated programming across channels and introduction of new programming.
Sept	Introduction of "Content Integration" department, affecting product development and content workflow.
Oct	Branding update, introduction of #MuzikPalingLit.
Oct	Introduction of optimized and new SME package.

"Lit" programming

Rakita strives for "lit" programming - quality, youthful, eye opening and high impact content, designed to be heard, read, watched and experienced. After our strategy rejuvenation, we created contents streamlined to five of our content pillars: Santapan, Hiburan, Minat, 107.9 and Trafik.

107.9	Pagi-Pagi Rakita - 6am to 10am Songs from Top 40 Malaysian and international artistes, alongside popcorn audio content i.e positive quotes and audio drama. Zon Lit Rakita - 10am to 1pm "Kita Stalk" covers entertainment news and gossips, "Lit of the Day" reviews trending issues and hashtags and "Coverita" plays random pickup cover songs. Jukebox Kita - 1pm to 4pm Nonstop music from Rakita's mix of Top 40 Malaysian and international artistes, with a dash of local youthful 'indie' selection. Petang Rakita - 4pm - 8pm "Kita Kongsi" shares more trending issues and news, "Seriouslah?" digs on interests, such as sports, gadgets and lifestyle, "Agam Kasi On" features Agam, Rakita's personality, entertaining song requests and voicenotes from listeners, "Agam Kasi Fit" is where Agam shares fitness and gym tips.
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	Malam Rakita - 8pm - 12am "The Happening" covers events and happenings of the week, "Barang Baikkk" shares the latest, most happening eateries and chill out spaces, "Kita Kasi Setel" is when listeners call in to share opinions and thoughts, and "Recap" is when the announcers rewind and summarize the content of the day. Weekend shows "Carta Super Lit 33" features top 33 songs from Rakita's selection, and "Carta Daebak" highlights pure K-Pop countdown for 2 hours. Positive PSAs & Raktiviti Rakita highlights positive public service announcements, and announcements of local positive, youthful and charitable events through Raktiviti; in a spot-ad format. Kita Live Recording of live music performances by young, local artistes, as a platform for talent and to inspire.
Trafik	Hourly live news and traffic updates Priscilla Patrick and team provides consistent live news and traffic updates every hour, from 6am. News are presented in simple, youthful, yet consistent language. Positivity is radiated through public service announcements and smart, yet witty humour. Twitter "@rakitatraffic" The team interacts with social media savvy road users through consistent traffic updates, often interacting live with Twitter users on road tips. Trafik on Rakita.my Twitter timeline and camera live feed from major highways in one page for the convenience of Rakita Trafik followers.

Santapan	Dapgak Weekly series of nutritious and easy recipe tutorials, fit for the young and busy cook. Presented in a fast cut, informative format.
Minat	Kontrol A series of reviews and popcorn content surrounding e-sports and gaming, targeted to inspire and engage gaming-savvy audiences. Viewfinder Mini documentaries following the lives and works of young photographers and videographers, detailing their motivations, experiences and camera tips - aimed to inspire young hobbyists.
Hiburan	Crunch Time & ZiMovies Movie review series, breaking down blockbuster movies through various lenses. Other than reviews, these shows also analyzes the silver screen through many pop-culture viewpoints, and recommends good movies to audiences. Twist Ever imagined a young, independent artiste covering an evergreen or Top 40 song? "Twist" is a platform for young artistes to throwback and have fun showcasing their talents, singing songs which are not theirs.

SHAPING YOUTH CULTURE

RAKITA^{107.9}
#MUZIK PALING LIT



107.9 FM



RAKITA.MY



@rakitatraffic



RAKITA GO



SPACERUBIX

**An inspirational hub with multipurpose spaces
for various activities or events for corporations
and communities, equipped with a sports
complex .**



SPACERUBIX

Community. Sports. Inspiration

Vision

The most desired modern space with personalised services for sports, community events and happenings

Mission

To enrich communities by providing access to sports spaces, multi-purpose spaces and quality event spaces

Objectives

- To unite youth and communities from all walks of life towards an active and harmonious lifestyle.
- To instill the spirit of togetherness through various activities at the space.

Services

- Event space rental
- Event sales
- Co-working space
- Community hub
- Sports complex

Key Target Groups

- 15 – 50 years old
- Private schools, universities and colleges
- Corporate and public sectors, agencies and unions
- Sports organizations, youth groups
- Individuals and communities

Value Proposition

- **Quality:** Achieving excellence in the provision of facilities and services
- **Social:** Building positive relationships



Indoor Court

A semi-indoor space targeted for sports activities and endless varieties of creative events.

What we have:

- 2 courts available, convertible to FIFA size court
- Type of sports playable: futsal, basketball, dodgeball
- Vending machine/ water dispenser around the court

Outdoor Court

An outdoor space geared for sports, and any other possibilities under the sky.

What we have:

- Basketball
- Volleyball
- Sepak Takraw
- Bootcamp
- Fitness Session
- Teambuilding



Gym

A complete gym with many facilities for many purposes.

Grand Hall

A multipurpose event hall equipped with air conditioning, basic AV system, basic lighting system, projector and screen. Up to 500 pax sitting and 50 round table occupancy.



Lanai Santai

A high-ceilinged creative space equipped with air conditioning, basic AV system, natural lighting, projector and screen.

Suitable for small events/seminars, press conferences, movie screenings, art exhibitions, birthday parties or any creative events, small to medium size.



Multipurpose Training & Meeting Rooms

Our multipurpose rooms are tastefully designed, equipped with practical AV equipment, high speed internet and various add-on services.

Hostel

A hostel with private rooms and dorm rooms for people looking for cost-effective lodging and event organisers looking to bunk in site.

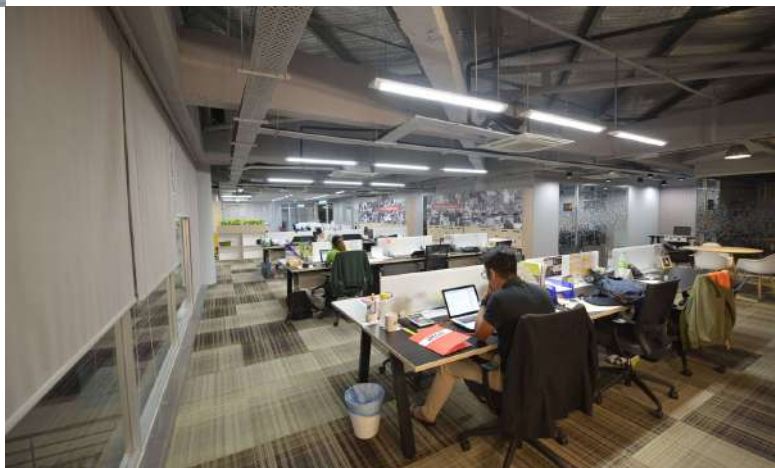


Piazza & Parking Space

The complex is built in such a way that open spaces such as our parking, lobbies and outdoor courts are creatively designed and is convertible to large event spaces for festivals, food truck, bazaars and flea markets.

Office Spaces & Meeting Rooms

Our office spaces and meeting rooms are designed to be open and conducive, which fosters better co-working culture. The office now hosts Impact Integrated group of companies – Impact Malaysia, Rakita and Picksum.



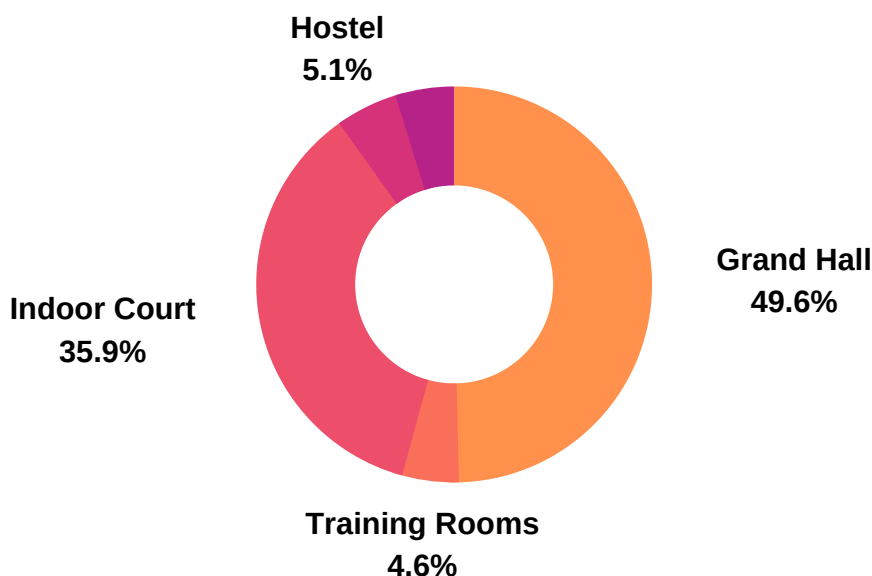
Event space rental for various event needs

As a community space and sports complex, Spacerubix charges for space rental and the various services it offers, i.e equipment rental and event management services. The space strives for sustainability, while providing good value event spaces, event services and support to the community at large, particularly the youth and sports fraternity.

Since January, Spacerubix served more than 40 clients of various sizes. Notable clients are listed below:

- M.A.D 30
- Jean Shack
- Jabatan Belia & Sukan WPKL
- SEARCCT - Hype Youth Festival
- OGN Online
- Mindtree
- HB Laboratories
- Dodgeball Team Malaysia
- Persatuan Litar Cabaran Malaysia
- In-Situ Maintenance Services Sdn Bhd
- Seventeen Network Service Sdn Bhd
- Kinderland Putra Heights
- Lima Deria Sdn Bhd
- Maverick Creative (MILO)
- Core2Run
- TAPAK
- WOMEN:girls
- Nanyang Siangpau
- Life Magazine
- MRC Plusenergy Team
- Bliss Educare
- Wildpac Asia PLT
- Persatuan Panaikulan Malaysia
- Lim Air Ting Agency
- AZ Fitness
- Noranom Katering

Comparative Percentages of Spacerubix's Space Rental Sales in 2019



Maintenance and repair works

Spacerubix's building and facilities were previously built as Kompleks Rakan Muda Puchong, which was completed in year 2006. Since its last renovation was in 2016, Spacerubix spends most of its budgets on maintenance and repair works, on needs-basis.

Maintenance and repair works done in 2019 are listed below:

April	Refurbishment of Grand Hall Grand Hall was refurbished early on this year to better the quality of the venue, towards better marketability. The previous parquet flooring was changed to carpeted flooring, air conditioning serviced and refurbished, new paintworks and new sound system installed.
	Sub-Meter Installation Sub-meters were installed early on this year in each of the training rooms and separate spaces, for Spacerubix to track the electricity usage of each space. This is imperative in order to achieve cost efficiency in operations.
June	Sump-Pump Installation Due to recurrent episodes of flood in the basement area, Spacerubix installed sump-pumps – a water pump system to drain out collected water during heavy rains in the basement area.
August	Piping Works Spacerubix did piping works at Indoor Court when leaking was observed. Continuous leaking will lead to the damage of existing assets and flooring, and will expose the users to hazards such as slipping and falling.
	Repair and Maintenance of Air-Conditioning System After recurrent episodes of problematic air conditioning in the office space, Spacerubix serviced it's air conditioning system for the first time since February 2016. The repairs led to better energy efficiency, which results to cost efficiency in the long run.
September	Revamping of Outdoor Court As a partner for U Mobile's efforts to better youth development and community sports, Spacerubix's Outdoor Court was revamped and redesigned in vibrant colours and murals, sponsored by U Mobile.

September	Spacerubix's Community Garden Spacerubix provided a space for UM SparcSE volunteers to build a community edible garden using waste materials, which provides unique landscaping in the area between Outdoor Court and Discover Muay Thai.
November	Roofing Works Due to the age of the building, Spacerubix needs to spend on roofing works to rectify and reinforce the building's structure.

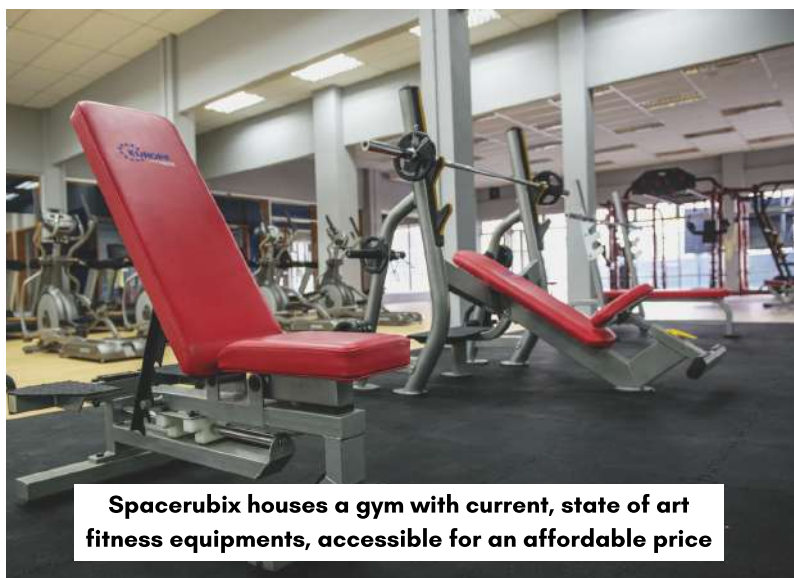


SPACERUBIX

Gallery



Aerial view of the all new vibrant Outdoor Courts, able to host up to 4 gameplays at the same time.



Spacerubix houses a gym with current, state of art fitness equipments, accessible for an affordable price



Spacerubix's Indoor Court, convertible to a FIFA-sized indoor field. Suitable for sports and events.



Lanai Santai, a creative space for trainings, press conferences, parties and many other possibilities.



Two smaller training rooms, for small workshops, meetings, trainings, talks and such.



Cerebro, our biggest training room with natural lighting for up to 80 pax.



Grand Hall, a carpeted space with a stage, fits up to 500 pax in theatre or round table setting.



Panoramic views of Milo's activation in the Grand Hall





Spacerubix's outdoor open space, convertible to a food truck park



Spacerubix's Piazza, converted to a mini showcase venue



Panoramic view of Spacerubix's open spaces: Parking & Piazza



Spacerubix's Piazza is a versatile space for any kind of events, disabled-friendly and family friendly



Spacerubix's open space converted to a venue for family-friendly outdoor sporting event - a pushbike competition



Spacerubix's versatile events team made it possible for any kind of events to happen within its compound

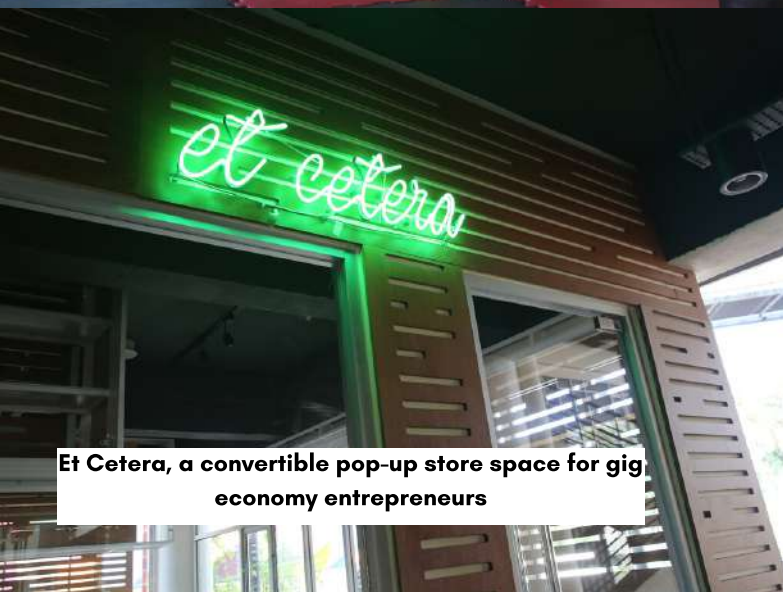
Spacerubix also housed a youth hostel, equipped with dorm rooms and twin-sharing rooms



One of Spacerubix's hostel rooms, nicely equipped with comfortable beds and showers



Discover Muay Thai, a social enterprise empowering disadvantaged youths through martial arts, has found a home in Spacerubix



Et Cetera, a convertible pop-up store space for gig economy entrepreneurs

Spacerubix's spacious lobby is convertible to a space for mini pop-up markets, paired with Et Cetera



Our FIFA-sized Indoor Court is able to host events requiring semi-outdoor setting, i.e Hype Youth Festival 2019



HYPE Youth Festival

Client:

Southeast Asia Regional Centre for Counter-Terrorism (SEARCCT)

Date:

7th September 2019

Spaces Used:

Indoor Court & Outdoor Court

Description:

Food truck and performances by Airliftz, Aman RA and The Venopian Solitude. Exhibitions by the Special Branch and CBRNE unit from PDRM, MERCY Malaysia and youth initiatives from Impact Malaysia.



KITA Fest

Date:

4th May 2019

Spaces Used:

All grounds

Description:

Spacerubix's own community activation event. A weekend of live music, movie screening, food truck, bazaar, flea market, kids activities and community sports





MILO Jom Aktifkan Negaraku

Client

Nestle (Malaysia) Bhd

Date:

12th September 2019

Spaces Used:

Grand Hall

Description:

Milo Aktif Negaraku unites all existing Milo grassroots sports programmes, including Milo Hidup Bola, Milo Champions Clinic and "Milo Activ Jam Senam Aerobik" under one banner. These programmes are activated through partnerships with the Education Ministry, Olympic Council of Malaysia, National Sports Council and local community groups.



PETZL Ropetrip Malaysia Series

Client

PETZL Malaysia

Date:

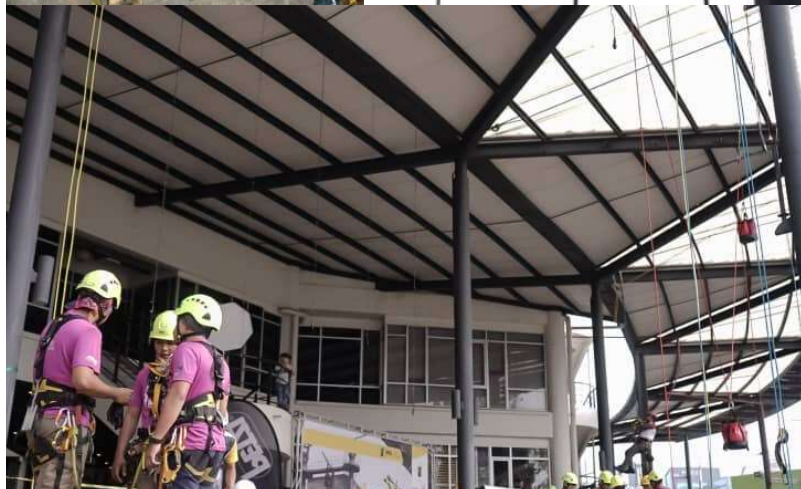
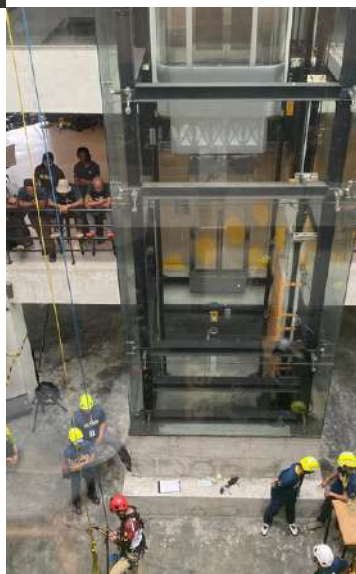
18th - 20th October 2019

Spaces Used:

Piazza & Parking Area

Description:

This Petzl RopeTrip® Asia series serve as a qualifier for the upcoming Petzl RopeTrip® in 2020 in conjunction of Bulan Sukan Negara 2019. Those who attain high score in the series will secure a spot in the Petzl RopeTrip® representing Malaysia to compete.





picksum

A platform for youth to sell and shop for affordable local products online.



Vision

The go-to platform for inspiring entrepreneurs and consumers for local homegrown products

Mission

To facilitate local businesses in expanding their brands to reach a wider network of targeted consumers.

Objectives

- To make Picksum an accessible iconic brand among the youth and SMEs to start their business online.
- To develop an effective, well placed e-commerce for sales of Malaysia homegrown brands that is high in quality and affordable
- To have targeted marketing campaign in a controllable and measurable market (ideally digital and on-ground presence) that will drive traffic to the website.

Model

Picksum handles everything from marketing to secure checkouts and payments. Shipping and stocks handle by merchants.

Key Target Groups

- 20 - 35 years olds
- We act as an aggregator for fashion, cosmetics and Malaysian products with small and medium-size businesses



Unique

Our local merchants provide quality products with their own unique brand elements (design, logo, packaging) that would appeal to its target audience. These brands are not available on other e-commerce platforms except for their own and they also have their own loyal regular customers.

Affordable

All products on Picksum are within an affordable price range of not more than RM250 which would attract the youths and encourage them to support local brands

Trendy

Picksum selects products according to the preference of the target market. Hence customers are able to keep up with the current fashion trends, while spending at a minimum budget.



Strategy rejuvenation

As an early stage tech startup, Picksum is still in the phase of strategy rejuvenation, in the quest to be a sustainable, high-growth social business. The strategy rejuvenation phase is estimated to end on Q2, 2020.

Along the way, we researched and considered the below strategy changes. Some are already implemented and reflected in the website.

- Expansion of product purview and categories, from the previous fashion-centric product focus to catering wider range of products, including health and beauty
- Currently exploring the feasibility of multiple arrays of revenue streams rather than just online sales, i.e:
 - Affiliate network
 - Offline sales, i.e bazaars, pop-up stores
 - Products from NGOs, CSOs and social enterprises
 - Merchandises and products from local musicians and artistes
- Utilizing sister companies' networks as a marketing funnel, i.e Rakita, Impact Malaysia and Spacerubix.
- Strategy O2O – Online To Offline, and vice versa.

Revamping website design and core brand messaging

In relation to the above strategy rejuvenation, the website was revamped and core messaging was changed to accommodate the expansion of product purview and categories.

- Current website employs a highly branded look and feel, i.e blue and yellow hues with millennial imagery and product photos. This is contrary to the previous practice of constantly changing theme and looks according to the current festivities and seasons.
- Affiliate marketing plugin installation
- Change of key brand message from "Your Local Fashion Playground" to "Your Local Homegrown Hub" to accommodate the expansion of products.

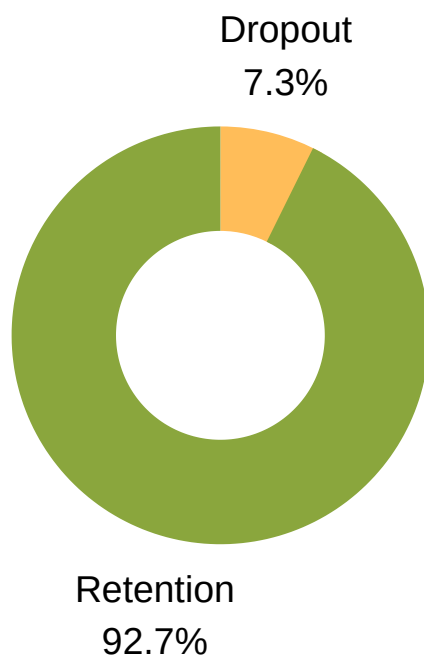
Updated merchant's agreements and SOP for fulfillments

For the first time after its inception in 2017, Picksum updates its merchant's agreement and SOP for fulfillments, towards smoother operations. Highlights of the agreement update and the SOP is as listed below:

- Introduced penalty clauses for delinquent vendors, i.e vendors who commit any actions contributing to dishonour the merchant's agreement and related policies.
- Added protective clauses on shipping truancy, such as account suspension if the vendor did not ship the product to the client in 7 days.
- Adjustment to shipping costs to streamline the narrative and to optimize shipping expenses borne by Picksum. Actions including the introduction of a zonal table for shipments, which relayed costing for shipping to and from Peninsular Malaysia, Sabah and Sarawak.

Merchant retention

Even though Picksum was put into hiatus from Q1 2019 in order to rejuvenate strategies, updating legalities and product development, our merchant retention is very positive. Below are the percentages of merchant retention, out of a list of 82 merchants initially on Picksum.



Business development efforts

During the hiatus, Impact Integrated had opportunities to meet venture capitalists, and possibilities of getting investments for Picksum may be revisited after Picksum completed its expansion in approximately Q2, 2020.

Picksum also had the opportunities to pitch and discuss the possibilities of partnership with colleges and universities, such as KUIS and UiTM Rembau – with very high concentration of entrepreneurial students, who may find an online marketplace on Picksum's stature to be an opportunity for growth and experience. Picksum may revisit these leads, post-expansion next year.



100% Genuine

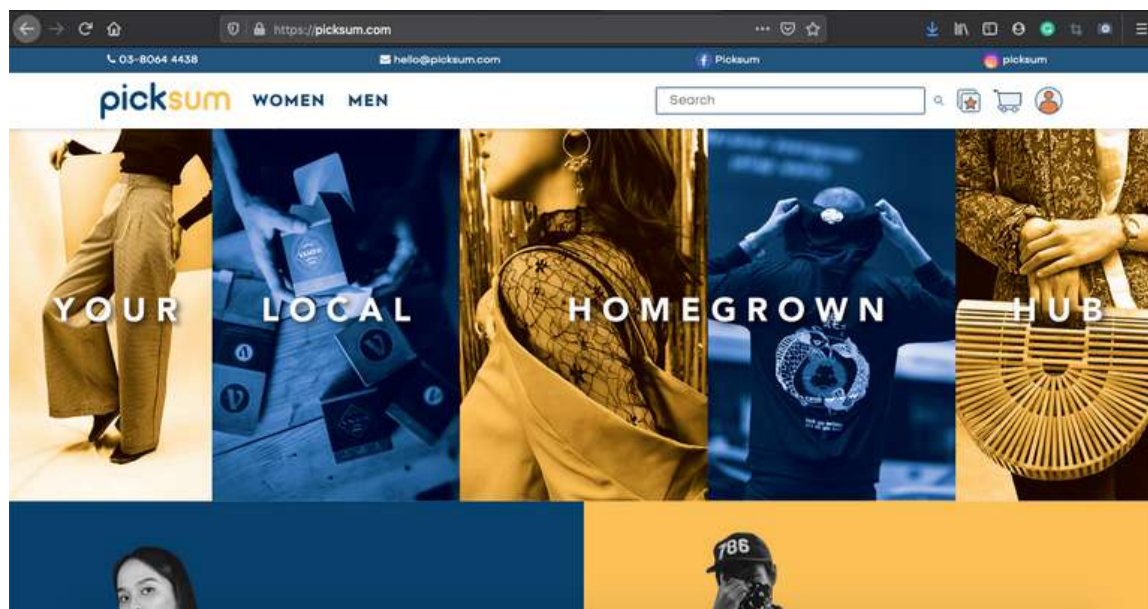


Trusted Local Brands



Secured Payment

Picksum's 3 promises

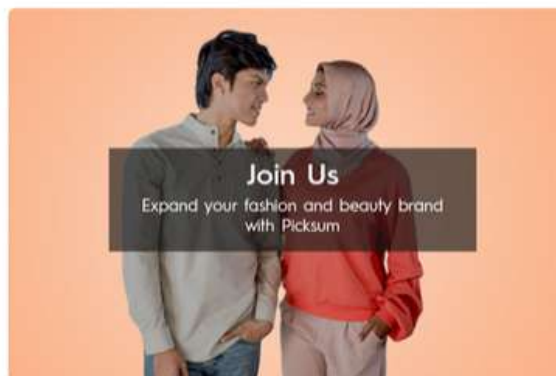


Picksum's homepage user interface.
Please visit Picksum at www.picksum.com



Picksum's provides generous selections from local,
youthful brands for men and women.

STYLE FEED



Products

Dresses
Modern Ethnic Wear
Shorts
Tops

CATEGORIES

BAGS

CAPS

Jackets & Sweaters
Pants & Leggings
Skirts

Brands

51st May
BRADYBLANC
Elena Maya
Hippocrate
Null and Subtle
Oxem Wear
Starace Apparels
ZANDRA

Amerhurst
CHAOS In Style
February District
Kyla | Zayn
Nusar Sports
Rack Studios
Void Mob

Products

Fragrances
Make Up
Skin Care
Tools & Brushes

CATEGORIES

BAGS

CAPS

Current product categories
and brand lists for women

Brands

Che Ibu Ayu
Dermourra
Lash.etc
Muka.Co
Null and Subtle
Orkid Cosmetics
Solipsistic
The Hiro House
Veri Natural

Claypatra
Dyan Women's Beauty
Lip & Co
Nori
Nuz Natural Beauty
Purest33
speak
Valedero Perfume
Wonderlush

Products

Bags
Jewellery
Shoes

CATEGORIES

BAGS

CAPS

Caps
Scarves & Shawls
Watches

Brands

51st May
BRADYBLANC
Hippocrate
Kaia Scarves
KLO. Hub
La Soie
Mem Watches

Amerhurst
CHAOS In Style
Hornbill Time & Wear
Kanvas
Kloth
LIVLOLA
Negative

Products

Hoodies & Sweatshirts
Pants
Shirts
T-shirts
Underwear

CATEGORIES

CAPS

FRAGRANCES

Brands

cyruscope.co
Bolt & Nuts
Hippocrate
Negative
Oxem Wear
Rumpun Batik
Starace Apparels

Amerhurst
February District
JAWI
Null and Subtle
Projek Cotton
SangatStyle
TUATU

Products

Fragrances
Hair Care
Skin Care

CATEGORIES

CAPS

FRAGRANCES

Current product categories
and brand lists for men

Brands

Claypatra
Nori
Purest33
TUATU
Vamph Grooming Essentials
Wonderlush

Hipster Pomade
Nuz Natural Beauty
The Hiro House
Valedero Perfume
Veri Natural

Products

Caps
Shoes
Watches

CATEGORIES

CAPS

FRAGRANCES

Brands

Hippocrate
Hornbill Time & Wear
Mem Watches
Negative

SORT BY

”

A conglomerate consisting of a social impact agency, media brand, event space, e-commerce platform for local homegrown product, **impacting Malaysian youth.**

IMPACT INTEGRATED

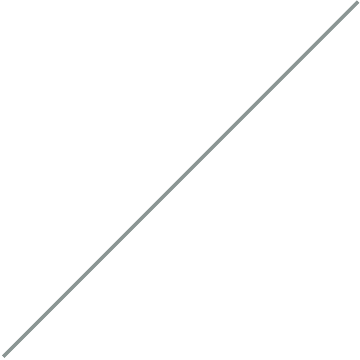
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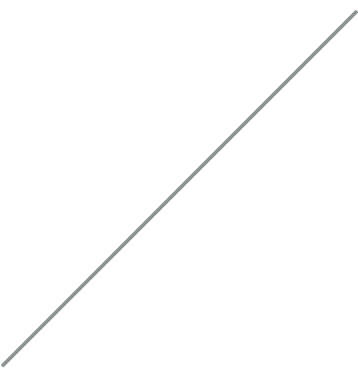
picksum

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