

ANNUAL REPORT 2020

IMPACT INTEGRATED



GREAT THINGS IN BUSINESS ARE NEVER DONE BY ONE PERSON. THEY'RE DONE BY A TEAM OF PEOPLE.



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MESSAGE FROM CEO

I am fairly certain that many other CEOs' annual report notes will have COVID-19 in the first paragraph as it is the biggest thing that happened this year. To say that the pandemic is an unfortunate predicament is an understatement because it is much worse than that. People lost their jobs, businesses closed down, and governments struggled to tend to the people. It's such a horrible year. My heart goes out to everyone that experienced a really tough year one way or another, and I pray that 2021 will be better for them.

As if COVID-19 wasn't bad enough, Malaysia also experienced political uncertainties that made things worse. At the point this annual report is still being written, the country's political situation is still uncertain. As a Company Limited by Guarantee (CLBG), we are directly affected. A change at the top also means change in terms of our planning, priorities, and directions as well as culture and the way the Ministry behaves. The administration change in 2020 wasn't easy for everyone but fast forward 10 months later, it can be concluded that it was indeed a progressive change.

However, to say that 2020 presented an opportunity for improvement wouldn't be inaccurate. I know a lot of people will tell me not to romanticize this pandemic but it is impossible to ignore that some of us came out



better in dealing with the hurdles throughout the year. For the businesses that did, it is fair to assume that digital transformation was their common theme, considering how crucial it is for continuity, including ours. Although the effort is still ongoing and we are still coping with the new normal, we are thankful that the pandemic indirectly pushed us to expedite the process.

While some programs had to be cancelled but most of our programs that were meant to be done physically were held virtually instead. The unfortunate thing was that we failed to reach people beyond our echo chamber due to the lack of access in rural and suburban parts of Malaysia. We aspire to continue working this

way but hopefully it'll be more impactful in the years post-COVID, with the investment the government made to improve internet access in less-wired areas. Above and beyond, it is good knowing that we managed to initiate our transformation within a short span of time and hopefully this is how Impact Integrated will operate for the years to come, by being agile and dynamic.

"...hopefully this is how Impact Integrated will operate for the years to come, by being agile and dynamic."

This note will be incomplete without walking you through some of our biggest output. You will get to read the details in the latter part of this report but allow me to shed some light on a few. To start, we will go with #ImpactTolongHantar. A campaign we ran in March 2020 literally within the first week of Movement Control Order (MCO).

At the beginning, it was mostly us coping to working from home which then turned to our innate urgency to help other Malaysians. We knew people were struggling, most were unable to travel, and it dawned on us that there were people who could not have access to food at all due to the MCO, so our team came together and discussed how we can truly help as many as we could.

We looked at our strength and resources which includes donation funds collected by iM4U in the previous years, as well as good existing relationships with third sector practitioners and delivery startups. They became our partners, while we onboarded a couple more. We found a gap in the aid giving supply chain as logistics were a nightmare, so we added value by facilitating goods delivery and spent our resources primarily on that.

The #ImpactTolongHantar campaign gave us the opportunity to help 50,016 individuals, 15,498 households, and 77 welfare homes by working with 8 delivery partners and 43 organisations. What I love the most about this campaign is how the conventional ways of forging collaborations in Malaysia have been revolutionised, as it was made possible virtually now, which is more cost effective, less bureaucratic, the way it should be.

2020 also saw us attempting to address one of the biggest problems that plagued the youth for so long, that is unemployment. Although we were far from succeeding, we pushed through the launch of a digital campaign that allowed job interviews to happen on a virtual platform, called #BeliaBekerja. Collaborating with TalentCorp and Seeds, we secured 38 participating companies that provide 3,363 job

"What I love the most about this campaign is how the conventional ways of forging collaborations in Malaysia have been revolutionised, as it was made possible virtually now, which is more cost effective, less bureaucratic, the way it should be. "

placements and 11,100 participants. But sad to say, not many of those applicants were successful in securing a job.

I will argue that this is one of the problems due to it being an employers market, as it always has been but made worse by the pandemic. Imagine an employer looking for a new hire having to choose between a highly experienced worker that is newly retrenched, desperate, and wouldn't mind taking a pay cut over a youth or a fresh graduate with much less experience and is asking market rate. Without any incentive or push to hire the latter, employers will make the same choice over and over again.

However, the beauty of not succeeding is you continue with the conversation to find better solutions, which includes Skim Perantisan Nasional (SPN) by the Ministry of Youth and Sports (KBS) and many other initiatives by the government in order to curb youth unemployment.

Impact Malaysia achieved many different things this year. We were privileged to proceed with all the planned programs from Akademi Impact to Impact Takeover, and disbursing Dana Impact.

Most of the programs that we intended were transformed digitally, some changes and pivots were made, but all in all objectives were achieved. The most important achievement that we wish to highlight is very much attuned to our continuous effort in culturalizing impact in Malaysia, that is Product-I. A platform to facilitate the process of planning, measuring, and reporting impact.

At this stage, the beta version of Product-I is able to walk you through the creation and planning of your impact project as well as several features that will list the indicators to be measured and a mechanism to collect data, feedback from beneficiaries, and reports.

However, the platform requires consultation with different experts from different fields to build consensus on the indicators and most importantly, the benchmark of each assessment. As it stands, we are getting closer.

We intend to roll out our capacity building program that will help third sector practitioners to measure impact using our platform and soon enough a group of youth to further facilitate the process. Above and beyond, Product-I is a signal of our commitment to ensure that impact

becomes a culture as opposed to an afterthought, because after all impact is not a transaction but a journey.

"...Product-I is a signal of our commitment to ensure that impact becomes a culture as opposed to an afterthought, because after all impact is not a transaction but a journey."

As promised since its inception, our radio station Rakita 107.9 continues to support their underserved community, the indie scene. We kicked off the year with our voting based chart called Carta Indie Kita (CIK) using a simple mechanism for people to vote via Twitter, and the numbers were amazing. Every single week, we saw thousands of people voting for their most favorite song and it went on throughout the year. We intended the week chart to be a build-up to an award to further recognize these talents that have not received enough attention by the industry.

Lucky for us, in late 2020, we came to hear that Kamar Seni as well as Hashtag Media were going to host an award for indie musicians and

we were privileged to be called in to the conversation, called Anugerah Lagu Indie. Hosted in Spacerubix, Rakita was the co-organizer and together with many other partners we successfully pulled off something brilliant by bringing in millions of reach and engagement for the award starting with the launch up until the grand finals. In 2021, Anugerah Lagu Indie will be bigger while Rakita continues to serve the youth through arts, sports, and culture.

Last but certainly not the least, our biggest vertical expansion in 2020, Esports Integrated (ESI). I remember vividly the day we were called in for a sudden meeting at the Ministry. Impact Integrated was apparently considered as the agency to take on some of the Esports projects that were supposed to happen in the previous year which hadn't taken place.

Daunting task at first glance but we saw great potential and surely it will not take long for anyone else to realise the opportunity that may arise from Esports. Within weeks, we parachuted in a number of people to form a special project committee and together we created the strategies, committee and together we created the strategies, corporate identity, business model, and everything necessary while organizing an Esports challenge and a talk show as a teaser before our official launch in October 2020.

Right after the launch, we co-created a documentary, ran a campaign for a healthier ecosystem, hosted a few forums to spark more conversations, and organized a couple more Esports challenges, all in order to foster a vibrant, sustainable, and inclusive ecosystem.

We also successfully developed the national tournament platform and registry called esukan.gg and initiated the qualifier of Malaysia Esports Championship in December. Most importantly, we are underway to turn our sports complex, Spacerubix, to become the Esports hub fully owned by KBS, scheduled to be completed by the end of 2021.

Many more things to come from ESI and we foresee that this will become our biggest revenue generating business unit while we continue to benefit our biggest stakeholder in the Esports realm, none other than the youth. Aside from pushing for better Esports regulations to better protect its stakeholders, we also intend to host capacity building programs for youth in Esports the same way we conducted #BisnesOrangMuda via our marketplace platform, Picksum, to empower and better equipped youth entrepreneurs.

There were a number of key achievements we've had this year. Beyond the output, 2020 saw us solidifying our position and legitimacy by being recognized as the strategic catalyst agency for innovative youth-centric initiatives for KBS. More importantly, after much hard work since 2019, we came out of 2020 stronger and managed to double our revenue from the previous year, despite the effects of the pandemic.

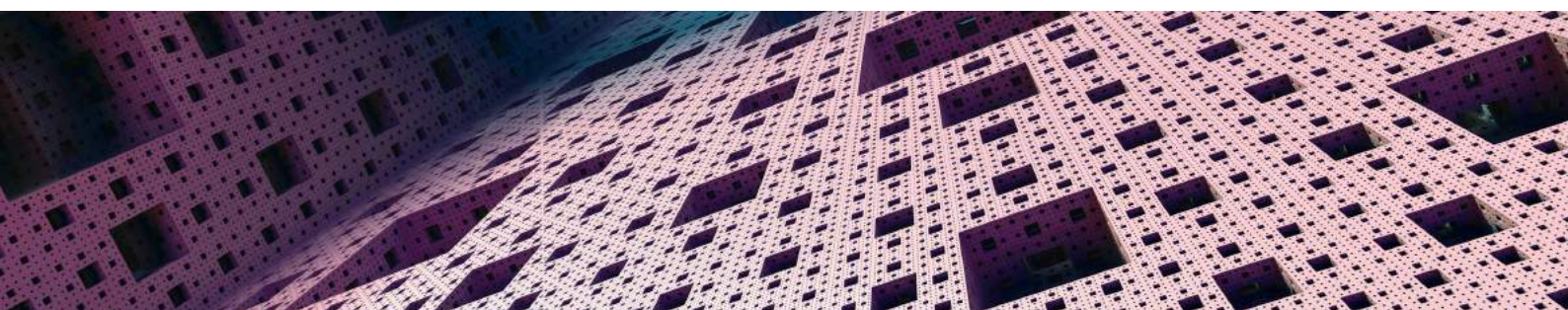
2021 will see Impact Integrated staying true to its nature and remain a social conglomerate with a noble social intention that is to be a catalyst to empower the youth to impact the nation, as it is deep rooted in our DNA. So no matter what our direction will be, the social aspect will never be lost.

We are truly excited at the prospect of our growth and would like more people to get involved with the youth, the generation shaping our future. With our extensive portfolio, prospective partners and clients can be a part of our wholesome journey covering several different sectors that are predominantly youth-focused. Together we can carve out the path that is sustainable, impactful and youth-driven. Personally, I am optimistic and hopeful. Primarily because of the colleagues that I have here, a group of progressive, hungry, and enterprising people who in no doubt will continue to bring impact not only to the company but to the community and the nation as well. Thank you 2020 and welcome 2021.



Ahmed Faris Amir

CEO of Impact Integrated



WHO WE ARE

Impact Integrated is a Strategic Catalyst agency under the Ministry of Youth and Sports, for innovative youth and sports initiatives.

What is our role as a Strategic Catalyst?

Impact Integrated adopts a multi-pronged approach to empower youths and sports initiatives. This led to the creation of 5 brands under the banner of Impact Integrated, each fulfilling a different purpose but all working seamlessly under a singular integrated group.

As a Strategic Catalyst, Impact brings experience, expertise, and strategic methodologies to help catalyse, create, consult on and innovate youth and sports centric initiatives.

Initiatives under our purview will always be strategically aligned with the mission, vision and goals of the Ministry of Youth and Sports.



Mission

To inspire Malaysian youths to create and take part in high impact projects through our social initiatives and programs.

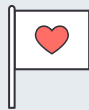
Vision

Nurturing future leaders amongst the youths to create meaningful social impacts. We devote ourselves to create superior products and services, thereby contributing to a better youth society.



CORE VALUES

Core value (noun): A principle or belief that a person or organization views as being of central importance.



Integrity

Integrity is one of the fundamental pillars upheld at Impact Integrated. We inculcate the value of integrity within each and every single employee. We believe in being transparent and ethical in every aspect of our business.



Growth Focused

We believe that to successfully grow a company, we must ensure that we create an environment where our employees can grow and develop with us.



Socially Conscious

As a social conglomerate, we believe in creating a positive impact on society with each of our business endeavours.



Innovative

We seek out and actively prioritize innovative solutions to stay ahead of the curve.



Consultative

Being consultative is a two-way street. We aim to create a culture of willingness to accept and seek out advice and feedback from others as well as a willingness to provide the same.

OUR BUSINESSES

Impact Integrated is a strategic catalyst consisting of 5 separate but integrated brands.



Impact Malaysia

The leading high-impact social innovation and youth empowerment initiative. We enable, advocate and amplify social impact championed by youths.

Enable

Advocate

Amplify



Picksum

The marketplace to support Malaysian brands, causes and artists. Bringing and growing brands offline and online.

E-commerce

Digital Projects

Capacity Building



Rakita

More than just a frequency, Rakita is a multi-channel infotainment media brand tailored for youth. Our youthful content is all about fun, inspiration, fresh, positivity and Malaysiana. We are not just for listening, but also for watching and interacting.

News

Traffic

Food

Interest

Entertainment



Spacerubix

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

Spaces

Arts & Culture

Sports & Healthy Living

Events & Community



Esports Integrated

A national initiative created to catalyse a vibrant and sustainable esports ecosystem. This initiative is powered by Impact Integrated under the purview of Kementerian Belia dan Sukan, Malaysia.

Capacity Building

Tournaments

Platform

Events

Advocacy

Hub

OUR PROMISES

Strategic Methodology

As a strategic catalyst, we adhere to strategic methodologies and approaches. All our planning and execution involves comprehensive strategic analysis. We use a multitude of strategic tools to help us make key decisions.

A Focus on Youth & Sports

As an agency under the purview of the Ministry of Youth and Sports, we ensure that the focal point of all our initiatives and activities are centred around empowering youths and championing sports.

Youths are the backbone of any nation, as they can play a vital role in developing the nation and contribute significantly to education, economics, politics, and technological advancement. Therefore it is always a vital strategy in every nation, to ensure that youths are empowered and nurtured.

At Impact Integrated, we ensure that all our initiatives and programmes will create positive impacts on youth empowerment in the long run.

Initiatives under our purview will always be strategically aligned with the mission, vision and goals of the Ministry of Youth and Sports.



Diversity of Offerings

The reason for a multi-pronged focus is to diversify our offerings while still being able to create an integrated package of offerings. We believe that the diverse yet integrated group of brands and approaches that we have, ensures that our offerings and initiatives are competitive and effective.

A comprehensive approach to the youth community

As a government agency that intends to ensure that we reach and are able to engage youths of all walks of life, a multi-pronged approach is necessary to target different groups of youths from various different backgrounds and interests. The way in which we engage these different groups of youth is also customized, targeted and deliberate.



Youths with a passion for Impactful social change.



Youth entrepreneurs with a social cause.



Urban Youths interested in trendy music and digital content.



Sports and fitness-oriented youths.



Youths who are part of the Esports Ecosystem.

OUR STRATEGY

Background

There were multiple significant changes in 2020 that have affected the way in which businesses operate and strategize. This required businesses to act as quickly as possible to adapt to the changing market.

In light of these changes, we have decided to reevaluate our strategy for 2020 in the mid-year rather than the end of the year as convention.

We aim to be a company that is willing to continually re-strategize, and remain proactive with our direction. Therefore we think it is important to constantly evaluate our strengths and weaknesses, learn from our mistakes and make improvements.

To ensure that our strategic approach incorporates the inputs and opinions from all business units, departments and employees at every level, we conducted a number of meetings with heads of business units and departments to gather their opinions.

We also conducted a company-wide survey for all employees to understand their appetite for strategic changes and policy reevaluation.

Strategic Priorities

In the year 2020, we formulated 4 strategic priorities to take Impact Integrated to the next level.

- Diversifying by entering new markets
- Staying ahead of the curve
- Focusing on brand awareness
- Maximizing efficiency



Diversifying by entering new markets

We are expanding our business by exploring a new market, which is the Esports Industry. It is one of the fastest-growing markets in the world and in Malaysia, with gaming said to be the fastest-growing forms of entertainment in the world, growing at a rate of 7.9% a year.

We have established Esports Integrated, an initiative under the purview of the Ministry of Youth and Sports (KBS) with the goal of fostering a vibrant and sustainable ecosystem. Esports Integrated will be delving into 6 key components which are organizing tournaments, developing a gaming platform, running events, advocating for positive changes within the industry, creating capacity building programmes and running an Esports Hub.

On top of that, we increased our focus on e-commerce through the creation of a dedicated Business Unit for Picksum. This decision was made after the analysing the importance of e-commerce in the current market and development landscape.



Staying Ahead of the Curve

As a strategic catalyst, we want to always stay ahead of the curve to ensure that our products, content and services are always relevant, competitive and innovative. This allows us to stay ahead of our competition and create a strong impact.



In 2020, we developed esukan.gg, a fully online gaming platform that aspires to be the go-to gaming platform for Tournament Organizers in Malaysia.

Additionally, we are in the late stages of development for Product I, which is a first of its kind Impact measurement system. Both products are innovative products that were created to fix a gap in their respective industries.

Aside from that, all our key decisions have been made based on analytical data whenever possible. Our websites are all linked to google analytics, which enables us to monitor the performance of our sites. Red Square, our in-house tech team also participates to analyse our website analytical data.



Focusing on Brand Awareness

Brand awareness is a key component of every business, and we will continue to focus on building our brand awareness.

Impact Integrated is a very diverse brand as it contains 5 separate core focuses in its business, which includes a focus on radio, social enterprise, event space, e-commerce and Esports.

Therefore it is important to unify the brand as much as possible. We have decided to visually unify the brand by revamping Impact Integrated's logo to include all the 5 brands. We do this to create a larger association between all the brands and Impact Integrated.



All of these changes require a change in organizational structure to accommodate the changing needs of the company. Because of that Impact Integrated restructured to improve efficiency and created multiple policies to improve the overall welfare of employees.

Maximizing Efficiency

The company has made multiple strategic changes across the year, which includes an increased focus on e-commerce as well as a larger focus on digital programmes.

On top of that, certain units such as Impact Malaysia has increased the number of programmes taken on by their unit exponentially leading to a need to increase manpower.

OUR APPROACH

Digital

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



Integrated

Being a conglomerate, we strive to deliver results together regardless of the difference in purviews, 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.

Data Centric

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 to the execution of any plans.



People-driven

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

BOARD OF TRUSTEES

Board of Trustees

Impact Integrated is led by a highly competent Board of Trustees, from various backgrounds.



Syed Azmi Alhabshi

Social activist, with a focus on child rights through his work with PUAk Payong. Actively advocates on social issues through socialmedia, and manages his own charity fund called Tamak Pahala.



Chook Wai Mun

22 years of experience in youth NGOs and social work. A mentor for Program Anugerah Remaja Perdana, the former president of GBBM has a strong presence in Chinese youth movements.



Zaim Mohzani

Founder of Nation Building School and MyDiplomacy, and passionate on the subject of development and youth capacity-building. His focus areas are public policy, international relations, and youth empowerment.



Siti Rahayu Baharin

Lecturer and social activist, mostly known for her work in Buku Jalanan Chow Kit. Advocates for child rights, education for all and statelessness.


Rizan Hassan

Receiver of Tokoh Belia ASEAN award, former Chief of Information, Malaysian Youth Council, and an advocate for youth-at-risk issues. Currently running the 'Yellow Ribbon' and 'Belia Mahir' campaign.


Sharifah Amani

Actress and filmmaker, known for her work with the late Yasmin Ahmad in Sepet and Gubra. An advocate for a progressive Malaysia and preservation of traditional arts and culture.


Norizam Binti Abas

Has served in the public sector for 23 years in several other ministries and departments such as the Ministry of Domestic Trade and Consumer Affairs and the Public Service Department.


Nur Nazirah Md Joha

An active, energetic, extrovert and enthusiastic person who enjoys meeting new people and easy to adapt to challenging and dynamic environment. Currently heading International Relations Division in KBS.


Raja Hamzah Abidin

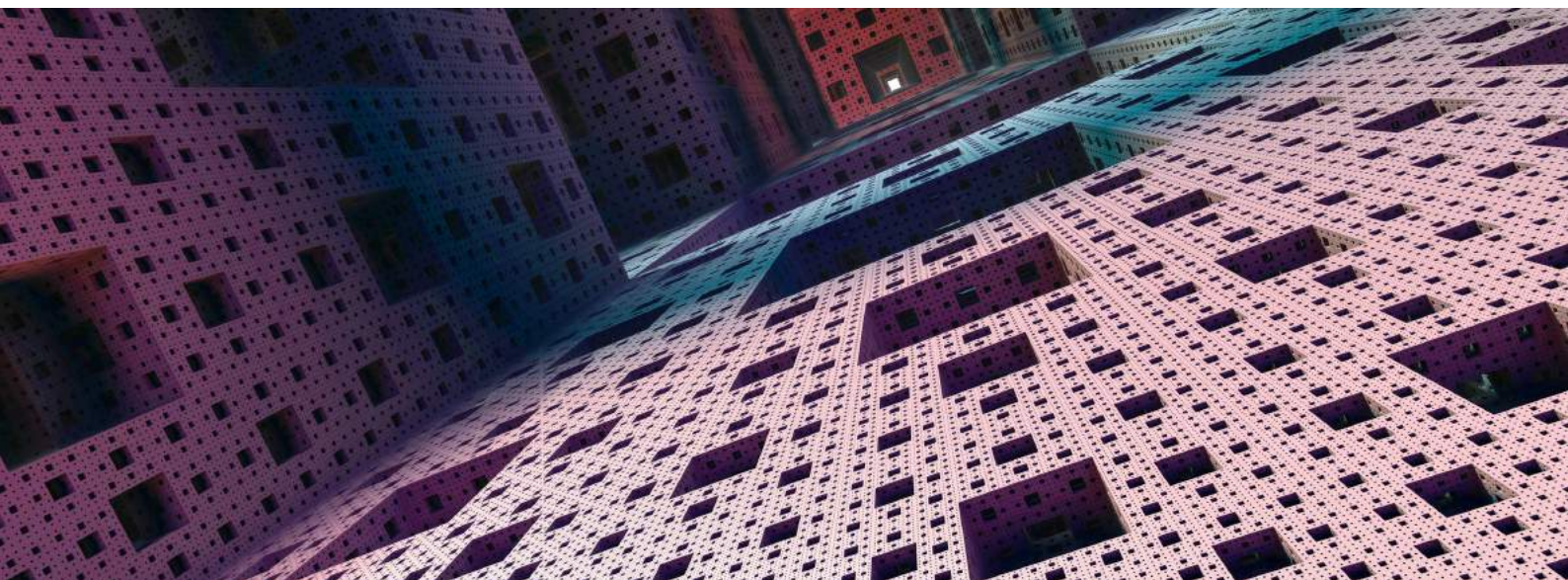
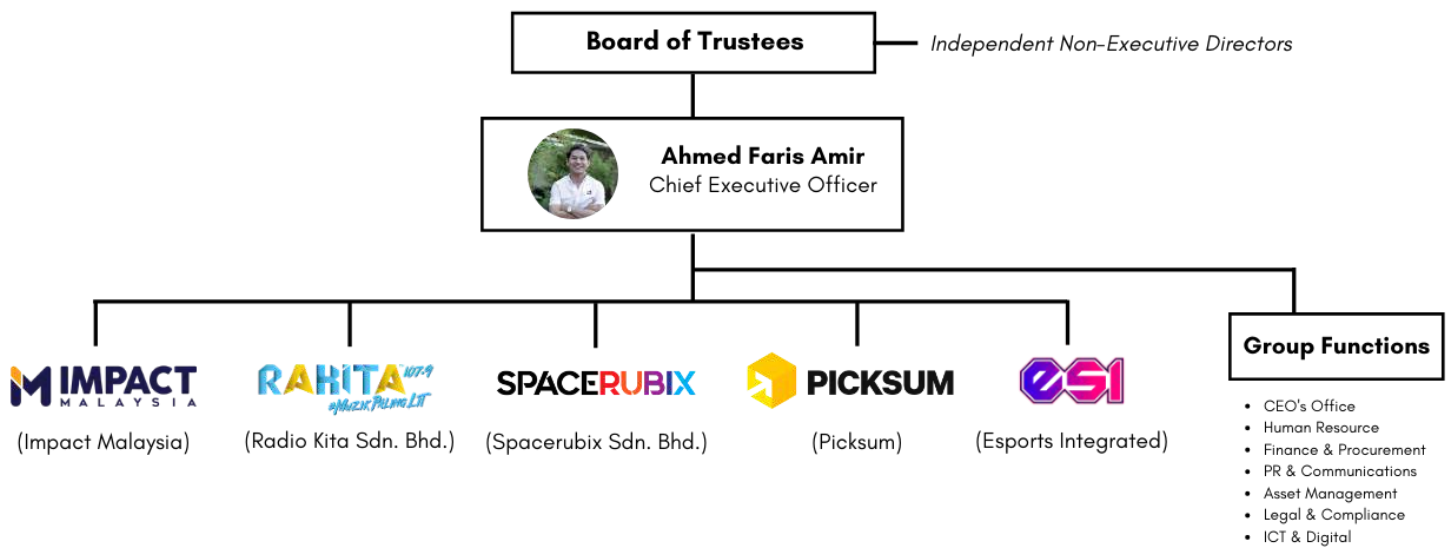
Raja Hamzah Abidin Raja Nong Chik is the Co-founder and Co-Managing Partner of RHL Ventures. He is heavily involved in a variety of entrepreneurial-focused efforts including serving as a mentor in Endeavor's Scale-Up.


Datuk Khaidirah

Datuk Khaidirah Datuk Seri Abu Zahar is the Director of multiple organisations which are the National Engagement O2 Research, KL Best Gourmet Sdn Bhd, and Hyper Pictures Sdn Bhd.

ORGANISATION CHART

IMPACT INTEGRATED



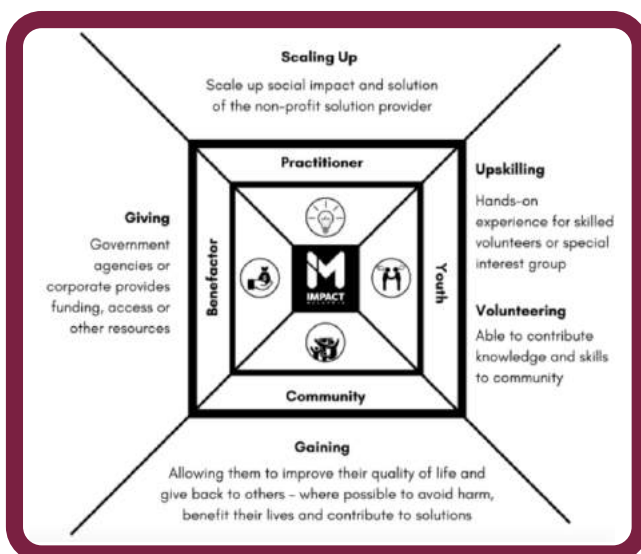
Our Brands

IMPACT MALAYSIA

The leading high-impact social innovation and youth empowerment initiative. We enable, advocate and amplify social impact championed by youths.

Enable (Youth Development)

Spur youth development by empowering them as movers of social impact in Malaysia, using the below multi-stakeholder model.



Impact Malaysia multi-stakeholder approach model.

Advocate (Impact Development)

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

Amplify (Communications)

Brand Impact Malaysia as a household name for doing good and social impact. Increase public understanding on everything social and impact-related through amplifying social impact projects led by youths and the communication and documentation of social issues.

2020 in Overview

Impact Takeover



Takeover is Impact Malaysia's signature outreach programme. It is designed as a short workshop series for youths to discuss current issues related to their lives and the community, and ideate possible solutions for local social problems.



Online

- 9 episodes



Physical

- 6 events

A total of 3,791 participants

Impact Takeover

Takeover was held physical for Xiamen (40 participants), Universiti Malaysia Kelantan (45 participants), Perlis, Johor, X and Selangor. Titles for online Takeovers are Unshakeable, 24 Jam, Menjadi Captain Planet, Syabab, Menjadi Yunus, Menjadi Ungku, Menjadi Tijah, Bisnes Orang Muda (Sesi 1-3) dan (Sesi 4-5).

Impact Chillax



A series of programmes in the form of forums and talks, on topics related to religion, relationships, self-motivation and various issues related to the lifestyle of young people. Topics for Chillax include Call To Action, Unbreakable, Syabab, dan Satu Jam Bersama Seorang Doktor.



Online

- 7 episodes

Bisnes Orang Muda

BisnesOrangMuda is a series of workshops that focus on having industry players impart their knowledge on managing an independent business to young entrepreneurs, through a series of webinar sessions that covers various

aspects of business to young entrepreneurs, through a series of webinar sessions that covers various aspects of business management, such as Sales, Marketing, HR, Finance and Business Management.

#BisnesOrangMuda series were based on topics such as branding design, marketing, and operations. 6 episodes of #BisnesOrangMuda gathered 1,162 total participants with over 5,500 minutes watched.



Dana Impact Youth

Dana Impact Youth is a platform for Malaysian youths who want to carry out social impact projects in their community. Every six (6) months, youths will be given an opportunity to pitch for a micro-grant of up to RM5,000 to enable them to create social impact projects within their own community.



A total of 38 participants.

**16,500 Reach
605 Likes
50 Engagement**

Dana Impact Youth

Akademi Impact Malaysia

Impact Malaysia's medium to long term capacity building programme, on social impact creation and measurement. It can be considered as a Masterclass to create and measure social impact.



**Akademi Videos:
3,060 Views**

Akademi Impact Malaysia



Dana Impact Youth - PVAC Project

Product-I

Product-I is a tool for impact creators, be it individuals or organisations to design, document and report their impact projects.

This year is truly a year of innovation for Impact Malaysia. The latest one, Product-I. A platform for social impact practitioners, groups or individuals to design, document and report their impact. This platform takes Malaysia's development needs into account through aligning Sustainable Development Goals with localised development goal thresholds such as The Malaysian Plan (Rancangan Malaysia).

While the website is still being developed, we have sourced inputs and feedbacks from notable social impact practitioners all across Malaysia for the need of a uniform platform to have Malaysia's local development context that alligns itself with the global goals i.e.

Sustainable Development Goals (SDG). For you social impact geeks out there, this is a platform to look out for in 2021!

Impact Reporting Focus Group

Our impact culturalization experience discovered a reality that most organizations in Malaysia either don't report their impact or misrepresented their impact. Therefore focus group discussions are important to discuss issues with Impact reporting and identify solutions.

Tinta

Tinta publishes content on social impact, social issues and Impact Malaysia's project updates through storytelling and highly social content, ranging from mini-documentaries, 'reality TV' programming, popcorn content and articles.



Tinta published 6 articles and gained 24 comments.

Kanta

Kanta impact is a series of reality shows, bite-sized content and mini-documentaries. We highlight social issues and developmental issues in the Malaysian context.

Impact Youth

Impact Youth is a network of young people who are active in local communities and want to impact society, through business, career and leadership, connected through Impact Malaysia's programmes.

Data shown after conducting Impact Malaysia's Ramadan programs, 39.8% was reported interested to be a part of Impact Youth, and 56.8% was interested to be a part of Impact Youth but needs more information.

Kita Cakna

A series of quizzes done on social media, to encourage the youths to participate in interactive educational content.



**1,248 joined the campaign
100 Engagement**

Kita Cakna

IM X Rakita - #SuaraLit

Impact Malaysia in collaboration with Rakita featured inspirational stories of young talented youths, giving these young individuals a platform to tell their stories and shape narratives through the Suara LIT Programme. Impact Malaysia is looking to expand reach to outside echo chambers



Belia Bekerja

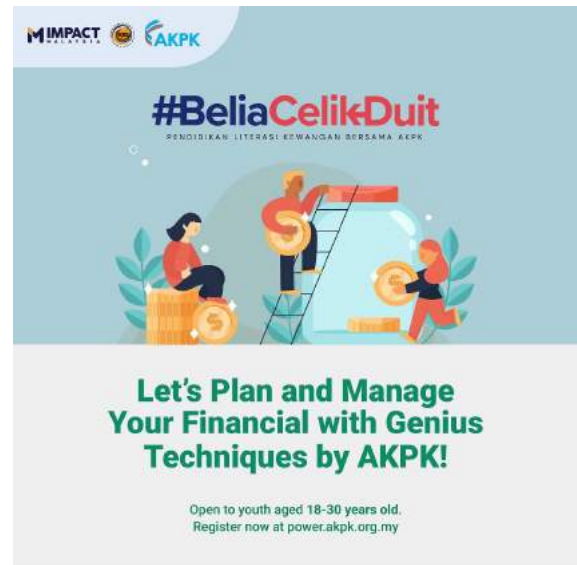
#BeliaBekerja, is the first virtual career event by the Ministry of Youth and Sports (KBS) co-organised by Impact and TalentCorp.

It was a 5-day online event that focuses on live engagements between employers and graduates / young jobseekers. Both Impact Malaysia and Picksum was involved in the organization of #BeliaBekerja.



#BeliaCelikDuit

#BeliaCelikDuit is an initiative powered by the Ministry of Youth and Sports (KBS) alongside Impact Malaysia and AKPK to educate youths on ways to manage their finances wisely.



#MyDigitalWorkforce

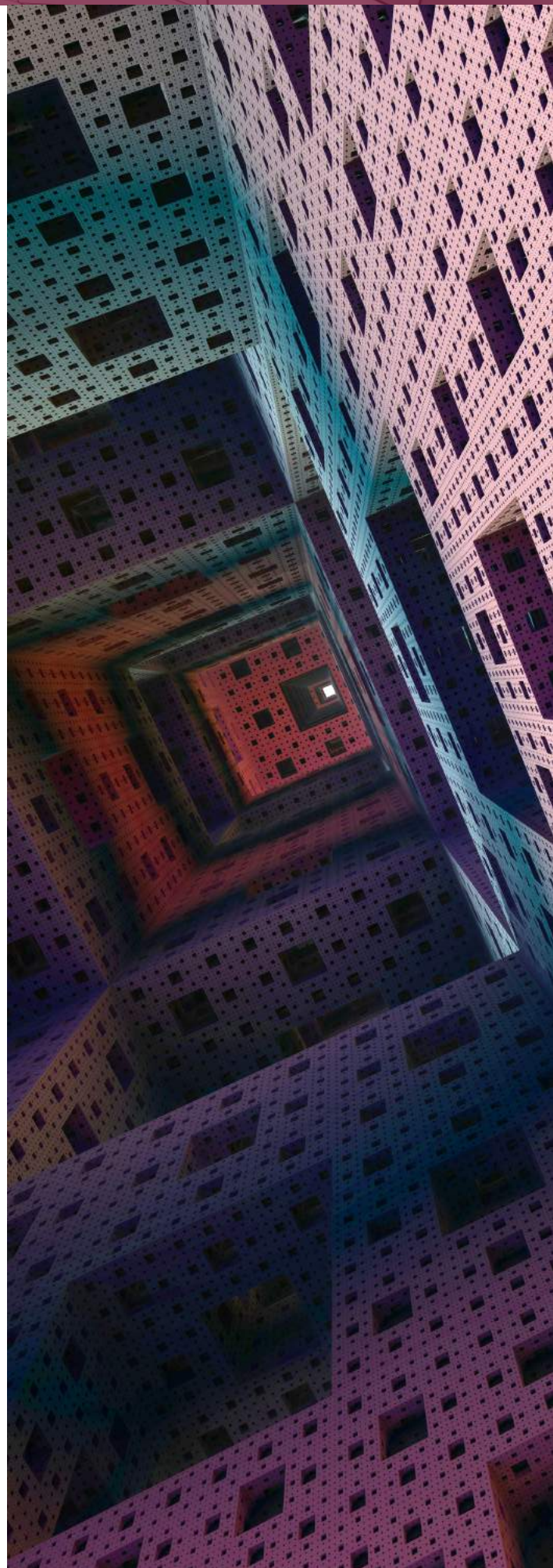
#MyDigitalWorkforce week was a 5-day online event that featured a series of webinars on digital jobs career awareness, upskilling opportunities and jobs expo to rally action to re-skill Malaysian workforce for digital economy jobs.

This effort is a collaboration between the Ministry of Communications and Multimedia (KKMM), the Ministry of Human Resources (KSM) and the Ministry of Youth and Sports (KBS) through their respective agencies (MDEC, TalentCorp, i-LEAD and Impact Malaysia). Both Impact Malaysia and Picksum was involved in the organization of #MyDigitalWorkforce.



Solutions Focused Youth Training

Impact Malaysia attended a 3-days training focusing on developing youths as solution-focused coaches. The training was conducted by Sunil Hasmukharay, the Founder and Chief Strategist HC Consultants Group and Rubini.



#ImpactTolongHantar

Impact Tolong Hantar is an initiative spearheaded by Impact Malaysia that addresses a logistical problem in providing aid.

In line with our core value of being a socially conscious company, Impact Integrated aims to do our part in assisting the less fortunate through CSR projects. We apply the 'addressing gaps' strategy in our corporate social responsibility initiatives.

We believe that altruism should be effective, therefore we developed a model based on a number of criteria to ensure that when we're running CSR projects we are always addressing gaps to support existing structures and aid organizations rather than invalidating them.



Kolaborasi dengan Yayasan Food Bank menghantar barangan keperluan asas kepada rakyat yang terjejas.

Our CSR projects aim to fulfil all of the following criterias:

- Prioritize addressing gaps.
- Complement existing structures and aid organizations.
- Cooperate with multiple parties.
- Be transparent with all information available, which includes the amount of donation received, the number of beneficiaries, and the name of all partners and sponsors.



#ImpactTolongHantar x Masala Wheels



When the MCO was first enforced, we decided to spring into action to ensure that as an organisation with a social cause, we would be prepared to offer a helping hand. We noticed that there were numerous organizations offering necessities and cash donations to individuals in need.

Some organisations and good samaritans had donations and supplies readily available but were struggling to deliver them to those in need, especially to those who live in less connected areas.

Some organisations and good samaritans had donations and supplies readily available but were struggling to deliver them to those in need, especially to those who live in less connected areas.



Collaboration with Himayya for sending goods to the frontliners.



Impact Malaysia X Polis Diraja Malaysia



KSK x The Lorry

Therefore we decided to step in, to work hand in hand with these organisations by subsidising transportation services and arranging the delivery logistic, through our initiative #ImpactTolongHantar.

At the conclusion of the initiative, we were able to work with 8 Delivery Partners and 43 organisations to deliver food aid and PPEs to over 50,000 individual beneficiaries and 50 organisations including 77 charity homes and 66 hospitals and clinics.

Moving Forward

#ImpactTolongHantar initiative is our preferred go-to initiative for disaster relief and humanitarian aid.



Impact Malaysia X Yayasan Food Bank

1. Programmes & Initiatives in Collaboration with the Ministry of Youth and Sports

Ramadan Penuh Impak In the month of Ramadan, Impact Malaysia organized a number of programmes aimed at engaging the youths, which included forums and workshops.

Initiative	Title	Details	Date	Delivered by
Chillax Ramadan	"CALL TO ACTION": Pursuing Aspirations!	A forum in setting goals, and pursuing one's ambition, delivered by Aiman Azlan. Additionally the forum includes Nuramirah Shahrin, PhD candidate in History (specializing in Ottoman History) at Ibn Haldun, Turkey where she shares her ambitious journey.	7 May 2020	Aiman Azlan, Nuramirah Shahrin
	"UNBREAKABLE": Preparing Yourself For Marriage	A sharing session with Aiman Azlan on tips on how to prepare for a lasting marriage and relationship, alongside Rusni Tajari and her partner from the Institut Wanita Berdaya.	14th May 2020	Aiman Azlan, Rusni Tajari, Hasbullah Faudzi
	"SYABAB": Examples From Islamic History	A forum with Aiman Azlan examining the qualities that young people should have, based on the example from Islamic history.	21st May 2020	Aiman Azlan, Nuramirah Shahrin, YB Wan Ahmad Fayhsal
Takeover Ramadan bersama Aiman Azlan	"UNSHAKEABLE": How To Be Confident When You Are Nervous	A 98-minute class to help young people feel more confident and overcome their fear.	12th May 2020	Aiman Azlan

Initiative	Title	Details	Date	Delivered by
	"24 HOURS": How To Create The Life You Want And Need?	A 75-minute class to help young people to effectively plan their lives according to their own ambitions and aspirations.	19th May 2020	Aiman Azlan
Bisnes Orang Muda	"Mudahnya Menguruskan Perniagaan"	This course teaches youths to manage their business systematically.	8,11,13 May 2020	MaGIC
	"Design Branding Sendiri"	This course teaches youths the fundamental branding principles and how to use a combination of various design software in one week.	15,18,20 May 202	Me.Reka

Outcome of Ramadan Penuh Impak by Impact Malaysia

➤ 19,306
REACH

➤ 25,063
MINUTES WATCHED

➤ 2,341
REGISTRATIONS

➤ 1,516
ENGAGEMENTS

Konvensyen Reben Kuning

The Yellow Ribbon project aimed to provide awareness among the community on the need to provide a second chance to ex-prisoners, especially youths and former juvenile school students.

Through this project, KBS has introduced several clusters including entrepreneurship, skills, sports, marketability and awareness campaigns.

The Konvensyen Reben Kuning is a convention held to encourage the participation of public agencies, the private sector, NGOs and community institutions in providing a second chance to at-risk youth.

Impact Malaysia co-organised this convention at Spacerubix on the 18th of February 2020.

Strategic Partners

- Jabatan Penjara
- BPKB
- Majlis Sukan Negara (MSN)
- Sekolah Henry Gurney Telok Mas
- IKTBN Chembong
- MSN Melaka
- MKRS (Make Redefining Standard Sdn. Bhd)

- MRCB (Malaysian Resources Corporation Bhd)
- FKPB (Federasi Kebangsaan Pekerja Belia)
- PKPB (Pertubuhan Kebangsaan Pekerja Berkemahiran)
- Majlis Belia Malaysia (MBM)
- Adiratna Wealth Resources
- Penasihat Cerita Orang Gagal
- Kolej Kemahiran Pure Technics
- Meatech College
- Gemilang Motor Academy
- MBFM
- TVET Youth Centre
- Dar Al-Shop Motor

YES2Work TalentCorp

The YES2Work by Talentcorp is a framework of action focusing on collaborative and synergise effort to enhance Graduate Employability (GE) at higher learning and technical institutes.

YES initiative provides GE solution-focused interventions to enhance student awareness, inculcate wisdom in their thinking and action; and empower them to chart their own career roadmap.

Impact Malaysia organized a coaching session in conjunction with the YES2Work framework.

2. Serving the community through #ImpactTolongHantar

#ImpactTolongHantar is a collaborative effort championed by Impact Malaysia to help various groups and charities to deliver essential supplies interstate to Malaysians in need during the Conditional Movement Control Order (CMCO) period from March to June 2020.

The initiative connected both organizations and individuals, with those affected by the current situation, with micro and medium-sized delivery partners.

3. Empowering young changemakers through Dana Impact Youth & Akademi Impact

Dana Impact Youth is a platform for Malaysian youths who want to carry out social impact projects in their community.

Every six (6) months, youth will be given an opportunity to pitch for a micro-grant of up to RM5,000 to enable them to create social impact within their own community.

We were privileged to help support 6 Dana Impact Youth Recipients in 2020.

6 Recipients of Dana Impact Youth



Sana Sini Kuala Perlis

Perlis youths who worked towards creating a digital e-commerce and information platform for the populace in Kuala Perlis targeted towards small and medium business owners there to promote and sell their products.



Monsters Among Us

Youths from all over Malaysia who aims to create a digital & artificial intelligence (AI) that provides an online platform for Internet users to report any sexual activities, engagements or abuse happening online, to detect suspicious online activities that contains sexual abuse elements, and removing sites and accounts that contain child abuse material and activity.



Perlis Volunteer Action

Perlis youths who created a volunteer action community to help those in need during the COVID-19 pandemic and to eventually create a Free Boutique shop for the marginalised communities focusing on providing school wear for their children.

EMPATHY
FOR
YOUTH

Empathy for Youth

Kuala Lumpur youths who provided 'Empathy Classes' for youths to manage their mental health and nurture empathy from a young age.



The Kenyalang Project

Youths from all over Malaysia who aims to improve the living conditions of the Kayan Community in Uma Ageng, Belaga, by providing clean water supply and electricity through innovative measures.



Tag4Future

Youths from Johor who provided subjects and career mentoring for B40 FELDA rural youths.



Team Tag4Future

The Dana Impact Youth recipients were supplemented with knowledge on organising impactful projects using our IMPACT (ideate, manage, pilot, act, count and tell) principles which was taught during a 7-day online class; Akademi Impact.

4. Innovating Impact Measurement systems through Product-I

Product-I is a platform for social impact practitioners, groups or individuals to design, document and report their impact.

This platform takes Malaysia's development needs into account through aligning Sustainable Development Goals with localised development goal thresholds such as The Malaysian Plan (Rancangan Malaysia).

While the website is still being developed, Impact Malaysia have sourced inputs and feedbacks from notable social impact practitioners all across Malaysia for the need of a uniform platform to have Malaysia's local development context that aligns itself with the global goals i.e. Sustainable Development Goals (SDG).

5. Impact through collaborations

Impact Malaysia collaborated with a number of organizations and government agencies to further impact youths and society at large.

- The Ministry of Youth and Sports (KBS)
- Malaysian Global Innovation & Creativity Centre (MaGIC)
- Solutions Focused Academy
- Institut Pembangunan Kecemerlangan Kepimpinan (i-LEAD)
- TalentCorp
- Agensi Kaunseling & Pengurusan Kredit (AKPK)



Impact Malaysia's Impact Goals 2020 - How did we achieve our goals in 2020?

Scale	Depth	What does this mean?	How do we attain this?	How do we measure this?
1600 youth know about Impact Malaysia Across 14 states	100 Formal application of impact principles	Formal The youth groups we engaged with are able to show the formal application of these principles in their policies/laws.	- Impact Network - Felo Impact - Akademi Impact - Impact Youth	-Interviews - Observations
	200 Application of impact principles in their work	Apply The youth groups who engage with us are able to apply any of the impact principles in the way they work.	- Product I - Whitepaper: Guidelines on Impact Reporting - Felo Impact - Impact Youth - Akademi - Dana Impact	-Survey -Interviews.
	400 Socialise impact	Socialize The people who engaged with us, who attended our trainings, are able to host discussions regarding the impact they want to see in their own organizations/ localities	- Impact Youth - Impact Takeover - Akademi Impact - Chillax Sessions	-Survey -Engagement with IMPACT -Training
	800 People understand impact	Understand Individuals are able to differentiate output, outcome & impact. This includes people who attended our training sessions and can reiterate the difference between impact, outcome and output.	- Impact Youth - Impact Takeover - Akademi Impact - Chillax Sessions	- Impact Youth - Impact Takeover - Akademi Impact - Chillax Sessions
	1,600 Engaged with us	Engaged Individuals engage us through social media after attending our outreach sessions or engaging with our online content.	- Impact Youth - Impact Takeover - Akademi Impact - Chillax Sessions - Kanta - Tinta	Data collection through KoboToolbox

Media Coverage Impact Malaysia



01

02

[HOME](#)
[NEWS](#)
[INTERNATIONAL AMBASSADOR TRIBUNE](#)
[EVENTS](#)
[KKMM](#)

[FINAS UPDATES](#)
[ABOUT](#)

#IMPACT TOLONG HANTAR

More than 40 NGOs, associations and companies had utilized the #ImpactTolongHantar delivery service to deliver essential supplies, food, Personal Protective Equipment (PPE) and others to the B40 groups, shelters, food bank, front liners and various groups that have been affected by the COVID-19 pandemic.

The #ImpactTolongHantar initiative connected both organizations and individuals with the affected communities through micro and medium-sized delivery partners including cooperation with National Disaster Management Agency (NDMA) to deliver essential supplies through the assistance of the Royal Malaysian Air Force (RMAF). The initiative's main delivery partners were Bungkok, Gorden, Mr. Spenny, Reconnect my and The Larry. The services of Pak Pos Malaysia were also utilized especially for the deliveries to Sabah and Sarawak. In addition to the NGOs, #ImpactTolongHantar also partnered with Pak Pos in sponsoring delivery costs for grocery orders in Klang Valley.

Throughout #ImpactTolongHantar operations, the initiative complied with the strict regulations set by the Ministry of Health (MOH), Ministry of Women, Family and Community Development (KEMKAM) and Department of Social Welfare (JSM) to ensure the health and safety of aid providers, delivery partners, aid receivers and front liners.

Dipri Kamea, CEO of Malaysian Collective Impact Initiative (MCII), said, "Throughout the project collaboration, we knew we could count on #ImpactTolongHantar in terms of reliability and commitment. Without #ImpactTolongHantar initiative, our project would not have been possible. The deep-level collaboration meant that MCII could focus on procuring funding, contacting beneficiaries and securing basic groceries whilst #ImpactTolongHantar managed the full delivery from store to house. A big thank you to the #ImpactTolongHantar team for working weekdays and weekends to ensure that those who needed it the most received their groceries!"

IMPACT MALAYSIA AND TOP F&B DELIVERY PARTNERS JOINTLY LAUNCHED #ImpactTolongHantar CAMPAIGN TO AID COVID 19 DEPRIVED B40 HOUSEHOLDS DURING MCO

Published by Lavinesh @ 25/03/2020

#IMPACT TOLONG HANTAR

03



#ImpactTolongHantar #stayathome #dudukrumah

Food Bank Malaysia - Etika Beverages bersama Impact Tolong Hantar

8 views • May 5, 2020

0 0 SHARE SAVE

Yayasan Food Bank Malaysia
10 subscribers

SUBSCRIBE

Dibawah kempen #ImpactTolongHantar, Impact Malaysia merupakan antara rakan NGO yang kekal aktif menyumbang dari segi logistik penghantaran bantuan makanan.

ry of Youth and Sports (KBS) has launched the "#ImpactTolongHantar" delivery partners, grocers and NGOs in an effort to help Malaysians in need at the Movement Control Order (MCO) period which has been extended. Grocer, MyGroser, Mydin, Kechara Soup Kitchen and NGOHub are a part of the deprived households within the B40 segment. A separate campaign was launched by front liners from Royal Malaysia Police (PDRM) Selangor.

If you wish to donate to aid those directly/indirectly affected by COVID-19, those on the frontline to contact Impact Malaysia. Individuals and organizations can contact Impact Malaysia via email at connect@impact.my or call +603-

[act.my/tolong-hantar-en](https://www.impact.my/tolong-hantar-en), Facebook/Twitter at @impactdotmy, or

Our Brands

PICKSUM

The marketplace to support Malaysian brands, causes and artists. Bringing and growing brands offline and online. Picksum does not operate like a conventional e-commerce platform.

The social cause that drives Picksum creates features that allow Picksum to fully assist merchants to generate revenue through a suite of services and assistance, while at the same time not pocketing any commission.

With this, Picksum aims to transform the e-commerce landscape, lowering entry barriers for social entrepreneurs and equipping budding entrepreneurs with the necessary skills.

Picksum Promises

**E-commerce**

Transform the e-commerce landscape.

**Entry barriers**

Lowering entry barriers for social entrepreneurs.

**Budding entrepreneurs**

Equipping budding entrepreneurs with the necessary skills.

2020 in Overview

01

Zero Commission Fee

Unlike other e-commerce platforms, merchant pockets 100% of all sales generated through Picksum.

02

No Registration or Listing Fee

No burden of additional costs to join a marketplace.

03

Delivery Subsidy

Picksum subsidizes RM5 for every successful order in Peninsular Malaysia and RM10 for successful order in Sabah and Sarawak.

04

#BisnesOrangMuda

Helping young Malaysian entrepreneurs grow their businesses through free and effective online courses via #BisnesOrangMuda.

05

Online Co-Marketing

Expanding local brand's marketability through free branding & marketing assistance and outreach.

06

Concierge service

Order, fulfilment and returns management via Picksum's customer service. Vendors are able to fulfil orders on their own or via Picksum's integrated concierge service.

07

Free Branding and Marketing Program

A special initiative to help selected vendors on branding and marketing. Picksum's content marketing team will help assist vendors on product branding, digital marketing and product photography.

08

Offline-to-Online-to-Offline (O2O2O)

An initiative to help vendors to expand their brand onto both online and offline spaces via Picksum's integrated sales solutions.

Empowering Social Enterprises

Picksum empowers social enterprises by providing them with a space to sell their products online through an e-commerce platform, effectively easing their transition from a traditional set up to also having an online business.

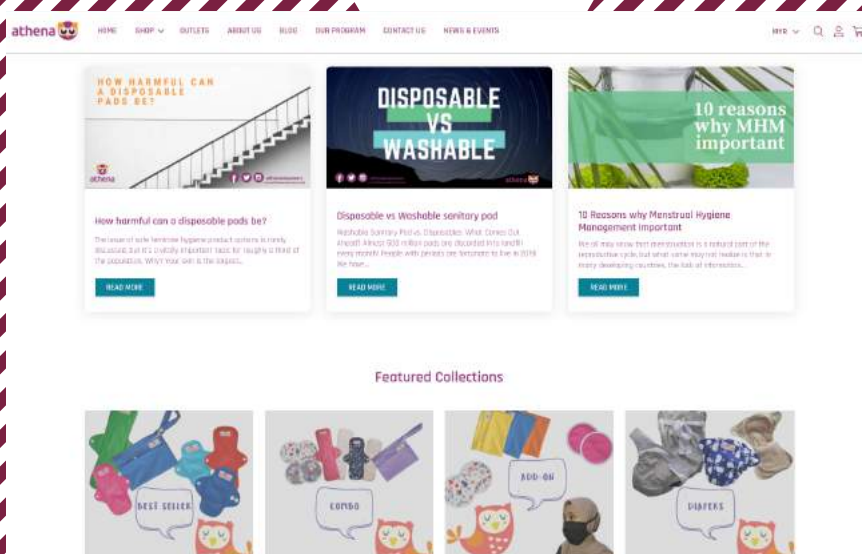
The social enterprise community in Malaysia is diverse and vibrant, ensuring that social causes are championed throughout society. However, changing times and the impact of the pandemic requires all enterprises to reevaluate their business model and adapt to changing situations.

Picksum provides these social enterprises with access to an e-commerce platform at no cost, along with a suite of services and upskilling courses to allow them to successfully move their business online.

This opens up opportunities for new revenue streams for these social enterprises and the ability to reach new markets. Picksum fundamentally believes that this allows for greater resilience for the third sector along with inevitably a wider social impact.



Athena Empowers is one of the many inspiring social enterprises that found their business elevated by Picksum. Athena Empowers is a social enterprise, with a core mission to reduce menstrual poverty issues and educate on eco-friendly and safe menstrual hygiene practice among women of different social groups. They specialize providing feminine hygiene products and services, at an affordable price and in a sustainable fashion.



Growth through Partnerships and Collaboration

Inter-Ministry Collaboration



As part of the Ministry of Youth and Sports 'Kolaborasi Rentas Kementerian' or 'Inter-Ministry Collaboration' Initiative, Picksum was given the opportunity to collaborate with multiple agencies across a number of Ministries, namely;

- JBSN in each state to be the agent for Picksum's merchant onboarding programme.
- FAM and MSN to provide additional sales channels for national athletes or team's merchandises.
- Onboarding members of Majlis Belia Malaysia.
- Collaboration with Jabatan Kebajikan Masyarakat through Prowell in helping single Mothers or women at risk.
- Working with Kementerian Pengajian Tinggi on the university involvement through their "Kelab Usahawan" in all public universities all over Malaysia and provide incentive for each merchant boarded.
- On-boarding of vendors from UiTM's students representative's association PIMPIN On-boarding MBM's vendors through a series of #BOM workshops, JBSN through Bahagian Pembangunan Usahawan.

2020 in Overview

Impact Integrated formed a dedicated Business Unit to develop Picksum as a brand in July of 2020 after identifying a large potential in Picksum. Since then Picksum has moved at a rapid pace.

Throughout 2020, Picksum has focused on job creation opportunities, capacity building programmes and vendor onboarding, effectively laying the groundwork for 2021.

Highlights of 2020

1. Job Creation Initiatives

Picksum co-organized and participated in a number of job creation initiatives this year. This is because spurring job creation is one of the key methods of ensuring that youths are protected and empowered, especially during this pandemic.

- "Karnival Penjana Kerjaya Belia" virtual career fair with PERKESO and i-LEAD
- #Mydigitalworkforceweek
- Belia Bekerja

1.1 Karnival Penjana Kerjaya Belia

As part of The Ministry of Youth and Sports job creation initiative, Picksum organized a Virtual Career Fair in collaboration with PERKESO and i-LEAD, called Karnival Penjana Kerjaya Belia (KPKB) on the 24th to the 26th of November 2020 that was hosted on careerfair.perkeso.gov.my.

This fair is an inter-ministry collaboration between Ministry of Youth and Sports (KBS) and Ministry of Human Resources (KSM), through their respective agencies, which are the Institute of Leadership and Development (i-LEAD) and Picksum, PERKESO with PTPTN and Brickfields Asia College as event partners.

The program featured 2 parts, one of which is a webinar on career development and the second are online interviews with the shortlisted candidates.



This effort is a collaboration between the Ministry of Communications and Multimedia (KKMM), the Ministry of Human Resources (KSM) and the Ministry of Youth and Sports (KBS) through their respective agencies (MDEC, TalentCorp, i-LEAD and Impact Malaysia).

Both Picksum and Impact Malaysia was involved in the organization of this initiative.



500 participants

80 employers

#MyDigitalWorkforceWeek

#Mydigitalworkforce week was a 5-day online event that featured a series of webinars on digital jobs career awareness, upskilling opportunities and jobs expo to rally action to re-skill Malaysian workforce for digital economy jobs.

#BeliaBekerja

#BeliaBekerja, is the first virtual career event by the Ministry of Youth and Sports (KBS) co-organised by Impact and TalentCorp. It was a 5-day online event that focused on live engagements between employers and graduates / young jobseekers.

Employers were able to showcase their company, collect resumes, have group sessions and interview potential candidates easily and remotely. The fair was hosted on an interactive platform dedicated for online career events - BeliaBekerja.com. Both Picksum and Impact Malaysia was involved in the organization of this initiative.



372 participating companies



3,363 vacancies



11,102 participants



1,303 number of universities



424,832 marketing reach



703,003 marketing impressions

2. Upskilling social entrepreneurs through capacity building programmes

Capacity building programmes are the key component of building a skilled workforce and equipping the youth with the skills and knowledge to achieve financial success. Picksum focused on social entrepreneurs, equipping them with business skills and e-commerce know-how, to help them bring their businesses to the next level.



2.1 #BisnesOrangMuda with Majlis Belia Malaysia (MBM) and Jabatan Belia Dan Sukan Negara (JBSN)

#BisnesOrangMuda is a series of workshops that focus on having industry players impact their knowledge on managing an independent business to young entrepreneurs, through a series of webinar sessions that covers various aspects of business management, such as Sales, Marketing, HR, Finance and Business Management. The first workshop was held at the end of November with about 50 vendors from Central Zone. These workshops were done in collaboration with MBM and JBSN.

Picksum's List of Programmes and Initiatives 2020



01

Organized #BisnesOrangMuda with MBM & JBSN

A series of webinar sessions that covers various aspects of business management, such as Sales, Marketing, HR, Finance and Business Management.

02

Developed Picksum's Entrepreneur Development Program Subsidi penghantaran & servis "concierge".

Program pembangunan usahawan Picksum provides vendors with order, fulfilment and return management services via Picksum's customer service. Picksum Vendors are given the choice to fulfil orders on their own or via Picksum's integrated concierge service. RM5,000 per month was allocated for this initiative.

03

Free Branding and Marketing Programme

A special initiative to help selected vendors on branding and marketing. Picksum's content marketing team will help assist vendors on product branding, digital marketing and product photography.

04

Retail partnership (Et Cetera) with FA Selangor

Football Association of Selangor, also known as FA Selangor is a professional football club representing the state of Selangor Darul Ehsan, Malaysia. FA Selangor is one of the most successful clubs in Malaysia, winning the prestigious Malaysia Cup a whopping 33 times. Picksum was able to form a strategic retail Partnership with FA Selangor on Picksum's marketplace and retail space at Spacerubix(Et Cetera). The partnership covers social media cross-marketing, allowing Picksum to leverage FAS's 280k online fan base. This coincides with Selangor FC's 2021 jersey launch in January 2021.

05

On-boarding of vendors from UiTM's students rep's association PIMPIN

Picksum carried out an onboarding process of vendors from UiTM's students rep's association PIMPIN. Engagement was done via social media and WhatsApp to on-board vendors from PIMPIN.

06

Co-organized Karnival Penjana Kerjaya Belia virtual career fair with PERKESO and i-LEAD

As part of The Ministry of Youth and Sports job creation initiative, Picksum organized a Virtual Career Fair in collaboration with PERKESO and i-LEAD, called Karnival Penjana Kerjaya Belia (KPKB) on the 24th to the 26th of November 2020 that was hosted on careerfair.perkeso.gov.my

07

On-boarding of vendors from Majlis Belia Malaysia (MBM) and Jabatan Belia Dan Sukan Negara (JBSN)

Picksum carried out an onboarding process of MBM vendors from through a series of #BOM workshops, JBSN via Bahagian Pembangunan Usahawan.

08

Offline-to-Online-to-Offline (O2O2O) Programme

An initiative to help vendors to expand their brand onto both online and offline spaces via Picksum's integrated sales solutions. Picksum has successfully partnered with FA Selangor and MBM for this initiative.

Our Brands

RAKITA

More than just a radio station, Rakita is a multi-platform infotainment media brand tailored specifically for the youth, targeting listeners between the ages of 15 and 35.

Rakita started broadcasting on the 8th of January 2019, and since then Rakita has developed and grown their 360 media platform in hopes of becoming the voice of underserved Malaysian youths by sharing their talents, thoughts, opinions, raising public awareness and enhancing their interests towards a progressive and positive lifestyle with a youth-centric delivery. Rakita broadcasts in Bahasa Malaysia and English.



Music Charts at 107.9

Carta SuperLit 33



Carta Indie Kita



Carta Lokalah



Rakita's DNA

Entertainment

Giving a platform to young, underserved talents in the entertainment scene that covers music, films, theatres, arts, video games, Esports and social media.

Food

Creating Content on the most beloved food by the community.

Interest

News and Traffic Report, Current Issues, Trivia, Sports, Health, Lifestyles, and Social Activism.

Exclusive Series at Rakita.my



Nifty Thrifty
Fashion talk and education.



ViewFinder
Mini docu-series of young photographers and videographers.



Kontrol
Weekly reviews of E-sports & gaming.



CrunchTime
Series of movie review in partnerships with producers.

2020 in Overview

01

A Focus on Youths and Sports

In 2020 Rakita created content that focused on youths and sports, many of which were done in collaboration with the Ministry of Youth and Sports.

02

Championing the Indie Scene

It is one of Rakita's fundamental philosophy that the underserved voices of the community should be given the spotlight, and in line with that Rakita increased their effort to champion the indie scene through the creation of Carta Indie Kita and organizing Anugerah Lagu Indie (ALI2020).

03

Adapting and Transitioning

The pandemic affected almost every industry, including the radio industry. Rakita found ourselves having to adapt to the new normal by innovating new creative ways to bring entertaining content, in line with the safety guidelines issued by the governments. This led to the creation of innovative content such as Moreh Orang Muda, where a traditional moreh session was brought online, allowing more people to enjoy it from the comfort of their own home.



Anugerah Lagu Indie

Championing the Indie scene through #ALI2020

Rakita co-organized ALI2020. Anugerah Lagu Indie 2020 (ALI2020) or Independent Song Awards. It was Malaysia's very own Indie award show, established to acknowledge the contributions of young talents in the local community and the Indie scene within the Malaysian music industry.

Objectives:

- Uplift the Indie music scene in Malaysia.
- Acknowledge the contributions of young talents in the Indie music industry.
- Celebrate the creativity and innovation among the Malaysian youths today.
- Create more opportunity and act as a platform for the local Indie musician to play their songs.



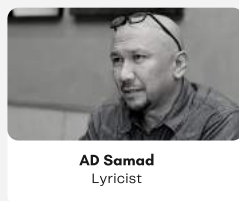
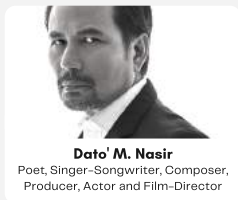
Partners

Utusan Malaysia, Atas Angin, Hashtag Media, Kamar Seni Studio, Angkasa Event Space, Spacerubix.



Margosa Band was crowned the champion of #ALI2020.

#ALI2020 JUDGES

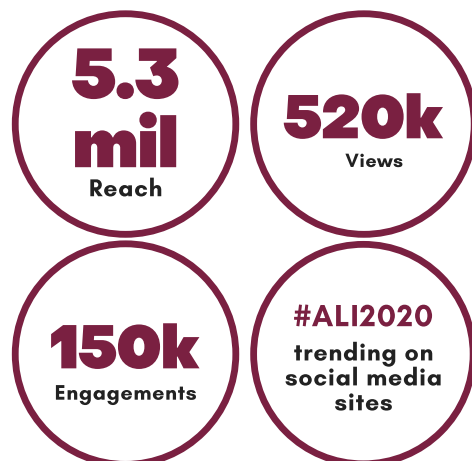


Finalists #ALI2020



Third place #ALI2020, @orkesahizadin & @aininahasnul

#ALI2020 Highlights



Moreh Orang Muda

Bringing Traditions to an Online Platform through Moreh Orang Muda

Rakita brought traditions to an Online Platform, leading the way for the youths to share their thoughts, experiences and inspirations during Ramadan.

Moreh Orang Muda is a series that delves into the experiences, thoughts and inspiration of our Youths and through experience sharing sessions and acoustic music performances recorded at home, giving off a cosy and homely atmosphere. This series aired every Friday throughout the month of Ramadan, and was done under the purview of the Ministry of Youth and Sports (KBS).



Social media reach



Reach: 30,700
Views: 1943



Reach: 4,936
Views: 145



Reach: 14,324
Views: 502



Reach: 23,476
Views: 938

Local Artistes Line-up

The 4 episodes included an impressive lineup of local artists, chosen specifically to cater to the interest of the youth.

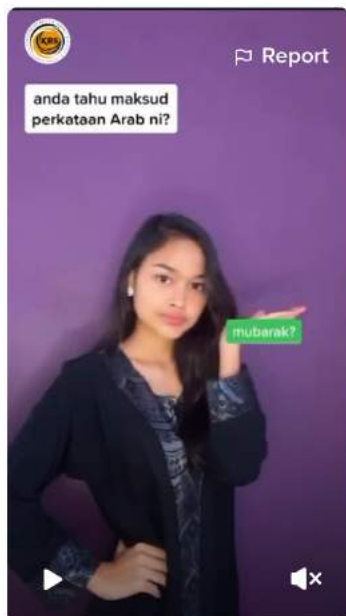
- 1 Mei 2020 - Naim Daniel, Ismail Izzani dan Daneish Suffian.
- 8 Mei 2020 - Najwa Latif, Alvin Chong dan Ayie Floor 88.
- 15 Mei 2020 - Noh Salleh, Wani Kayrie, Akim & The Majistret dan Senator YBTM Wan Ahmad Fayhsal.
- 22 Mei 2020 - Lah Ahmad, Azan Ruffedge, Muna Shahirah dan Alif Satar & Raihan.



rakita.my Rakita.my · 5-19

#edutok #EduTokBahasa #KBSMalaysia #rakitamymy

🎵 Ramadhan Tiba (Rmx) - DJ Opus



EduTok

Creating educational content through EduTok

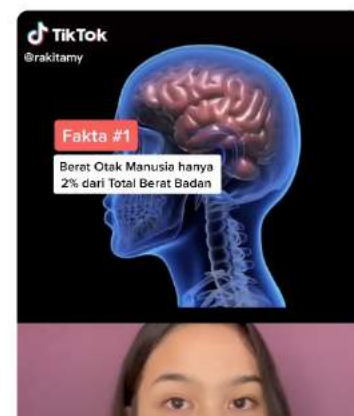
EduTok is an educational campaign launched by Rakita under the purview of the Ministry of Youth and Sports (KBS). Through EduTok, Rakita introduced educational content on a creative platform, increasing engagement and educating youths. A total of 10 episodes of #EduTok were produced, with Iman Husna, the host and content creator from Rakita Go covering six subjects in a short video form, on RAKITA 107.9, TikTok, Instagram, Facebook and Twitter.



rakita.my Rakita.my · 6-11

#edutok #EduTokSains #KBSMalaysia #rakitamymy #tiktokguru #foryoupage

🎵 Crystal Dolphin - Engelwood



EduTok Episodes

- 19 Mei 2020 - #EduTok 1: Language - Arab
- 20 Mei 2020 - #EduTok 2: Career - Accountant
- 21 Mei 2020 - #EduTok 3: Sports - DOMS
- 27 Mei 2020 - #EduTok 4: Technology - Photography

- 28 Mei 2020 - #Edutok 5: Mathematics - Percentages
- 2 Jun 2020 - #Edutok 6: Language - Commonly used terms
- 3 Jun 2020 - #Edutok 7: Career - Radio Presenter
- 4 Jun 2020 - #Edutok 8: Technology - Creating Music from Home
- 9 Jun 2020 - #Edutok 9: Science - Active Times
- 11 Jun 2020 - #Edutok 10: Science - Six Science Facts

Social media reach



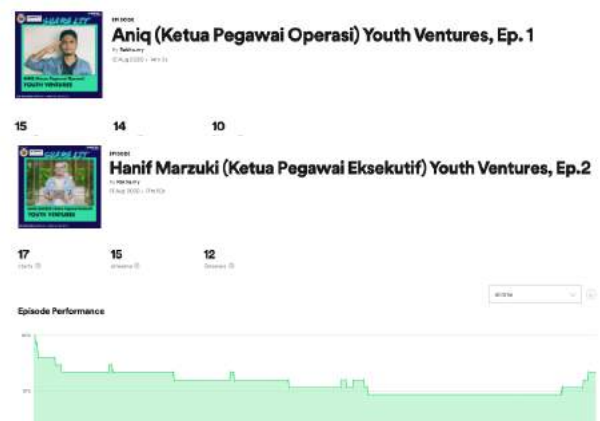
Reach: 23,485
Impressions: 25,132
Views: 15,676
Engagement: 2,665

Suara Lit

Giving the voices of the youths a platform through Suara LIT

Rakita features inspirational stories of young talented youths, giving these young individuals a platform to tell their stories and shape narratives through the Suara LIT Program.

Suara LIT has featured numerous inspirational youths from the likes of social activists, World Champions, to Digital Strategist and Game Developers.



Initiatives done in collaboration with the Ministry of Youth and Sports (KBS)

01

Suara Lit

Interview Series highlighting the voices of young accomplished individuals, with inspiring stories.

02

YBM KBS Special Message

Rakita produced the Minister of Youth and Sports special message for Covid-19.

03

#KitaCakna

A series of quizzes done on Rakita's social media, to encourage the youths to participate in interactive educational content.

04

Suara Lit Hari Belia Negara

Interview Series highlighting the voices of young accomplished individuals, with inspiring stories, done in conjunction with Hari Belia Negara 2020.

05

Suara Ramadan

A Talk show and podcast about the science, facts and history of Ramadan by Iman Publications.

06

Kapsul Ramadan bersama Amin Idris

A series of capsule videos by Amin Idris, speaking on various topics in conjunction with the month of Ramadhan, with appearance by YBTM Wan Ahmad Fayshal.

07

Moreh Orang Muda

Four (4) episodes of Sharing sessions and performances with local artists:

1 Mei 2020 - Naim Daniel, Ismail Izzani dan Daneish Suffian.

8 Mei 2020 - Najwa Latif, Alvin Chong dan Ayie Floor 88.

15 Mei 2020 - Noh Salleh, Wani Kayrie, Akim & The Majistret dan Senator YBTM

22 Mei 2020 - Lah Ahmad, Azan Ruffedge, Muna Shahirah dan Alif Satar & Raihan

08

EduTok

Short videos on TikTok focused on educational content:

19 Mei 2020 - #EduTok 1: Language - Arab

20 Mei 2020 - #EduTok 2: Career - Accountant.

21 Mei 2020 - #EduTok 3: Sports - DOMS.

27 Mei 2020 - #EduTok 4: Technology - Photography.

28 Mei 2020 - #EduTok 5: Mathematics - Percentages.

2 Jun 2020 - #EduTok 6: Language - Commonly used terms.

3 Jun 2020 - #EduTok 7: Career - Radio Presenter.

4 Jun 2020 - #EduTok 8: Technology - Creating Music from Home.

9 Jun 2020 - #EduTok 9: Science - Active Times.

11 Jun 2020 - #EduTok 10: Science - Six Science Facts.

09

Sambutan Hari Bapa

Rakita created interactive content to celebrate Father's Day.

> 1.2k
Minutes of
Content

2k
Reach

1,412
Podcast
listeners

Our Brands

SPACERUBIX

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



Sports & Healthy Living



Events & Community



Arts & Culture



Space

With that, creative and innovative content such as Kita Senam, DapGak and Tanya Doktor were created.

On top of that, Spacerubix was also selected as the location for the development of the Ministry of Youth and Sports's Esports hub.

2020 in Overview

2020 was a defining year for Spacerubix

Spacerubix have had to adapt most of their programmes and reworked them into online content due to the COVID-19 pandemic. With that creative and innovative content such as Kita Senam, DapGak and Tanya Doktor were created.



2020 Highlights



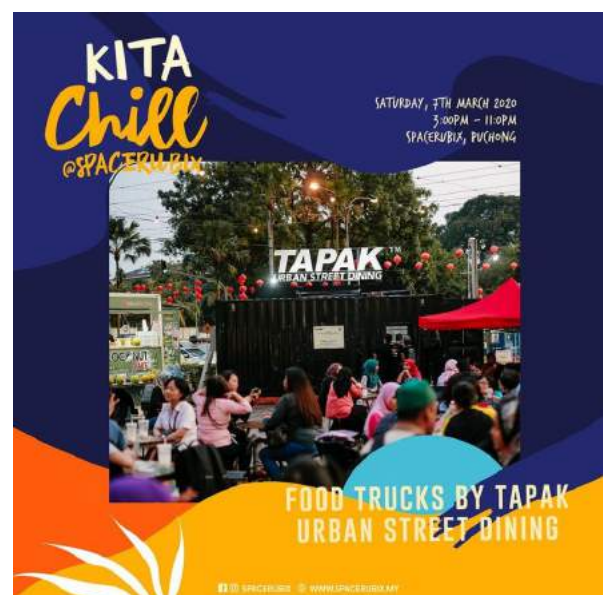
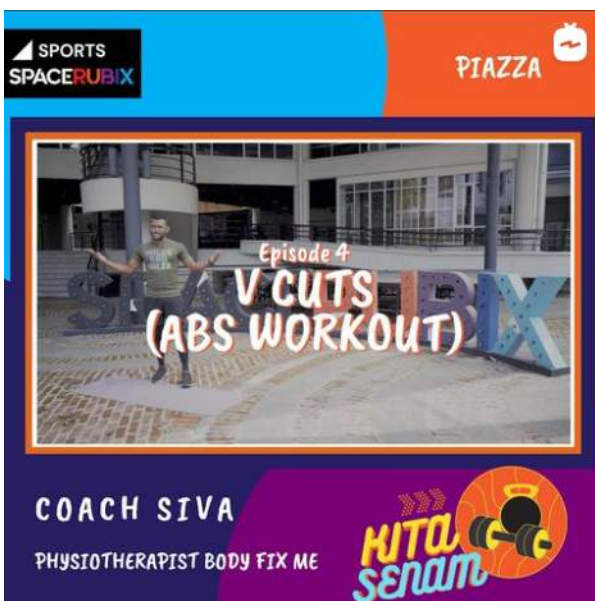
Kita Senam

Kita Senam is a social media initiative created by the Spacerubix team. It is a series of exercise tutorials led by Coach Sivanesh A/L Loganathan, who've had 10 years of experience in the fitness industry.



Kita Chill

Kita Chill is a program created to promote Spacerubix as an inspiration hub and main location for activities during the weekend, a platform to promote community social activities that combine individual of all ages, is family-friendly and serves as a platform for youth & entrepreneur from the B40 group to promote their local products and businesses. Kita Chill was created as a mini-event after the success of Kita Fest in September 2019.





Tanya Doktor

In order to promote a healthy lifestyle, Spacerubix created 'Tanya Doktor' to educate the youths on keeping up a healthy lifestyle. This series is hosted by Doctor Sharmathevan.

- Benefit of exercise in preventing non-communicable disease.
- F.A.S.T Stroke Management Polycystic Ovary Syndrome (PCOS).

DapGak @ Spacerubix

Dap Gak @ Spacerubix is a 7 piece series of food-centric content focused on educating the public on healthy eating. Kirtan Raj shares simple and delicious recipe on 'How to make Grilled Beef Steak', 'How to cook chicken and vege', and so much more!



Creating an Esports Hub

Spacerubix will be transformed into an Esports Hub. The construction of the hub will begin in 2021 and it is projected to be completed by end of the year 2021.

The hub will be a full-service gaming centre, fully equipped with high-end gaming computers to support casual and competitive gaming. The Esports hub is projected to utilized in the following ways:



Training ground for pro and amateur Esports players & industry players.



A networking area for players, coaches and industry players.



A tournament and event venue.



The main hub for ESI's Vocational Training Programme.

Event Space for Everyone

Spacerubix hosted a number of key events in 2020.



Kita eFest 2020

Following the inaugural Kita Fest introduced in 2019, Spacerubix in collaboration with Impact Malaysia, Rakita, Picksum and Esports Integrated put together the second edition of Kita eFest virtually. The digital community festival has brought Malaysians together with a series of exciting programs focusing on knowledge sharing, entertainment, sports and entrepreneurship.



Knowledge Sharing

Various programs such as "Impak Melalui Penceritaan", "TUATU: Heat Transfer Method/Demo", "KLASS & Mission Ending AIDS" and "Psychology and Physiology by Llyod's & Levi's" were held in the Knowledge Sharing segment of the festival. The highlight of the segment was 'Impak Melalui Penceritaan', organized by Impact Malaysia in conjunction with Impact Malaysia's "2020in3" Short Video Competition, which was an insightful panel discussion by Aroe (Klima Action), Zaim (Impact)

and Mistika Idris (Shopee) that covered the critical issues on Environment, Economy and Social that we as a nation had endured this year.

Sports

With the aim of being a wholesome community festival in mind, KITA eFest 2020 held exciting sports demonstrations which are Muay Thai by @discovermuaythai and Jump Rope by @Jumpropemalaysia. In addition to that, align with the Ministry of Youth and Sports (KBS) mandate to nurture the growth and ensure that the Malaysian Esports ecosystem is able to develop inclusively and sustainably, Spacerubix collaborated with Esports Integrated (ESI) to organize a PlayerUnknown's Battlegrounds (PUBG) Mobile session live-streamed by MissRose Gaming. This comprehensive Sports segment is curated to encourage a balanced healthy lifestyle within the community, which is extremely important during this global pandemic.

Entrepreneurship

KITA eFest 2020 also curated an Entrepreneurship segment to introduce the community to the simplicity of entrepreneurship in an effort to spur the Malaysian economic recovery. Spacerubix collaborated with Picksum as it is a marketplace that offers a wide range of local brands to consumers and local merchants to expand their business.

Iqbal M and Makang were also featured in Picksum's showcase. Besides that, Spacerubix included Black Diamond (F&B Foodtruck) and akusukakopi (F&B) to the exhibit of local entrepreneurs in this segment. Post Kopitiam, a vendor of Spacerubix, held a cooking demonstration on local delicacies for the audience.

Entertainment

KITA eFest 2020 ended on a high note with Rakita Virtual Showcase presented by Rakita 107.9 #MuzikPalingLit in collaboration with Spacerubix. The impressive lineup which included Fugo, Najwa Latif and No Good gave an explosive performance that made it the main highlight of the digital festival and a night to be remembered. Leading up to Rakita Virtual Showcase, Rakita playback past fan favourite performances from Petang Rakita and Malam Rakita of Aizat Amdan, Layla, Ramayan and Margosa for the audience.

KITA eFest 2020 full video is available on Spacerubix, Impact Malaysia, Picksum & Esports Integrated Facebook Page and on Impact Malaysia, Rakita & Picksum YouTube Channel.



4 Co-organisers

7 celebrities

11 content partners

234k mins watched

1.3k Views

1281 Engagements



Kita Cakna

A series of quizzes hosted on Spacerubix social media accounts, and was opened to all Malaysians. Kita Cakna is a campaign initiated by Impact Integrated, participated by all business units under the Group; Spacerubix, Picksum, Impact Malaysia and Rakita.



Venue Sponsor

Spacerubix became a venue sponsor for various types of events namely TalentCorp's YES2Work, Anugerah Lagu Indie, and Konvensyen Reben Kuning.



Our Brands

ESPORTS INTEGRATED

Esports Integrated is an initiative created to catalyse a vibrant, sustainable and inclusive esports ecosystem. This initiative is powered by Impact Integrated under the purview of the Ministry of Youth and Sports, Malaysia.

To nurture the growth of the Esports Industry and create more opportunities, we believe in catalysing an Esports ecosystem that is sustainable, vibrant as well as inclusive.

This means that while we care about nurturing the Esports Industry and creating opportunities for athletes, Event Organizers and Game developers, at the same time we will advocate for guidelines and structures to be put in place to protect all actors in the Industry, and make it accessible to all.

Why catalysing?

The choice of word was deliberate. Esports Integrated believes in creating structures, programmes and a culture that allows for a healthy ecosystem to be catalysed. Our role as a catalyst is to work together with key players in the industries, existing structures and community to strive for a better and healthier ecosystem together.

ESI Core Focus

01

Platform

ESI will be developing a fully online tournament engine that allows players to participate in and run Esports tournaments online or offline. The platform will also feature a player ranking that also shows the player's attributes and profile.

02

Tournaments

ESI will establish The Malaysia Esports Circuit, which will consist of a league (Malaysia Esports League) and a championship (Malaysia Esports Championship). All ESI tournaments will run on the Platform developed by ESI.

03

Events

ESI will run flagship events with the purpose of generating positive attention for Esports, as well as to create networking opportunities and discussion platforms for industry players.

04

Advocacy

ESI will partner up with major Esports networks to create Esports centric programmes to generate positive attention for Esports, raise awareness on issues faced by the industry and advocate for positive changes.

05

Capacity Building

ESI is developing a programme to provide Structured Vocational Training, slated to begin in 2021. This structured training focuses on a few things, which are Core Skill Sets, General Skill Sets and Specialised Skill Sets. This large chunk of the training program is not aimed at athletes but targeted at other players within the ecosystem to further improve the professional standard of the industry.

06

Hub

ESI will be building an Esports Hub in Spacerubix. The hub will be a full-service gaming centre, fully equipped with high-end gaming computers to support casual and competitive gaming. The Hub is currently in early stages of discussion with relevant contractors, and is projected to be completed at the end of 2021.

ESI Roadmap



01

Phase 1: Laying down the foundation

In this phase, ESI will focus on laying down the foundation for the Ecosystem. This includes developing products and key functions of ESI and rolling them out.

02

Phase 2: Implementing a sustainable framework

In this phase, ESI will focus on ensuring the sustainability of their products, events and the structures that we've put in place.

03

Phase 3: Local expansion

ESI aims to go beyond Major Cities and ensures that their products reach areas that have not currently have a high number of active esports players, creating opportunities and boosting interest in Esports. This will effectively expand the growing Esports Ecosystem inclusively and sustainably.

Calendar of Events



01

August 2020

- ESI Challenge Merdeka Edition - A Player Unknown's Battlegrounds (PUBG) Challenge held in conjunction with Merdeka on 31st August 2020.

02

September 2020

- Sembang Game - A talk show centering around issues and conversations within the Esports Industry.

03

November 2020

- ESI Challenge FIFA Edition - An Esports Challenge held in collaboration with FAS
- The Launch of Jalur14 - A documentary created in collaboration with eGG Network (Astro) celebrating the groundbreaking achievements of Malaysia's Esports Players.
- Level Up KL 2020 - Sembang Game Conference - Level Up is a gaming conference organized by MDEC. ESI in collaboration with MDEC and MSN, organized the Sembang Game Conference.

03

October 2020

- ESI's Launch - The Official Launch of Esports Integrated
- ESI Challenge Women's Edition - An MLBB Challenge featuring an all-female tournament, held to celebrate women in Esports.

04

December 2020

- Malaysia Esports Championship - A KBS endorsed Championship.
- Launching of esukan.gg - ESI and KBS's Gaming Platform.



2020 Highlights

Launching Esports Integrated

Esports Integrated is Impact Integrated's newly minted Esports Brand. It was launched on the 1st of October 2020, in a grand event that was attended by the Minister of Youth and Sports, Dato' Sri Reezal Merican bin Naina Merican, all state representatives of the Malaysia Esports Federation, key industry players such as eGG Network, Astro, Tencent, Techninier, Team Secret and many more.

At the launch, Esports Integrated revealed its role in catalysing a vibrant, sustainable and inclusive esports ecosystem, focusing on its 6 core focuses. The launch of Esports Integrated received a healthy coverage from conventional media, as well as dedicated international esports media.

The event was covered by major news publications and channels such as The Star, Harian Metro, Berita Harian, Astro Arena and NTV7. It was also covered by International Esports News Site such as The Esports Observer and esports.net.



ESI was launched by YB Dato' Seri Reezal Merican Naina Merican, Minister of Youth and Sports

THE ESPORTS OBSERVER

Business People Markets Leagues and Tournaments Reports Newsletter Podca

Malaysian Ministry of Youth and Sports Launches Esports Integrated

by Shounak Sengupta — October 5, 2020 Reading Time: 2min read



Credit: Malaysian KBS

The Malaysian Ministry of Youth and Sports (KBS) announced an initiative called Esports Integrated (ESI) in partnership with Impact Integrated. An official press conference revealed that ESI would be focusing on building an integrated structure by establishing the following initiatives under phase one:

- A platform to manage and centralize the esports ecosystem that will include a fully online tournament engine.
- Forming the Malaysia Esports Circuit.
- Introducing the Esports Conference and Summit series (the first iteration will be held later this year).
- Advocating for better regulatory framework and guidelines.

A report on IGN Southeast Asia stated that ESI will also be developing a "Capacity Building" program which will focus on upskilling tournament and event organizers, team managers, and coaches. This program will kick off in 2021.

ESI will also be helping build KBS' official esports hub located in Spacerubix, Puchong. The hub will be an event venue, training ground for professional and amateur esports players, and an area for networking for people in the industry. It is expected to be completed in 2021.

Impact Integrated is a Malaysian company whose operations include the functions performed by a social impact agency, digital media and traditional radio platform, an ecommerce platform for local homegrown products, asset management, and affiliation with the Malaysian government.

Shounak Sengupta is a staff writer for AFK Gaming.

New KBS agency to drive Malaysia's National eSports Roadmap

By QISHIN TARIQ



ESPORTS

Thursday, 01 Oct 2020
7:45 PM MYT



Ahmed Faris reiterated that ESI would help drive forward the National eSports Roadmap but was itself not a regulator. — QISHIN TARIQ/The Star

The Youth and Sports Ministry (KBS) has introduced another agency, Esports Integrate (ESI), to push forward the National eSports Roadmap.

Its minister Datuk Seri Reezal Merican Naina Merican said ESI would be a catalyst to drive eSports development, just as the National Sports Council drove traditional sports.

During the launch event, it was revealed that ESI's immediate plans, in line with the Roadmap, was to debut its first annual eSports Conference as well as the Malaysian eSports Championship, both in November.

ESI's headquarters in the Spacerubix community centre in Puchong would also be made

Developing esukan.gg

ESI in collaboration with Techninier, an award-winning Internet and technological solutions company developed and launched esukan.gg in 2020. esukan.gg is a fully online tournament platform that allows esports players from around Malaysia to compete in Tournaments and win cash prizes.

In 2020 we launched the first version of esukan.gg that contains an automated tournament engine, with a registration system, and a ranking system.

Our flagship tournaments and league (The Malaysia Esports League & The Malaysia Esports Championship) will be run on the Platform, feeding tournament data to a central database. We will convert this data to a publicly available database which contains player ranking, profiles and their attributes. The Platform will also include, in later stages of development, an Integrated Health Management System that will allow players to log in their health information and receive periodic reminders to exercise and stop playing.



Tournament Engine



Ranking Database

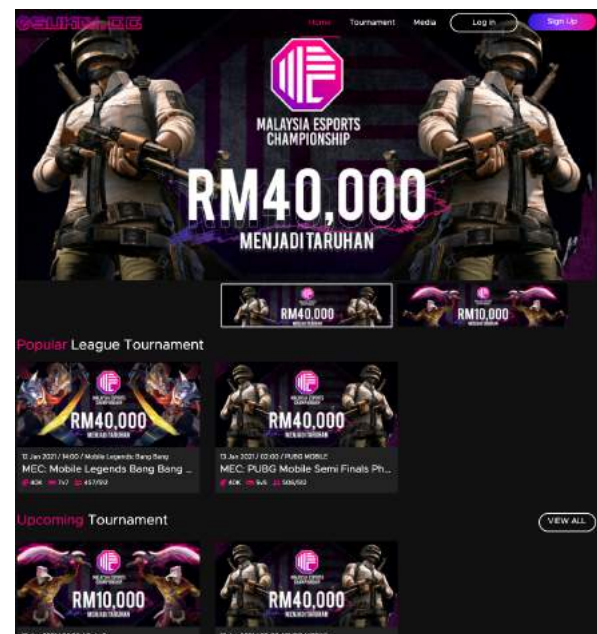


Demerit System



Game livestream integration

The platform also aims to include health tips and more information to help players manage their health and wellbeing. On top of that, the Platform will also aim to ensure that minors are safe and protected while playing on our platform. We aim to monitor the chats to detect instances of child grooming or other forms of abuses and inappropriate conversation directed at minors. We also aim to incorporate a reporting mechanism to report players who behave inappropriately.



esukan.gg was launched in November 2020, together with the inaugural Malaysia Esports Championship that offered four games for public to enter – PUBG, MLBB, FIFA21, and Dota2.

Malaysia Esports Circuit

The Malaysia Esports Circuit is an integrated structure we intend to create. In line with that, we will host the Malaysia Esports League, and the Malaysia Esports Championship.

Points from both these major tournaments will be fed into our Platform, creating a National Database which will include rankings, player profile and attributes. Rankings and other information from the National Database will be used as one of the ways to guide the selection process of the National Team.

To kickstart the establishment of the Malaysia Esports Circuit, in 2020 ESI organized the Malaysia Esports Championship and aims to organize the Malaysia Esports League in 2021.

The Malaysia Esports Championship started registration on the 3rd week of December and the Grand Finals will conclude on the 3rd week of January.

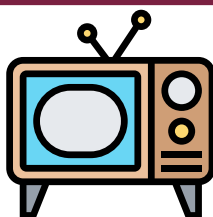


Advocacy

Esports Integrated is committed to ensuring that the Esports ecosystem in Malaysia is healthy, sustainable and inclusive. In line with that, ESI will advocate for these values through a number of media platforms.

Sembang Game

Sembang Game is a TV talk show featuring extensive interviews with some of the most prominent figures in Malaysia's gaming scene, including Soloz, Mushi, Yana Samsudin and more. Hosted by actor-turned-streamer Jaasuzuran and futsal-player-turned-gamer Intanserah, they will chat with gaming content creators, women in esports, event organisers and professional players to share their career stories and insights on the industry.



- Broadcasted on Astro eGG Network and Astro Arena
- 4 episodes
- 717,000 Viewers
- Rating 5.721
- TV Commercial (28 spots)
- Promos (160 spots)



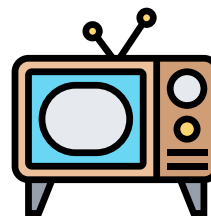
- 3 Branded Advertorials
- 35 Social Media Posting
- Average engagement 400 per posting
- Over 50k Views Total Videos Watched

Sembang Game Outputs and Outcomes



Jalur 14

ESI, in collaboration with eGG Network, produced a documentary about the impressive accomplishments of prominent Esports Players in Malaysia. It is 5 episodes long, 45 minutes per episode broadcasted on eGG Network, Astro AEC HD and Astro Awani.



- Broadcasted on Astro eGG Network, Astro Awani & Astro AEC.
- 5 episodes, 45-mins.
- Sponsors: Yoodoo, Predator, Zotac Gaming and SunCycle.
- Combined Viewership from 26 Nov 2020 - 3 Jan 2021: Total Unique Viewers - 1,157,000;
- Highest Concurrent Viewers: 291,000;
- Average Minutes Watched - 43.6 mins

Sembang Game Outputs and Outcomes

Final episode of Jalur 14 was broadcasted on January 3, 2021. The official trailer and Grand Launch of Jalur 14 78,730 views on social media platforms. The Grand Launch was attended by Dato' Seri Reezal Merican Naina Merican, Lee Choong Kay (Astro) and CEO of Impact Integrated, Ahmed Faris Amir.

Esports Extreme @ Techfest 2020

ESI, in collaboration with Alive Asia, had endorsed Esports Extreme event at Techfest 2020 organised by PIKOM. The endorsement will elevate the calibre of the event which indeed be a helping hand to reach to the audience with greater impact.



ESI Challenge Series

Esports Integrated (ESI) Challenge 2020 is our initiative together with our partner, VC Media Consultancy to provide a platform for Esports talents to expose their talents in the industry and turn it into a potential professional career.

Our first event was ESI Challenge Merdeka Edition which was broadcasted LIVE on ESI Facebook page. The program was successfully executed with total of 25 streamers, gaining over 480K postings reach, 167.7k total Viewers, and 16.6k shares on the event day itself.



Featured popular streamers like Soloz, Daddyhood, MissRose Gaming, Mamajess, Obot Gaming, Sharina Richie, Rykarl Gaming, Summer, XK Penjahat, Sleepygodzillas, Erin Karra, QueenXBee, Boonga Gaming, Agusriannz, Jimboy, Azsgaming, Bella Livestream, Blackz Gaming, Acap Gaming, Ombong Haha, and Miss Farr.



ESI Challenge Merdeka Edition:

- 25 streamers
480k postings reach
167.7k total viewers
16.6k shares
Also broadcasted on eGG Network, KBS Malaysia

ESI Challenge Merdeka Edition

Our second challenge was ESI Challenge Women's Edition. It was a Mobile Legends Competition between 20 female Streamers and Artists to promote women's empowerment and inclusion within the Esports Industry.

Women's Edition was broadcasted on Facebook Live Esports Integrated, KBS Malaysia, eGG Network, Kosmo Online, and Utusan Online. Partnered with Moonton and CoGear Productions.

Featuring MissRose, Erin Karra, Charlie, Boonga Gaming, Mamajess, Natasya, Tishii, Glitter Gaming, Nyan Yan, and more.

This event was organised on the 9th October 2020 where 20 women were grouped into 4 teams with 5 members each. Team Erin Karra was the winner, followed by Team Charlie.



ESI Challenge Women's Edition:

- 20 female streamers
- 1.9k viewers during the 5 hours LIVE
- 64k Views
- 11k Comments
- 10k Shares

ESI Challenge Women's Edition



Our third ESI Challenge was the last edition of ESI Challenge in 2020. Total of 8 players consist of 4 categories from different backgrounds.

- (a) FIFA Pro Players - Luqmanhzq and Ayen.
- (b) Celebrities - Tomok and Francisca Luhong.
- (c) Streamers - Soloz and Daddyhood.
- (f) Footballer - Sean Selvaraj and Steffi Sidhu.

The event was broadcasted on Facebook Live Esports Integrated, eGG Network, KBS Malaysia, Team Bosskurr, Gamesbond, and FA Selangor. Daddyhood and Ayen were crowned the champion team.



ESI Challenge Kaki Bola Edition was attended by Dato Seri Reezal Merican Naina Merican



ESI Challenge Kaki Bola Edition:
 - Highest viewer count of 2.4k during 3 hours LIVE.
 70k total views.
 3.2k comments.
 802 shares.
 - 1 x Branded Advertorial

ESI Challenge Kaki Bola Edition



Level Up KL 2020: Sembang Game

ESI partnered with Malaysia Digital Economy Corporation (MDEC) to bring the Sembang Game Conference to Level Up KL 2020. The Sembang Game Conference is a 5 forum session with panels from various fields and expertise.

1. 28/11/20, 11am: Esukan.GG - Centralized Platform & Advocacy.

Panelist: Analytical Consultant and Gaming Lead, Google Malaysia - Michelle Tan, Business Head at ESPL - Stan Lee, Impact Integrated CEO - Ahmed Faris Amir.

2. 28/11/20, 2pm: Malaysian Esports Championship - A League for All.

Panelist: Wulf Esports's CEO - Kevin Wong, IO Esports's COO - Leon, Gank Asia Jo Rohan.

3. 29/11/20, 11 am: Belanjawan 2021 -

The RM15 million question.

Panelist: Media Prima Digital GM- Nicholas Sagau, MDEC's Head of Digital Creative Content - Mohan Low, Executive Chairman of Esports Business Network, and Founder of Orange Esports - Frank Ng.

4. 29/11/20, 2 pm: Malaysian Esports Industry - Life in a Game: Sharing Session by Professionals.

Panelist: Operations Manager, ESL Asia-Pacific Japan.- Caitlin Kang, Gamesbond's Managing Director - Fazli Razak, Natasha Hidayah Hashim ""TashBunny"

5. 29/11/20, 8 pm: Malaysia Game Publishers & IP Owners - Take Control: Past & Future of Malaysia Esports.

Panelist: YBTM - YB Senator Wan Ahmad Fayhsal, Metronomik's CEO - Wan Hazmer, MEGPlay's CEO - Constance Lim

28-29 NOV 2020
LEVELUPKL.COM/PLAY
LEVELUPKL LEVELUPKL

SEMBANG CONFERENCE
TAKE CONTROL: PAST & FUTURE OF MALAYSIA ESPORTS

PANELLIST

MODERATOR

YB WAF
DEPUTY MINISTER
YOUTH & SPORTS

WAN HAZMER
CEO
METRONOMIK

CONSTANCE LIM
CEO
MEGPlay

MED FARIS
CEO
ESPORTS INTEGRATED (ESI)

29TH NOVEMBER | 8PM
STREAMING VIA LEVEL UP KL 2020 PLAY DAY APP

MDEC

28-29 NOV 2020
LEVELUPKL.COM/PLAY
LEVELUPKL LEVELUPKL

SEMBANG CONFERENCE
CENTRALIZED PLATFORM & ADVOCACY

PANELLIST

MODERATOR

MICHELLE TAN
ANALYTICAL CONSULTANT
+ GAMING LEAD
GOOGLE MALAYSIA

MED FARIS
CEO
ESPORTS INTEGRATED (ESI)

STAN LEE
BUSINESS HEAD
ESPL

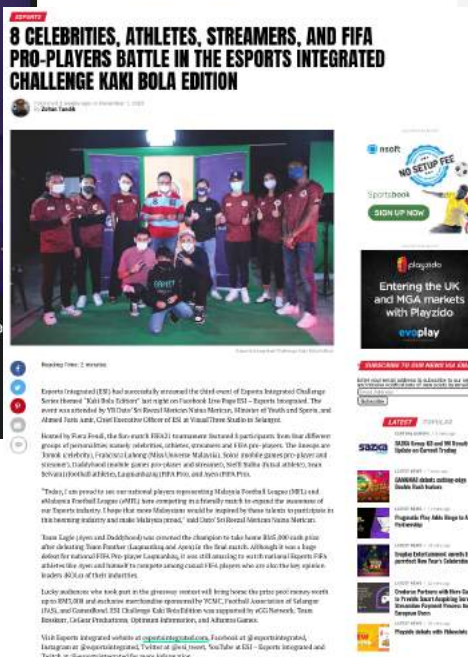
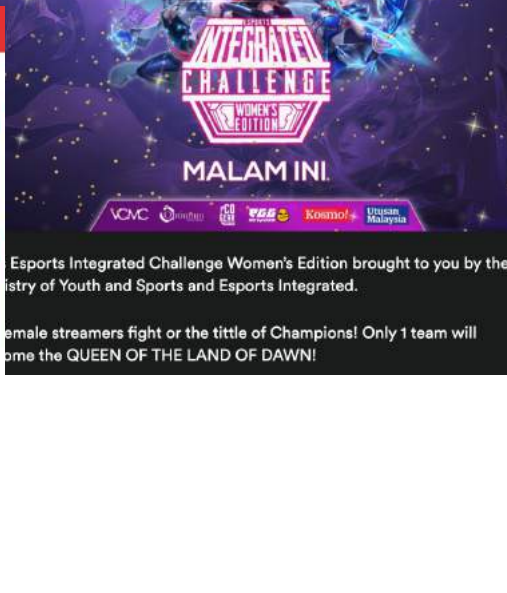
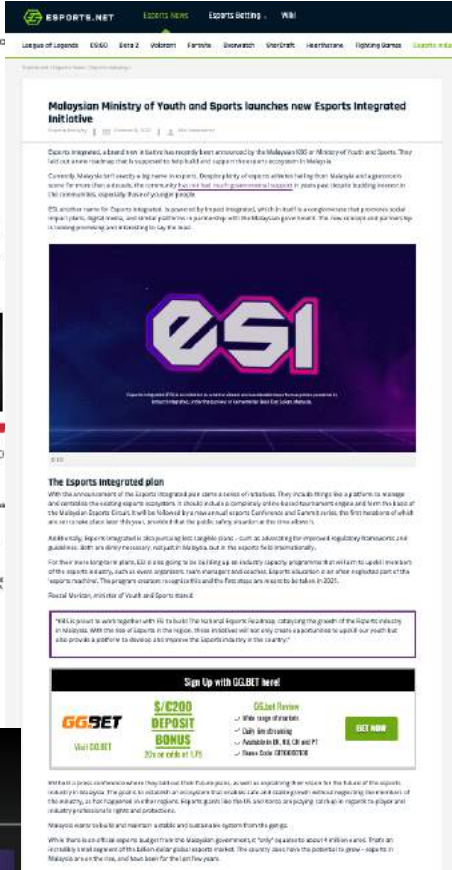
JASMINE HO
AVP STRATEGY & POLICY
ESPORTS INTEGRATED (ESI)

28TH NOVEMBER | 11AM
STREAMING VIA LEVEL UP KL 2020 PLAY DAY APP

MDEC

→

03



STRATEGIC PARTNERSHIP

Partnership with Red Square, an Innovative Tech Start-Up

Red Square is a systems and software developer. They develop systems that solve critical business challenges and work with organizations to drive bold ideas and pragmatic solutions. Their vision is to create game-changing digital products by designing, developing and organizing human-oriented systems.

Through a partnership with Red Square, we are able to deliver innovative and strategic technological solutions that bring organizations to new heights with emphasis on quick execution.

 **REDSQUARE**

RedSquare Technologies Sdn.Bhd.



MyBelia

myBELIA is a platform that is currently being developed by Impact Integrated in collaboration with RedSquare. It is a system that aims to be a one-stop centre for all relevant youth-centric

Our Projects in Collaboration with Red Square Technologies Sdn. Bhd.

myBELIA is a platform that is currently being developed by Impact Integrated in collaboration with RedSquare. It is a system that aims to be a one-stop centre for all relevant youth-centric information and initiatives from all ministries, government agencies, organizations and companies.

This allows youths to have a centralized platform to search for information related to career opportunities, job creation, skills development, fund opportunities and facilities available.

One of the key features of myBELIA is the system's ability to be integrated with any existing system, allowing information to be shared easily.

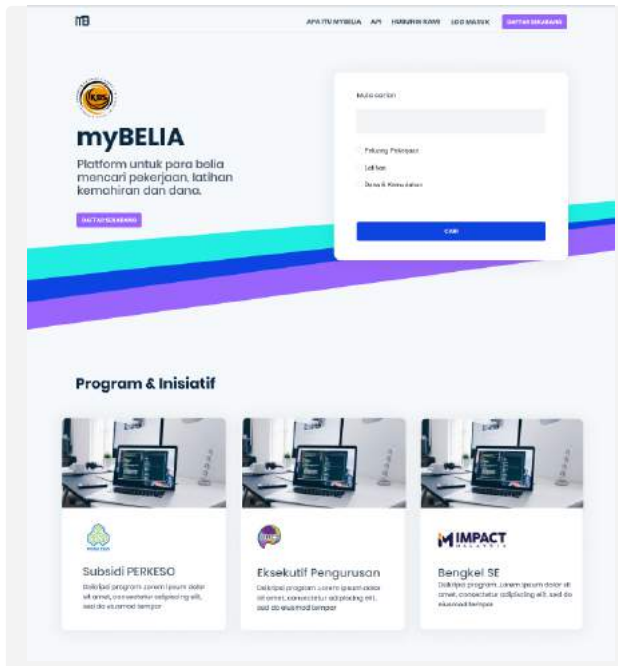


Image reference for myBELIA Portal.

Students should be able to easily discover opportunities, complete them, and show off their achievements and stories to the rest of the community.



iLEAD System

The development of iLEAD system aims to assist to improve iLEAD's groundworks. The system involves online registration, engagement support, and to serve as an evaluation system.

Impact Integrated in collaboration with Red Square is developing a system that will serve as an integrated system and information sharing platform among participants, schools, parents and relevant stakeholders to coordinate information in a systematic manner.

Product-I

Product-I is a tool for impact creators, be it individuals or organisations to design, document and report their impact projects. It is tailored for Malaysia's development ecosystem in terms of sector, metrics and data, but aligned with international impact standards and developmental data.

Product-I shall be a core tool for Malaysians to design, document and report developmental projects, towards a more efficient use of public funds.

With the government spearheading impact-centric development workflows, the whole ecosystem will follow suit. The development of Product-I is spearheaded by Impact Malaysia with technological support from Red Square.

CORPORATE DIRECTORY

Directory to all units under the management of Impact Integrated.

1

Impact Integrated

Website: impactintegrated.my
Facebook: @ImpactIntegratedMY
LinkedIn: Impact Integrated

2

Impact Malaysia

Website: impact.my
Facebook: @impactdotmy
Instagram: @impactmsia
LinkedIn: Impact Malaysia

3

Picksum

Website: picksum.com
Facebook: @picksum
Instagram: @picksum

4

Spacerubix

Website: spacerubix.my
Facebook: @spacerubix
Instagram: @spacerubix

5

Rakita

Website: rakita.my
Facebook: @rakita.my
Instagram: @rakita.my
Twitter: @rakita.my, @rakitatraffic,
and @rakitanews

6

Esports Integrated

Website: esportsintegrated.com
Platform: esukan.gg
Facebook: @esportsintegrated
Instagram: @esportsintegrated
Twitter: @esi_tweet

Social media directory

1

Facebook



@ImpactIntegratedMY
@rakita.my
@impactdotmy
@spacerubix
@GoPicksum
@esportsintegrated
@esukan.gg

2

Instagram



@rakita.my
@impactmsia
@picksum
@spacerubix
@esportsintegrated
@esukan.gg

3

Twitter



@rakita.my
@rakitatraffic
@rakitanews1079
@impactmsia
@gopicksum
@esportsintegrated
@esukan.gg

4

Youtube



@Rakita MY
@Impact Malaysia
@Picksum
@Esports Integrated
@Spacerubix

