

# IMPACT

A Company Limited by Guarantee under  
Ministry of Youth and Sports

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ANNUAL REPORT 2022

**RARITA**

**MIMPACT**  
MALAYSIA

 **PICKSUM**

**MSUXAN**

**SPACERUBIX**

**ESI**



**35,143,000 Malaysians are  
youth and they are all  
changemakers!**

**Through Impact Malaysia, we empower and  
equip youth with knowledge and skills in  
creating social impact.**

**47.5% of the total number of entrepreneurs in this country are in the youth group aged 18 to 34 years.**

**Picksum equips them with the necessary knowledge, skills and support.**

**1,425 Malaysian esports players have won cash prizes totaling USD \$17,455,178.39 through 1,115 world championships.**

**Our country can create more achievements like this by ensuring the sustainability of the esports ecosystem through Esports Integrated.**

**29.55 million out of 32.98 million Malaysians are internet users with 9 hours and 10 minutes of time spent on the internet in a day.**

**Rakita and mySukan TV are two media brands that meet this trend by presenting interesting and inclusive programs and segments through digital platforms.**

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Shall be signed with a full name; please include a daytime phone number, full mailing address, or e-mail address. We reserve the right to edit all submissions. Letters may not be edited, added to, or changed by the sender once we receive them.

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IMPACT INTEGRATED 2022

Published by Impact Integrated

IMPACT INTEGRATED,  
Spacerubix, Jalan TPP 1/7,  
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# CEO'S MESSAGE

2022 was challenging in so many ways, and I owe it all to my colleagues for everything that they have done to get us through the year.

My heartfelt appreciation to all the members of our Board of Trustee for their unwavering support and guidance.

Thank you to all of our stakeholders, partners, sponsors, and clients for giving us the privilege to serve you.

So long 2022, hello 2023.



**Ahmed Faris Amir**  
Chief Executive Officer





# MENARA KBS



JABATAN PERBAHAGIAN AIRNAS DCA



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*Our commitment to KBS*

**Since our rebranding back on 18 April 2019, we have been committed to serve the KBS as its strategic catalyst agency for innovative youth and sports initiatives.**

CREDIT PHOTO: "MUSABAL 88" TACNA FROM CBS WEBSITE

To ensure the sustainability of the country's development, aspects of the youth's well-being and quality of life must always be preserved so that they can contribute to the process of building and developing the country.



# WHO WE ARE

## A Strategic Catalyst Agency

Impact Integrated is a strategic catalyst agency for and under the purview of the Ministry of Youth and Sports (KBS). As an impact-driven, non-profit company limited by guarantee (CLBG), Impact has three focus areas namely youth, esports and media across several flagship brands: Impact Malaysia, Rakita 107.9, Esports Integrated, Spacerubix and mySukan TV.

## What is our role as a strategic catalyst?

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.



Impact Integrated adopts a multi-pronged approach to youth and sports initiatives.

We have three key focus areas which are **Youth, Esports and Media.**

### Vision

To be the leading catalyst for sustainable development and empowerment of the youth community, esports ecosystem, and the media industry. Through our holistic approach, we envision a future where youths thrive, becoming agents of change, pushing boundaries and shaping the world with compassion, resilience and creativity.

### Mission

Impact Integrated is a strategic catalyst agency for and under the purview of the Ministry of Youth and Sports (KBS). As an impact-driven, non-profit company limited by guarantee (CLBG), Impact has three focus areas namely youth, esports and media across several flagship brands: Impact Malaysia, Rakita 107.9, Esports Integrated, Spacerubix and mySukan TV.

This led to the creation of five brands under the banner of Impact Integrated, each fulfilling a different purpose but all working seamlessly under a singular integrated group.



Diagram 1: Three Focus Areas of Impact

# CORE VALUES

Company values are the central, underlying philosophies that guide a business and its employees. These beliefs also influence the way a company interacts with partners, clients, and shareholders.

In order to foster a mutually beneficial and long-lasting environment for all of these stakeholders, a company's culture must be in line with its basic principles.

The advantages of identifying our values and adhering to them are enormous.

The culture and values of an organisation are the most important determinant of employee satisfaction, and more than 75% of workers say it is "very important" to work for a company with clear core principles.

This translates to a better bottom line: companies with highly aligned cultures and innovation strategies see 30% higher enterprise value growth and 17% higher profit growth.



### **Integrity**

We believe in being transparent and ethical in every aspect of our business.



### **Growth-focused**

We believe that a company's growth and the personal and professional growth of its employees are one and the same.



### **Socially-conscious**

We take active efforts to incorporate social impact in all aspects of our business.



### **Entrepreneurial**

We believe in embracing the entrepreneurial spirit of being critical, proactive and adaptable.



### **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.



### **Innovative**

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

Diagram 2: Impact Core Values

# OUR BUSINESSES

Impact Integrated's Core Business is serving as a strategic catalyst agency to the Ministry of Youth and Sports, Malaysia with a key focus on Youth, Esports and the Media.

In carrying out core business activities, we established a number of brands that are dedicated to fulfilling their role under each key focus area. Each brand engages with specific target groups under their respective focus area.

## Under **Youth** Focus Area



Impact Malaysia is a social impact initiative of Impact Integrated, an agency under the purview of the Ministry of Youth and Sports. Impact Malaysia empowers youth to become changemakers through various capacity-building activities, funds, social impact projects, collaborations and strategic communications



Picksum is an ecosystem for youth entrepreneurship development, consisting of capacity development, business networking and funds





NO.02

## Under Media Focus Area



More than just a radio station, Rakita is a multiplatform infotainment media brand tailored specifically to become the voice of underserved Malaysian youth by sharing their talents, thoughts and opinions.

Rakita started broadcasting on the 8th of January 2019. Since then Rakita has developed and grown its 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.



mySukanTV is a media platform for grassroots sports and talents in Malaysia through Livestreaming, Sports News Updates and Video Content.

## Under Esports Focus Area



Esports Integrated (ESI) - an initiative under Impact to catalyse a vibrant, sustainable and inclusive esports ecosystem in Malaysia through the creation and implementation of structures stated inside KBS's Strategic Plan for Esports Development 2020-2025.

# Properties under our care in 2022

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# SPACERUBIX

NO.01



## Bike & Beans @ Lobby, KBS Tower

Established in 2021, Bike & Beans is a bike café and a cycling lifestyle shop which is also the sole distributor of leading global brands like Cycology, Universal Colours, Pedal Mafia, Sigr, Officine Mattio and Vel. The bike café is strategically located in Menara KBS, Persiaran Perdana, Putrajaya.



NO.01

NO.02



## Spacerubix @ Puchong

Spacerubix is Klang Valley's most vibrant community space located in Puchong, with amenities for meetings, sports, fitness, events and cost-effective lodging. Situated in Puchong, Spacerubix caters for all venue needs under the sky.



NO.03

**KIARA**  
SKATEPARK

## Kiara Skatepark @ Mont Kiara

A legendary skatepark within the extreme sports community, Kiara Skatepark was rejuvenated through a Private-Public partnership between Impact, U Mobile and Vans back in 13 November 2021. This rejuvenation has spurred an increase of extreme sports activities such as community skateboarding class for children and tutorials by seasoned extreme sports athletes.

*Nurturing future leaders amongst the youths to create meaningful social impacts.*

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**Each of our brands demonstrates a deep commitment to this vision through various initiatives that directly and indirectly empower and uplift the youths of Malaysia.**

ESPORT



PHOTO COURTESY OF I.A. FESTIVAL, 2022 AT SPACE MUSIC

## **Our Business's commitment to empowering and uplifting youths**

Youths are at the centre of our mission as a strategic catalyst operating under the purview of the Ministry of Youth and Sports, Malaysia. Each of our brands demonstrates a deep commitment to this mission through multiple initiatives that directly and indirectly empower and uplift the youths of Malaysia.

Youth is one of the 3 pillars of our business and we develop key initiatives to empower youth change makers and youth entrepreneurs. We believe that every youth is a changemaker capable of creating impactful social change and to enable them we provide capacity-building programs and create opportunities for youths to lead impact creation through Impact Malaysia.

Youth entrepreneurs, especially early-stage entrepreneurs, have the potential to exponentially grow and we want to empower that by providing them with training and a community through Picksum.

Esports Integrated focuses on the esports ecosystem in Malaysia whereby around 60% of esports players and viewers are reportedly below the age of 26, making it a very youth-centric industry.

Rakita is a youth-centric radio station and infotainment brand, with programs designed specifically to amplify the voices of the youths such as Suara Lit and Akar Muda. MySukanTV live broadcasts sporting events, especially grassroots events at the school and university level shining a spotlight on youths in sports.

Under our youth focus area, in 2022 we have trained 2363 youths, created communities and clubs for 1432 number of youths and impacted approximately 10,000 youths whether directly or indirectly.

Under our esports focus area, In 2022, we have a total of 170,789 registered esports players on our esports tournament platform and 11,744 esports players have participated in our tournaments.

Under our media focus area, we have aired 557 episodes of content that were aimed at promoting sporting activities and we have over 100,000 followers, a majority of which are youths.

### **Our Commitment to being a people-first company**

People first is a philosophy vouched by a set of actions which prioritises the people of an organization above all else including shareholder value and profits, even if it means that leaders must make personal sacrifices. This is what we believe and made into our genes.

Impact Integrated realizes the power of creating people-centric organizations that value the happiness of employees as much as the bottom line. We believe a workplace should be a worry-free environment for any individual as this will help them to perform greatly and happily which creates a healthy workforce.

As a company committed to empowering and uplifting the community, especially the youths, Impact believes that the same amount of respect must be given to their employees. Impact has implemented a flexible working arrangement since 2020 to provide flexibility to their employees and it has proven to boost productivity.

Impact Integrated strives to provide a balanced, harmonious, and stable work environment and culture to benefit the employees' well-being. Our culture is a set of values, ethics, and beliefs that define the day-to-day operations and atmosphere at our company.

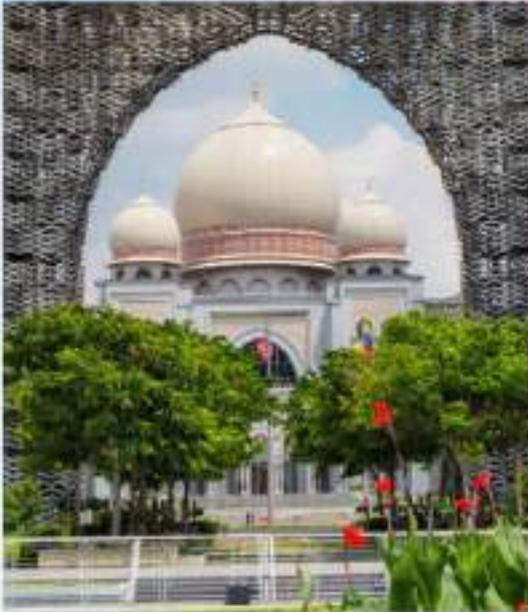
To ensure that the working environment at the office and at home is pleasant and productive, Impact has been providing our employees with a MacBook and a mobile internet allowance.

### New benefits created in 2022 for Impact employees:

<b>Leaves</b>		
	<b>Self Care Day</b>	Employees are allowed to take a self-care day without getting a medical certificate for mental wellbeing.
	<b>Self-Development Leave</b>	Employees can take paid time off for purposes of studies, professional exams and self-registered training.
	<b>Paternity Leave</b>	Impact increased the number of paternity leave provided to their employees from 7 to 14 days.
<b>Tokens</b>		
	<b>Compassionate Token</b>	All employees will receive a compassionate token when they have lost their immediate family members.
	<b>Wedding and Newborn child gift</b>	Employees will receive a gift or token from the company.
<b>Development</b>		
	<b>Cross Business Unit Promotion</b>	Employees are allowed to request to transfer or cross to other business.

Diagram 3: New Benefits For Employees Created in 2022

# Governance



Under the direction of Human Resources, all areas within the Company collaborated to establish the OACP. The development process began with a risk assessment exercise to identify danger areas inside the firm. Several risk indicators that could lead to corruption were identified through rigorous risk assessment activities.

In addition to the Code of Conduct (CoC) and Employee Handbook that we created in 2019, this year we had created our own first edition of Organisational Anti-Corruption Plan (OACP).

This holistic measure ensures that the procurement process is an accountable and transparent system. In an effort to have a holistic, structured and action-oriented approach to governance, the OACP is in line with the government's requirement set out in the National Anti-Corruption Plan (NACP), and the Ministry of Youth and Sports' Organisational Anti-Corruption Plan (OACP) 2021-2025.

The goal of developing the OACP is to mitigate corruption through leading by example, achieving excellence in partnerships, and mainstreaming anti-corruption strategies/measures in public/private organizations, as Impact Integrated strives towards building a happy, harmonious and corruption-free organization.

The OACP contains 4 strategies, 2 strategic priorities, and a total of 18 initiatives which consists of 6 short-term initiatives which will take approximately 2 years to complete (2022-2024) and 12 long term initiatives that will take 5 years to complete (2022 - 2027).

With the official launching of the OACP this year, Impact Integrated hopes to strengthen its processes and be the gold standard for a company with anti-corruption practices.



Visual 1: Impact's OACP Book

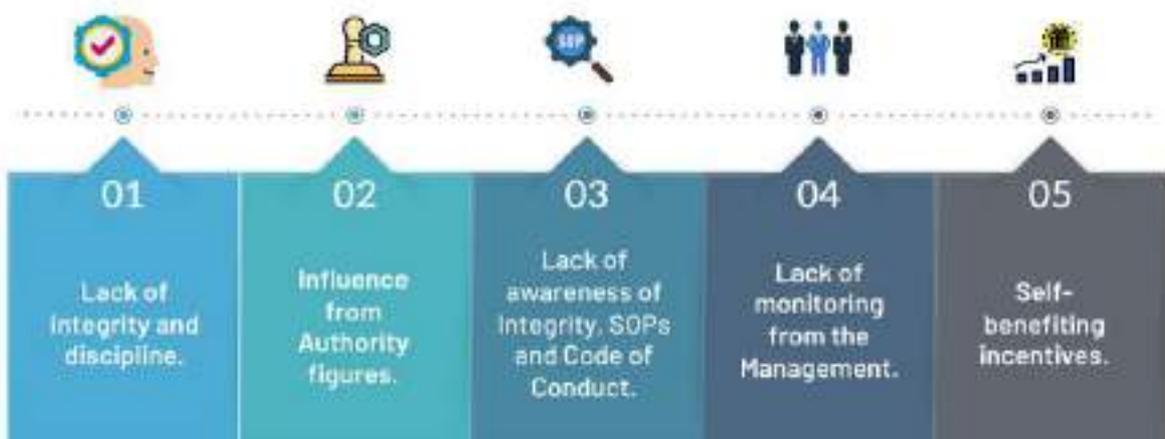
## The strategy employed in the development and execution of the OACP are to:



## The OACP was developed with several key areas of priority:



## Factors that may lead to corruption:



# CORPORATE STRUCTURE

## Board of Trustees

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Impact Integrated also ensures a **balanced but active involvement** of the Board of Trustees in the management of the company. Quarterly board meetings are conducted to discuss key management issues. Transparency is ensured between management and the board to allow for an effective and ethical decision-making process, in managing and governing Impact Integrated.



**Zaim Mohzani - Board's Chairman**

Member since December 12, 2018 to date

Zaim Mohzani is the Co-Chair of the Malaysia Jobs Coalition (MJC), a coalition of civil society organisations (CSOs) fighting for full employment in Malaysia. He has spent most of his profession in public policy, working in the public sector from entrepreneurship development to plantations. Zaim also holds the position as the Director of External Relations of KSI Strategic Institute for Asia Pacific (KSI), a well-regarded Malaysian regional think tank. Zaim has been selected for various fellowships and leadership programmes including Dalai Lama Fellows, Acumen Academy Fellowship, British Council Future Leaders Connect, World Economic Forum's Global Shapers, U.S. Department of State YSEALI Professional Fellowship and ASEAN Youth Fellowship. He was also appointed as an Associate Fellow of the Royal Commonwealth Society and more recently, he was named the Youth Chair of the Malaysian Society for the Promotion of Human Rights (PROHAM). Zaim holds an MSc in International Strategy and Diplomacy (Distinction) from the London School of Economics and Political Science (UK) and a BA in Political Science from Monash University (Australia). He was selected as a finalist for the British Council's UK Alumni Awards 2021-2022. He is a Chevening scholar and has served as the President of Chevening Alumni Malaysia (2020-2022).



### **Kudsia Kahar**

Member since February 18, 2020 to date

Kudsia Kahar is a distinguished creator of media superbrands in Malaysian radio. Three of Malaysia's top 10 radio stations were her own creations, and she also managed five others. She is known as a passionate content creator and engaging public speaking coach and communications trainer. Kudsia started her earliest radio career as a Rediffusion Radio Network (RCN) announcer under the management of AmBank for two and a half years before she joined the satellite TV network ASTRO where she was one of the executives before assuming the position of Program Manager of Hitz FM. During her tenure at Era, she held the position of General Manager of Era and Sinar Networks. Her last position at AMP was as Vice President of New Media at AMP Radio Networks (now Astro Radio). She also joined Star Radio Group Berhad as its Chief Operating Officer on 16 July 2012 until 18 October 2015. Kudsia also held the position of President of Commercial Radio Malaysia (CRM) for a second term. Kudsia+Co was established in November 2015 offering services related to training and development of women and single mothers throughout Malaysia as well as public speaking courses and knowledge sharing to strengthen the career of radio presenters.



### **Siti Rahayu Baharin**

Member since December 12, 2018 to date

A fervent advocate for education, Siti Rahayu Baharin or fondly known as Cikgu Rahayu is one of the co-founders of Buku Jalanan Chow Kit. Passionate about everything education and societal empowerment lead her and a group of friends to co-founded Buku Jalanan Chow Kit- an organization which upholds the idea that knowledge through education is the most vital food for humans if they are to thrive. She believes that everyone has a right to an education and that by sharing knowledge with kids, we can equip them with the necessary life skills to face the world and to inculcate within them the right values. Serving one of the most underserved neighborhoods in Kuala Lumpur, Cikgu Rahayu holds weekly classes on the streets of Chow Kit. This inspiring individual has also set up a school for undocumented children, providing them with the opportunity to access education.



### **YM Raja Hamzah Abidin bin Raja Nong Chik**

Member since November 18, 2020 to date

YM Raja Hamzah Abidin is a managing partner and one of the co-founders behind the South-East Asian private-investment firm RHL Ventures that supports the development of promising start-ups and fast-growing businesses in the region by providing funding, and equipping them with expertise and network support. His vast experience as an investor includes being the principal investment analyst with Guoco Management Company, a multi-billion-dollar fund based in Hong Kong, where he focused on listed equities, IPO and pre-IPO investment opportunities across Asia and the US. Here he recommended investment opportunities, from private equities to hedge funds, and South-East Asian sovereign funds including Temasek and Khazanah Nasional. He frequently mentors entrepreneurs and young companies through the US-based NGO Endeavor's Scale-up Program. He is also an executive committee member of the Malaysian Manufacturers Association and a member of the board of advisers for peer-to-peer financing company Alami.



### Chook Wai Mun

Member since November 22, 2019 to present

Chook Wai Mun has 22 years of experience in youth NGOs and social work. The Perak-born was a mentor for Program Anugerah Remaja Perdana and the former president of Pertubuhan Gerakan Belia Bersatu Malaysia (GBBM) has a strong presence in Chinese youth movements. Chook is also the Executive Director at Precioso V Classic Sdn. Bhd.



### Nur Nazirah binti Md Joha

Member since November 18, 2020 to present

Nur Nazirah Md Joha is currently the Undersecretary of International Affairs Division in the Ministry of Youth and Sports. Prior to her stint in KBS, the Selangor-born previously served as the Director of Program Implementation Division Road Safety Department in the Ministry of Transport. She was also the Senior Assistant Secretary, ASEAN Unit Strategic Planning and International Division in the Ministry of Agriculture and Agro-based Industry. Nazirah was also the Senior Assistant Secretary, Corporate Coordination Affairs Unit Policy and Strategic Planning Division, Ministry of Entrepreneur and Cooperative Development. The Masters in International Relations (Hons.) holder from University of Sheffield, United Kingdom has served as Impact's Board of Trustee since November 18, 2020.



### Datuk Khaidhirah Abu Zahar

From December 23, 2020 to December 21, 2022

Datuk Khaidhirah "Dira" Abu Zahar is a Malaysian politician, actor, lawyer and director. Born on 2nd of March 1984, she made history as the first celebrity to be elected as a representative when she won in the Rim State Assembly during the 2021 Melaka state election on 20 November 2021. She was also appointed as the Deputy Speaker of the Melaka State Legislative Assembly starting December 27, 2021. Datuk Dira holds a Bachelor of Law degree from Universiti Teknologi Mara (UITM) Shah Alam, and has a hobby of riding high-powered motorcycles. Datuk Dira has served as Impact's Board of Trustee since December 23, 2020.



### Norizam binti Abas

From December 12, 2018 to November 17, 2022

Puan Norizam Abas is a distinguished member of Impact's Board of Trustees, representing the Ministry of Finance. With a wealth of experience and expertise in the financial sector, Norizam brings valuable insights and strategic guidance to the organization. As an esteemed appointee, she plays a crucial role in shaping Impact's policies and initiatives, ensuring effective financial management and governance. Norizam's appointment reflects her exemplary track record and commitment to advancing impactful initiatives for the betterment of Malaysia.



### **Sharifah Amani binti Syed Zainal Rashid Al-Yahya**

From April 26, 2019 to January 10, 2022

Born on 10 June 1986 in Selangor, Malaysia, Sharifah Amani is an actress and director, known for Sepet (2004), Gubra (2006) and Psiko: Pencuri Hati (Thief of Heart) (2013). She also wrote and directed some titles including 5 minit, Hawa, Kampung Bangsar and Sangkar. She won the Best Asian Film Award at the 18th Tokyo International Film Festival in 2004. Later in 2005, she won the Most Promising Newcomer Award at the 18th Malaysian Film Festival, followed by the Best Actress Award at the 19th Malaysian Film Festival in 2006.



### **Puan Norhidayati Binti Mohamed Zakaria**

Member of the Board since 12 December 2018

Puan Norhidayati currently serves as the Chief Assistant Secretary of the Corporate Administration and Coordination Unit, Government Investment Company Division in the Ministry of Finance. She was appointed on November 18, 2022 as an MOF representative in our Board of Trustees.



### **Syed Azmi Alhabshi**

From January 10, 2019 to June 22, 2022

As the head of volunteer and community engagement at NGOHub, Syed Azmi has been spearheading community-led initiatives with the goal of making a difference. NGOHub is a digital portal that assists non-profit organisations, groups, and volunteers in locating the resources they require to grow. Some of his most notable initiatives include FreeMarket, a regular market where people can give or take things for free; UmieAktif, which empowers underprivileged mothers in Chow Kit by selling their handmade crafts; and Pit Stop Community Café, a cafe that serves the urban poor and homeless on a pay-what-you-want basis. He is also the volunteer coordinator for SOLS 24/7 and has advocated against child sexual abuse as a member of the Malaysian Child Sexual Crime Task Force.



### **Mohammad Rizan Hassan**

From December 12, 2018 to June 23, 2022

Recipient of the 2011 ASEAN Youth Figure award, he is active in raising the issues of at-risk youth. As Secretary General of the National Federation of Youth Workers, Rizan also manages the awareness campaign cluster for the Yellow Ribbon project and leads the skilled youth initiative. The Yellow Ribbon Project is a KBS initiative to return at-risk youth groups to community life while also building a new life through the jobs offered. Rizan was also awarded National Youth Figure 2011 and International Volunteer Outstanding 2012. In addition, he also held the position of Head of Information at the Malaysian Youth Council (MBM).

## Organisational Structure

Our organisation's operations are divided into three broad divisions: Group Functions, Business Units and Assets Management. Under the Group Functions are the CEO's Office, Finance & Procurement, and Assets Management. Under the Business Units are Impact Malaysia, Picksum, Esports Integrated, Rakita, mySukan TV, Spacerubix, Kiara Skatepark and KBS Tower Lobby.

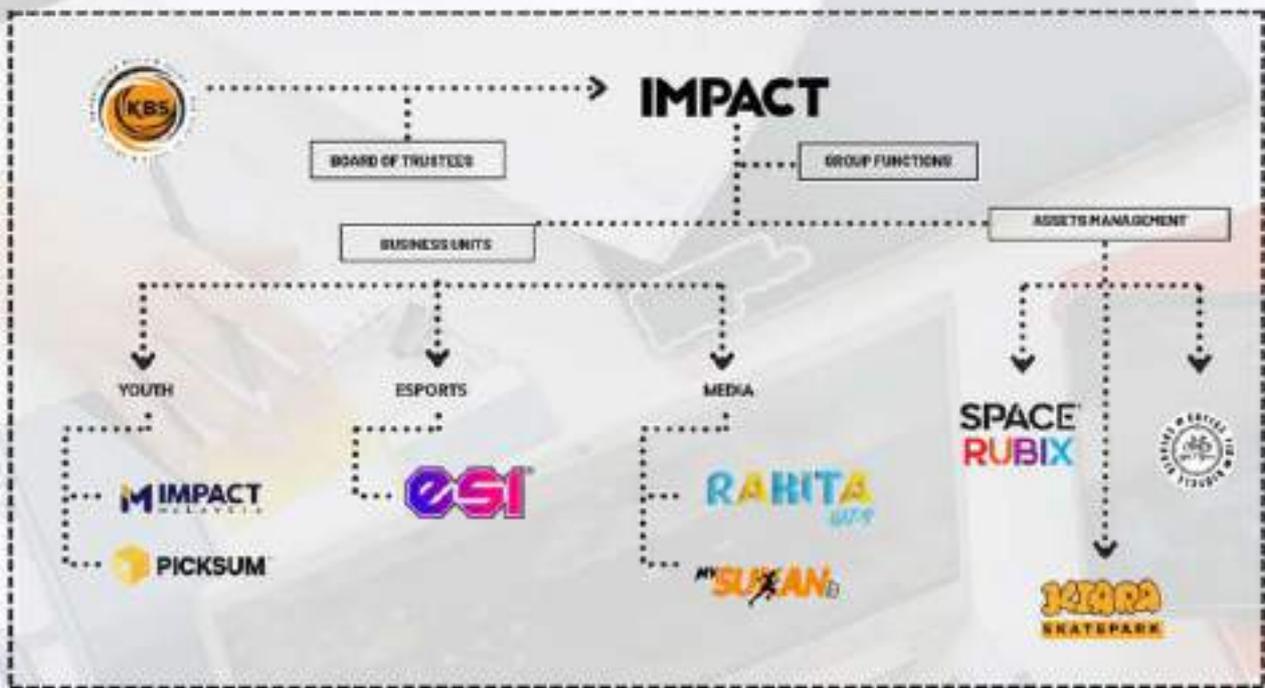


Diagram 4: Impact Integrated Organisational Structure

NQ.01



(Seated from left) Nurhis, Mamed Fort, Ezzwan, Raniyah Yusoff, Adam Aidi, Jidokah, Sison, Zaini, Nofazul dan Cikgu Rahayu. (Standing from left) Jesina, Izrel, Haral Fikraz, Fadzil, Ezzwan Azar, Shamsiah and Mia Anisa



Diagram 5: The Seven Brands Under Impact's Purview



## Our Leadership

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Everyone is a leader in Impact. Our leadership team consists of key players in making sure that all departments and business units within the company work seamlessly.



**Ahmed Faris Amir**  
Chief Executive Officer

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Ahmed Faris Amir or widely known as Med is the CEO of Impact Integrated, a strategic catalyst agency for and under the purview of the Ministry of Youth and Sports (KBS). A bachelor's degree of Pure Physics from UITM and a generalist by design, Med dabbled in a plethora of entrepreneurship ventures in education, food and beverages, events, fashion, tech, management consulting, and social activism, prior to his current stint. Upon completing his task to audit, restructure, and remodel the government agency during his tenure as Acting CEO in early 2019, Med then spearheaded the founding of Impact Malaysia, Esports Integrated as well as mySukan TV and all other flagship programs and initiatives under Impact Integrated.



**Shamila Shereen**

**Vice President Management and Governance**

---

Shamila leads the Group Functions of Impact Integrated which consists of Finance, HR, Asset Management and Governance. She has a good number of years experience in the auditing line, working for 2 of the big 4 audit firms in the world. She also headed the financial planning and analysis for the Shell Real Estate Account. Among her key achievements were she single-handedly obtained the ISO 9001 certification for the Malaysian Football League and led the development of the Football-Economic Control Regulations, making Malaysia the 2nd country to implement this after La Liga, Spain. She also successfully achieved the Shell Real Estate Account's target of ensuring the acquisition, development and renewal of the petrol stations spending was below the budget. During her leisure time, she is a sports junkie and spends most of her days playing futsal, badminton and hiking.



**Mohamed Hairul Ekzan bin Mohamed Hisham**

**Vice President Operations & Growth,  
Rakita & mySukan TV**

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Mohamed Hairul Ekzan, or best known as Loy, has 17 years of radio broadcasting experience, having been a pioneer for Radio Xfresh, XFM, ERA fm, hitz.fm, and Best FM (Johor) before joining iM4U fm as the Radio Content Programming Head. In January 2021, whilst the organisation had been rebranded to Impact from iM4U, he was appointed as the Vice President of Rakita. Loy was also appointed Vice President of Commercial Radio Malaysia (CRM), Malaysia's only association for commercial radio operators, in 2021, and was reappointed in September 2022. Throughout his journey in Impact, Loy has successfully produced a great number of programs and initiatives including segments On Air, On Ground and also through digital platforms.



### **Fadzli Rahim**

**Vice President of Operations and Growth,  
ESI & Spacerubix**

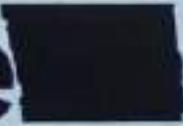
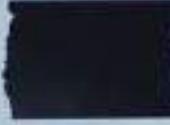
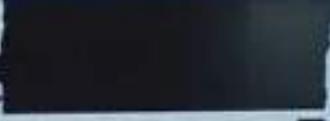
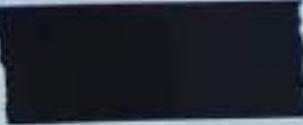
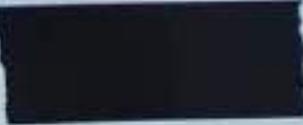
Graduated with Honors Degree in Mass Communications, Fadzli has been instrumental in building 2 brands in Impact, particularly Esports Integrated. He kick-started his career in prominent advertising and marketing agencies namely J. Walter Thompson and tech-startups such as KakaoTalk, UMADX, Kaodim and Kiple. With all of these combined, Fadzli has a vast experience to bring to the table. Playing a central role in the development of Impact, he dedicated himself to endless business development activities and marketing strategies.



### **Mastura M. Rashid**

**Vice President of Strategy and Programs,  
Impact Malaysia & Picksum**

Mastura designs, prototypes and innovates impactful strategy and programs for Impact Malaysia and Picksum. She was previously an advocate for human rights and women's political participation, and co-founded several social enterprises on poverty alleviation. Mastura was the first Asian to be awarded the Muhammad Ali Humanitarian Award (2014) and was Her World's Young Achiever of The Year (2017). Beyond changemaking, she enjoys traveling on a shoestring, creating music and power breakfasts.

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# Youth

CREDIT PHOTO TO TELUK YONG MALAYSIAN FRIENDS HAVING FUN OUTDOOR

# Our Mission to empower the youths

It is important to recognize that the youth demographic constitutes a significant portion of the population in Malaysia, and as such, they possess the potential to significantly influence the country's future trajectory.

Impact Integrated has a strong dedication to empowering youth through two targeted initiatives: Impact Malaysia (Youth Changemakers) and Picksum (Early Stage Entrepreneurs). These initiatives are focused on fostering the growth and development of young people in Malaysia, enabling them to become agents of change and create positive social impact within their local communities.

## Youth changemakers

Impact Malaysia's primary stakeholders are youth changemakers. Youth changemakers are youths who are actively engaged in creating positive change in their communities. We can see this in many different ways, including starting a social enterprise, volunteering for a non-profit organization, or working to raise awareness about an issue that they are passionate about. However, these changemakers do not often receive financial, structural and educational support to enable them to create a larger social impact. That is where Impact Malaysia comes in. Impact Malaysia drives social change at the heart of it by empowering the youth changemakers. We do this in multiple ways.

Training and Capacity Building through programs like Akademi Impact

Outreach and spreading awareness through Kata Dua and Jelajah Impact

Providing opportunities for volunteerism activities through Impact Tolong Hantar: Banjar.

By providing young people with the necessary resources and support to become changemakers, we can ensure that the future of Malaysia is shaped by individuals who are passionate, motivated, and dedicated to making a positive impact.

## Early-stage youth entrepreneurs

Empowering early-stage youth entrepreneurs is a crucial step in fostering a vibrant and dynamic economy. Young people are the future of any economy, and by providing them with the support and resources they need to succeed as entrepreneurs, we can help to ensure that they are able to contribute to the growth and development of their communities.

Empowering early stage youth entrepreneurs also has the potential to drive innovation and creativity. Young people often bring fresh perspectives and new ideas to the table, and by providing them with the opportunity to turn those ideas into reality, we can help to create a more dynamic and forward-thinking business environment.

Picksum provides these entrepreneurs with opportunities to learn from experts in the industry, and equip themselves with basic and advanced knowledge on starting a small business through programs like Picksum Labs and Picksum Talk. More than that, Picksum is also an ecosystem for these early stage entrepreneurs to network and share knowledge through Picksum club.

**The goals of Impact Malaysia and Picksum are to support the growth and development of Malaysian youth so they can become changemakers and create positive social impacts in their communities.**



Three women are captured in a yoga studio, performing a tree pose (Vrikshasana) on a wooden staircase. The woman on the left is wearing a white t-shirt and a light-colored hijab. The woman in the center is wearing a grey long-sleeved top and a black hijab. The woman on the right is wearing a dark blue long-sleeved top. All three women have their hands pressed together in a prayer position (Anjali Mudra) and are balancing on their left legs with their right feet resting on their left thighs. The background shows a modern staircase with white railings and a wooden floor.

**9,072,200** people which is  
**27.2%** of the population in  
Malaysia are **youth** and they  
are all **changemakers!**

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*Through Impact Malaysia, we empower and enable them to create impacts within their communities.*

# Empowering youth changemakers through



## About Impact Malaysia

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Malaysia is a generous nation. Billions of funds go to sustainability efforts and societal development, which calls for a national emphasis on impact. The thought of social impact needs to be embedded in social development work beyond the third sector, for us to make better decisions for effectiveness, a chance of finding what goes wrong and innovate for the better.

Impact Malaysia is a social impact initiative of Impact Integrated that empowers youth to become changemakers through various capacity building activities, funds, social impact projects, collaborations and strategic communications.

Culturalization of positive social impact starts with the youth, as youths are the future of the nation. Impact Malaysia aims to culturalise the act of embedding the thinking about social impact in any effort for society. As an initiative under the purview of KBS, we aim to spur youth-driven social impact through a multi-stakeholder social impact working model, including communities, NGOs, civil society, philanthropic organisations and corporations, social innovators and technology.

In 2022, Impact Malaysia was run by a team of 9 personnels and 1 intern. The team brought a myriad of experiences from various spectrums of third sector, management and creative industry - through 4 program managers, 4 programs associates and a full-stack communications team, consisting of 2 personnels.



Diagram 6: Three Strategies Under The Pillars of Impact Malaysia

## Impact Malaysia's business pillars

We have three strategies under our impact pillars. Our first strategy, 'Enable' is driving youth development by empowering youths as changemakers and building youths' capacities towards reaching their full potential. 'Enable' strategy includes activities such as talks and workshops on various youth-development related topics, and grants for changemaking.

Our second strategy, 'Advocate', focuses on creating resources, platforms and support systems for youth changemakers and youths to reach their full potential. Resources include creation of open-source modules on changemaking and various other developmental contexts such as youth political empowerment and youth-led climate action; while Impact Youth network is created for youths to have a platform for social action and a support system for young changemakers.

Our third strategy, 'Amplify' includes branding Impact Malaysia as an organisation for social change and social impact, highlighting and strengthening youth-driven social impact projects, strengthening communications and documentation on social issues, and increasing public understanding on everything social and impact.



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## **Impact Malaysia's Key Focuses in 2022**

Impact Malaysia's primary stakeholders are youth changemakers. Youth changemakers are youths who are actively engaged in creating positive change in their communities. We can see this in many different ways, including starting a social enterprise, volunteering for a non-profit organization, or working to raise awareness about an issue that they are passionate about. However, these changemakers do not often receive financial, structural and educational support to enable them to create a larger social impact. That is where Impact Malaysia comes in. Impact Malaysia drives social change at the heart of it by empowering the youth changemakers. We do this in multiple ways.

- Training and Capacity Building through programs like Akademi Impact
- Outreach and spreading awareness through Kata Dua and Jelajah Impact
- Providing opportunities for volunteerism activities through Impact Tolong Hantar: Banjir.

By providing young people with the necessary resources and support to become changemakers, we can ensure that the future of Malaysia is shaped by individuals who are passionate, motivated, and dedicated to making a positive impact.

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## **Impact Malaysia's Goals in 2022**

In 2022, Impact Malaysia has set three key goals to guide our strategic direction and drive our growth. Our goal is to reach out to a wider network of young individuals, providing them with resources, mentorship, and opportunities to amplify their efforts. By fostering a strong community of young changemakers, we aim to inspire collaboration, innovation, and sustainable solutions to address pressing social and environmental challenges.

In 2022, we will focus on optimizing our operational processes, enhancing infrastructure, and streamlining workflows. By implementing robust systems and procedures, we aim to improve productivity, reduce costs, and provide a seamless experience for our stakeholders, including employees, partners, and customers.

Building a strong and reputable brand is paramount to our success. In 2022, we prioritised brand growth by enhancing our marketing strategies, strengthening our online presence, and expanding our reach to new markets. We aim to communicate our unique value proposition effectively, highlighting our impact-driven initiatives, and showcasing the positive outcomes we achieve. By solidifying our brand position, we seek to attract more partners, clients, and supporters who align with our mission and values.

These three goals collectively reflect our commitment to fostering positive change, operational excellence, and brand development. With a clear focus on these objectives, we are poised to make significant strides in our mission to create a lasting impact in the communities we serve.

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## Impact Malaysia's five strategic focus in 2022

In 2022, Impact Malaysia has identified five strategic focus areas to drive our mission and maximize our impact:

**Outreach to Young Changemakers:** We are dedicated to expanding our outreach efforts to engage and empower young changemakers across Malaysia. By strengthening our networks, partnerships, and communication channels, we will ensure that young individuals with a passion for positive change have access to the resources, support, and opportunities they need to thrive and make a difference in their communities.

**Establish Quality and Consistent Programming:** We recognize the importance of delivering high-quality, impactful programming that meets the diverse needs of our stakeholders. In 2022, we will focus on developing and implementing programs that are effective, innovative, and aligned with our mission. By maintaining a consistent standard of excellence, we aim to maximize the positive outcomes and long-term sustainability of our initiatives.

**Establish a Wide Mapping and Rapport with Communities and Players of Development Ecosystem:** Building strong relationships and collaboration with key stakeholders in the development ecosystem is crucial for our success. We will prioritize mapping and establishing rapport with communities, non-profit organizations, government agencies, corporate partners, and other players in the ecosystem. This comprehensive understanding and collaboration will enable us to create more holistic and impactful solutions.

**Measurable Advancement of Developmental Impact through Our Programming:** We are committed to driving measurable developmental impact through our programs. In 2022, we will implement robust monitoring and evaluation frameworks to assess the effectiveness and outcomes of our initiatives. By tracking and analyzing key metrics, we can continuously improve our programs, ensure accountability, and demonstrate the positive changes we are making in the lives of individuals and communities.

**Grow Brand Presence as Malaysia's Leading Ecosystem for Young Changemakers:** We aspire to be recognized as Malaysia's premier ecosystem for young changemakers. In 2022, we will prioritize expanding our brand presence through targeted marketing and communication efforts. By showcasing our successes, sharing inspiring stories, and engaging with our stakeholders, we aim to raise awareness, attract new partnerships, and solidify our position as the go-to platform for young individuals who are passionate about driving positive change.

These five strategic focus areas embody our commitment to empowering young changemakers, delivering quality programming, fostering collaboration, driving measurable impact, and establishing our brand as a leader in the ecosystem. Through dedicated efforts in these areas, we are confident that we will make significant strides in creating a more sustainable and inclusive Malaysia.

# Impact Malaysia's Program Report 2023



Under the three pillars of Impact Malaysia's strategy, Impact Malaysia this year has continued its main programs from 2021 such as Akademi Impact, Takeover, Chillax, Impact Youth and Dana Impact. It was refreshing that Impact Malaysia gets to organise physical activities and meet youth from all over Malaysia, compared to previous years of online programs.

## 1 Research and Networking

In 2022, Impact Malaysia conducted research and network expansion efforts to strengthen our stakeholder network and to ensure the program designed by the team will deliver strategic impact to youths and the communities.

Through this exercise, we forged relationships with 34 universities on program collaborations, engaged 30 trainers on various capacity-building topics regarding youth development, locked 10 partners from various corporate and third sector organizations on program partnerships, and built relationships with more than 30 communities ranging from Orang Asli villages, urban poor communities and rural communities in Peninsular, Sabah and Sarawak.

Research is important in making sure the programs designed for youths are of high impact and solution-centric. By having extensive partner networks, Impact Malaysia was able to maximise our resources and efficiency.



## Jelajah Belia Celik Duit

The Malaysian Insolvency Department recorded a total of 10,137 bankrupt youths between 2020 and June this year, where personal loan issues were the main cause of bankruptcy cases, involving a total of 1,486 people or 47 percent of the 3,165 total bankruptcy cases. Among the other factors of bankrupt youth are car hire purchase in 249 cases, business loans (654 cases), housing loans (284), credit card debt (140), corporate guarantors (84), income tax debt (83), failure to pay EPF contributions (65), scholarships and study loans (7) and 113 cases due to other factors.

Impact Malaysia organised Jelajah Belia Celik Duit with a vision to highlight financial literacy issues as well as capacity building activities in the creation of social impact and entrepreneurship which has been participated by 1,674 participants among youth aged 18 to 34 years, in collaboration with the Department of Polytechnic Education and Community College (JPPKK), Vocational Technical Education and Training Division (BPLTV), Manpower Department (JTM), Malaysian Teacher Education Institute (IPGM) and Matriculation Division.

The Belia Celik Duit Workshop focused on various practical strategies for youth to manage personal finances in collaboration with AKPK (Credit Counseling & Management Agency) Alor Setar and Penang. A total of five editions of the Jelajah Belia Celik Duit were held in the North Zone and six editions in the South Zone starting on 13 October until 1 November 2022. The editions involved in both zones include the Teacher Education Institute (IPG) Perlis Campus (14 October), College Vokasional Arau (October 15), Tuanku Syed Sirajuddin Polytechnic, Arau (October 16), Industrial Training Institute (ILP) Kangar (October 17), Seberang Perai Polytechnic (October 18), Pontian Engineering Matriculation College, Johor (October 27), Institute Teacher Education (IPG) Tun Hussein Onn Campus, Batu Pahat (October 28), Batu Pahat Vocational College (October 29), Tangkak Industrial Training Institute (ILP) Tangkak (October 31) and Merlimau Polytechnic, Melaka (November 1).



NO.02

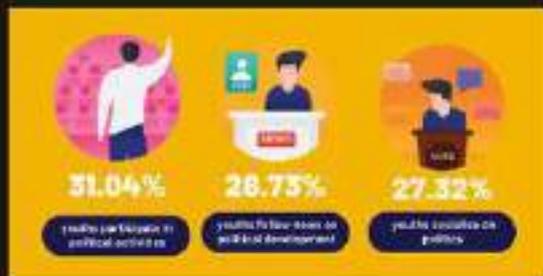
**"Every problem should be solved from the root. Many youth believe that if they are exposed to financial management techniques in college or university, they will be able to manage their personal finances better once they enter the working world. Jelajah Belia Celik Duit is a short program that is quite complete with various aspects such as personal financial management, the basics of entrepreneurship and partnerships regarding financial fraud syndicates, which will help the youth to be ready to manage their own finances before entering the world of work and prepare for a possible economic downturn."**

- Ahmed Faris Amir

# 3 Kata Dua

The gaps in youth political participation is not solvable through education alone. Meaningful political participation and representation will only happen with civic engagement process, decision making and treating policies as a tool for social change. In Malaysia and many other countries, politics is seen as partisan and 'dirty'.

This led to apathy amongst youths, which is reflected by Institute for Youth Research Malaysia (IYRES) low political socialisation indices in 2019:



Kata Dua is a 10-month integrated civic engagement program organized by Impact Malaysia and The Body Shop Malaysia that includes capacity building, community action projects and strategic communications on democracy and social issues - led by youth, in consultation with policy makers and people in politics.

The program's objectives are to encourage active citizenship and youth civic engagements, as well as to raise Indeks Belia Malaysia's political socialisation domain indices; to provide capacity building and knowledge sharing on democracy and politics by experts to youth changemakers; and to foster meaningful collaborations between youth leaders and policymakers through community action (Parliamentarians, Municipal Council Members).

Meaningful decision making opportunities must be given to youths, so political socialisation indices in Malaysia will increase.

Kata Dua is divided into two main components: D-Camp and Dana Impact. Kata Dua D-Camp is a series of intensive workshops in 6 zones nationwide (Central, Northern, Southern, East Coast, Sarawak and Sabah) for young leaders to increase their capacity and understanding of Malaysian democratic systems, and exposure to various techniques and tools to create social change in their communities.



Activism, community organizing, and participation in social movements are powerful forms of civic engagement. Youth activism has an extraordinary potential to transform communities, especially for low-income youth and marginalized youth. When activism is commonly perceived as public advocacy and expressions towards policy and social change, a bigger part of activism is changemaking - youths creating initiatives to solve community issues.

Kata Dua is an initiative to link changemaking as a form of activism, to political participation and subsequently political representation through:

- Requirement for Kata Dua changemaking projects is to be consultative to communities and be in collaboration with local political representatives, such as MPs and ADUNs. With such measures, we hope for participants to have meaningful interactions with political representatives, be representatives in local communities and subsequently be on the table and be able to influence policymaking.
- With the presence of changemaking activities and community organizing, Kata Dua participants will have ample spaces to advocate for youths to pledge to vote and participate in transparency measures in electoral processes - such as PACA and election monitoring.



We believe Kata Dua and The Body Shop's Youth Activism Campaign is aligned with a common goal to increase youth political participation and representation. Impact is best achieved with synergy and collaborations, and we hope for this common goal to be achieved strategically and with agility with Kata Dua as a part of Youth Activism Campaign.

The campaign had recorded a total of 583 participants across 6 D-Camps, and 6 webinar episodes gaining 141,023 reach and 4,964 engagements on social media. Kata Dua was sponsored by The Body Shop Malaysia, and was a joint collaboration with i-LEAD, Architects of Diversity, Undi18, Rakita 107.9, Institut Latihan Kemahiran Belia dan Sukan (ILKBS), Jabatan Belia dan Sukan Negara (JBSN) through Rakan Muda, MyCorps, ARPRM, and the Parlimen Belia programme.

PHOTO TAKEN DURING KATA DUA PROGRAM WITH CHANGEMAKERS FUND RECIPIENTS IN KATA DUA @ DUMPS



# Architects of Diversity

MALAYSIA

*Youth political literacy campaign*

**Through 'Kata Dua', noble values in politicking will be absorbed, among them active participation in politics but based on a sense of responsibility, manners and respecting every culture in the country.**

Young people have a vital part  
to play in the decisions that affect us

*pledge to be a changemakers*



PHOTO: TIMELINE SUBSIDI KATA DUA (SUKAPITIN, 09/12/2021) KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN

## Takeover

Impact Takeover is one of Impact Malaysia's core flagship programmes aimed at young people who desire to do good or make a difference in their society and become changemakers. A total of 18 workshops were held during the year of 2022, with an emphasis on the Northern and Southern Peninsulars, with a total number of participants surpassing 1,000. This data reveals that Malaysian young aspire to make a difference in their lives and communities.

Takeover in 2022 was conducted through workshops (physical) and online forums (digital). The workshops at University Sains Malaysia (USM), Universiti Teknologi Malaysia (UTM), and Universiti Malaysia Sabah were conducted in partnership with TalentCorp (UMS).

With an easy-to-understand module that meets the needs of participants, this session is interesting and has garnered a positive reaction. Democracy Beyond Voting, Malaysia's First Female PM, Climate Change is Real, Youth Unemployment Enigma, Solving Poverty, and Pandang Ke Timur were among the noteworthy subjects discussed during Chillax webinars. Impact Module Canvas and Pitching 101 were also two of our workshop attendees' favourite modules.



NO.01

## Akademi Impact

Impact Malaysia has partnered with Youth Environment Living Labs (YELL), a joint initiative of UNDP and UNICEF to launch Akademi Impact 2022, an incubator program organised annually by Impact Malaysia to drive youth-led impact projects. In 2022, Akademi Impact will focus more on environmental and climate issues to address the growing issue of climate change that is happening around the world.

Akademi Impact 2022 lasts for 4 months from 30 November 2022 to March 2023. During this period, 10 selected teams will undergo 2 physical workshops and commit for 3 months to implement their project ideas.

The Akademi Impact 2022 "Edisi Jaguh Bumi" was themed on three aspects, namely:

- Biodiversity Conservation and Natural Resource Management;
- Environmental Pollution and Waste Management; and
- Climate Mitigation and Adaptation.

By the end of the workshop, all 10 projects had workable plans to pilot their project ideas - ranging from community empowerment, biodiversity conservation, environmental education and indigenous rights.



"Akademi Impact program uses the impact principle starting with the idea phase, in order to ensure that the project that will be implemented can solve the problem by following the set measurements. This program is held to increase the level of understanding of the participants about the issues they will face through a more systematic way, that is by creating ideas for solving problems that have an impact as well as to instil a culture of impact assessment in social projects that is not only at the end of the project, but from the beginning."

- Ahmed Faris Amir, CEO Impact

## 6

### #ImpactTolongHantar (ITH) & Impact Youth Banjir

Impact Malaysia revived the Impact Tolong Hantar (ITH) fund in 2022 for NGOs and people who want to support flood-affected areas. This is the fourth season of the funding programme codenamed #ITHBanjir, and Impact Malaysia's main focus this time is assisting NGOs or individuals who want to carry out post-flood aid in terms of logistics.

The corporate social responsibility (CSR) efforts include funding for roro truck rental, transportation lorries rental, excavator rental, bus rental for volunteer transportation, 4WD rental for volunteer transportation, maximum assistance of RM50 per volunteer for a maximum of 5 volunteers per group, which can be used to purchase cleaning kits (rubber boots, rubber gloves, face masks, eye protection), maximum assistance of 1 water-jet unit for each group, and logistics management volunteer (Case Officers).

Apart from that, applications from the two target groups (NGOs & individuals) regarding equipment and services of the #ITHBanjir initiative were reviewed according to program guidelines on a case-by-case basis, for a maximum response time of 24 - 48 hours.

**The ITH Fund is a humanitarian aid fund specifically to help volunteers to pay for logistics costs, such as volunteer transportation costs, and logistics rentals such as trucks and cleaning machinery to facilitate post-flood cleanup activities. Impact Malaysia offered payments to companies who provide cleaning materials in order to cut transportation expenses.**



**As other organisations substantially offer food packs and necessity items to flood victims, we aim to assist in the logistics and operation costs for charitable organisations or individuals who participate in flood relief aids.**



*Enabling youth entrepreneurs*

**An online survey of the impact of the COVID-19 pandemic on youth entrepreneurs which was carried out by the Ministry of Youth and Sports through the Malaysian Youth Development Research Institute (IYRES) and found that 94.7% of the 378 youth entrepreneur respondents aged 18 to 40 years said they were affected by the situation during the COVID-19 pandemic .**

# Empowering early-stage youth entrepreneurs through



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## About Picksum

Picksum is an ecosystem for youth entrepreneurship development, consisting of capacity development, business networking and funds.

Every year, a total of nearly 300 thousand graduates from higher education institutions from home and abroad look forward to job opportunities in Malaysia. Picksum invites youth groups who want other opportunities in building their future without having to rely on paid work to explore their interest in the field of entrepreneurship.

Among the aspects of entrepreneurship development that we prioritize are new skills (upskilling), strengthening existing youth skills (reskilling) and cross-skilling youth with other skills (cross-skilling) so that they are able to perform a variety of tasks in line with the needs of today's youth entrepreneurs. Through the Picksum Club, a dedicated platform that aims to be a support group for the community of youth entrepreneurs under the Picksum network, they get direct access to advice, suggestions, and opportunities that are very useful to develop and grow their business.

## Picksum's Key Achievements

Picksum had effectively organised our major initiatives, such as Bisnes Orang Muda, Picksum Labs, and Picksum Club, in 2022. Bisnes Orang Muda, our capacity-building programme, had a total of 1,020 participants across 24 events and gained 1,242 engagements online. Our youth entrepreneurs network Picksum Club, recruited 881 new participants throughout 2022, bringing the total to 1,200. Lastly, Picksum Labs incubated a total of 26 enterprises towards higher resilience and business performance.





**47.5%** from total  
**entrepreneurs** in the  
**country** are youth aged  
**18 to 34** years old.

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*Pieksum wants to equip them with all the knowledge, skills and support they need to survive the challenges ahead.*



PHOTO: TRAVELBONDING.COM/SHUTTERSTOCK/PHOTOGRAPHERS ALL HELP IN SPAIN

# Picksum's 2022 Program Report



In an effort to increase the interest of the youth to choose entrepreneurship as their chosen career, Picksum offers a variety of business classes that include all aspects of the skills and knowledge required for them to become successful entrepreneurs.

There are five main programs organized by Picksum this year, namely Bisnes Orang Muda, Picksum Talks, Picksum Labs and Picksum Club which are all organized since 2021; and a youth-enterprise market called "Kita Market" in 03 2022. Read more to learn about what we did this year!

## 1 Bisnes Orang Muda

BOM or Bisnes Orang Muda is a youth entrepreneurial capacity development program that offers short-term entrepreneurship classes that cover a variety of interesting topics for current young entrepreneurs. This year, BOM was conducted both physically and online, targeting youth across the country.

Picksum's capacity building class for youth entrepreneurs



BOM was physically held as one of the segments in the Jelajah Belia Celik Duit, a program organized by Impact Malaysia and Picksum. A total of five Jelajah Belia Celik Duit programs were held in the North Zone and six programs in the South Zone focusing on the topic of 'Business Model Canvas' in all 11 locations. The locations involved in both zones are the Institut Pendidikan Guru (IPG) Perlis (October 14), Arau Vocational College (October 15), Politeknik Tuanku Syed Sirajuddin, Arau (October 16), Institut Latihan Perindustrian (ILP) Arau (October 17), Politeknik Seberang Perai (October 18), Pontian Engineering Matriculation College, Johor (October 27), Institut Pendidikan Guru (IPG) Tun Hussein Onn, Batu Pahat (October 28), Batu Pahat Vocational College (October 29), Institut Latihan Perindustrian (ILP) Tangkak (October 31) and Politeknik Merlimau, Melaka (November 1).



NO.02

Picksum's capacity building class for youth entrepreneurs

In collaboration with Bro Safuan, Cikgu Samm and Arwin Muruga, Picksum has conducted 10 episodes of BOM online with interesting topics such as 'Seasonal Sales Strategy' (September 9) with 30 participants, 'Smartphone Photography for Business' (date ) with the participation of 35 participants, 'Manage Your Business Finances Before Bankrupt' with the participation of 32 participants, 'Business Techniques with Shopee', 'Mindset of UKB (Usahawan Kaya Baru) Entrepreneurs', 'Starting Business Without Capital' and 'Local Goods, International Business? Learn how to market local products to eBay'.

## 2 Picksum Labs

Picksum Labs is an incubator program specially designed for three months to help youth who are interested in starting their own business and existing youth entrepreneurs whose sales are still less than RM 1,000 per month through workshops, coaching and funds. The incubator program is important to ensure entrepreneurs with businesses that are resilient and able to compete in the market. This program is intensively designed because we believe that many young people interested in entrepreneurship need special support and help from many experts and mentors.



NO.01

With the winners of Picksum Labs to receive funds

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A total of 25 participants between the ages of 18 and 34 have been selected to attend Picksum Labs 2022 which contains six practical and relevant modules, four business coaching sessions and business development incentive opportunities through the Picksum Fund.

At the end of the program, the participants have the opportunity to pitch their respective business ideas to win the Picksum Fund worth RM 5,000.



NO.02



NO.03

Picksum's capacity building class for youth entrepreneurs

Among the main syllabuses presented through the program which runs from 3 to 5 September are 'Clear business model', 'Manage business finances', 'Effective marketing', 'Strong branding', 'Increasing sales' and 'Clear delivery'. Aside from the intensive training classes, Picksum Labs also offers other benefits to participants that include transportation subsidies, accommodation and meals provided, and participation certificates.

### Picksum Talks

Another major program organized by Picksum, namely Picksum Talks, is conducted with the aim of providing exposure and fostering interest among the youth in the field of entrepreneurship.



NO.01

A total of four editions of Picksum Talks have been held throughout 2022, namely the Ramadan Edition, the 2022 National Youth Day Edition, the KEJORA Edition and the Universiti Sains Malaysia Edition.

Picksum Talks Ramadan Edition with the topic 'topic name' has recorded a total of 86 participants, while the 2022 National Youth Day Edition had recorded 23 participants.



## 4

**Picksum Club**

Picksum Club is a network of youth entrepreneurs who register and engage in the Picksum ecosystem. This club is one of Picksum's efforts to create a special support system for youth who are interested in entering the business field and who have just started their own business.



NO.02

Picksum's alumnis are all part of Picksum Club members

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The official and specific platform of this network is through the Telegram account 'Picksum Club' which is now joined by 809 subscribers from all over the country. Followers of this account get access to opportunities, latest news and info about programs organized by Picksum from time to time.

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## **5** **Kita Market**

Kita Market is a one-off bazaar within Kita Festival, aimed to support local entrepreneurs community, especially youth. Aside from the bazaar, Kita Market also offered a range of food trucks serving good, wholesome food in the comfort of the scenic outdoors in Spacerubix.



NO.01

This event happened in 24 - 25 September, with presence of local brands such as Asli Mak Intan, Mat Rock Ayam Goreng Kunyit, Little Fat Duck, Cowboys Food Truck, Nyala, Sugarbomb, The Asli Co., Flaming Wheel and many more.

Among the main syllabuses presented through the program which runs from 3 to 5 September are 'Clear business model', 'Manage business finances', 'Effective marketing', 'Strong branding', 'Increasing sales' and 'Clear delivery' '. Aside from the intensive training classes, Picksum Labs also offers other benefits to participants that include transportation subsidies, accommodation and meals provided, and participation certificates.



NO.02



NO.03

PHOTO: FANGEN OURING KOTA MARKET AT KOTA FESTIVAL HELD IN SPACERUBOX NO.01 - BEADSEPP, NO.02 - SUGARBOOMER, NO.03 - THE ASLI.CO



  
**Rollerra**  
QUAD ROLLERSKATING  
COMMUNITY



*Equipping youth entrepreneurs*

**Entrepreneurship is a game-changing way to generate cash. Youth entrepreneurship produces good work for young people, strengthens communities, and supports inclusive economic growth, yet it is out of reach for far too many young people. We help struggling youth entrepreneurs to develop the skills, confidence, and contacts they need to succeed as company owners.**







FOCUS AREA 2

# Esports

PHOTO: MACKENZIE WANG / MSC 2022. PHOTOS COURTESY OF MIELO AT ESI HUB

# Our Mission to catalyse a better esports ecosystem

Esports is a key area that can be exploited to empower youth. Esports is a rapidly growing industry that allows young people to develop valuable skills including teamwork, strategic thinking, and problem-solving. Young individuals can build confidence, make new connections, and pursue their passions by engaging in esports. Furthermore, the esports industry offers numerous career and business opportunities, with the esports market revenue expected to reach \$5.31 billion by 2023.

One important aspect of empowering young people in esports is giving them access to education and training programmes that can help them develop the skills needed to succeed in the industry. This could include programmes focusing on game design, event management, and other esports-related topics. This is accomplished by ESI through capacity-building programmes such as ESI Masterclass. ESI also has a gaming hub equipped with the latest gaming equipment, allowing enthusiasts to train their skills.

It is indeed critical to create opportunities for competition and exposure. ESI accomplishes this through organising the Malaysia Esports League and the Malaysia Esports Championship, two significant esports tournaments. We are able to develop a strong and dynamic esports ecosystem that benefits all stakeholders by providing opportunities, essential resources, and support.









**There have been 1,425  
Malaysian esports  
players that have been  
awarded a total of  
\$17,455,178.39 USD in  
prize money across 1,115  
world tournaments.**

---

*We can create more of these by ensuring the esports ecosystem's sustainability through Esports Integrated.*

# Catalysing esports ecosystem through



## Overview of the esports industry

Esports is identified as a key market within the Southeast Asia region, becoming a part of mainstream entertainment, with over 60% of Southeast Asian gamers drawn to esports. This is the fastest-growing region for gaming in the world, with approximately 310 million gamers spread across Indonesia, Malaysia, Thailand, Vietnam, Singapore and The Philippines. This rapid growth is attributed to the market's appetite for mobile gaming and the extensive deployment of 5G networks. The number of mobile online gamers in Southeast Asia is 250 million, making up about 82% of the total gaming regional population.

Although opportunities in Asia are endless, the market is also fiercely competitive. Therefore to sustain a profitable esports business in this fragmented region definitely requires deep insights into value creation and diversification to generate effective growth.

As Malaysia aspires to become the esports hub in the region, KBS and ESI will continue to develop esports infrastructures, in addition to the hosting of activities and competitions.



## About Esports Integrated (ESI)

Esports Integrated (ESI) is an initiative to catalyse a vibrant, sustainable and inclusive esports ecosystem in Malaysia through the creation and implementation of structures stated inside KBS's Strategic Plan for Esports Development 2020-2025.

### Esports Integrated's core focus in 2022

We have four core focuses of ESI this year which include tournament, capacity building, advocacy and industry support.

Under tournament, Malaysia Esports League 2022 (MEL22) was expanded with new game titles (Valorant and Eximius), streamlining of Para MEL into MEL's regular season, and establishing a clear progression route from ESI's tournament circuit into publisher's tournament circuit and sanctioned tournaments, namely the SEA Games.

Under capacity building, ESI had conducted ESI Masterclass through Kita Game activation during Kita Festival to bridge the knowledge gap between esports enthusiasts and professionals. Aside from that, we also conducted #BeliaBekerjaEsports, an initiative to assist local esports teams and companies on available incentives under the government, and to provide access for esports enthusiasts on available opportunities within the industry. This year, we are collaborating with IYRES to conduct research to establish and understand the real esports landscape in Malaysia.

We have four programs rolled out for esports advocacy, that are Jalur 14 Season 2, Esports PSA with eGG Network, and National Esports Development Guidelines (NESDEG).

ESI had also provided industry support to bringing in regional and international esports tournaments to Malaysia, and support for organising and approvals through ESI and KBS. Some of the tournaments that we supported were Mobile Legends: Bang Bang Southeast Asia Cup 2022 (MSC 2022), PUBG Mobile Pro League SEA 2022 (PMPL SEA 2022) and ESL One Malaysia 2022.

## ESI's Key Partners

2022 marks the third year of our partnership with Moonton Games (Moonton). Moonton was our partner for Malaysia Esports League 2022, Para MEL22 and ESI Challenge Super Series featuring Mobile Legends: Bang Bang as one of the competing titles.

We also collaborated with Moonton for other major tournaments including MLBB Southeast Asia Cup (MSC) 2022, MLBB Professional League Malaysia Season 9 (MPL MY S9) and MPL MY Season 10.



NO.01

Together with Tencent Malaysia, the publisher for the highly-popular PlayerUnknown's Battlegrounds Mobile (PUBGM), we collaborated through support of ESI's tournaments, PUBGM Pro League SEA (PMPL SEA) 2022, and various other innovative IP partnerships. This collaboration is expected to expand in 2023, with various programs in the pipeline such as grassroots tournament support, capacity building and jobs placement.

Garena, the game publisher of FreeFire was also one of our main partners for Malaysia Esports League 2022 aside to ESI Challenge Super Series held this year. ESI also became one of the event partner for Garena's FreeFire Malaysia / Cambodia / Philippines / Sri Lanka Majors 2022 Season 4.

In addition, ESI also supported Garena on the broadcast production of women-only Southeast Asia competition, Free Fire Femme Fatale 2022. This support will be extended throughout 2023 and beyond, with various co-organised programs to be launched soon.



NO.02

Another key partner of ESI in 2022 is eGG Network where the media brand became the main partner for a special docuseries titled "Jalur 14" Season 2 on eGG Network's tv channel. eGG Network was also our media partner for Malaysia Esports Championship 2021/2022, Malaysia Esports League 2022 and FYP Weekly.

Last but not least, the final key partner that we would like to highlight this year is ESL Malaysia for co-organising the ESL One Malaysia 2022 together with ESI.



NO.03

## ESI's Key Achievements

There are five main highlights of this year's achievements by ESI. The first achievement was the creation and implementation of the Malaysia Esports Championship 2021/2022 (MEC 2021/2022) which started in 2021 and ended in January 2022. MEC 2021/2022 recorded a total of 1,247 participants, a total of over 2.2 million audience on Facebook and Youtube, 42 media coverage, as well as 9 million reach, 9.5 million impressions and 35,843 engagements on social media.



NO.01

The second achievement is the organisation of the ESI Challenge Super Series which had 10,000 participants and 250,000 views. Following that, the organisation of the Malaysia Esports League 2022 (MEL22) is one of ESI's main achievements where the league has been held on a larger scale than MEL21. MEL21 offers four categories while in MEL22, the number of categories is expanded to eight categories. MEL22 has registered a total of 15,000 and 1,070 participants respectively. This program alone has managed to record 1.2 million views.



NO.02

In addition, MLBB Southeast Asia Cup (MSC) 2022 is also one of the proud achievements. The event that was participated by the 12 teams has managed to get 1.6 million views, which is among the highest number of views this year. The last major achievement is ESL One Malaysia 2022 which is the Dota 2 game championship launched at ESI Hub and held at Genting Resorts World, Genting Highlands. The championship participated by the 12 teams has managed to record 500,000 views.



NO.03





PHOTO: AASHI QURAN/MALAYSIA ESPORTS LEAGUE 2022/ELIZABETH MOTIONMILLS

MALAYSIA

# Esports Integrated's 2022 Program Report

ESI has further expanded its network in the country's electronic sports ecosystem through the initiatives we have carried out throughout the year. Under the three main focuses of this year, namely competition, advocacy and capacity building, ESI has carried out programs and initiatives for the development of a vibrant, sustainable and inclusive electronic sports ecosystem in the country.



## 1 Kita Game

Kita Game brought holistic sports and gaming experiences to Kita Festival, a joint collaboration with all brands under Impact Integrated. The segment conducted by ESI in collaboration with FSA Academy, Tencent and Garena was divided into two main categories - Kita Game ESI Challenge and Kita Game Masterclass.

Kita Game ESI Challenge showcased two game titles, which are Tekken and Valorant, meanwhile for esports enthusiasts who want to level up their game in esports, Kita Game Masterclass offered three topics: Esports 101, Esports Team Management, and Esports Commentaries / Shoutcasting.

Bridging the information gap between esports enthusiasts and professionals, the masterclass focused on modules to improve in-game skills and knowledge about esports management and content production.

## 2

**MyNextChampion**

MyNextChampion is a government initiative to bring the Esports and game development ecosystem together in one platform. Our aim is to showcase the high growth potential and exciting jobs created in these industries in Malaysia. Malaysia Digital Economy Corporation (MDEC) and Esports Integrated (ESI) has teamed up to bring the nation's top Esports and game development employers on the national employment portal, MYFutureJobs, to attract the brightest talents for job opportunities across the value chain. This programme was participated in by 20 companies and garnered 1,000 participants. Other partners involved was Social Security Organization (SOCSO) and Unit Pelaksanaan dan Koordinasi Stimulus Ekonomi Antara Agensi Nasional (LAKSANA).



# 3

## Esukan.fm

Esukan.fm is a special collaboration between ESI and Rakita aiming to advocate for and increase the awareness of the esports ecosystem in Malaysia and what it has to offer to the nation. The segment features interviews with esports talents and athletes across different categories and skillset.

Created for all esports fans across the country, Esukan.fm can be listened through Rakita's radio station 107.9 FM, Rakita on SYOK App, or Podcast Rakita.my. The newly-launched segment on Rakita has garnered 5,000 listeners throughout 6 episodes broadcasted.

Some of the talents featured in Esukan FM include Asha Faudzi @ Sleepygodzillas (Streamer), Team Haq (Esports Team), Ikuto (Caster) and Sir Cloud (Caster) alongside with the segment hosts - Bob and Atoi.



Podcast Esukan FM episode with Intanserah.



MALAYSIA ESPORTS LEAGUE 2022

# 4

## Malaysia Esports League 2022

As part of KBS's Strategic Development Plan for Esports Development, the second edition of Malaysia Esports League started from September 12, in collaboration with 16 state esports associations and federal territories.

Offering a prize pool of RM299,500, MEL22 will be expanded to include 2 new game titles and expanded categories from 4 to 7, with the inclusion of a special people with disabilities (PWD) league. Following up from the success of Malaysia Esports League 2021 (MEL21), MEL22 aims to provide a more comprehensive and inclusive platform for Malaysian esports talents to compete and showcase their talents.

MEL22 was divided into three series, namely MEL22 Regular Series which consists of MEL22 State Leagues and MEL22 Nationals featuring 3 game titles - Mobile Legends: Bang Bang (MLBB), PlayerUnknown's Battleground Mobile (PUBGM) and Garena Free Fire (FF); MEL22 Open Series featuring three game titles - Dota 2, FIFA23 and Valorant; and Para MEL22 featuring PUBGM.

For the MEL22 Regular Series, the aim is to provide a true platform for grassroots esports enthusiasts to compete at the state level (MEL22 State Leagues) and later to represent their states in the national playoffs (MEL22 Nationals). In partnership with Moonton, Tencent and Garena, the respective publishers for MLBB, PUBGM and FF, winners from the national playoffs will progress into ESI's professional level tournament, Malaysia Esports Championship 2022/2023 (MEC 2022/2023) and later progresses into the publishers' own professional circuit such as MLBB Pro League Malaysia (MPL), PUBGM National Championship (PMNC) and FF Malaysia/Cambodia/Philippines Majors (FF MCPS).

MEL22 State Leagues started from 12 to 29 September 2022 and will be conducted virtually, and MEL22 Nationals started from 1 October to 2 November 2022, held physically at ESI Hub, Spacerubix Puchong.

For the MEL22 Open Series, it will be an open tournament for all players from various levels (amateur, semi professional and professional), whilst Para MEL22 is the continuation of ESI's OKU-only tournament, giving opportunity for OKU esports enthusiasts. Both series will be held physically at ESI Hub as well.



Podcast Esukan FM episode with Intanserah.



Watch highlight video of MEL22 FreeFire (Nationals)



*The national grassroots esports tournament*

**The expansion of Malaysia's biggest grassroots esports tournament, MEL22 allows more enthusiasts, especially youths, to compete and venture into the local esports competitive circuits. With a clear progression from MEL to MEC and publishers' own professional tournaments, we would like to ensure a clear path for any esports enthusiasts to compete and progress; from amateur state level, one is able to compete up to international level.**



PHOTO TAKEN DURING MALAYSIA ESPORTS CHAMPIONSHIP 2022 HELD IN MALAYSIA

# 5

## ESI Challenge: Karnival Belia dan Sukan Edition

KBS in collaboration with the Manitha Development Association has organized the 2022 Youth and Sports Carnival on 19 and 20 March 2022 which is Saturday & Sunday at Klebang Restu Public Field, Ipoh, Perak.

Esports Integrated is also involved in various sports activities such as PUBG Mobile competition, FIFA22 competition, racing simulator, Playstation and Nintendo games, virtual reality, ASUS ROG 5s exhibition and special contests that offer attractive prizes throughout the program.



Poster dan promosi booth ESI di Karnival Belia dan Sukan.

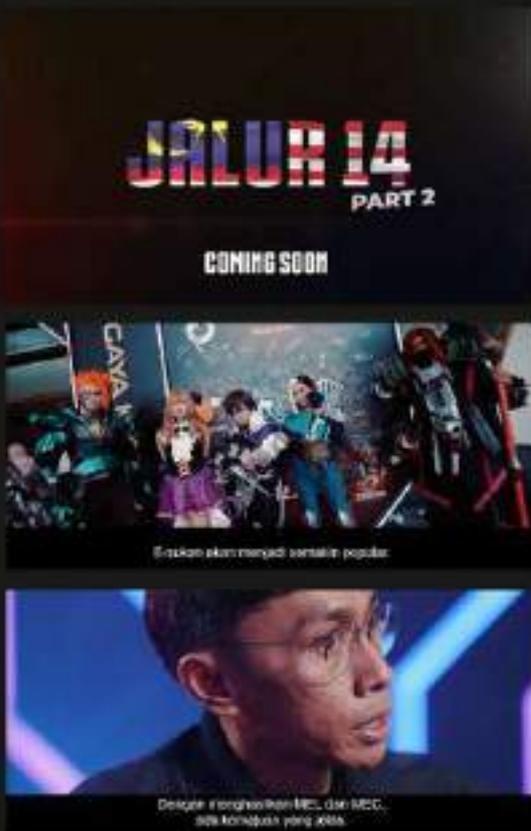
# 6

## Jalur 14 Part 2

The second season of Jalur 14 featured three new episodes produced by ESI in collaboration with eGG Network and broadcasted on the channel Ch.800 this year.

This season of Jalur 14 featured industry stakeholders, pro players sharing their insights and experience competing in regional and international level, plus deep diving into esports ecosystem from government's stand point.

The three newly broadcasted episodes had garnered a total of 1,000,000 views.



Watch Jalur 14 Part 2 Official Docu Trailer 2022.



## 7

**Sembang Game 2**

In continuation of the first season of Sembang Game broadcasted in 2020, Sembang Game 2 brought in a variety of fun and educational topics along with newly arranged segments to entertain the viewers.

Season 2 featured 10 episodes with Jaaszuran and Melissa Thing and two guests in each episode and was broadcasted from November 25, 2021 to January 27, 2022. This season is more comprehensive and went to in-depth discussion on the latest gaming and esports trends.

Broadcasted on channel eGG Network (Ch.800) and re-run on Astro Arena, the half an hour show featured interesting topics on Sembang Game 2 which are "PC, Console, Mobile?", "Behind Video Games", "Dream PC Setup", "Esports Caster", "Parent and Young Streamer", "Behind The Scenes of Livestream", "Healthy Gaming", "Cyberbullying in Gaming", "Esports Team", and "Esports League".

Some of the guests were Daddy Hood, Andrew Chen, Oontra, Meyy Lisa, MelRomeo, Mulder Sam, Master Ramen, Leixia, SleepyGodzillas, Asrul Lala, Jarold, Sebastian, Fattah Zie, Izza Izelan and many more!

Sembang Game 2 had garnered 160,786 reach on Facebook and 103,315 reach on Instagram. The show recorded a total of 803,000 views on channels.



Watch snippets Sembang Game 2.



Watch promo teaser of Sembang Game 2 episode.



8

## #FYPWeekly

FYP Weekly is the first one-stop show for the latest and trending esports news & gaming updates for Malaysians esports enthusiasts. Consisting of 13 episodes that aired on eGG Network every Monday, 9pm. This informative program seek to inspire the younger generations to build a future in the esports industry while spreading positivity.



Watch Jalur 14 Part 2 Official Docu  
Trailer 2022.





PHOTO TAKEN DURING MALAYSIA ESPORTS LEAGUE 2022 (MEL22) MAIN EVENTS | GAME TITLE: PUBG

# 9

## Sim Racing Charity Match

Sim Racing Flood Relief Charity event powered by Malaysia Red Crescent was a 12-hour of sim racing livestream featuring games like Forza 5, Assetto Corsa, iRacing and Dirt Rally 2. This event recorded 36 participants and 24,300 views. ESI supported the event's promotional efforts.



Podcast Esukan FM episode with Intanserah.

# 11

## ESI Challenge Super Series - Malaysia Digital Creativity Festival

Another edition of Super Series, held in conjunction with the MY Digital Content Forum on 17th and 18th December 2022.

In partnership with MDEC and Gamesbond, MYDCF edition featured FIFA 23 tournament had garnered 1,628 participants and a total of 100,000 views.

# 10

## SUKANUN Virtual Edition 2022

SUKANUN is Statutory Body Sports Tournament in virtual edition (SUKANUNVE) featuring three game titles including PlayerUnknown's Battlegrounds (PUBG), Mobile Legends Bang Bang (MLBB), and FIFA 2022.

The event hosted from 21 to 24 June in ESI Hub, Spacerrubix was attended by 100 participants and received 1,000 views on the FB livestream.



Credit photo to Kuala Lumpur UTM



Credit photo to Lembangan Taberna (M)

# 12

## ESI Challenge Super Series - Gladiatrix Cup 2022

A special edition of ESI Challenge, the Super Series Gladiatrix Cup 2022 was organised in partnerships with eGG Network and Moonton with a total of RM 200,000 prize pool.

The female only MLBB tournament was hosted on eGG Network, offered two professional slots for MLBB Women's Invitational 2023 in Jakarta. The tournament received 64 female participants and 100,000 views, where 91,000 views came from the Grand Finals alone. Gladiatrix Cup was powered by ESI and Astro Fibre.



Watch Gladiatrix Cup 2022 Grand Finals



# 13

## ESL One Malaysia 2022

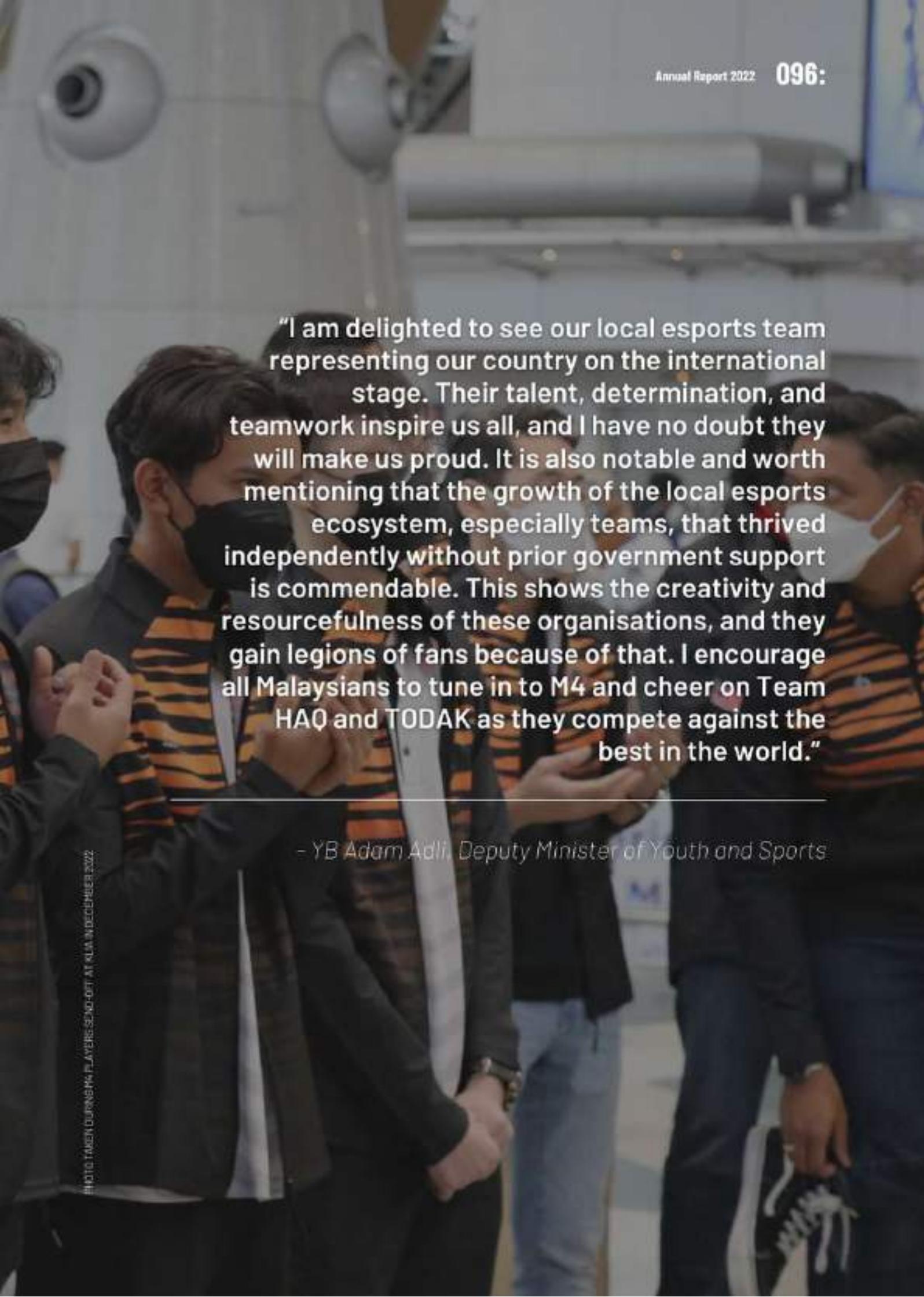
In the KBS Strategic Plan for Esports Development 2020 – 2025, KBS has outlined its focus on cultivating a sustainable esports ecosystem with growth opportunities and diversity for stakeholders at all levels. It highlighted the critical element of magnifying participation in a globally important industry.

Designed to raise the profile of esports, the blueprint supports the aim to bring the latest and best esports trends to Southeast Asia. This includes investment into infrastructure and talent development as well as hosting regional and international events in Malaysia, such as ESL One, the coveted ESL One Malaysia 2022 title and a total prize pool of US\$400,000 beginning 23 August 2022.

Organised by the world's leading esports company, ESL Gaming, this marks the third iteration of the international Dota 2 tournament in Malaysia, and the third time the tournament has been hosted at Resorts World Genting. The tournament began in studio environment with a group stage on 23 August as these teams battle for one of eight available playoff spots through a best-of-two round-robin format. Following the group stage are the live playoffs with a best-of-three double elimination bracket to determine the grand finalists, who then battled it out in a best-of-five for the championship title.







**"I am delighted to see our local esports team representing our country on the international stage. Their talent, determination, and teamwork inspire us all, and I have no doubt they will make us proud. It is also notable and worth mentioning that the growth of the local esports ecosystem, especially teams, that thrived independently without prior government support is commendable. This shows the creativity and resourcefulness of these organisations, and they gain legions of fans because of that. I encourage all Malaysians to tune in to M4 and cheer on Team HAQ and TODAK as they compete against the best in the world."**

*- YB Adam Adli, Deputy Minister of Youth and Sports*

# 14

## MLBB Pro League Season 9 & 10

MPL MY returned with season 9 and an amazing prize pool of \$100,000 featuring 10 of the best team from Malaysia. The tournament was held from the 3rd week of February till the last week of April. The invited teams from Season 8 are Team SMG, TODAK, Orange Esports, Geek Fam, RED Esports MY, HomeBois, Suhaz Esports, and RSG MY and the other 2 teams that qualified for the event are MAB Esports and Team Caracal. Todak was crowned the champion of MPL MY Season 9.

Meanwhile, Team HAQ is crowned as the champion of the Mobile Legends: Bang Bang Professional League (MPL) Malaysia (MY) Season 10. Following an intense 4-2 series win in the championship match, the newcomers, made up of former Orange Esports players, dominated the former monarchs of Malaysia. Team HAQ and Todak shall move on to represent Malaysia in the upcoming M4 World Championship and compete for the title of world champion. Eight teams have now successfully qualified for the upcoming world series tournament.



Watch MPL MY Season 10 Grand Finals



# 15

## Free Fire MCPS Major 2022

Free Fire is a Battle Royale game developed and released by Garena, available on iOS and Android platforms. With the rapid increase in its popularity, Free Fire was the most downloaded mobile game worldwide in in 2019, 2020, and 2021, according to data.ai, previously known as App Annie. MCP refers to the Malaysia, Cambodia and Philippines regions. Challengers Series S2 marks the expansion of the number of participating countries to 4 with the inclusion of Sri Lanka.

Free Fire MCPS Majors consists of Qualifiers stage, a 4-week League Stage and a 2-day Grand Finals. In addition to the tournament matches, Garena will also host a weekly scrim for the League Stage teams.



Watch FreeFire MCPS 2022



# 16

## Esports PSA - FYP Weekly

ESI partnered with eGG Network to produce #FYPMingguan, a news show featuring newscasters with the latest esports news across Malaysia. #FYPMingguan is broadcasted every Monday, 9:00 pm on eGG Network.



Watch #FYPMingguan Episode 3



Watch #FYPMingguan Episode 4



# 17

## M4 Championship Send-Off

Local Mobile Legends: Bang Bang teams, Team HAQ and TODAK recently travelled to Jakarta for the M4 World Championships. They were sent off at Kuala Lumpur International Airport (KLIA) by representatives of MPL Malaysia, Ministry of Youth and Sports, Esports Integrated (ESI) and fans.

Finishing first and second respectively in MPL Malaysia Season 10, Team HAQ and TODAK are currently representing Malaysia in the prestigious championship featuring a prize pool of USD 800,000 and 16 international teams.

Present at the send off at KLIA were YB Adam Adli, Deputy Minister of Youth and Sports, Ahmed Faris Amir, Chief Executive Officer of ESI, Fadzli Rahim, Vice President Operations & Growth of ESI and Fikri Rizal Mahrudin, Marketing & Business Development Lead of MPL Malaysia.



YB Adam Adli gave his speech during the players send-off.

RAK  
#M



**ITA** 107.9  
MUSIK PALING LIT



**FOCUS AREA 3**

**Media**

PHOTO ARCHIVE © ITA & FEELING ITA 2022

# Our Mission to highlight young talents through creation of media platforms

In January 2022, Malaysia had 29.55 million internet users. At the start of 2022, Malaysia's internet penetration rate was 89.6 percent of the overall population. According to Kepios, internet users in Malaysia increased by 365 thousand (+1.3 percent) between 2021 and 2022.

In January 2022, Malaysia had 30.25 million social media users. At the start of 2022, the number of social media users in Malaysia was equivalent to 91.7% of the total population, although it's crucial to note that social media users may not represent unique persons. According to Kepios data, the number of Malaysians using social media climbed by 2.3 million (+8.0 percent) between 2021 and 2022. Facebook was the most popular social media network among all those accessible.

Karen S. Freeman through her study of "News Consumption Behavior of Young Adults in Malaysia" found that Malaysian young adults' news consumption is shifting to digital media, including internet websites and social networks.

This shows that their appetite for news has not diminished, quite the contrary, interest in news and information is fairly high. Further, this study finds that news consumption and interest in news among young adults in Malaysia increases with age and maturity.

Ultimately, this advances an understanding of Malaysian young adults' preference for online news and in particular entertainment news. This raises the need for online media to address the complexity of online news being entertaining while keeping young adults informed.

Understanding the market preferences in media consumption has impacted the way we shaped two of our media brands - Rakita and mySukan TV. Rakita aims to become the voice of Malaysian youths to share their voice and talents; while mySukan TV is a platform dedicated to highlighting the grassroots sports scene in Malaysia.

**Understanding the market preferences in media consumption has impacted the way we shaped two of our media brands - Rakita (the voice of Malaysian youths) and mySukan TV (a platform dedicated to highlighting the grassroots sports scene).**

**RAKITA**<sup>107.9</sup>  
#MUZIK PALING LIT

**MY SUKAN** TV

A group of people, including a man in a dark t-shirt and a woman in a black hijab, are gathered around a smartphone at an outdoor event at night. The background is filled with string lights and other people, creating a lively atmosphere. The text is overlaid on the image in a bold, white and orange font.

**29.55 million** out of  
**32.98 million** Malaysian  
populations are internet  
users with **9 hours and**  
**10 minutes** daily time  
spent on the **internet.**

---

*Which led us to focus on making our two digital media brands, Rakita and mySukan TV as inclusive and trendy as possible.*



CREDIT PHOTO UNPLUGGED BY GETTY IMAGES WITH ROBERT FRONKE

## **Becoming the voice of Malaysian youths to share their voice and talents**

Rakita aims to become the voice for Malaysian youths. Not just a radio station, Rakita has created and shared various infotainment youth-focused content through its integrated platforms namely Youtube, Twitter, Instagram, Facebook and TikTok.



# Becoming the voice of Malaysian youths to share their voice and talents through

## About Rakita

More than just a radio station, Rakita is a 360° media solution committed to publishing unique and fresh infotainment content specifically for youth (between the ages of 15 and 34) by focusing on indie ("independent") talents in various fields, including music, visual arts, business, sports and e-sports, and many more. We want to be a platform for the youth to voice their opinions, highlight their talents and share inspirational stories with other listeners and followers, in order to nurture Malaysians who are social, positive, active and progressive.

Rakita (Radio Kita Sdn. Bhd.), which has been broadcasting since January 2019, has gained a place in the hearts of listeners and followers who are on average in the youth age range of 15 to 34 years because it always publishes the latest and useful content that is close to the young soul. For radio listenership, an estimated weekly listeners of 19,000 via streaming on rakita.my and 90,000 monthly listeners on 107.9 FM.



**Through the publication of a variety of youth-focused content such as interview segments with young talents, special documentaries for fans of the indie community, podcast series discussing youth agendas, as well as playing songs with a unique genre selection such as indie music consisting of several sub-genres such as pop, ballad, rock, hip hop, metal, punk and many more, Rakita is well known among indie fans, especially the indie music community as a media platform that supports and leads the indie industry.**

Then in 2020, Rakita together with strategic partners who share the same vision in developing the country's indie music industry announced the launch of the Indie Song Awards (ALI) which was organized for the first time in Malaysia. ALI 2020 recorded a total of 630 song entries while ALI2021 showed an increase to 757 song entries. This overwhelming response has proven that the group of independent musicians has its own following and is very eager to seize the opportunity to showcase their talent to the world, and Rakita is the recognised media for championing the indie music community.

## **Rakita's key focus in 2022**

Our first significant focus in 2022 was Indie Music Events, for which Rakita served as the official radio partner. Our second key focus was partnerships where we had created a total of 41 partnerships with the indie communities, colleges and universities, and external organisations. Third, since that the MCO period has ended, we are focusing on increasing our on-the-ground presence through road tours that we executed this year.

## **Rakita's content pillars in 2022**

There are 3 content pillars created by Rakita which are entertainment, sports and lifestyle. Entertainment segments include music performances from local artists, interviews with event organisers, support for local and foreign films including art events at local theatres and visual art creators such as Malam Rakita, Rakita On Stage, Carta Superlit 33, Lokalah Chart Show and many more.

Rakita and mySukan TV have collaborated particularly on the Sukan Kita and mySukan News segments under the pillar of sports content. Additionally, radio chat shows like Suara Lit and Bisnes Muda Mudi were used to highlight the third pillar, which is lifestyle.

## Key achievements in 2022

This year, Rakita had identified five key achievements from all of our programmes. The first key achievement is Anugerah Lagu Indie (ALI) 2022 Road Tour and Main Event. #ALI2022 Road Tour had garnered 542 crowd on-ground, 293,667 social media reach and 9,869 total engagements. The main event recorded 808 songs submitted, with a total of 1.2 million social media reach, 213.1K views, 7,263 engagements and 599 shares.

Our next key accomplishment under Rakita is #Sekilas, which has 134,400 in reach and accumulated 727 shares on social media. The next notable achievement is CrunchTime's new episodes, which were sponsored by Astro On Demand for RM50,000 and gained a total of 279,000 reach and 92,900 views.



Live Broadcast of the Final Stage ALI 2022 through the main platform, YouTube Anugerah Lagu Indie.



MASDO live performance on #MalamRakita with Bob & Atoi



Another successful programme is the organisation of Kita Gig, Rakita's first ticketed live concert (gig). The pre-sale tickets were sold out and the crowd had claimed to have a good experience. Despite the fact that the tickets are not sold out, we gained 234,000 reach via social media.

The fifth key achievement that we would like to highlight this year is the 'MASDO X The Changcuters,' in which Rakita was chosen as the official radio station for the showcase. The video has gained 363.8K social media reach, 3.8K reactions, 786 shares and the highest number of views for live performances on Youtube this year at 30.8K (MASDO) and 7.8K (The Changcuters).



Kita Gig Poster was published around 24 days prior to the event.

*Indie music gig*

**Kita Gig was the first gig ever to be held in ESI Hub. Hosted by Rakita on September 24, this gig is curated for specially for all indie music fans and supporters! Kita Gig showcased star line-ups whose names are no longer foreign to indie music fans in Malaysia including Hullera, Aman Ra ft DJ Uno, Grey Sky Morning, Budak Nakal Hujung Simpang and Kyoto Protocol.**



PHOTO: DJRIM, GREY SKY PHOTOGRAPHY PERFORMANCE PHOTOGRAPHY: PABIBI HELDIAH BSHHUB, SP/GERUBA

## Key Partners in 2022

We have worked with a number of key partners who share our passion and enthusiasm for the indie community. Yoodo is one of our important partners, sponsoring signature segments that include Carta Indie Kita, Lokalah Chart Show, Anugerah Lagu Indie 2022 (#ALI2022)'s road tour and the grand finale. In total, Yoodo had invested RM85,000 on these programmes.



TAMA FM hosted every Wednesday, 3-4 PM with Darren and Aqilah.

Rakita also collaborated with Astro On Demand to produce Crunchtime 'Spiderman No Way Home' Edition and Muzikal Lawak Superstar 3 for an RM50,000 investment.

Our next key partner is Taiwan Asean Music Action (TAMA) when we curated a campaign involving the creation of special segment, TAMA FM, feature on #Sekilas, and the official radio station for its showcase. TAMA invested RM10,000 across all campaign efforts.

The third key partner is SYOK, an Astro Radio's mobile application that allows Rakita to reach new audience through livestreaming our content on the app.

Furthermore, we also worked hand in hand with mySukan TV to bring sports content into the brand. The 31st SEA Games news coverage received the most social media attention, with 213,200 reach, 7,634 likes, and 345 shares from all of our cross promotions.

**RAKITA** 107.9  
#Muzik Paling LIT

KINI DI APLIKASI

**SYOK**  
APLIKASI RADIO, MUZIK & PODCAST

IMBAS UNTUK MUAT TURUN

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# Rakita's 2022 Program Report



Under the pillars of entertainment, sports and lifestyle, Rakita has published various types of radio and digital content tailored for Malaysian youth. Our content is divided into several focuses. They are programs focused for KBS, radio stations, digital platforms, events, and sponsored programmes.

The segments produced by Rakita can be accessible on the 107.9 FM frequency, the Rakita.my podcast on Spotify, or watch videos, stories, news, documentaries, live musical performances and more through Rakita's social media pages on Youtube, Facebook, Instagram, Twitter, and Tiktok.

## 1 Suara Lit

### Special Slots for KBS

Suara Lit is an interview segment on frequency 107.9 created to inspire young people in Malaysia in life, career, hobbies and other interests.

This segment features invited guests among the youth who have succeeded in achieving something in their lives to share success stories, effective tips, and provide inspiration and motivation to all Rakita listeners.

Rakita has published a total of 28 episodes of Suara Lit throughout 2022, featuring guests between the ages of 15 and 35 and reaching a total of 748 online listeners (excluding frequency listeners).

The podcast series of this segment can also be heard on Spotify Rakita.my to enable our content to be accessed at any time.



Podcast Suara Lit with Azri Yunus,  
Audio Mixer and Animation Film  
Scoring





*A media brand that supports KBS' initiatives*

**Rakita recognizes the importance of providing accurate and timely information to the public, promoting the ministry's initiatives, and amplifying the voices of young people and athletes. By staying true to its mission of being a trusted source of news and insights, Rakita aims to contribute to the ministry's efforts in fostering youth development, promoting sports excellence, and driving positive change in Malaysia.**

## 2 Akar Muda

Special Slot for KBS

Akar Muda is an interview segment on frequency 107.9 designed exclusively for KBS to present and promote ministerial agendas. This segment features invited guests among the officers of departments and agencies under KBS with a focus on youth.

Rakita has published 19 episodes of Akar Muda in 2022 and has 369 online listeners (not including frequency listeners). This segment's audio series is also available on Spotify Rakita.my, allowing our content to be accessed at any time.



Podcast Akar Muda with Muhammad Ali Bin Amdan on "Ekspo Industri Sukan Kuala Lumpur 2022"



## 3 Bisnes Muda Mudi

Special Slot for KBS

With the increase in the number of youth interested in being involved in the field of entrepreneurship, Bisnes Muda Mudi offers a platform to young entrepreneurs to share their stories and the challenges they have to face in their career choices. This segment aims to give encouragement, tips, inspiration and motivation to other youth who are also interested in engaging in entrepreneurship.

Rakita has produced 13 episodes of Bisnes Muda Mudi featuring youth entrepreneurs in various categories including food, clothing, accessories, NFT, arts and crafts, skill building classes, gadgets, games and more. A total of 353 online listeners (not including frequency listeners) were recorded for this segment.



Podcast Bisnes Muda Mudi with Nur Kamalish & Cameelia from the Twins Kitchen



## 4 Youth and Sports Carnival, Pahang

Special Slot for KBS

KBS has organised the Youth and Sports Carnival, Pahang which will take place from 15 to 17 July 2022 at the Kuantan City Council, Pahang. Rakita has promoted the program which was graced by the Honourable Senator Dato' Sri Ti Lian Ker, Deputy Minister of Youth and Sports through media coverage in the #Sekilas segment and an interview slot in the Akar Muda segment delivered by Mohamad Zulhilmy Abd Manan, Senior Confidential Secretary to the Deputy Minister of Youth and Sports.

This program has achieved 2.7k reach, 18 online listeners (not including frequency listeners) and 14 repeat broadcast listeners on the Rakita.my podcast. Overall, the carnival has garnered RM3,720 in media value from our platforms.



#Sekilas feature on the Youth and Sports Carnival held in Pahang

## 5 Sukan Kita: National Month Edition

Special Slot for KBS

In collaboration with mySukan Hangout and in conjunction with the 2022 national month celebration, Rakita has published a special segment of Sukan Kita with athletes from the country.

The Sukan Kita segment hosted by Aqilah Azali took place on September 2 featuring Cheah Liek Hou, national badminton player and Muhammad Rafiq Ismail, national bowler. This episode received RM2,520 in media value from Rakita and garnered 231 online listeners (excluding frequency listeners) and 2.4k in social media reach.



Sukan Kita x mySukan Hangout in Petang Rakita

# 6

## National Youth Day 2022

Special Slot for KBS

National Youth Day (HBN) is celebrated on May 15 every year. The first HBN celebration was in 1964. It was officiated by His Highness Tunku Abdul Rahman Putera al-Haj, the first Prime Minister of Malaysia who was also the Minister of Culture, Youth and Sports. HBN is organised because it takes into account the passion for the establishment of KBS.

The National Youth Day (HBN) 2022 celebration took place in Tuaran, Sabah from 15 to 17 July and Rakita promoted the program through media coverage in the #Sekilas segment and an interview slot in the Akar Muda segment. This program has achieved 1.4k online reach and RM3,720 worth of media from our platform.



National Youth Day 2022 on #Sekilas.

In conjunction with the National Youth Day celebration, Rakita has published a special segment of the National Youth Day 2022 Edition Zone Lit at the Klang District Youth Council for a media value of RM2,520. This special episode aired on August 8, 2022, from 12:00 noon to 1:00 pm, with the host, Aqilah Azali, and invited guests, Puan Nor Zakiah binti Azmi, Deputy Chairman of the Klang District Youth Council, and Sivanesan Tamil Selvam, Head of Information of the Klang District Youth Council. Zon Lit HBN Edition 2022 has 1.1k views and over 28 listeners online and via Rakita's podcast.



Podcast Zon Lit with guests from Majlis Belia Daerah Klang



# 7

## Yoodo Presents: Virtual Showcase 2022

Sponsored Program

The virtual showcase, dubbed Yoodo Presents: Virtual Showcase 2022, debuted on YouTube @rakita.my on January 29, 2022. Ruang Hati and Heidi Moru performed Di Sebalik Senja dan Derana, Late Night Frequency performed Halusinasi and Sinaran (with Ichu), and Margasatwa performed Cuaca and Hadirmu in the 2022 new year special virtual showcase.

The show has received over 3,524 views with 8,807 reach on Facebook and 12,415 reach on Instagram. The video was watched for over 450.2 hours and has had over 1,700 engagements, including 943 on Twitter alone. Total media value was RM 54,750.



Yoodo Presents: Virtual Showcase on January 29, 2022 on Youtube Rakita.



# 8

## Yoodo Presents: Carta Indie Kita

Sponsored Program

In order to spotlight and promote Malaysia's newest and top independent music, Rakita established Carta Indie Kita (CIK), a radio segment for indie songs' chart show hosted by Bob and Atoi Tohet. In 2022, CIK's broadcast time has been moved from Friday to Wednesday from 9:00 to 10:00, and listeners can catch the show's rerun on Sunday from 2:00 pm to 3:00 pm.

From January until March 2022, the number for Carta Indie Kita's online listeners has over 2,590 in reach. The chart show performed well on Twitter as it is the main and official platform for fans to vote their favourite indie songs and artistes. Yoodo Presents: Carta Indie Kita has aired a total of 12 episodes, and the show has received the most impressions on Twitter - 82,995 - and the most Reach on Instagram - 44,083. This segment also gained 21,100 reach via Facebook, Instagram and Twitter. All in all, Yoodo received a media value worth RM 94,150 from Rakita.



Carta Indie Kita with Bob and Atoi

## Yoodo Presents: Lokalah Chart Show

Sponsored Program

As the only English songs chart show on Rakita, Lokalah Chart Show presented by Yoodo has its own followers. The songs listed in Lokalah are nominated and voted on by the fans through Google form.

Aired every Saturday from 2:00 to 4:00 pm and a repeat show aired every Sunday from 3:00 to 5:00 pm, Lokalah is hosted by Darren Teh, a versatile teacher, artiste, music marketer, record label owner and key opinion leaders (KOL) manager. The special chart show was first introduced to provide a platform for many new and upcoming local artistes and bands in Malaysia.

From January to March 2021, the numbers for online listeners for Lokalah Chart Show has reached 4471 listeners (excluding on-air listeners), which is outstanding compared to last year's performance. This segment also gained 15,600 reach via Facebook, Instagram and Twitter. Overall, for social media analytics, Lokalah received the highest impressions on Twitter, which is 11,540 and 32,479 on Instagram. Yoodo received a total of RM 94,150 in media value from Rakita.



Lokalah Chart Show Poster

# 10

## Yodo Presents: #ALI2022 Road Tour

### Sponsored Program

This year's Anugerah Lagu Indie (ALI) was further promoted with Yodo Presents Anugerah Lagu Indie 2022 Road Tour, which is the first road tour organised by ALI since its launch three years ago.

In collaboration with Yodo and Angkasa Event Space, a total of five locations were visited including Ipoh Social Club (September 16), Soundmaker Penang (September 17), Rockin Jamz Hall Johor Bahru (October 7), Urban Space Co. Kota Kinabalu (October 21) and KCH Haus, Kuching (October 23).

Among the artists who performed on the ALI 2022 Road Tour stage that lasted from September 16 to October 23 were Odyssey, Rina-Hime, Margosa, Hasha Roslan, Modread, Saikorama, Patriots, Orkes A Hizadin, Owin and many more.

The Road Tour garnered 378 physical audience throughout the locations with 293.7K social media reach and 9.7K engagement.



Yodo Presents: #ALI2022 Road Tour

*Rakita takes indie artistes on a music tour*

**#ALI2022 Road Tour visited five locations from September 16 to October 23 namely in Ipoh Social Club, Soundmaker@Penang, Rockin Jamz Hall @ JB, Urban Space Co. @ Kota Kinabalu, and KCH Haus, Kuching.**





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# 11

## Crunchtime: Spiderman No Way Home

Sponsored Program

Crunchtime Special Edition: Spiderman No Way Home is a paid promotional campaign by Astro On Demand published under one of Rakita's digital contents, namely Crunchtime, a program that promotes films and interesting content specifically for viewing by Rakita followers. A total of RM 17,000 was generated from this 3-week partnership (April 19 to May 10) with IPG, Astro and Sony Pictures.

This promotional campaign was carried out through Rakita's radio, digital and social media platforms. This special edition Crunchtime video itself was published through Rakita's YouTube and garnered 11,101 views and over 82 hours of viewing on the platform. This program also achieved 1,936 engagements and 134.2k reach on social media and generated RM 34,275 in media value from Rakita.

Under a special contest on social media, we have received a total of 64 entries. Five winners were selected and managed to bring home laptop cases, PVC keyrings, stationery cases and laptop decals. A total of three Sekilas articles were also published on Rakita's social media to promote the film and achieved 10,216 reach.



Watch the special episode of  
Crunchtime: Spiderman No Way Home

# 12

## Crunchtime: Muzikal Lawak Superstar 3

Sponsored Program

Crunchtime Special Edition: Muzikal Lawak Superstar 3 started on Rakita from 19 August to 23 September for a period of 5 weeks. The main goal for the episode was to increase awareness of the show and encourage viewership for Astro. The 2 episodes broadcasted on Youtube had gained 5,485 views, 5,800 impressions and 48.1 hours watched.

To boost the promotional campaign, we used social media influencers as additional tools that proved to be beneficial. A video review from Ubai that was posted on September 8 had gained 71,521 views from Rakita's Instagram and TikTok as well as Ubai's Instagram account. The campaign ambassadors has helped spread the campaign awareness by sharing all promo materials, creating entertaining video reviews and promoting the show, alongside 4 episodes of behind the scenes and 6 video review posted on both Rakita's and ambassador's platforms garnering over 78k views and 2,787 engagement.

Sekilas article on Muzikal Lawak Superstar 3 had 9,138 reach and 420 engagement. The entire campaign had generated a total of 81.8k views, 144.8k social media reach, RM68,050 in media value and RM 33,000 in revenue.



Crunchtime Muzikal  
Lawak Superstar 3

# 13

## City ROARS! KL Music Festival

Sponsored Program

Debuting in 2019, City ROARS! Festival is jointly organised by Kuala Lumpur-based promoter Soundscape Records, Dong Tai Du and Emerge Music as an international collaboration that celebrates and promotes independent artists and music from all over Asia.

The cross-border City ROARS! Festival in Malaysia took place in Kuala Lumpur on May 28 between 3:00pm and 11:00 pm, with a total of 10 Malaysian acts including pop artist Shelhiel, Borneo indie rock veterans Nice Stupid Playground, pop-punk group Hacktick!, and progressive rockers Seven Collar T-shirt. The acts taking the stage for the one-day event also include mat rock trio Dirgahayu, who were marking their return to live shows after a four-year hiatus.

Rakita partnered with Soundscape Records to become the official radio station for the music festival where we promoted the event through a Sekilas article and social media contest on our social platform. The campaign has generated 32.8k social media reach and RM 46,880 in media value.



KL City Roars in #Sekilas feature.



City Roars! KL Music Festival

**“After two years of pandemic life, we finally get to do this for real!” the festival’s organiser Mak Wai Ho told New Musical Express (NME) in an email. “The festival was born out of a wish to bring together indie artists from all over Asia, to bridge the gap between different cultures and countries. But during these difficult times, it seems even more important than ever to celebrate our own music, our local acts, to bring them back and ensure their voices are heard.”**

-Mak, Project Manager

# 14 Borneo Native Festival in Kuala Lumpur

Sponsored Program

The inaugural Borneo Native Festival was held in Kuala Lumpur from May 20 to 22 and not only to showcase native culture but also Sabah's economy. In their interview with New Straits Times (NST), the Sukaseni founder and festival organiser Rafie Syazwan Arpandi said that vendors from Sabah and Sarawak would promote handicrafts, food and beverages among others to tourists visiting the Central Market.



Borneo Native Festival

**"We are hoping for entrepreneurs to not just sell their products but engage with potential collaborators in peninsular Malaysia as we know Kuala Lumpur is the economic centre of the country. Maybe someone would want to be dropship agents or sell those products at their stores as the Bornean products will have more demand as they are rare in Kuala Lumpur, Singapore, Sarawak or Brunei," said Rafie.**

Rakita, alongside KL Foodie were the only two media partners for Borneo Native Festival. We promoted the event on our social media platform and conducted an on-air interview with the organiser to spread the awareness of this event. The event received 2.1k social media reach and generated RM 12,471 in media value.

The first edition of the festival also saw the appearance of former Miss Universe Malaysia Francisca Luhong James from Sarawak and Malaysian American singer Nikki Pallikat from Sarawak on the second day, and Sabah's Velvet Aduk and Marsha Milan on the last day.



Borneo Native Festival

# 15 GO Skateboarding Day 2022

Sponsored Program

Rakita initiated the second social media contest to celebrate Go Skateboarding Day (GSD) 2022 with Rakita audiences and followers, supported by Vans Malaysia as the prize sponsor. The "Design Skate Ramp" contest held from 20th June to 3rd of July was participated with 50 entries, and a total 23 prize winners were selected with three of them being the grand prize winner. We also published a Sekilas posting to promote the campaign which garnered 907 impressions on social media. The campaign generated 22.2k social media reach and RM 17,700 in media value.

The contest has received a low number of entries compared to last year due to few aspects such as current situations and prizes offered. Since the MCO has been lifted, people can freely go out and they might be busy attending physical events or there are more contests to participate in this year, compared to last year. Nevertheless, the contest and the awareness for GSD still received good feedback and positive engagement from the audiences especially from the local illustrator, art scene fans and also GSD fans.



GO Skateboarding Day 2022 "Design Ramp Competition"

# 16 Northern Music Festival

Sponsored Program

Northern Music Festival (NMF) is the next platform for local independent bands to showcase their music and talents. Featuring 60 bands in two days, audiences got to enjoy a mix of music from local indie bands from all over Malaysia. This first installation of NMF2016 will showcase the best Malaysian indie bands.

NMF 2022 was held in Pulau Pinang on the 2nd of July showcasing bands like Massacre Conspiracy, One Buck Short, Jemson, No Good, Patriot, Airinna Namara, Empty Page, Pasca Seni, Death of Heather (Thailand), Rubeen (Singapore) and many more.

Rakita was the media partner for the festival where we promoted the music festival through on-air interview segment and contest giveaways. The promotion garnered 1,100 in social media reach and RM 12,471 in media value.



Northern Music Festival Feature in Malam Rakita segment



# 17 SoundCircus Festival

Sponsored Program

Art Of Speed Malaysia's (AOSM) Sound Circus Festival which celebrates local independent artistes returned after a two-year hiatus at the Malaysia Agro Exposition Park (MAEPS) in Serdang, Selangor, on July 2 and 3.

The festival goers were entertained by an exciting line-up that includes Sekumpulan Orang Gila, Late Night Frequency, Kumpulan Tangan Hitam, Prasasti, Sweetass, King I Balok People, Iqbal M, Monotones, Budak Nakal Hujung Simpang, Kugiran Di Tepi Pantai, Jemson, Akeem Jahat, Ical Mosh, Armpunk Syndicate and The Times.

Rakita was the media partner for Sound Circus Festival this year. Partnering with AOSM, the promotion campaign was activated with a radio interview on Malam Rakita with Bob and Atoi, two Sekilas postings, and one social media contest. The campaign had also generated 29.8k social media reach and RM 12,471 in media value.



#Sekilas feature on Sound Circus Festival 2022

## 18 Taiwan ASEAN Music Action (TAMA FM)

### Sponsored Program

Initiated by The Ministry of Culture of Taiwan and Taipei Economic and Cultural Office in Malaysia, activated by Roar Media, Taiwan ASEAN Music Action (TAMA) sought to forge closer ties between relevant parties, deepen links between Taiwanese music and ASEAN. The project aims to strengthen exchange between Taiwanese and Southeast Asia music, and establish a cooperative network, to re-energize the "New Southbound Music Policy".

Partnering with Roar Media, representative for Taiwan Tourism, we created an awareness campaign on Taiwan's indie bands in Malaysia. The campaign was activated through Rakita's radio station, social media and digital platform. Radio promotion for "I MEAN US Live on Youtube" was aired from June 27 to July 5 aside from a special segment - TAMA FM that took over the radio station from 18 to 29 July 2022.

TAMA FM hosted by Aqilah and Darren had featured several bands including Hormone Boys, Papun Band, Pisco and more. Under the campaign banner, Rakita also promoted the Asean Music Showcase Festival from 22 to 26 August and In-Transit Music Showcase from 1 to 4 September.



TAMA FM "I Mean Us"

The rolled out activations had generated 7,386 total online listeners, 134.4k social media reach, 5.5k Youtube views and RM 46,880 in media value.

## 19 Bukan Nelayan Gila

### Sponsored Program

Belia Prihatin has started a documentary about the mangrove swamp - Bukan Nelayan Gila, which focuses on a fisherman from Kampung Sungai Acheh, Nibong Tebal Penang - Mr Illias Shafie who started planting more than 180,000 mangrove trees around his village since 30 years ago.

The premiere of Bukan Layan Gila was organized by Belia Prihatin in collaboration with Impact Malaysia at ESI Hub, Spacerubix on 26 July. Rakita has supported the documentary with a special radio interview segment on Petang Rakita on July 21 to promote the documentary. The segment has garnered 198 online listeners (not including frequency listeners), 1.4k reach on social media and RM 12,471 in media value.

# 20 'Bunkface 15 Tahun Korang' Concert

Sponsored Program

Bunkface, Malaysia's punk rock hero, planned an event to commemorate fans in their show, Bunkface! 15 Tahun Korang. The Klang band keeps true to its 'roots,' and it turns out that every time they produce a new album and song, they are greeted warmly. At the concert, Bunkface presented their popular songs such as Situation, Revolusi, Dunia, Silly Lily, Suara and Masih Di Siani.

"Alhamdulillah, our journey of 15 years in dignifying punk rock music is still accepted by many and we will continue to fight until the end," said Sam, vocalist and lead guitarist.

Rakita partnered with Bunkface to support the concert with Sekilas coverage, a special interview on Rakita's Night segment on the radio, and a live acoustic performance on Rakita's Youtube. This promotional campaign has garnered 15k views on Youtube, 11.4k views on Tiktok, 161.9k reach on social media and RM 12,471 in media value.



Watch Bunkface live performance 'Korang'



# 21 World Radio Day 2022

Radio Segment

World Radio Day is celebrated on February 13 every year. Until today, radio is still classified as one of the most trusted and widely consumed media around the world. In conjunction with the celebration of this special day, we have invited radio presenters from other radio stations in a radio interview session with presenter Rakita to discuss the theme of "Radio & Trust".

Through the Lit Zone segment, Aqilah interviewed guest radio presenter, Ili Ruzanna from Hitz FM on February 14 from 12:00 to 1:00 pm while Zora interviewed Feeya Iskandar from Suria FM in the Petang Rakita segment on February 15. Haniff Hamzah, Era FM radio presenter also hosted the Rakita conti with Bob and Atoi through the Rakita Night segment on February 15, 2022. A total of 2 Sekilas short articles were also published to support this celebration.

The entire campaign has garnered a total of 792 online listeners (excluding frequency listeners), 17.7k reach on social media and RM 19,560 in media value.



Interview with radio announcers from other radio stations on World Radio Day

## 22 International Women's Day 2022

### Radio Segment

March 8 marks the International Women's Day every year and this year, Rakita partnered with Kasi Gagar Studio to celebrate the special day with a release of a song titled "Wanita Adalah Rakyat", together with a special interview and playlist.

The song was further promoted through a radio interview with Aqilah in Petang Rakita on the day itself with Anas Amdan, Nikki Palikat dan Takahara Suiko. 286 online listeners (excluding frequency listeners) recorded and 8.4k social media reach gained with RM 12,471 media value generated for this campaign.

Donorikan  
**AQILAH**  
Diari  
12 PM - 1 PM  
8 MAC 2022  
Selasa

Artis Jemputan  
**ANAS AMDAN, NIKKI PALIKAT & TAKAHARA SUIKO**  
Premiere - 'Wanita Adalah Rakyat'  
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**ZON LIT RAKITA**  
MUSIC PLAYLIST

Interview session on Zon Lit Rakita in conjunction with International Women's Day 2022

## Raya 2022's playlist and wishes

### Radio Segment

From three days before and a couple of days after Hari Raya Aidilfitri this year, Rakita created special playlist of raya songs, special raya wishes by local artistes, and special interviews on our radio segments.

## 23 31st SEA Games

### Radio Segment

To support in enlivening the regional sports games which is the 31st SEA Games, Rakita has collaborated with mySukan TV to bring daily coverage for Team Malaysia athletes competing in the tournament through radio and social media promotions. This promotional campaign has garnered 979 online listeners (excluding frequency listeners), 213.2k reach on social media and RM 50,400 in media value.



Sample promo of 31st Southeast Asian Games on Rakita

**Tiga Ritma Raya**  
HUGAMA  
**AQILAH**  
2 - 6 MEI  
12 PM - 1 PM

Tiga Ritma Raya with Aqilah

"Malam Indie Raya" hosted by Bob and Atoi on Malam Rakita, "Tiga Ritma Raya" hosted by Aqilah on Zon Lit, and "Carta Superlit 33 Raya" hosted by all four of our brand ambassadors were the three special radio segments that we conducted in conjunction with this festive celebration. The entire raya campaign generated 605 online listeners (excluding frequency listeners), 27.6k social media reach, and RM 35,231 in media value.

# 24 Suara Lit National Month

Radio Segment

In conjunction with the National Month, Rakita has collaborated with the Malaysian Information Department to promote the celebration of the month with a special interview on 107.9 FM and the Rakita Podcast with an invited representative from the department, Mr. Mazizul bin Dani, Assistant Director of the Malaysian Information Department. The episode of Zon Lit hosted by Aqilah on August 22 discussed the topic of 'Programs and national competitions in conjunction with National Month 2022'. The segment has generated RM 3,020 in media value.



Watch the special episode of  
Crunchtime: Spiderman No Way Home



# 25 Petang Rakita: Keretapi Sarong 2022

Radio Segment

Petang Rakita hosted by Zora features an exclusive interview slot "Keretapi Sarong 2022", the result of a collaboration between Rakita and Locco on September 6. The promotion has gained 23 online listeners (excluding frequency listeners), 5.8k reach on social media and RM 3,020 in media value.



Watch the special episode of  
Crunchtime: Spiderman No Way Home



# 28 Petang Rakita with Sweet Qismina and Nashrain

Radio Segment

Rakita's evening segment with Zora was further enlivened by the presence of invited guests Sweet Qismina and Nashrain on August 16 and 23. The exclusive interview slot took place on 107.9 FM and also the Rakita Podcast and garnered over 40 online listeners (not including frequency listeners) and RM 3,020 in media value.

# 26

## Petang Rakita: ILKBS Career Fest Zone

Radio Segment

Partnership between Rakita and the Youth and Sports Training and Skills Institute (ILKBS) through the Petang Rakita segment was conducted on September 9 to promote the ILKBS Career Fest in the Central Zone. This promotion has achieved 231 reaches on social media and RM 3,020 in media value.



Watch the special episode of  
Crunchtime: Spiderman No Way Home



# 27

## Malam Rakita with Alena Murang

Radio Segment

The Malam Rakita segment hosted by Bob and Atoi was further enlivened by the appearance of invited guests such as Alena Murang and MFMF on August 11 and 18. The exclusive interview slot took place on 107.9FM and also the Rakita podcast and garnered over 20 online listeners (not including frequency listeners) and RM 3,020 in media value.



Watch the special episode of  
Crunchtime: Spiderman No Way Home



Interview with  
Sweet Qismina  
"Namo"



Interview with  
Nashrain "Dahlia"



*All sports media brand*

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**As a KBS-owned media platform managed by Impact, mySukan TV created four different types of sports content curated for Malaysians namely sports news, livestream sports matches, talk show and mini-docu series specially to highlight Malaysian sports talents at all levels including professional and grassroots levels.**

## A platform dedicated to highlighting the grassroots sports scene in Malaysia



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Grassroots or community sports need to be promoted and empowered to ensure that they will not become obsolete and forgotten, but rather to become sustainable for future generations to enjoy. Grassroots sports such as gasing, galah panjang, ceper, timbang bola are part of Malaysian identity and should not be forgotten, especially by the younger generation who had become more engrossed in video games.

mySukan TV aims to be the leading platform for grassroots sports in the country. As a KBS-owned media platform managed by Impact, mySukan TV created four different types of sports content curated for Malaysians namely sports news, livestream sports matches, talk show and mini-docu series specially to highlight Malaysian sports talents at all levels including professional and grassroots levels. The digital media brand is accessible through its online site and social media platforms.

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**To support Malaysia's grassroots sports scene, KBS had created mySukan TV to be the media brand that champions grassroots sports and inspires less active groups such as women, people with disabilities and people from low socio-economic backgrounds to participate in sporting activities and engage in a healthy lifestyle.**



**Grassroots sports bring together community members of all ages and backgrounds. Participation at the grassroots level strengthens the community. People involved at the grassroots level will generally feel closer to their teammates and more integrated into the community. In addition to continuing to support Malaysia's grassroots sports scene, KBS had created mySukan TV to be the media brand that champions grassroots sports and inspires less active groups such as women, people with disabilities and people from low socio-economic backgrounds to participate in sporting activities and engage in a healthy lifestyle.**

## About mySukan TV

mySukanTV is a media platform that highlights grassroots sports and talents in Malaysia through live streaming of sports matches, sports news updates and video content. The team is experienced and skilled in sports journalism, public relations, and digital marketing inclusive of social media and video content production.

The brand embraces several unique value propositions aside from being the only sports media brand endorsed and associated with KBS, it includes being the first sports content platform in Malaysia to livestream and provide media coverage to sports events at schools, colleges, community, states or national level. We are also focusing on elevating less popular sports such as footgolf, floorball, lawn ball, BMX, kabaddi, pencak silat, muay thai and more.

## Our content pillars

The business pillars of mySukan TV are the foundation of what we have to offer the audience. Our content is organised into three sections: livestream sports matches, sports news, and video content. Under these categories, we have created five products: mySukan Live (livestreaming sports matches), mySukan News and editorial (news), mySukan Bytes, and mySukan Hangout (video content).



## Key focus in 2022

mySukan TV's main focus is to give exposure and opportunities to grassroots sports enthusiasts to achieve sustainability. This focus will create opportunities for them to generate economy and income through the broadcasting of sports events and matches for various programs that will be broadcast live on the mySukan TV website and social media platform. Throughout 2022, our team has focused on four types of operating strategies.

The first strategy is to increase cooperation between sports associations and other sports departments/agencies under KBS to introduce and strengthen the position of the mySukan TV brand. The second strategy is the publication of video content with renewed and more interesting treatment programs. Programs that have been given a new lease of life include Bytes and Hangouts.

The third strategy is to increase the coverage of live broadcasts of sports events and matches, especially those types of sports at the grassroots level, and this year alone, our team has managed to record 311% more episodes of live broadcasts compared to last year, some of the sports matches livestreamed including karate, gymnastics, martial arts and many more.

Finally, we have also revamped mySukan TV's social media content strategy towards becoming more shareable, active, informative, and able to inspire. This year, the increase in quality and value of the production is increasing which translates into an increase in the number of followers and engagements on our platforms.



## mySukan TV's Key Partners

We have collaborated with a number of significant partners who share our objective to offer accessible, diverse, and high-quality sports content on mySukan TV. The Federal Territories Sports Council (MSWP) is our primary partner in the live broadcasting agenda of several sports, including the Federal Territories Open Takraw Soccer Tournament, the 2022 Federal Territories Cup Futsal Tournament, and the 2022 Federal Territories Sports Talent Carnival (Boxing and Silat), all of which have received over 5,000 views.



NO.01

mySukan TV also collaborated with the National Youth and Sports Department (JBSN) to broadcast 4 sports events live through the mySukan TV platform, namely Women Sports Challenge (WSC), Malaysia Sports League 2022 (MSL2022) and Malaysia Little League 2022. All four live broadcasts has recorded 3,000 views and over 1,000 reach on Instagram @mysukantv.

The third key partner is Enervive - EV Arena, with whom we have published three live broadcasts for the Star National SBP Championship 2022, totaling 4,700 views.



NO.02

Furthermore, we worked with the Malaysia Ice Hockey Federation to create sports advocacy video content featuring Malaysian Ice Hockey Team Under-20 athletes on YouTube, as well as news coverage of the IIHF World Championship 2022. The mySukan Bytes advocacy video received 3,800 views on YouTube, while media coverage received 6,900 views and 938 likes on our Instagram page.



NO.03

## mySukan TV's Key Achievements 2022

We identified four key achievements from all of our programmes implemented this year. The first major accomplishment is the IHF World Championship 2022, for which we published a series of editorial news articles. Malaysia was one of five participating countries in the championship, which took place from March 3 to March 9, 2022 in Bishkek, Kyrgyzstan, alongside Kyrgyzstan, Kuwait, Iran, Filipina, and Singapore. With 938 likes on Instagram alone, the championship has reached 6,900 people.

Our second key achievement under mySukan is Sukan Komanwel 2022, where our news coverage reached 26,200 people and received 1,000 likes on Instagram.



Live Broadcast of the International Volleyball Friendly Match between UKM (MAS) and Lavani (IND)





Our next significant accomplishment is that one episode of mySukan Live featured the International Volleyball Friendship Match between Universiti Kebangsaan Malaysia (UKM) and Bogor Lavani (Indonesian team), which took place on August 17, 2022. Among other live broadcasts, the live broadcast had received the most views. The match, which was live streamed for about 2 hours from the Shah Alam City Council Volleyball Hall (MBSA) Section 4, Shah Alam, has received over 13,000 views and reached over 13,500 people. This match was won by the Lavani team from Bogor, Indonesia.

We organised a mini Instagram contest in collaboration with Hari Malaysia in the spirit of sportsmanship and nationhood. With 1,086 reach and 101 likes, the contest received 112 comments, the highest score on a post on our relatively new platform. Participants were asked to do three things: first, follow mySukan TV on social media and like the post; second, answer the question "Who are the guests of mySukan Hangout - National Day and Malaysia Day Edition?"; and third, complete the slogan "Saya bangga menjadi Anak Malaysia kerana..." in no more than 20 words. The winners received a 'Demi Malaysia' t-shirt as well as exclusive mySukan TV merchandise.

# mySukan TV's 2022 Program Report

mySukan TV's signature programs include live broadcasts of grassroots sports matches or tournaments in Malaysia for the primary school level up to the international level, as well as information sharing programs and daily sports tips, news publications as well as interview programs with athletes, coaches and sports agencies.



## 1 mySukan Hangout

mySukan Hangouts is an exclusive talk show with professional sports athletes from the country, hosted by the host of mySukan TV, discussing the latest hot sports topics. For now, Hangouts is published as a special 'bonus' program as a support to liven up the celebration of sports events in addition to celebrating the involvement of national athletes in leading sports games.



mySukan Hangout SEA Games 2021  
Edition's episode



A total of 3 episodes of Hangouts have been published this year, the first episode of the 2021 SEA Games Edition which was broadcast on 21 May 2022 featured Cheong Jun Hoong, a former national diver, sharing the story of her experience during participation in the biennial games. The broadcast of this video content through the YouTube platform has garnered 3 thousand views so far.



mySukan Hangout National Day and Malaysia Day 2022 Edition's episode



While the second episode of the National Day and Malaysia Day Edition, mySukan TV has collaborated with Rakita in presenting a special episode of "mySukan Hangout X Sukan Kita" featuring special guests, Cheah Liek Hou, national paralympic badminton athlete and Muhammad Rafiq Ismail, national bowling athlete in recount their journey and experiences while representing the country at international sports games. The 26-minute episode published on the Instagram platform has garnered 1,200 total views since it aired on September 6, 2022.

## 2 mySukan Live

Despite support from associations, governments and private organizations, we know that the grassroots sports community faces many challenges. Lack of resources and experience can lead to poor organizational practices and unrealistic expectations, particularly from parents.

All of these factors can lead to high participant dropout rates. mySukan Live is our initiative to help offer them the opportunity to live stream their matches as an added value for them to generate revenue from their matches.



Live Broadcast of the Star National SBP Championship 2022 between Dato' Abdul Razak School (SDAR) and Tapah Science Secondary School (SESTA)



mySukan Live is a live sports streaming program that broadcasts sports events and matches that focus on grassroots and less popular sports. Among the sports at the grassroots level that we have supported by sponsoring the live broadcast of matches is the school level tournament which is SBP (Fully Boarding School) throughout September 2022 and among the less popular ones that have been highlighted include arm wrestling, pencak silat, teqball, ping pong, and flag football.

Among the interesting matches that have been highlighted is the 2022 Asian Arm Wrestling Championship which took place at Paradigm Mall, Kelana Jaya on 18 June 2022.

At the time this report was written, we were in discussions to collaborate with Radio Television Malaysia (RTM) through Sukan TV on social platforms through cross-promotion of content between the two brands. This is one of our initiatives to help the organizers of grassroots sports events to add value to sponsors to invest in their events.

Throughout 2022, mySukan Live has published a total of 38 episodes via Facebook Live mySukan TV and achieved a total of over 51 thousand views so far.



Live Broadcast of the Asia  
Arm Wrestling Championship 2022



### 3

#### mySukan Bytes

mySukan Bytes is a segment that delivers information and simple sports tips by featuring young talents in the Malaysian sports arena. This year, mySukan TV has published a total of 84 Bytes episodes which are divided into two styles. The first delivery style is the same treatment used by Bytes since last year (2021), which is '1 day 1 tip' offering 7 different themes every day, namely Monday Motivation, Tuesday Talent, Women Wednesday, Thursday Tips & Tricks, Fitness Friday, Saturday Skills and Sunday Style.



yang lebih besar daripada saya maka saya hanya adalah satu pencapaian kerana saya  
knoi sahaja jadi sewaktu melanggar dia adalah sangat seronok

mySukan Bytes featured Malaysia Ice Hockey Team Under-20



Starting May 2022, mySukan Bytes has been given a new lease of life with a new treatment specifically to highlight young talents in the country's sports. This capsule-shaped program is very interesting and is not only able to provide motivation and new knowledge, but also inspires the audience, especially students in school and youth. mySukan Bytes is now no longer published daily, but only two episodes per month.

Throughout the production of Bytes, mySukan TV has invited guests from various types of expertise and sports fields including Prof. Associate Dr. Garry Kuan, Owin Tham Chun Hen, Shaqirah Sharuddin, Coach Ben, Kenji Lee, Coach Zin Nirvana, Muhamad Aiman Kamarol Azizi, Coach Farhan, Coach Wan Ching and many more. Not only mySukan TV has benefited from the knowledge they share, they also get access to a platform for them to share knowledge and highlight their talents.



mySukan Bytes featured BMX player, Syafiq Zazlan



The new mySukan Bytes features talented grassroots athletes such as Selangor Junior Bowler, Ethan Damien; Federal Territory Judo Athlete, Jairaj Singh; Malaysia Ice Hockey Team Under-20; and Zeem Ahmad, Professional Football Freestyler.

## mySukan News

mySukan News is a news segment produced and broadcasted on mySukan TV channels. The news segment is divided into weekly news shows and daily news editorials. In 2022, mySukan had produced a total of 41 episodes of mySukan News and 564 sports articles. The new version of mySukan News were hosted by guest anchors, Aqilah Razali and Atoi Tohet.



### IZAD RUSHI PAIZA JUARAI PIALA CABARAN TAN SRI (DR) JAMALUDDIN JARJIS

Kelahiran ini dikinakan sebagai acara 1-Bintang Concours de Saari In... (CSI) oleh Persatuan Equestrian Antarabangsa (PEA), Jabatan induk bagi sukan equestrian di dunia.



### QABIL IRFAN DI LANDASAN TERBAIK TEMPAH SLOT KE SPANYOL

Qabil kini mengumpul 135 mata keseluruhan untuk mendahului pencabar terdekatnya, Adi Putra dengan kelebihan 22 mata dan berbeki dua pusingan lagi sebelum pemilihan ke saingan Kejohanan Akhir Dunia di Valencia, Sepanyol dimuktamadkan.



### SKUAD HOKI AIS LELAKI NEGARA CATAT KEMENANGAN SULUNG DI KYRGYZSTAN

Berjaya menundukkan Kuwait 5-2 semalam dalam aksi pertama bagi kempen Kejohanan Dunia.

mysukantv and malaysiahockeyfederation  
Bishkek, Kyrgyzstan

mysukantv Langkah kanan buat skuad hoki ais lelaki negara yang berjaya menundukkan Kuwait 5-2 semalam dalam aksi pertama bagi kempen Kejohanan Dunia Persekutuan Hoki Ais Antarabangsa (IIHF) 2022 Bahagian IV di Bishkek, Kyrgyzstan.

Dalam perlawanan itu, Malaysia terlebih dahulu dikejutkan dengan gol pendahuaian oleh Kuwait memonvsi Salem Alajmi seawal minit ke-4, sebelum kita menyamakan kedudukan pada babak kedua.

View insights

Liked by rakita.my and 861 others

MARCH 4

Add a comment...

Some of the well performing episodes of mySukan News were STAR National SBP Championship 2022, Kejohanan Ski Air Asia IWWF, Adventure Race Asia Series Rompin 2022, Deaflympics Brazil 2022, Super Rimau League Football, Helaz Kenjoh XCO 2.0 Challenge, Kejohanan Wushu Gold Johor (SANDA) 2022, Piala Cabaran MILO 2022, Siri Kejuaaran Malaysia (MCS) 2022, AEON Credit Purple League Junior 2021/2022 Grand Finale, Kejuaaran Dunia International Ice Hockey Federation 2022 and Kejuaaran PocketGP 2022.



mySukan News  
16 September 2022 | Friday



NO.02

The news segment had accumulated a total of 17,451 reach on social media (Facebook and Instagram).





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**IMPACT INTEGRATED**  
(Incorporated in Malaysia)

**STATEMENT OF FINANCIAL POSITION**  
AS AT 31 DECEMBER 2022

	Notes	GROUP		COMPANY	
		2022 RM	2021 RM	2022 RM	Restated 2021 RM
<b>ASSETS</b>					
<b>NON-CURRENT ASSETS</b>					
Property, plant and equipment	5	8,838,776	5,804,949	8,696,062	5,437,598
Work in progress	6	-	293,997	-	293,997
Right-of-use-assets	16	107,175	112,279	107,175	112,279
Investment in subsidiaries	7	-	-	502,502	502,502
Finance lease receivables	17(a)	-	-	12	13
<b>Total Non-Current Assets</b>		<b>9,045,951</b>	<b>6,211,225</b>	<b>9,305,751</b>	<b>6,346,389</b>
<b>CURRENT ASSETS</b>					
Trade receivables	8	127,816	44,721	-	-
Other receivables, deposits and prepayments	9	192,060	120,892	128,791	56,843
Amount due from subsidiary companies	10	-	-	-	20,434,924
Tax recoverable		529,009	449,531	449,531	100,066
Cash and cash equivalents	11	7,269,556	9,116,440	9,116,440	7,423,900
<b>Total Current Assets</b>		<b>8,118,441</b>	<b>9,731,584</b>	<b>27,570,620</b>	<b>28,015,733</b>
<b>TOTAL ASSETS</b>		<b>17,164,392</b>	<b>15,942,809</b>	<b>36,876,371</b>	<b>34,362,122</b>
<b>EQUITY AND LIABILITIES</b>					
<b>FINANCE BY:</b>					
Accumulated surplus		8,290,682	7,194,023	19,764,012	19,362,522
<b>Total Equity</b>		<b>8,290,682</b>	<b>7,194,023</b>	<b>19,764,012</b>	<b>19,362,522</b>
<b>NON-CURRENT LIABILITIES</b>					
Finance lease liabilities	17(b)	119,361	7,194,023	19,764,012	19,362,522
<b>Total Non-Current Liabilities</b>		<b>119,361</b>	<b>7,194,023</b>	<b>19,764,012</b>	<b>19,362,522</b>
<b>CURRENT LIABILITIES</b>					
Other payables and accruals	12	1,028,983	899,175	894,396	776,753
Finance lease liabilities	17(b)	3,239	3,070	3,239	3,070
Government grant	13	9,722,127	7,723,941	9,722,126	7,723,940
Amount due to subsidiary companies	10	-	-	6,373,237	6,373,237
<b>Total Current Liabilities</b>		<b>10,873,710</b>	<b>8,626,186</b>	<b>16,992,998</b>	<b>14,877,000</b>
<b>TOTAL LIABILITIES</b>		<b>10,873,710</b>	<b>8,748,786</b>	<b>17,112,359</b>	<b>14,999,600</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>17,164,392</b>	<b>15,942,809</b>	<b>36,876,371</b>	<b>34,362,122</b>

Registration No. : 201201017845 (1003358 - P)

**IMPACT INTEGRATED**  
(Incorporated in Malaysia)

**STATEMENT OF PROFIT OR LOSS**  
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	GROUP		COMPANY	
		2022 RM	2021 RM	2022 RM	Restated 2021 RM
Income		11,578,546	12,295,474	10,694,863	11,756,522
Overhead Expenses		(12,889,559)	(13,577,304)	(10,694,863)	(11,756,375)
(Deficit) / Surplus from income		(1,311,013)	(1,281,830)	-	147
Other income		387,874	146,310	381,692	145,937
(Deficit) / Surplus from operations		(923,139)	(1,135,520)	381,692	146,084
Finance income		36,713	38,698	36,713	38,699
Finance cost		(8,930)	(7,090)	(6,930)	(7,090)
(Deficit) / Surplus before taxation	14	(893,356)	(1,103,912)	411,475	177,693
Taxation	15	(9,985)	200,000	(9,985)	200,000
<b>(Deficit) / Surplus for the financial year</b>		<b>(903,341)</b>	<b>(903,912)</b>	<b>401,490</b>	<b>377,693</b>

LEGEND	
Impact Integrated	Rekita
Impact Malaysia	Spacerubix
Picksun	
Rekita	
MySukanTV	
Spacerubix	
Esports Integrated (ES)	

**IMPACT INTEGRATED**  
(Incorporated in Malaysia)**STATEMENT OF CHANGES IN EQUITY**  
FOR THE YEAR ENDED 31 DECEMBER 2022ACCUMULATED SURPLUS  
(NON-DISTRIBUTABLE)

RM

**GROUP**

As at 1 January 2021	8,097,935
Deficit for the financial year	(903,912)
As at 31 December 2021	7,194,023
Deficit for the financial year	(903,341)
As at 31 December 2022	6,290,682

**COMPANY**

As at 1 January 2021	18,984,830
Surplus for the financial year	377,693
Restated in prior year	(1)
As at 31 December 2021	19,362,522
Surplus for the financial year	401,490
As at 31 December 2022	19,764,012

**LEGEND**

Impact Integrated	Rakita
Impact Malaysia	Spacerubic
Picksum	
Rakita	
MySukanTV	
Spacerubic	
Esports Integrated (ES)	

Registration No. : 20120107845 (1003358 - P)

**IMPACT INTEGRATED**  
(Incorporated in Malaysia)

**STATEMENT OF CASH FLOWS**  
FOR THE YEAR ENDED 31 DECEMBER 2022

	Notes	GROUP		COMPANY	
		2022 RM	2021 RM	2022 RM	Restated 2021 RM
<b>OPERATING ACTIVITIES</b>					
(Deficit) / Surplus before taxation		(883,356)	(1,103,912)	411,475	177,693
Adjustment for:					
Depreciation of property, plant and equipment	5	2,326,251	1,888,886	2,199,734	1,557,133
Depreciation of right-of-use-assets	16	5,104	5,105	5,104	5,104
Finance income		(36,713)	(38,698)	(36,713)	(38,699)
Gain on disposal of property, plant and equipment		(1,402)	(4,604)	(1,402)	(4,604)
Operating surplus before working capital changes		1,399,54,283	548,777	2,578,198	1,696,627
Changes in working capital:-					
Receivables		(154,263)	23,187	(748,994)	(1,977,619)
Payables		129,808	109,254	117,643	108,441
Government grant		1,998,186	(4,393,669)	1,998,186	(4,393,669)
Finance lease liabilities		(3,070)	(2,910)	(3,070)	(2,810)
Cash (used in) / generated from operating activities		3,370,545	(3,717,361)	3,841,888	(4,569,130)
Tax paid		(100,075)	(160,272)	(100,075)	(100,066)
Tax refunds		10,612	-	-	-
<b>Net cash generated from / (used in) operating activities</b>		<b>3,281,082</b>	<b>(3,877,633)</b>	<b>(3,841,888)</b>	<b>(4,669,196)</b>
<b>INVESTING ACTIVITIES</b>					
Finance income received		36,713	38,698	36,713	38,699
Work in progress		293,997	(293,997)	293,997	(293,997)
Proceeds from disposal of property, plant and equipment	5	4,380	4,604	4,380	4,604
Purchase of property, plant and equipment		(5,463,036)	(167,194)	(5,461,156)	(159,416)
<b>Net cash generated from / (used in) investing activities</b>		<b>(5,127,966)</b>	<b>(417,889)</b>	<b>(5,126,066)</b>	<b>(410,110)</b>
<b>CASH AND CASH EQUIVALENTS</b>					
Net (decrease) / increase		(1,846,884)	(4,295,522)	(1,284,198)	(5,079,306)
At beginning of the year		9,116,440	13,411,962	7,423,900	12,503,206
At end of the year		7,269,556	9,116,440	6,139,702	7,423,900
<b>CASH AND CASH EQUIVALENTS COMPRISE</b>					
<b>Cash and cash equivalents</b>	<b>11</b>	<b>7,269,556</b>	<b>9,116,440</b>	<b>6,139,702</b>	<b>7,423,900</b>

The accompanying notes form an integral part of these financial statements.

# MEDIA COVERAGE



Jelajah Impact @ Sukan Kel



Jelajah Impact @ The Star



It's Saund'at! The Edge Markets



ESL Hub Launch @ Sinar Harian



Rakita Spin To Win @ SYOK



ESL One Malaysia @ APR Gaming



ESL Hub Launch @ SAYS



MGC 2022 @ Astro Awani



MPL 2022 @ The Malay Mail



MPL 2022 @ The Malaysian Insider



MGC 2022 @ Kini



MGC 2022 @ Berita Harian



Kata Dua @ Malaysia Hari Ini



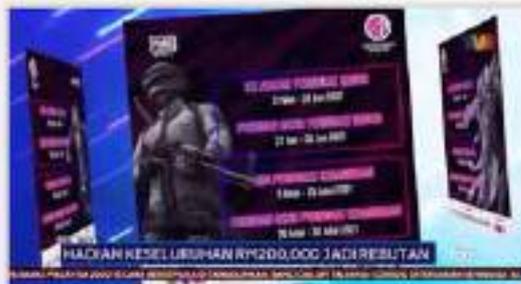
The Future is Female @ Astro Awani



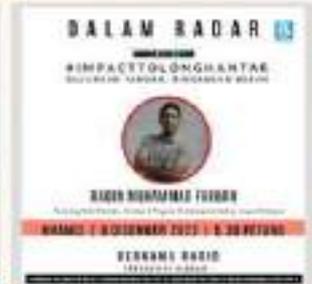
M4 Servo Off @ The Star



Malaysia Experts League 2022 @ Stadium Astro



Malaysia Experts League 2022 @ Sukan Utama TV



Projek Dolonghantar @ Bernama Radio



Pergeserian Cukai @ Bernama TV



Kata Dua @ SFM News



Rakita e| SYOK @ Getaran



PRU @ RTN TV



Kata Dua @ The Sun



MOC 2022 @ The Mirror



Rakita Spin to Win @ Gempak

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