



www.11street.my

Introduction to 11street




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11st Global Expansion



No 1 OMP in Korea No 1 OMP in Turkey No 2 OMP in Indonesia
Targets to be No 1 Online Market Place in Malaysia!



- n11.com (Est. Mar 2013)
- n11.com
- 11st.co.kr (Est. 2008)
- 11street.my (Est. Apr 2015)
- elevenia
- elevenia.co.id (Est. Mar 2014)



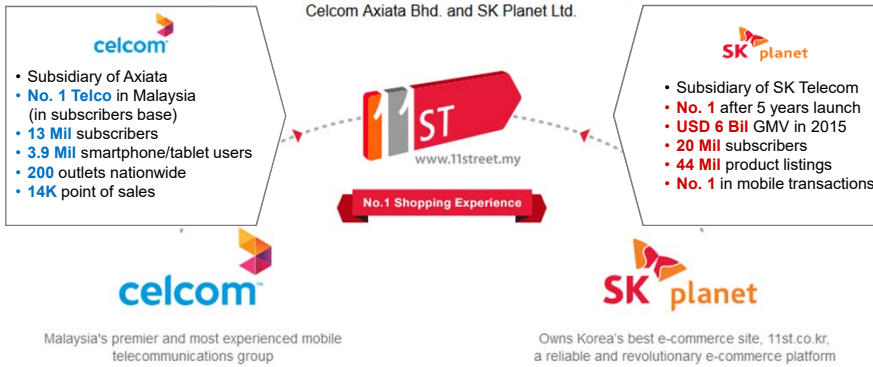
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About 11street Malaysia



About Us

11street is an open marketplace operated by Celcom Planet Sdn. Bhd. – a joint venture between Celcom Axiata Bhd. and SK Planet Ltd.



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11street Award Winning YouTube Advertisement



- 11street's YouTube commercials gains an average of > 2 million views

11street in top 10 of most popular Malaysian YouTube Ads

(SEMASA) 11street in top 10 of most popular Malaysian YouTube Ads

Jul. 28 Semasa no comments



"We meet again", the second episode of a three-part series of thematic commercials from online marketplace 11street (www.11street.my), has taken a top 10 spot in the coveted Malaysian YouTube Ads Leaderboard for the first half of 2015.



Vying for views on YouTube



Younger demographics: The ad from 11street runs like a Korean drama and features Korean star Lee Min-ho and Malaysian actress Emily Chan.



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11street's Award Winning Comemrcial



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Brands on board with 11street Malaysia



- 11street Malaysia has > 15,000 merchants with > 5Million SKUs



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SHOCKING DEALS with Lowest Price Guaranteed



No 1 Cheapest in Malaysia
Lowest Price Guaranteed

110% credit back

What is Lowest Price Guaranteed?
Purchased a SHOCKING DEALS product but found it selling cheaper elsewhere? Let us know and you'll get 110% back on the difference in Credit!

Go to SHOCKING DEALS

How do I qualify?

Duration	Amount	Comparison	Product
Download the mobile app or desktop version of the site at purchase	Available to those who make only one purchase per month	Price comparison and report to be made within 14 days	The product bought must be the same as the product featured in the Shocking Deals

How do I apply?

- Purchase a Shocking Deals product
- Find a cheaper version of the same product elsewhere
- Report it to us via a screenshot and link
- Get 110% of the difference back as Credit!

How do I calculate the difference?

Price Difference (Shocking Deal Price - Competitor Price) \times 110%

Report

SHOCKING DEALS

15-25% of Total Traffic
20-30% of Total Sales

- 2 weeks highlight
- Lowest price guarantee by 11street

SHOCKING DEALS LOWEST PRICE GUARANTEED

What is Lowest Price Guaranteed?

Purchased a product but found it selling cheaper elsewhere? Let us know and you'll get 110% back on the difference in Credit!

110% Credit Back

Lowest Price Guaranteed only applies to Shocking Deal products.



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SHOCKING DEALS with Lowest Price Guaranteed



- 11street is the only marketplace in Malaysia that guarantees the lowest price for products featured under Shocking Deals

Lowest Price Guaranteed 110% Credit back

SHOCKING DEALS

Shocking 11 | Shocking Bid | Shocking Hour

HOT DEALS | Fashion & Beauty | Electronics | Home & Leisure | Services

INSTALLMENT PLAN UP TO 36 MONTHS*

Grab One Today
Samsung Galaxy S7 Edge

10% ~~RM 3,099.00~~ **RM 2,798.00**

BUY NOW 38 sold

FRESH SEAFOOD 13%
COFFEE MAKER 31%
LANEIGE TINT 50%
KIXILI SET 75%
CANVAS SHOES 53%
SAMSUNG S7 EDGE 10%

SHOCKING BID
Dolce Gusto Machine worth RM1300
BID NOW! Get it as low as RM1

SHOCKING 11
Sauna Slimming Belt
84% ~~RM 11.00~~ **RM 6.95**

SHOCKING HOUR
OOTD Bags Basket
65% ~~RM 199.00~~ **RM 69.00**

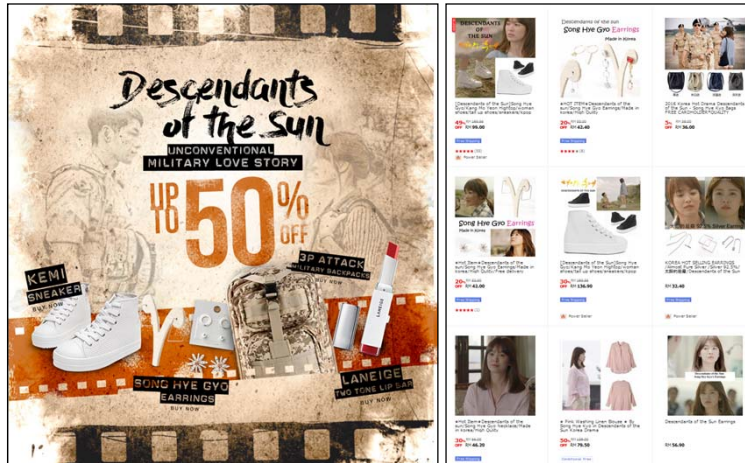


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Korean Products



- 11street has the largest amount of Korean Products & Brands in Malaysia
- 11street's promotional campaigns are of the latest trends



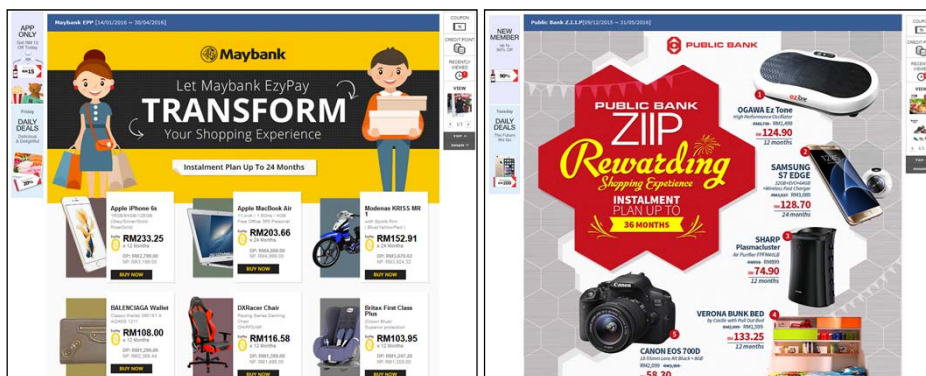
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Maybank EPP



- 11street & Affiliate Partners offers Easy Payment Plan (EPP) as an option to buyers when purchasing products to encourage the sale of **high-ticket items**



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Case Study - Motorbikes & Tyres



- 11street provides an abundance of products including Motorbikes & Tyres

The screenshot displays two main promotional banners. The left banner, titled 'YOUR DREAM MOTORBIKE', features a 'ZERO% INTEREST INSTALLMENT PLAN' and a 'HOW TO USE' flowchart: 'CLICK ON THE ITEM' -> 'CHECKOUT' -> 'SELECT PAYMENT METHOD' -> 'PAYMENT SUCCESSFUL'. Below this, a 'Best seller' section lists three motorbike models: 'Motosang KESID RR. 1 (Sport Race) - Black/White/Red' (RM 3,670.62), 'Honda Wave Alpha (Sport) - Pearl Metallic Silver (4V) (1000CC)' (RM 4,088.01), and 'SYM E Bonus 110 - Blue' (RM 3,813.03). The right banner, 'TYRES PRO always driving the best deal', shows a grid of Michelin tyre models with their respective prices and discounts. A detailed view of a 'Michelin XM2 Tyre' is shown below, with a price of RM 159.00 (60% off) and a 'Bank Promotion' of 1% and 20% OFF. The tyre details include 'Bank Promotion', 'Shipping' (free), 'Required Entry', 'Preferred Date For Installation', 'Size (inch)', and 'Type'.

celcom SK planet

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Case Study - Groceries



- 11street provides an abundance of available products including Groceries

The screenshot displays several grocery promotional banners. The top banner features 'CNY FAVOURITE ALL THE WAY FROM IPOH Fresh Juicy Pamelos' with images of green and white pamelos. Below this, a 'Fresh From The Farm Dragon Tiger Grouper Fish' banner shows a large fish. To the right, a 'SHOCKING DEALS ONLY RM11' banner promotes a 'Pepero Assorted Bundle (3 x Single Packs)'. At the bottom, three smaller 'SHOCKING DEALS' banners are shown: 'Fresh Pineapple' (RM 20.00 to RM 12.00, 40% OFF), 'MAGGI Letup Goreng Kari Berasap' (RM 7.36 to RM 1.00, 86% OFF), and a 'LOTTE' banner featuring various Lotte products.

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11street Promotions



- 11street runs various promotions to attract both new & existing buyers
- 11street holds the record for the most new ("first time") online buyers in Malaysia



Your Way To Awesome Rewards!
Shocking Coupons coming your way!
12 April - 30 April 2016



11 Days of Shocking Giveaways
Shocking Coupons coming your way!
11 - 21 April 2016

THRILLS FOR MOBILE APP USERS



Mobile Check-In
Check-in on our mobile app everyday to get up to 50% Cou...
1 April - 30 April 2016



Catch Me If You Can
Get RM15 Off Your First Purchase on Mobile App
1 April - 30 April 2016

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11street Seller Case Study



- 11street provides opportunity for SMEs to grow their online business

Get 50% or 99% + RM11.00 discount for any Gundam Model Kit at Gundam Shop @

Example : RG Exia only RM1.65 (use 99% coupon) or RM40.65 (use 50% coupon + RM11 credit)

Step 1 : Goto www.11street.my
Step 2 : Sign Up as a Customer
Step 3 : Click on the "Free RM11 Credit" (first image banner at the landing page) and claim your RM11 credit
Step 4 : Click on the "Crazy Coupon" (second image banner at the landing page) and claim your 50% or 99% coupon

Malaysia Gundam Fan 🙏 feeling thankful
13 hrs · 🌐

«11street.my» Thank you for your support

Unlike · Comment · Share



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Facilities & Education Programmes



- 11street's Seller Zone is an education centre and support facility to provide training and development programmes to foster the growth of online sellers

BH ONLINE
 11Street perkenalkan zon penjual untuk PKS
 KUALA LUMPUR, 11Street, pasar dalam talian hari ini memperkenalkan pusat pendidikan dan kemahiran selangor pertama di Malaysia dikenali sebagai 'Zon Penjual' untuk memenuhi keperluan operasi e-dagang perniagaan kecil dan sederhana (PKS).
 Ketua Pegawai Eksekutif 11Street, Hoock Kim, berkata syarikat itu boleh membimbing PKS daripada mendirikan kedai dalam talian kepada menguruskan perniagaan untuk meningkatkan jualan.
 Inisiatif mewujudkan 'Zon Penjual' itu sama pada masanya untuk meningkatkan pasar e-dagang negara ke tahap kematangan baharu.

Star
 Korean online marketplace aims to train SMEs for free

BERNAMA.com
 11street Unveils 'Seller Zone' For Small, Midsize Businesses



Training Classes



eCommerce Workshops



Photo Studios

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11street Academy



- 11street Academy - First E-commerce Certification Programme in Malaysia
- 11street Academy is endorsed by Malaysia Digital Economy Corporation (MDEC), Google AdWords and Facebook with objective of enhancing sellers with the fundamental and essential skillsets to manage online businesses as well as understanding the Digital Marketing landscape.

11ST ACADEMY
 FOUNDATION OF ECOMMERCE & DIGITAL MARKETING

IN PARTNERSHIP WITH:



WHAT IS 11street ACADEMY?

A one-month intensive course that equips sellers with fundamental and essential skillsets to manage online businesses as well as understanding the Digital Marketing landscape.

100 Participants per batch (1 batch per month) | **5** Sessions per course (1 online exam)

TOPICS COVERED:



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Media Coverage - 11street Academy



11street Academy is First E-commerce Certification Programme in Malaysia

11street Academy, the first ever e-commerce certification programme in the nation, is targeting to help at least 1,000 sellers and entrepreneurs to grow their businesses online.

According to Hosok Kim, Chief Executive Officer of 11street, this initiative aims to impart every facet of e-commerce knowledge to help sellers expand their online businesses. "We have been receiving overwhelming responses to 11street's existing and basic training courses, which is an introductory level of e-commerce training."

Grow your online business

ONE of the largest local online marketplaces, 11street (www.11street.my), has launched 11street Academy to offer an e-commerce certification programme which it claims is the first in Malaysia.

To offer a course which will help entrepreneurs expand their online business, it joined hands with Malaysia Digital Economy Corporation (MDEC), Google AdWords and Facebook for the programme.

"By providing trainings conducted by industry leaders, we strongly believe we can help these businesses bloom and generate greater revenue," says Hosok.

Kim, 11street CEO, He claims sellers who took up 11street's existing basic and introductory e-commerce training courses reported a hike in monthly sales.

The company will also cover topics such as Marketing, Advertisement & Promotions, Shipment & Inventory Management, Product Photography - Theory & Practical, Sale & Online Supply Chain Management.

The programme is already open for registration at 11streetacademy.com - shortlisted candidates will be informed via e-mail. - Sarah Law



11street Academy 马来西亚首个电子商务证书课程

11street Academy 是马来西亚首个电子商务证书课程，旨在帮助至少 1,000 名卖家和企业家扩大其在线业务。

根据 11street 首席执行官 Hosok Kim 的说法，这一举措旨在向卖家传授电子商务的方方面面，帮助他们扩大在线业务。"我们一直收到对 11street 现有和基础培训课程的热情回应，这些课程是电子商务培训的入门级别。"

Akademi 11street bantu usahawan

PASARAN atas talian terbesar di Malaysia, 11street (www.11street.my) melancarkan program akademi e-dagang dengan penyiapan pertama di negara ini bagi membantu sekurang-kurangnya 1,000 usahawan untuk mengembangkan perniagaan atas talian.

Kyau Pegawai Operasi 11street, Hosok Kim berkata, inisiatif ini bertujuan beri pengetahuan kepada usahawan mengenai e-dagang. "Kami menaruh harapan bahawa ia akan meningkatkan mengenai latihan perniagaan atas 11street, yang merupakan satu latihan e-dagang tahap pengenalan untuk tempoh setahun. Manakala peniaga yang pernah mengikuti kursus ini akan mendapat manfaat kerana ia merupakan langkah pertama untuk meningkatkan keuntungan dalam dunia digital ini."

Akademi 11street bermula dengan menawarkan program pendidikan berstruktur dengan subtopik pilihan yang berbeza bagi memperkukuhkan peniaga dengan seni pengetahuan terkumpul set kemahiran perniagaan yang ditawarkan oleh rakan kerjasama Google AdWords dan Facebook.

SKOP

Tingkatkan Ilmu Perniagaan Online Bersama Akademi 11street



eCommerce MILO

11street launches first e-commerce certification programme in Malaysia

11street, one of the largest online marketplaces in Malaysia, launched '11street Academy', the first ever e-commerce certification programme in the nation, targeting to help at least 1,000 sellers and entrepreneurs to grow their businesses online.

According to Hosok Kim, Chief Executive Officer of 11street, this initiative aims to impart every facet of e-commerce knowledge to help sellers expand their online businesses. "We have been receiving overwhelming responses to 11street's existing and basic training courses, which is an introductory level of e-commerce training."

11street協助線上創業 辦首個電子商務課程

馬來西亞最大一個網上購物平台 11street 宣佈在馬來西亞推出首個電子商務證書課程。該課程旨在幫助至少 1,000 名商家和企業家擴大其線上業務。

11street 首席執行官 Hosok Kim 表示，這一舉措旨在向商家傳授電子商務的方方面面，幫助他們擴大線上業務。"我們一直收到對 11street 現有和基礎培訓課程的熱烈響應，這是一門入門級的電子商務培訓課程。"

該課程將涵蓋以下主題：行銷、廣告及推廣、物流及庫存管理、產品攝影 - 理論及實踐、銷售及線上供應鏈管理。

該課程已經開始接受報名，名單已公佈在 11streetacademy.com。獲選者將通過電子郵件獲悉。

AKADEMI 11street memberi peluang kepada usahawan dalam talian meraih pelbagai pengetahuan dan kemahiran dalam bidang perniagaan dan pemasaran.

Akademi 11street sasar bantu 1,000 peniaga

KUALALUMPUR 2 Jan - 11street menawarkan untuk membantu 1,000 peniaga dan usahawan mengembangkan perniagaan dalam talian mereka menerusi program akademi e-dagang yang ditawarkan menerusi penubuhan akademi ini.

Kyau Pegawai Operasi 11street, Hosok Kim berkata, pihaknya banyak menerima maklum balas positif mengenai latihan perniagaan 11street yang merupakan satu latihan e-dagang tahap pengenalan kepada semua usahawan kecil dan sederhana (PKS), pemilik perniagaan, peniaga individu dan usahawan pelajar berusia 16 tahun ke atas. Ia terahuk pada 100 peserta dalam satu kumpulan setiap bulan.

Peserta diwajibkan untuk menghadiri lima kelas bagi menyelesaikan keseluruhan kursus dalam tempoh empat minggu. Bagi menamatkan kursus dengan penjiwaan, peserta diwajibkan

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What to expect in 11street academy



WHAT TO EXPECT?

Be an e-commerce guru

Understand Malaysia's digital landscape and consumer behaviour at your fingertips

Generate Higher Revenue

Get wider online presence by using the right tools and support

Increase Traffic & Visibility of Business

Learn from social media giants such as MDEC, Google & Facebook

BENEFITS FOR SUCCESSFUL GRADUATES:

- 1 Certificate from 11street; endorsed by MDEC, Google, Facebook
- 2 Free 11street's Seller Credit worth RM 110
- 3 Support to grow on 11street such as opportunity to participate in Shocking Deals & Promotions, featured in EDM, social media channels, etc

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Certificate - 11street Academy

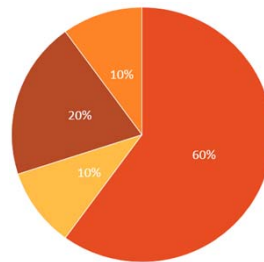


Terms and Conditions

1. Requirement for graduation:

- i. Complete all learning and assessment (homework/quiz) tasks assigned by instructors
- ii. Attendance rate not less than 80%
- iii. To pass final exam with score not less than 60%

Passing Rate: 70%
Exam: 60%
Attendance: 10%
Home Fun / Quiz : 30%



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11street Academy - Batch 1



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- 11street's offers free usage of Photo Studios

FREE Usage of Photo Studios

11street sellers can take professional photos at our studios for **FREE**. Just book a session online & bring along your products!

Facilities & services available at our Photo Studios:

- 2 Photo Studios (for Fashion and Products)
- All camera equipments
- Accessories (mannequins, steamer, etc)
- Photographer to provide you guidance



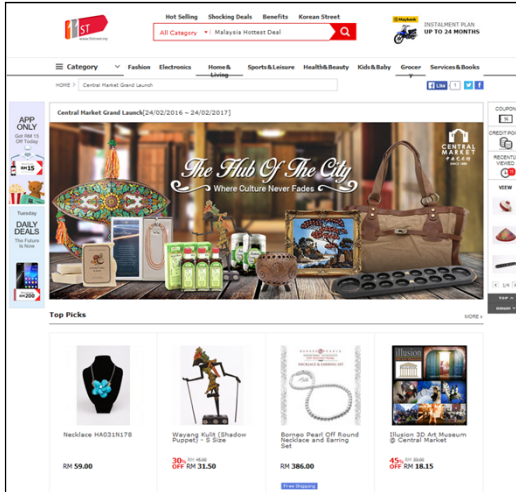
- 11street's offers free usage of Photo Studios



11street Takes 19th Century Handicrafts Online



- 11street brought the tenants of Central Market Online
- Central Market is one of the oldest building in Kuala Lumpur



11street tawar produk kraf, kebudayaan



Case Study - Central Market



- Central Market Tenants started their online business via 11street
- Today, Central Market tenants are successful online sellers



Congkak Lipat (Folded Congkak) - Inclusive of 100 guli (marble)
 30% OFF
 RM 59.00
 OFF RM 41.30



Gasing Merah (Small) - Malaysian Traditional Game
 30% OFF
 RM 26.00
 OFF RM 19.60



Wayang Kulit (Shadow Puppet) - S Size
 30% OFF
 RM 45.00
 OFF RM 31.50



Kompong (Drum) - Malaysian Traditional Drum (9 inches)
 30% OFF
 RM 79.50
 OFF RM 55.65



Food Cover or Decorative Hat (12 Inches) - Malaysian
 30% OFF
 RM 59.00
 OFF RM 41.30



Sepak Takraw (Takraw Ball)
 30% OFF
 RM 49.00
 OFF RM 34.30



Wau Bulan (Moon Kite) - Handmade (8 inches)
 RM 26.90



Jala Budi (Women Kite) - Handmade (30 inches)
 RM 780.00



Wau Bulan (Moon Kite) - Handmade (30 inches)
 RM 780.00



Wau Bulan (Moon Kite) - Handmade (36 inches)
 RM 1,185.00



11street's Partnership with MISF 2016



- 11street brought local shoe retailers online via partnership with MISF

Organized by

Ministry of Tourism and Culture Malaysia

Supported by

Tourism Malaysia

Endorsed By

Malaysia External Trade Development Corporation

Official E-Commerce

11street.my



11street's Partnership with MISF 2016



- Local shoe retailers started their online business via 11street
 - Today, they are successful online sellers

Hot Deals

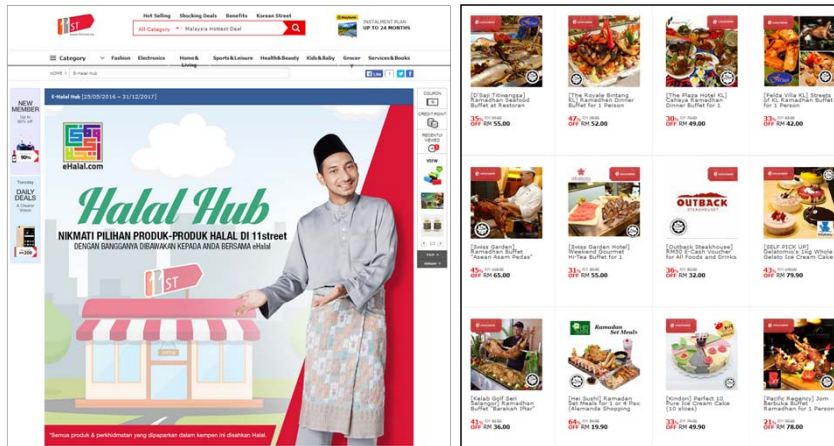
 Amori Sandals - White 30% OFF OFF RM 153.30	 Amori Boots - Maroon 30% OFF OFF RM 159.50	 Amori Flats - Fuchsia 60% OFF OFF RM 84.50	 Fiorucci Moccasins - Beige 60% OFF OFF RM 100.00	 Fiorucci Sandals - Fuchsia 90% OFF OFF RM 50.00	 Amori Sandals - Blue 50% OFF OFF RM 133.50	 SNOWFLY L1111-BROWN 40% OFF OFF RM 237.40	 SNOWFLY L1109-BROWN 15% OFF OFF RM 416.81
 Everbest Pump - Blue 40% OFF OFF RM 254.40	 Everbest Pump - Almond 40% OFF OFF RM 254.40	 Everbest Flats - Black RM 371.00	 Santa Barbara Dress shoes - Tan 40% OFF OFF RM 287.40	 SNOWFLY L1100-BLACK 10% OFF OFF RM 342.49	 SNOWFLY L3106-ROSCA 30% OFF OFF RM 279.00	 Fiorucci Pump - Fuchsia 32% OFF OFF RM 180.00	 Santa Barbara Dress shoes - Black 50% OFF OFF RM 179.50
 SNOWFLY L1103-BROWN 30% OFF OFF RM 246.12	 Fiorucci Wedges - Yellow 51% OFF OFF RM 180.00	 Fiorucci Sandals - Blue 60% OFF OFF RM 100.00	 Fiorucci Pump - Green 55% OFF OFF RM 180.00	 Santa Barbara Dress shoes - Dark Blue 40% OFF OFF RM 287.40	 Ajjaru Sneakers - Dark Blue 30% OFF OFF RM 111.30	 Fiorucci Pump - Pink 55% OFF OFF RM 180.00	 Everbest Sandals - Red RM 309.00



11street's Partnership with eHalal.com



- Halal Products & Services are featured on 11street's "Halal Hub"
- eHalal.com's logo featured as 11street's Halal Partner
- Categories featured: Halal Groceries, E-Voucher & Buffet, Supplement & Beauty Products



Why Sign Up with 11street?



- 11street is the perfect platform for to start your online business

WHY 11STREET?

NO START-UP COST
Lower risk compare to start up an offline business - no rental fee, etc.

SIMPLE REGISTRATION
Own a FREE e-Store in 11street, no business registration required.

SECURE PAYMENT PROCESS
All transactions are processed securely by 11street.

ATTRACTIVE PROMOTIONS & HUGE TRAFFIC
All transactions are processed securely by 11street.

FREE TRAINING, USAGE OF PHOTO STUDIOS & EXCLUSIVE INVITATION TO EVENTS
All 11street registered sellers can use our facilities & receive exclusive invitations to our eCommerce events!

Seller Storefront

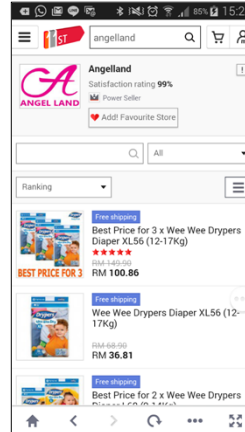


- 11street Sellers are granted a Storefront on Desktop & Mobile

Desktop



Mobile



Why Sign Up with 11street?



*Free listings, no store fee.
Pay nothing until your product is sold!*

Item	11street
Store Fee	N
Listing Fee	N (max up to 50,000 listings)
Transaction Fee	5 - 10% based on Category <i>*20% for Services Category</i>
Payment Gateway Fee	N (included in transaction fee)
Settlement Period	3 -14 days
Free training/seminar for sellers	Y (daily classes) <u>Learn how to:</u> <ul style="list-style-type: none"> ✓ List, manage & promote your products ✓ Tips on how to sell more ✓ Photography classes
Seller Zone	Y <ul style="list-style-type: none"> • 2 photo studios (Product & Fashion) • Lounge + WIFI



Thank you
www.11street.my