



TOP IN TECH

“Technology Innovation Post Covid-19”

Jointly Organised By



INTRODUCTION

COVID-19 has forced us to innovate and change the way we work and live.

COVID might be taxing our systems and patience, but it's also building our resilience and allowing us to develop new and innovative solutions out of necessity.

As new technologies and solutions are introduced in this environment, we look to governments, companies and people to play an active role in shaping future frameworks.

TOP IN TECH is a talk show series that seeks to offer an in-depth understanding on technology transformation and innovation post COVID

This series will bring together **industry players from government and private sectors** who will share their **insights and predictions** into how **IR 4.0, IoT, Big Data, AI, Drones and Fintech** are important to strengthen the digital infrastructure and increase interconnectivity to co-exist.

Q2-Q3 Series: **Technology Innovation Post Covid-19**

Topics:

- **New Way of Work (7th July 2020)**
- **Is Your Talent Covid-Proof (23rd July 2020)**
- **Internet of Things & Big Data**
- **IR 4.0 - Drones & Robotics**
- **FinTech**
- **Online Shopping**
- **Online Gaming**
- **Green Technology**
- **Smart Cities**

TOPICS & TIMELINE

- Timeline: **Q2-Q3 2020**
- Target Audiences: **200-300 pax per topic**

**Topic may reshuffle from the above timeline based on speakers' availability.*

2020	Topic	Scope	Outline
June, July 2020	1. Future of Work	<ul style="list-style-type: none"> ● The pulse on Productivity ● Accelerating Digitisation ● Continuous Reskilling 	COVID caused people to adapt to working from home and in isolation. By forcing our collective hand to find digital solutions to keep meetings, lessons, workouts, and more going when sheltering in our homes, this allows many of us to see the possibilities for continuing some of these practices in a post-COVID world.
	2. Digital Health	<ul style="list-style-type: none"> ● AI in disease prevention & control ● Virtual consultations ● Future patient care 	To curb traffic at hospitals and other healthcare practitioners' offices, many are implementing or reminding their patients that consultations can be done through video. Rather than rush to the doctor or healthcare center, remote care enables clinical services without an in-person visit. Some healthcare providers had dabbled in this before COVID, but the interest has increased now that social distancing is mandated in many areas.
	3. FinTech	<ul style="list-style-type: none"> ● Digital Payments (including wallets & cryptocurrency) ● InsurTech ● Digital Bank 	The most commonly used forms of fintech in the country include digital payments and mobile wallets, followed by "insurtech, and blockchain". The activities of buying & selling, money transfers and digital payments rely heavily on technology in finance. Fintech, amidst Covid is crucial to control movements by staying indoors and practice physical distancing in the collective effort to flatten the curve.
	4. Online Shopping	<ul style="list-style-type: none"> ● e-Retail ● e-Commerce ● Role of KOLs 	After COVID, businesses that want to remain competitive will figure out ways to have online services even if they maintain a brick-and-mortar location, and there will be enhancements to the logistics and delivery systems to accommodate surges in demand whether that's from shopper preference or a future pandemic.

TOPICS & TIMELINE

- Timeline: **Q3 2020** (July, August, September)
- Target Audiences: **200-300 pax per topic**

**Topic may reshuffle from the above timeline based on speakers' availability.*

2020	Topic	Scope	Outline
July, August, September 2020	5. Higher Education	<ul style="list-style-type: none"> • AI in Education • Online Classrooms • Immersive or Disconnected 	Technology advancements, in the workplace, will enable new ways to execute work, bringing new opportunities for value creation to businesses and organisations — paving the way for the formation of digital ecosystems and collaborations as well as engagement with consumers at a greater scale. Routine, mundane jobs will be replaced and there is a growing need to develop “smarter” talents that can ride along the wave of <i>IR 4.0</i> .
	6. IR 4.0 <ul style="list-style-type: none"> • Drones • Robotics 	<ul style="list-style-type: none"> • Smart-Manufacturing • Smart-Farming 	Robots and drones aren't susceptible to viruses. Whether they are used to deliver groceries or to take vitals in a healthcare system or to keep a factory running, companies realize how AI could support us today and play an important role to provide accurate and real time data in a post-COVID-19 world or during a future pandemic.
	7. Online Gaming	<ul style="list-style-type: none"> • eGames • eSports • Connectivity 	Online gaming is thriving with more people glued to their devices at home and e-versions of sports such as F1 is giving people a “sports” outlet. The prediction is that there will be more hybrid sports coverage where physical events are complemented with digital offerings.
	8. Green Technology	<ul style="list-style-type: none"> • Green Energy • Electrical Vehicle • Green Building 	We've watched videos with reports in the reduction of pollution levels. The waters are clearer and some natural life is returning. The silver lining to the pandemic is that the world is healing. Electric vehicles and green buildings, to name a few, are sustainable and innovative adaptations to how we live, travel and work post COVID.

PROPOSED AGENDA

- **Duration: 45min - 60min** per topic
 - 30 minutes talk session
 - 30 minutes of Q&A
- **Language:** English
- **Format:** 1-to-2
- **Interviewer:**
 - Karamjit Singh, CEO of Digital News Asia
 - Premesh Chandran, CEO of Malaysiakini
- **Speakers:**
 - Government, Corporate, SME

Programme (Wed/Thur)

- 2.45 pm Audience Log-In
- 3.00 pm Introduction by Interviewer
- 3.05 pm Talkshow Session
- 3.30 pm Q&A Session
- 4.00 pm Closing Remarks
- 4.30 pm Talkshow Ends



Karamjit CEO of DNA



Premesh, CEO of MKini

TARGET AUDIENCE

- Readers & Subscribers from:
[Malaysiakini](#) & [KiniTV](#) (5mil unique visitors per month)
[Digital News Asia](#) (100k unique visitors per Month)
- Senior level figures within the ICT field and its related sectors
- Readers with an interest in technology, finance, business and politic news
- **Target Audience Profile:**
 - Entrepreneurs, Technopreneurs in the Tech industry
 - CEOs, CFOs, CTOs and CIOs
 - Policy makers and bureaucrats
 - Senior business leaders in the technology and telecommunications space
 - People working in MSC status companies, entrepreneurs and startups.

PARTNERSHIP ENTITLEMENTS

1. Logo Placements

- *Priority for Title-Partner in logo placement & brand naming on all A&P items*
- A&P marketing collaterals included: **Digital Banner & Social Media Posting, EDM** across **MKini, KiniTV, Digital News Asia, ScaleUp** etc Event Websites & Facebook, Twitter, LinkedIn, Readers & Members database

2. Customisable Topic & Content

- Topics and Speakers to be discussed and decide together

3. Audience Database (BigMarker)

- Audience Database is mutually owned
- Aim 200-300 audience per topic (name, email, contact, & industry)

4. Speaker Slot for Partner

- Partner can send a representative to become the Speaker for **1 or few topics** that is relevant to their business

5. Branding during Online Forum

- **Pre-Roll / Post-Roll** TVC/Video (for Speaker) to be played, before and after the virtual talkshow
- **Opening / Ending Montage** (for Title Sponsor): *"The **topic/series** is brought to you by XXX"*

6. FB Cross Live on MKini FB & Partner's FB

- Each forum will be **cross-live on Malaysiakini EN FB & Partner's FB** to target reach **>500k people** and **>20k views per topic**

7. Video Recording & Highlight Video (Post-event)

- **Recorded Video (full talkshow)** and a **highlight video (2-3min)** will be produced for each topic and post on **KiniTV Youtube** and **MKini EN FB** respectively. *Partner & Sponsor are allow to upload/publish on their own platforms.*

Topic Partnership (package options):

- **1 Topic : RM 15,000**
- **2 Topics: RM 20,000**

**The topic-partnership opportunity is base on first-come-first-serve basis.*

MALAYSIAKINI SPECIAL AD PACKAGES

- Available for Partner, Sponsor and Speakers

Item	Ad Inventories	Inventory	Special Cost
1. Branded Content	Press Release <i>*Article provided by advertiser</i> <i>*Page design by Kini & host on MKini (advertorial)</i> Publication: Malaysiakini (Desktop + Mobile) Homepage Branded Content (EN/BM/CN)	1 Article (any language) 1 Week	RM 8,000 gross <i>(Worth: RM 12,000)</i>
2. Online Banner	Malaysiakini (EN/BM/CN) Ad Unit: <ul style="list-style-type: none"> • Desktop Top LeaderBoard • Mobile Medium Rectangle 	500,000 pageviews 500,000 pageviews	RM 12,000 gross <i>(Worth: RM 17,500)</i>
3. Social Media Postings	Malaysiakini (EN/BM/CN) Facebook, Instagram, Twitter <i>Posting Format: Article & images with message, handshake with advertiser's page, URL link, #hashtag</i>	5 Posts (any social media page)	RM 5,000 gross <i>(Worth: RM 10,000)</i>

T&C:

1. The Special Ad Packages is available for Sponsor and Speakers only.
2. All inventories to be fully utilised in 2020.

PAST ONLINE-FORUM: Summary Reports

Forum Date	Topic	Speakers	Platform	Audiences Profile & Industry Breakdown
23 April 2020 (5pm-6pm)	Online Forum #1: Better Monitoring Using IoT & Big data	1. Vicks Kanagasingam CEO, XPERANTI	Webinar Platform: BigMarker <i>Attendees: 267</i>	Job Title: <ul style="list-style-type: none"> Chairman, CEO: 32.1% Manager: 26.9% IT: 11.3% Industry: <ul style="list-style-type: none"> Technology: 37.8% Consultancy & Education: 17.5% Finance & Government: 10.3%
30 April 2020 (5pm-6pm)	Online Forum #2: Future of Work	1. Irene Tay General Manager Green & Natural Industries 2. Teong Teck Lean Managing Director GD Express Sdn Bhd	Webinar Platform: BigMarker <i>Attendees: 183</i>	Job Title: <ul style="list-style-type: none"> Student: 6.7% Lecturer: 4.4% Founder: 4.4% Industry: <ul style="list-style-type: none"> Logistics: 22.9% Education & Freelance: 14.6% + 14.6% Consultation & Health: 10.4% + 10.4% Manufacturing: 8.3% Technology: 2.1%

PAST ONLINE-FORUM: Summary Reports

Forum Date	Topic	Speakers	Platform	Audiences Profile & Industry Breakdown
4 June 2020 (3pm-4pm)	Online Forum #3: Telehealth	<ol style="list-style-type: none"> Nadiah Wan CEO, Thomson Hospital Maran Virumandi Founder, DoctorOnCall 	<p>Webinar Platform: BigMarker Attendees: 376</p> <p>Facebook Live: > 36,415 People Reach > 16,000 Views</p>	<p>Job Title:</p> <ul style="list-style-type: none"> • Founder / CEO / MD: 22.9% • Manager: 21.5% • Executive: 14.3% • VP/SVP/HOD/ Senior Manager: 10.2% • Engineering / Technology: 6.9% <p>Industry:</p> <ul style="list-style-type: none"> • Digital Health/Telehealth: 16.9% • Hospitals: 13.0% • Management Consulting: 12.1% • Technology: 7.6% • Education: 5.9%
7 July 2020 (5pm - 6pm)	Online Forum #4 The New W.o.W (Way of Working)	<ol style="list-style-type: none"> Sharmini Ann Jacob, Executive Director, People & Change Advisory, KPMG Andre Sequerah, Managing Partner, ScaleUp Malaysia Rohan Krishnalingam, Group Chief Digital & Technology Officer, RHB Banking Group 	<p>Webinar Platform: BigMarker Attendees: 335</p> <p>Facebook Live: > 36,118 People Reach > 16,000 Views</p>	<p>Breakdown by Job Title:</p> <ul style="list-style-type: none"> • Founder/CEO/MD: 24.1% • VP/SVP/HOD/Senior Manager: 19.2% • Manager: 17.7% <p>Breakdown by Industry:</p> <ul style="list-style-type: none"> • Consultancy & Education: 19.1% each • Finance: 12.9% • Technology: 9.0%

1st Online-Forum: Top In Tech: IoT & Big Data

Topic : **Better Monitoring Using IoT & Big data**

Date : 23 April 2020 (5pm-6pm)

Event Website: <https://kitamalaysia.com/top-in-tech/iot-and-big-data/>



We see the power of data in a pandemic in real-time.

The lessons we are receiving from this experience will inform how we monitor future pandemics by using the internet of things and big data. National or global apps could result in better early warning systems because they could report and track who is showing symptoms of an outbreak. GPS data could then be used to track where exposed people have been and who they have interacted with to show contagion.

Any of these efforts require careful implementation to safeguard an individual's privacy and to prevent the abuse of the data but offer huge benefits to more effectively monitor and tackle future pandemic.

Get inspired!



Karamjit Singh
CEO,
Digital News Asia

Speaker



Vicks Kanagasingam

CEO,
XPERANTI

Don't miss this topic!

RSVP NOW!

Programme

4.45pm	Audience Log-In
5.00pm	Introduction by Moderator
5.05pm	Talkshow Session
5.30pm	Q&A Session
6.00pm	Closing Remarks
6.15pm	Talkshow Ends

Jointly Organised By

malaysia**kini**

kini**Events**

DNA
DIGITAL NEWS ASIA

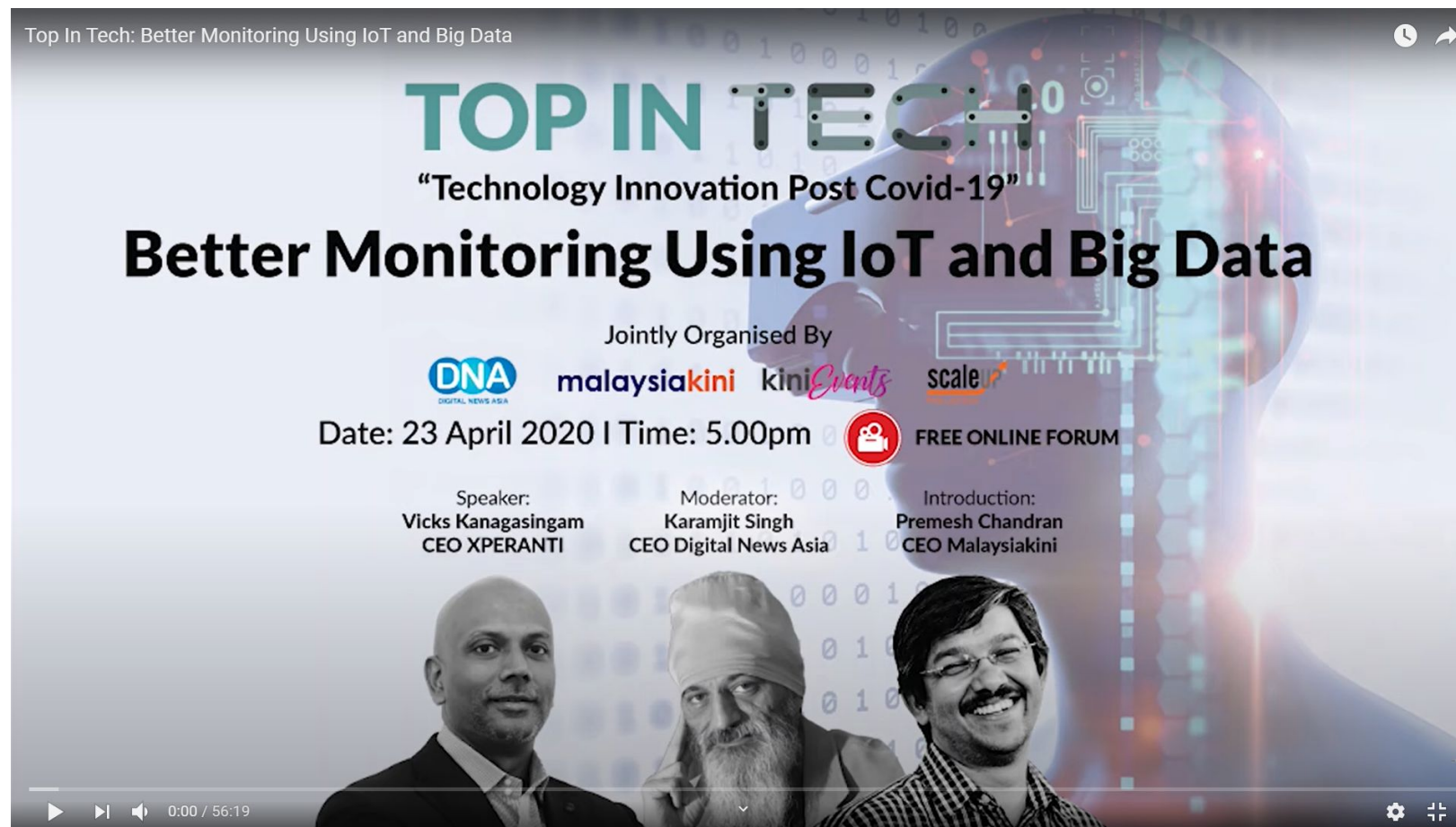
scaleUP
MALAYSIA

1st Online-Forum: Top In Tech: IoT & Big Data

Forum Recorded Video:

KiniTV Youtube (56:20):

<https://www.youtube.com/watch?v=4EGpVdDgttY&feature=youtu.be>

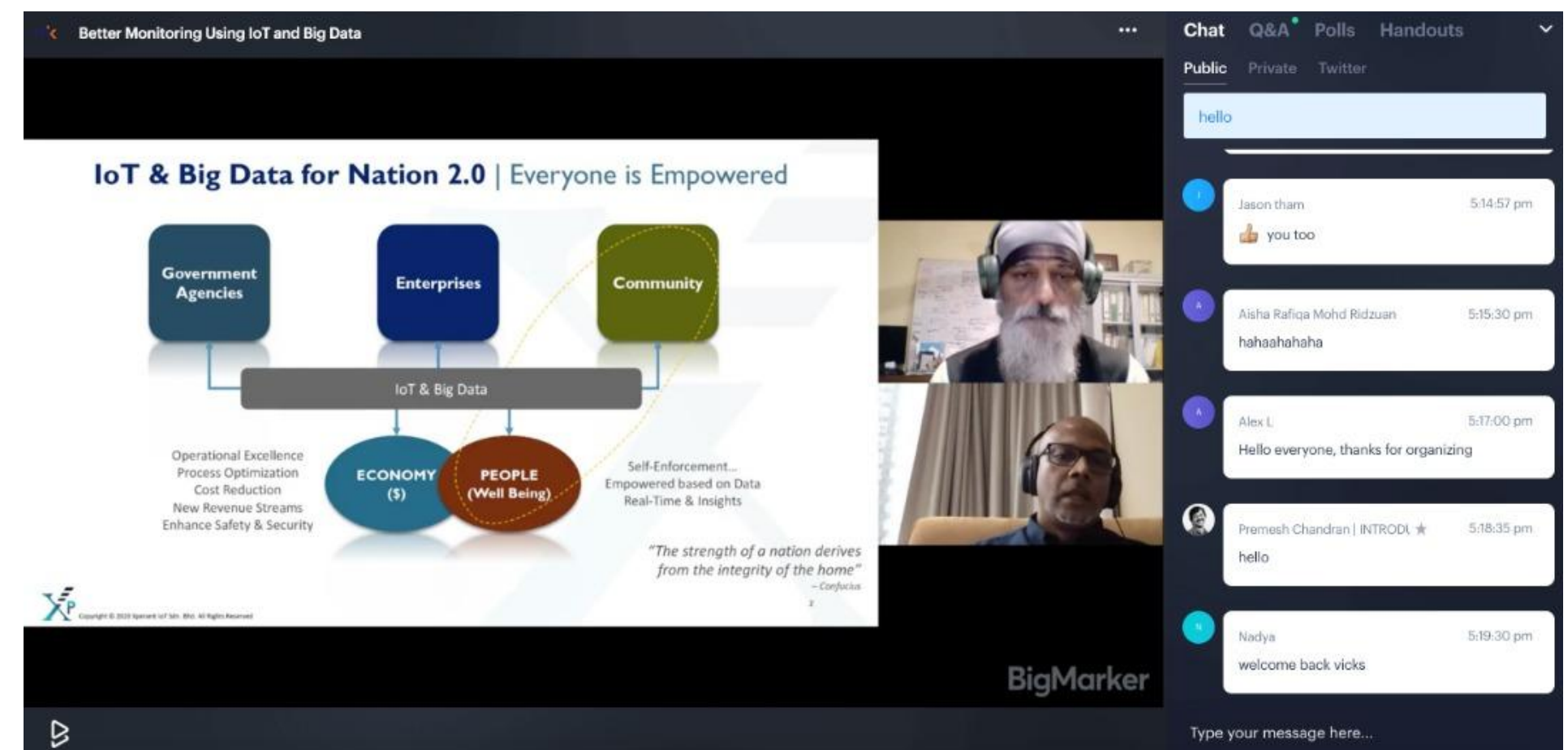


Webinar Platform: **BigMarker**

Total Registered: **267** Pageviews: **667**

Forum Page @BigMarker:

<https://www.bigmarker.com/bigclassroom/Top-In-Tech-Technology-Innovation-Post-Covid-19>

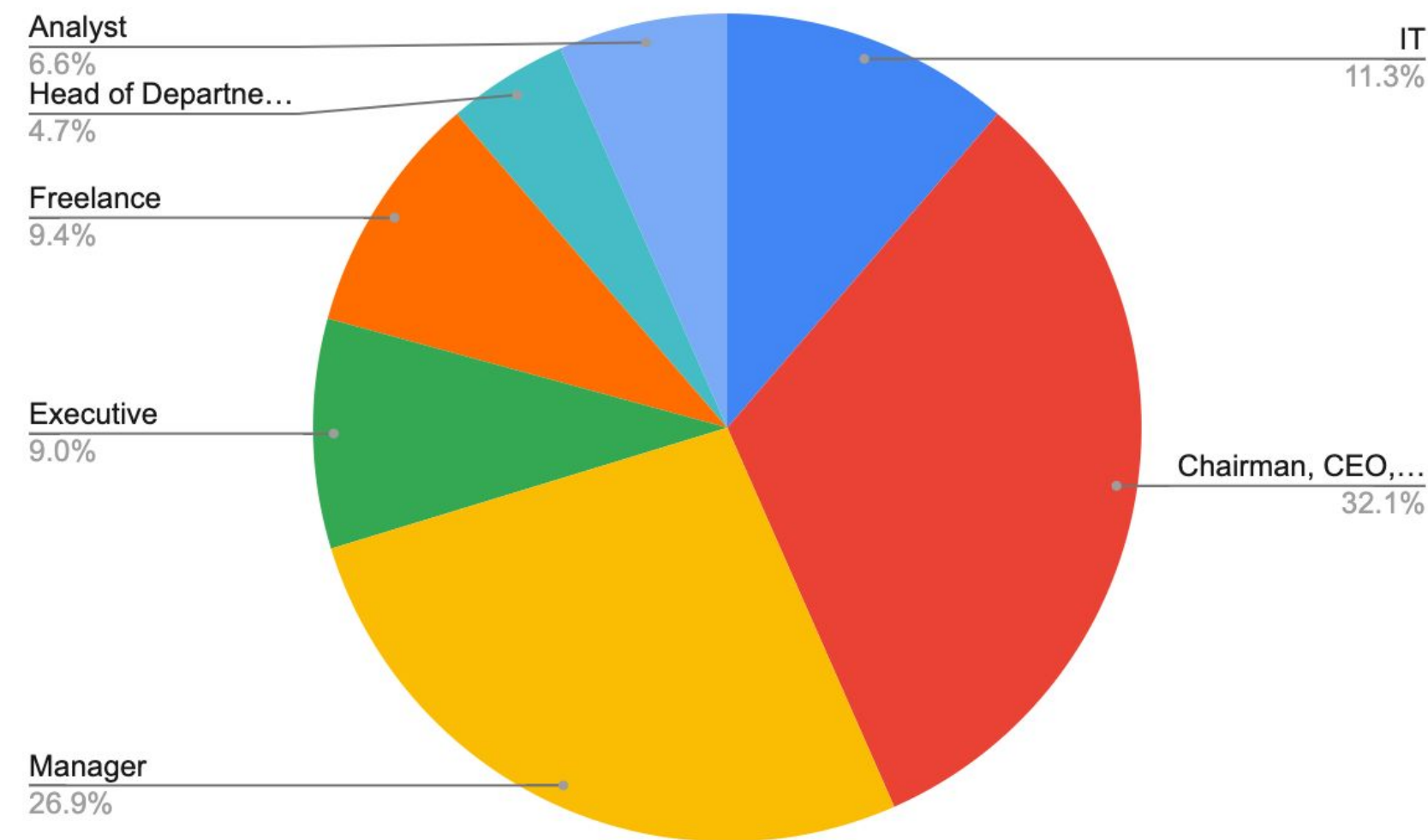


1st Online-Forum: Top In Tech: IoT & Big Data

Registered Attendees (BigMarker): **267**

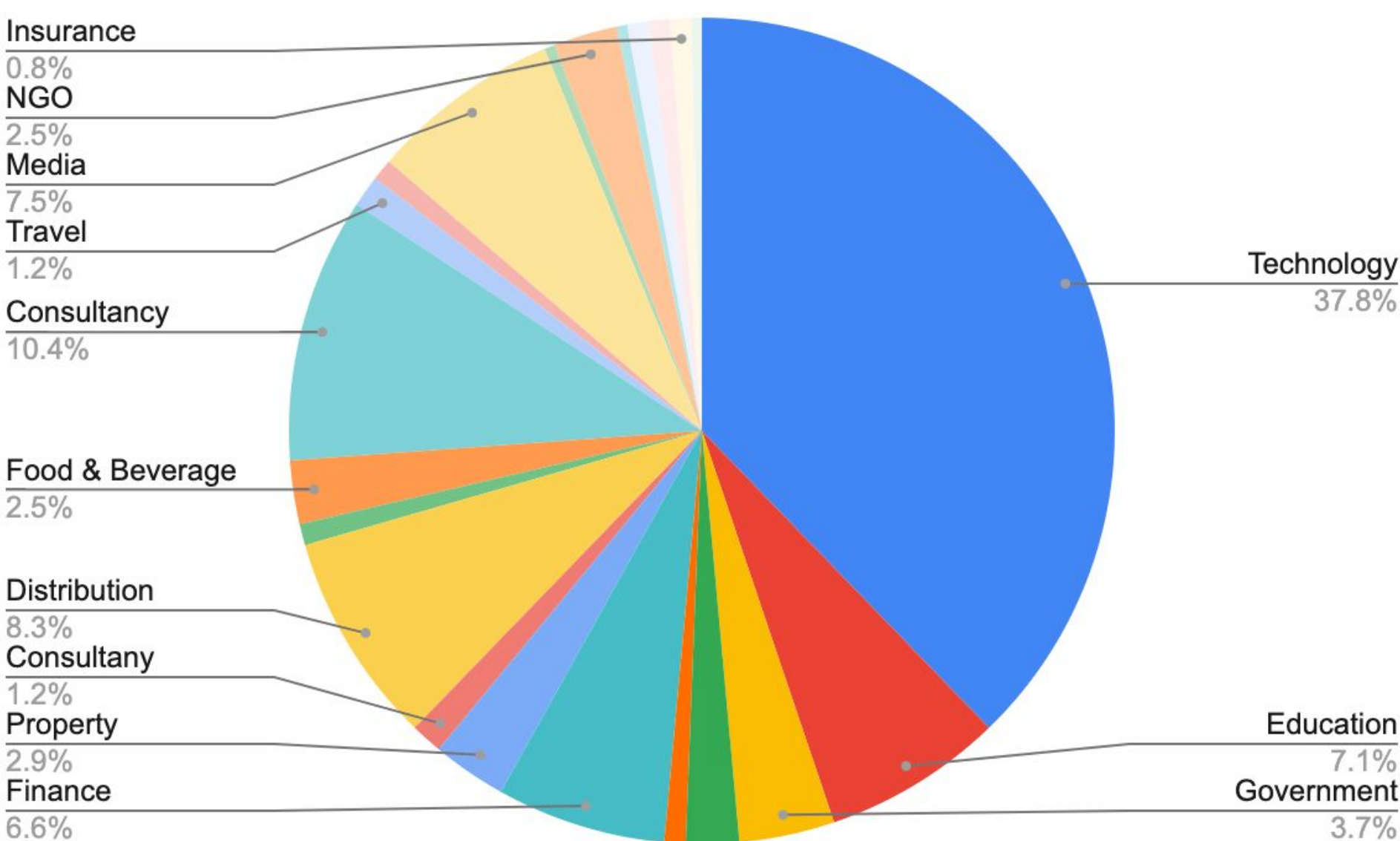
Breakdown by Job Title:

- Chairman, CEO: 32.1%
- Manager: 26.9%
- IT: 11.3%



Breakdown by Industry:

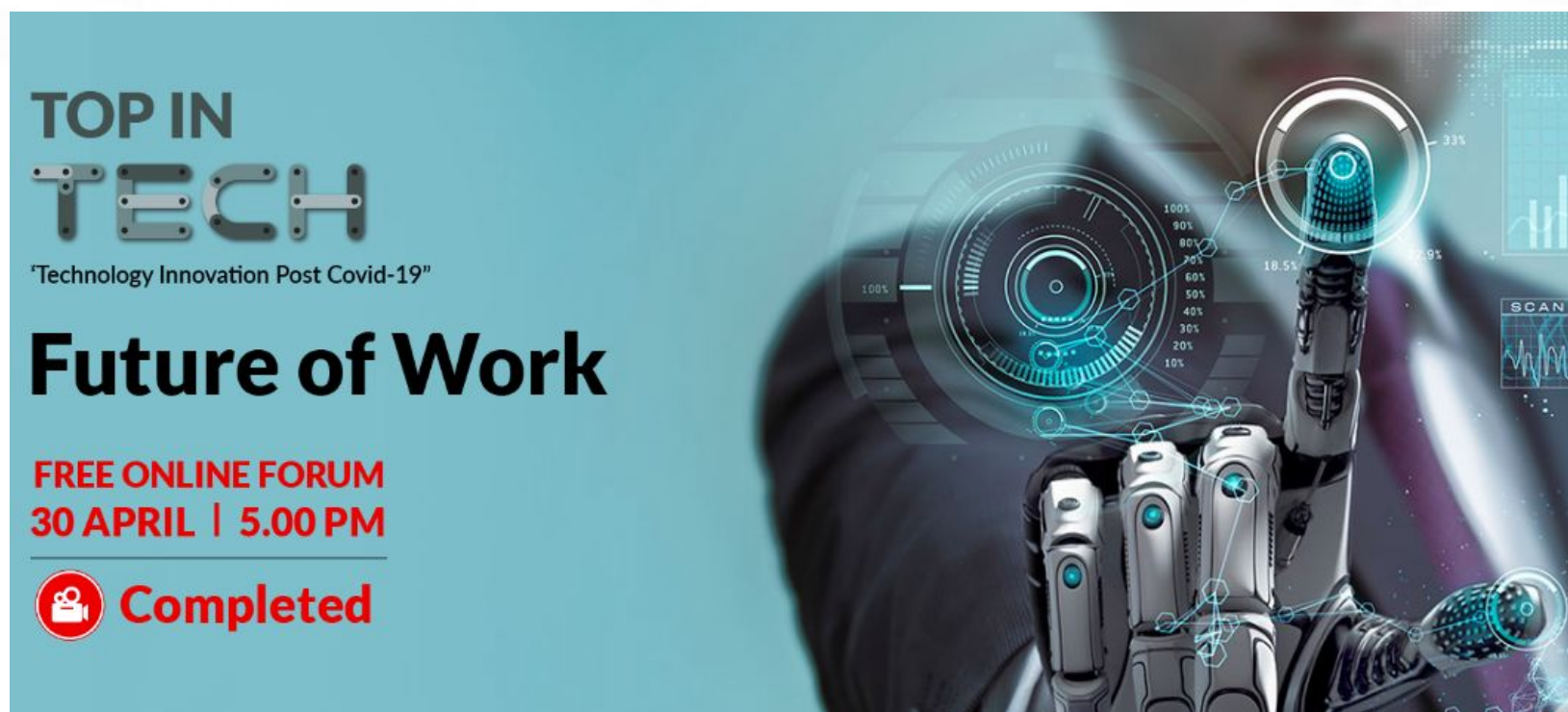
- Technology: 37.8%
- Consultancy & Education: 17.5%
- Finance & Government: 10.3%



2nd Online-Forum: Top In Tech: Future of Work

Topic : **Future of Work**

Date : 30 April 2020 (5pm-6pm)



Covid has caused the rapid adaption towards working from home.

The pulse on productivity, acceleration in digitisation and continuous re-skilling, are the Future of Work.

With the change and adaption in the working environment and how businesses are run, this allows many of us to see the possibilities for change and innovation to continue these practices in a post Covid world.

Watch full forum here



Event Website: <https://kitamalaysia.com/top-in-tech/future-of-work/>

Get inspired!



Karamjit Singh
CEO
Digital News Asia

Over the course of his career, Karamjit's name has become synonymous with netv@lue2.0.



Irene Tay
General Manager
Green & Natural Industries

Irene graduated with Bachelor's Degree in Manufacturing Engineering.



Teong Teck Lean
Managing Director
GD Express Sdn. Bhd.

Mr Teong was appointed to the Board on 8 February 2005.

2nd Online-Forum: Top In Tech: Future of Work

Forum Recorded Video:

KiniTV Youtube (58:49):

<https://www.youtube.com/watch?v=Ob0A0En5qCc&feature=youtu.be>

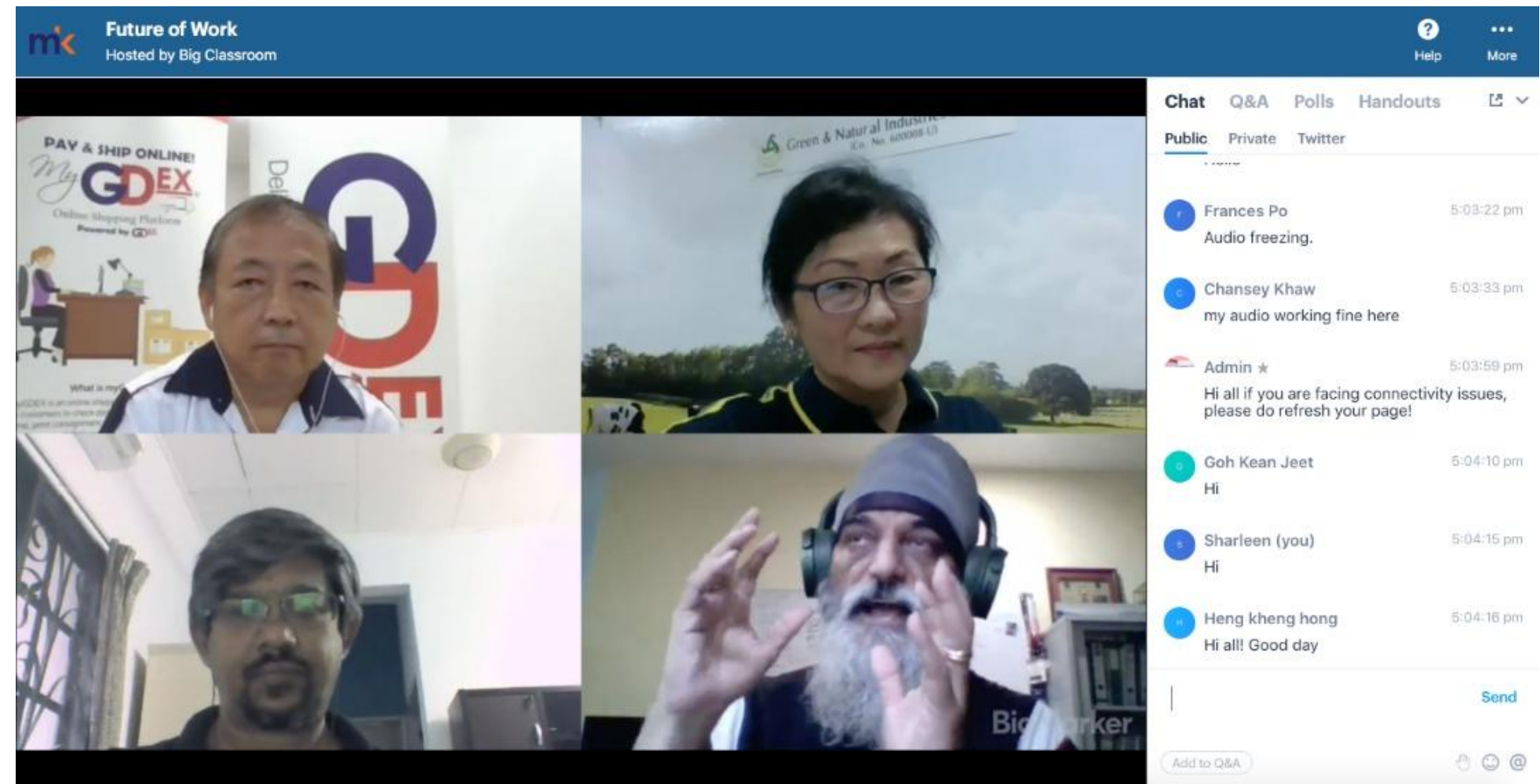


Webinar Platform: **BigMarker**

Total Registered: **183** Pageviews: **429**

Forum Page @BigMarker:

<https://www.bigmarker.com/bigclassroom/Future-of-Work3-2020-04-30-05-00-pm>

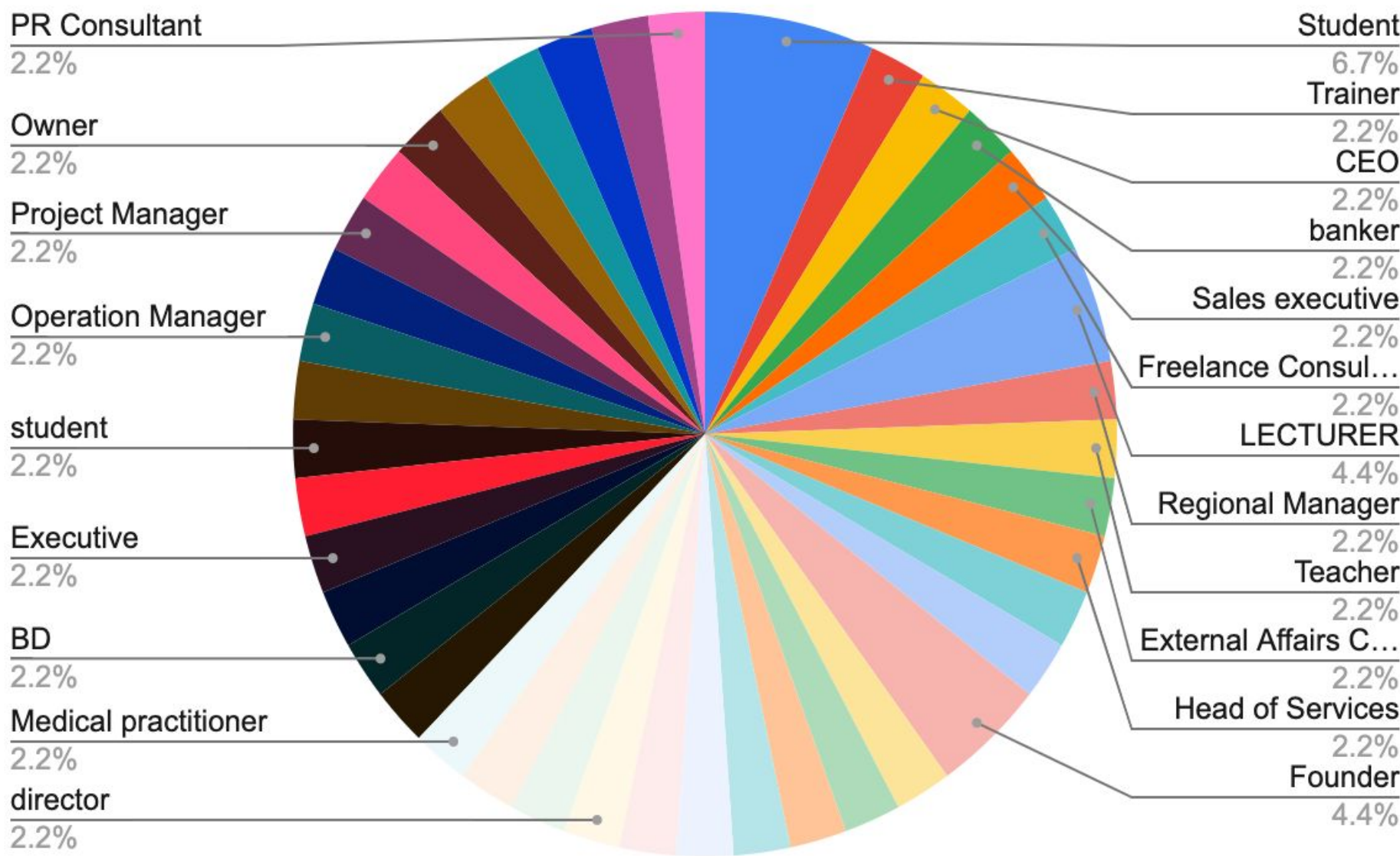


2nd Online-Forum: Top In Tech: Future of Work

Registered Attendees (BigMarker): 183

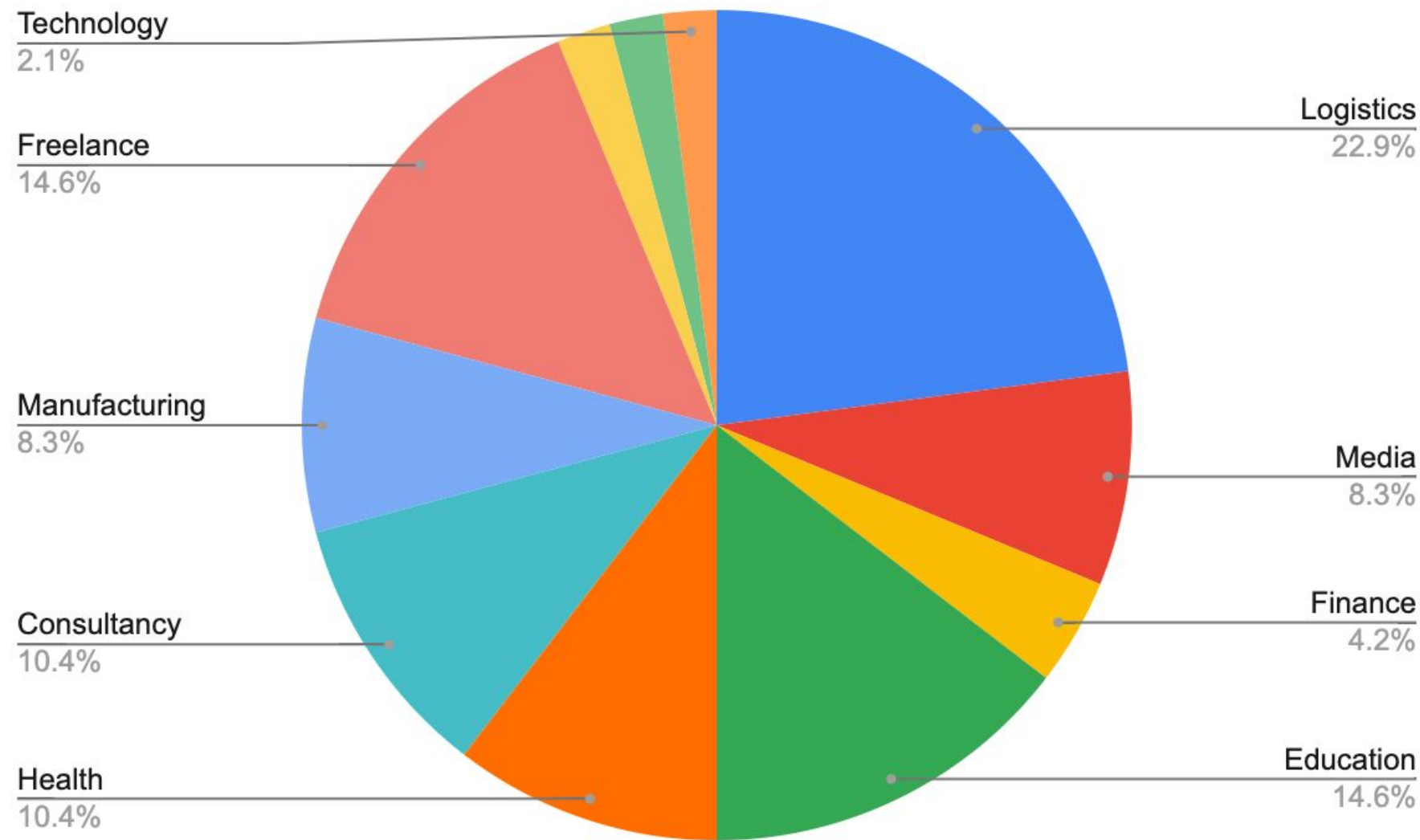
Breakdown by Job Title:

- Student: 6.7%
- Lecturer: 4.4%
- Founder: 4.4%



Breakdown by Industry:

- Logistics: 22.9%
- Education & Freelance: 14.6% + 14.6%
- Consultation & Health: 10.4% + 10.4%
- Manufacturing: 8.3%



3rd Online-Forum: Top In Tech: **Telehealth**

Topic : **Telehealth**

Date : 4 June 2020 (3pm-4pm)



Digital health is the convergence of digital technologies with health, healthcare, living, and society to enhance the efficiency of healthcare.

It can cover everything from wearable gadgets to telehealth.

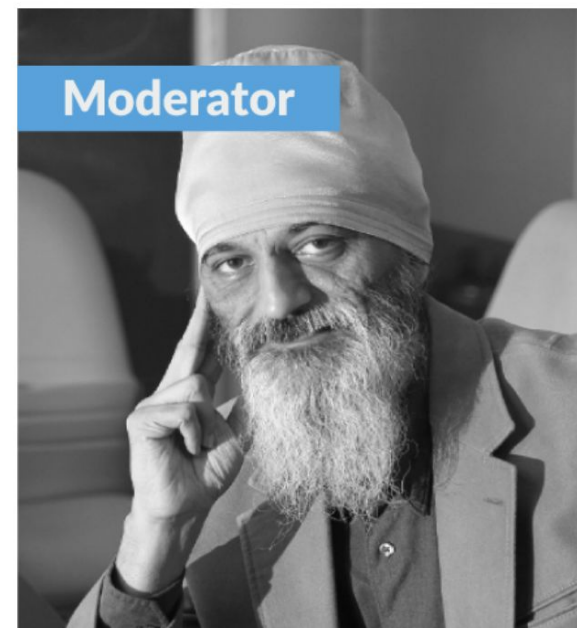
Virtual consultations and remote care have been widely accepted to enable clinical services without an in-person visit. Before Covid, some healthcare providers have dabbled in this before, but the rise in interest could lead to a permanent shift.

Is this the future of patient care?

Watch full forum here



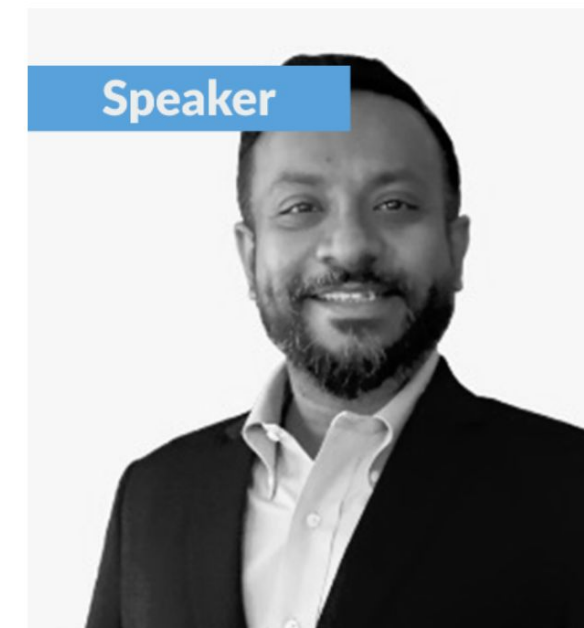
Event Website: <https://kitamalaysia.com/top-in-tech/future-of-work/>



Karamjit Singh

CEO, Digital News Asia

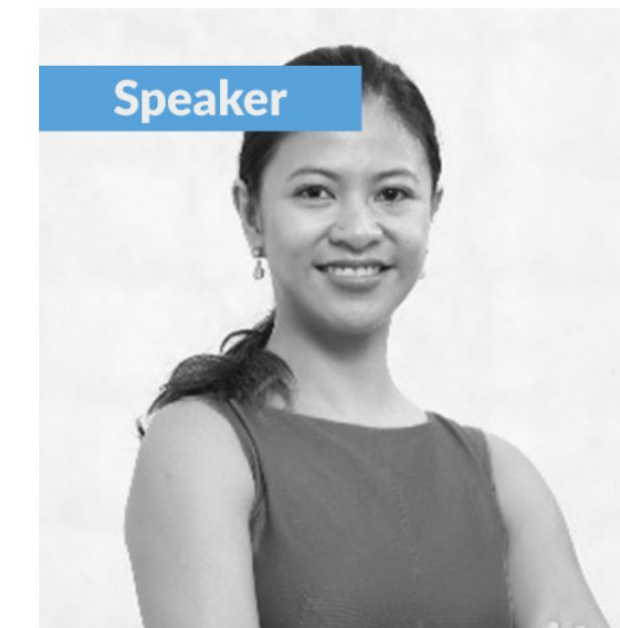
Over the course of his career, Karamjit's name has become synonymous with netv@lue2.0.



Mr Maran Virumandi

Founder, DoctorOnCall

Maran Virumandi has more than 20 years of professional experience with a clear passion for Digital Health and the pursuit of affordable and



Ms Nadiah Wan

CEO, Thomson Hospital

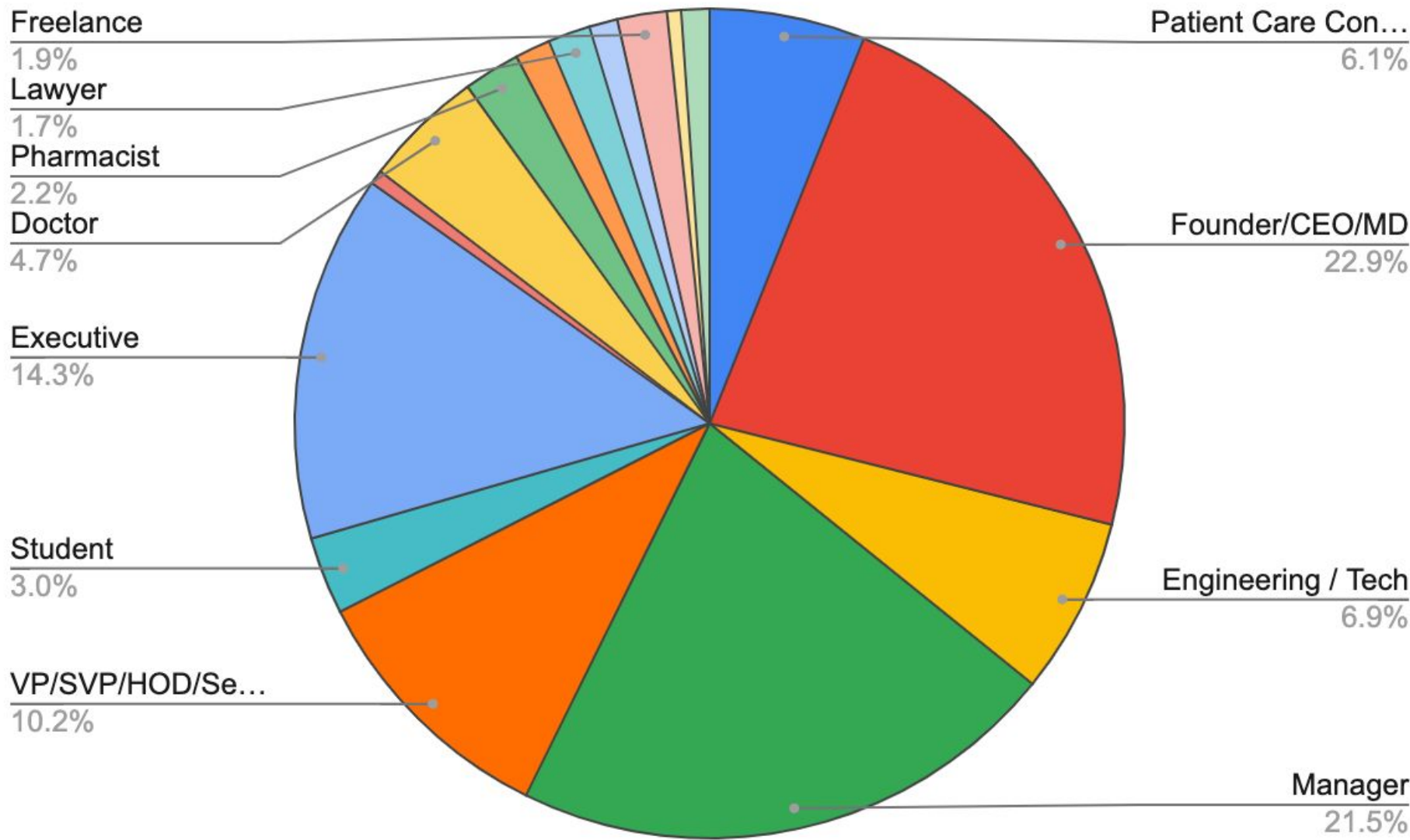
Ms Nadiah Wan, was appointed Chief Executive Officer of Thomson Hospital Kota Damansara in 2017 and Group Chief Executive Officer of TMC

3rd Online-Forum: Top In Tech: Telehealth

Registered Attendees (BigMarker): 376

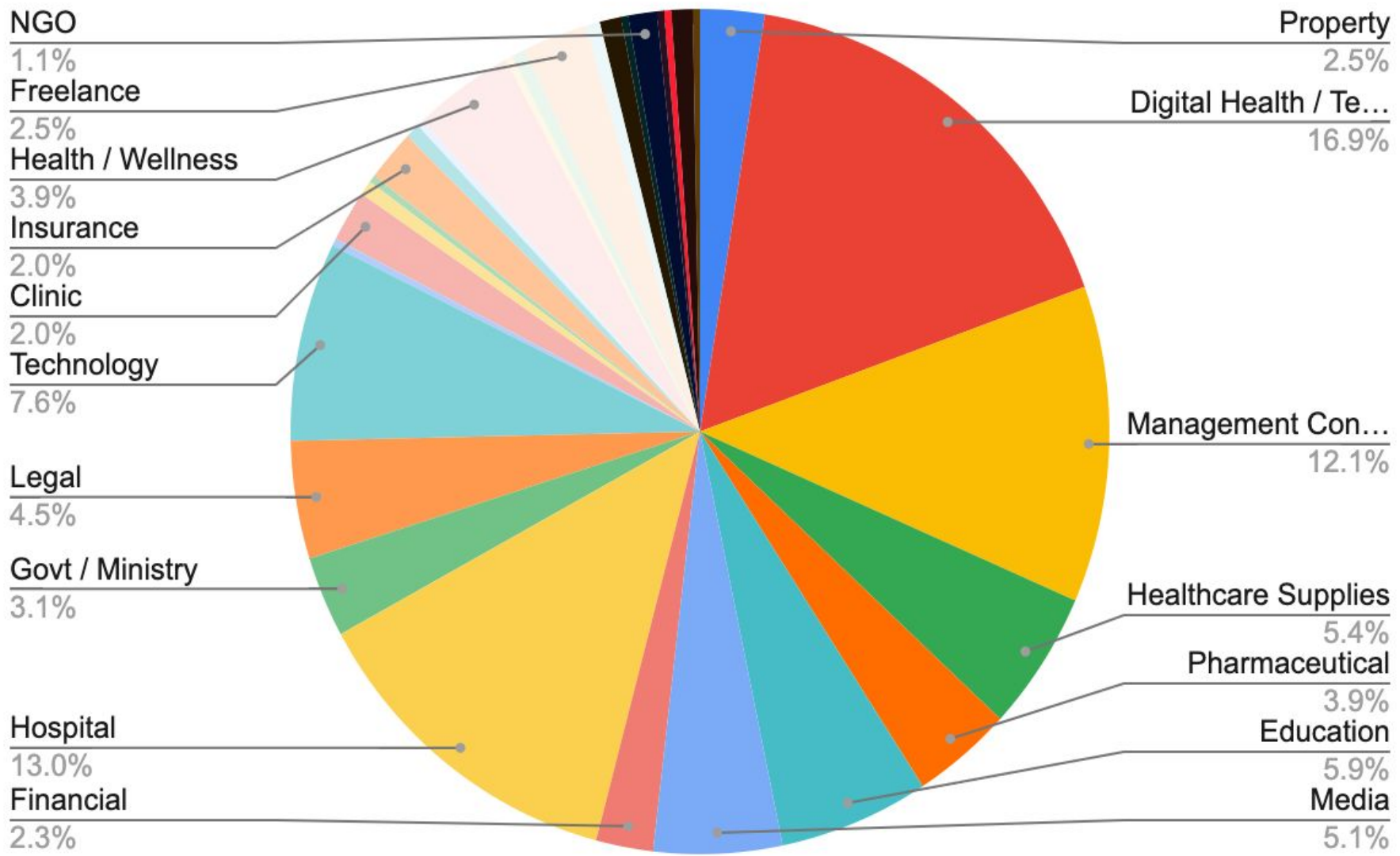
Breakdown by Job Title:

- Founder/CEO/MD: 22.9%
- Manager: 21.5%
- Executive: 14.3%
- VP/SVP/HOD/Senior Manager: 10.2%
- Engineering/Tech: 6.9%



Breakdown by Industry:

- Digital Health/Telehealth: 16.9%
- Hospitals: 13.0%
- Management Consulting: 12.1%
- Technology: 7.6%
- Education: 5.9%



3rd Online-Forum: Top In Tech: Telehealth

Forum Recorded Video:

KiniTV Youtube (58:49):

<https://www.youtube.com/watch?v=Ob0A0En5qCc&feature=youtu.be>

Webinar Platform: **BigMarker**

Total Registered: **376** Pageviews: **2,569**

Forum Page @BigMarker:

<https://www.bigmarker.com/bigclassroom/Future-of-Work3-2020-04-30-05-00-pm>



3rd Online-Forum: Top In Tech: Telehealth

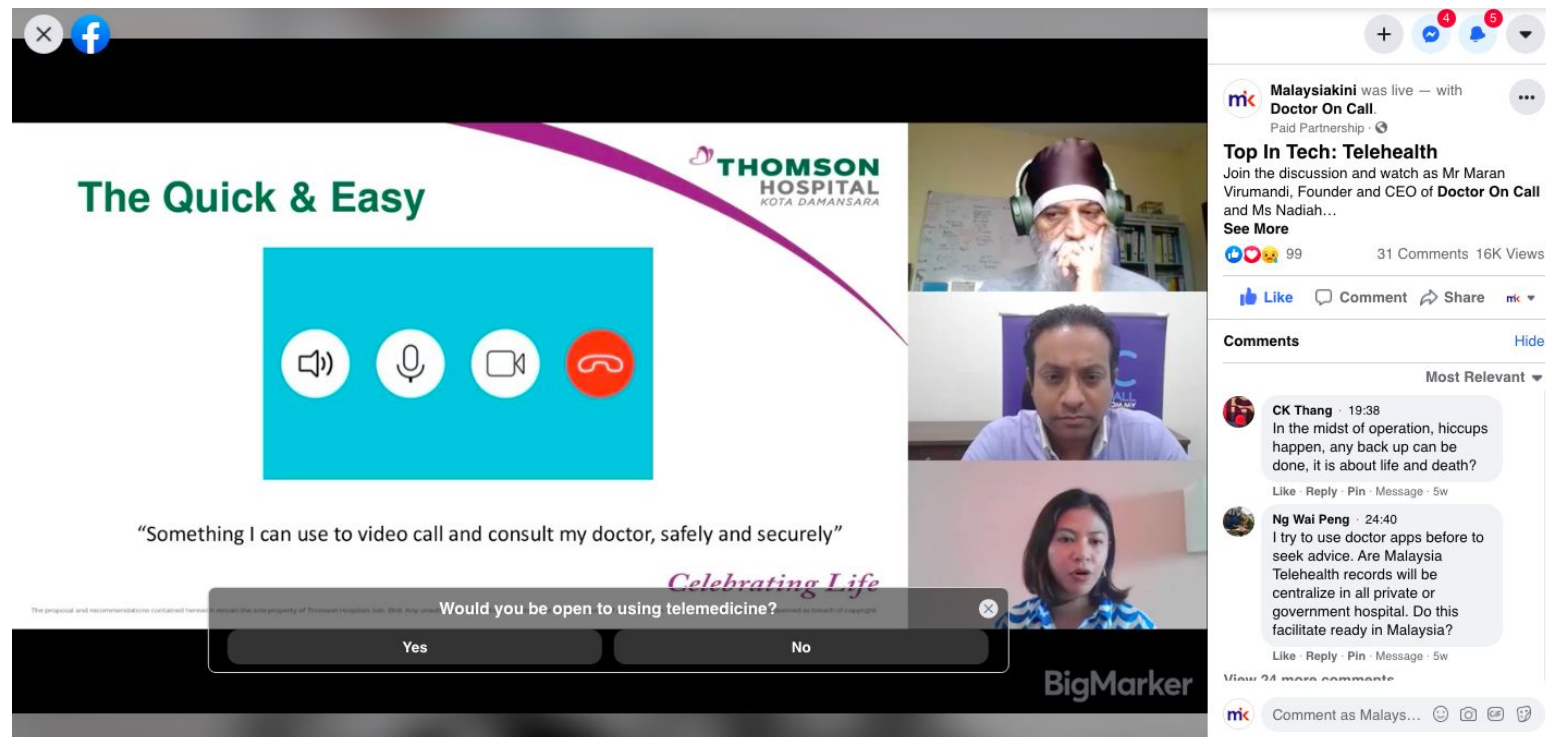
Facebook Live

Total People Reach: > 36,415

Total Engagement: > 7,369

Total Organic Views: > 16,000

<https://www.facebook.com/Malaysiakini/videos/2780848865357193>

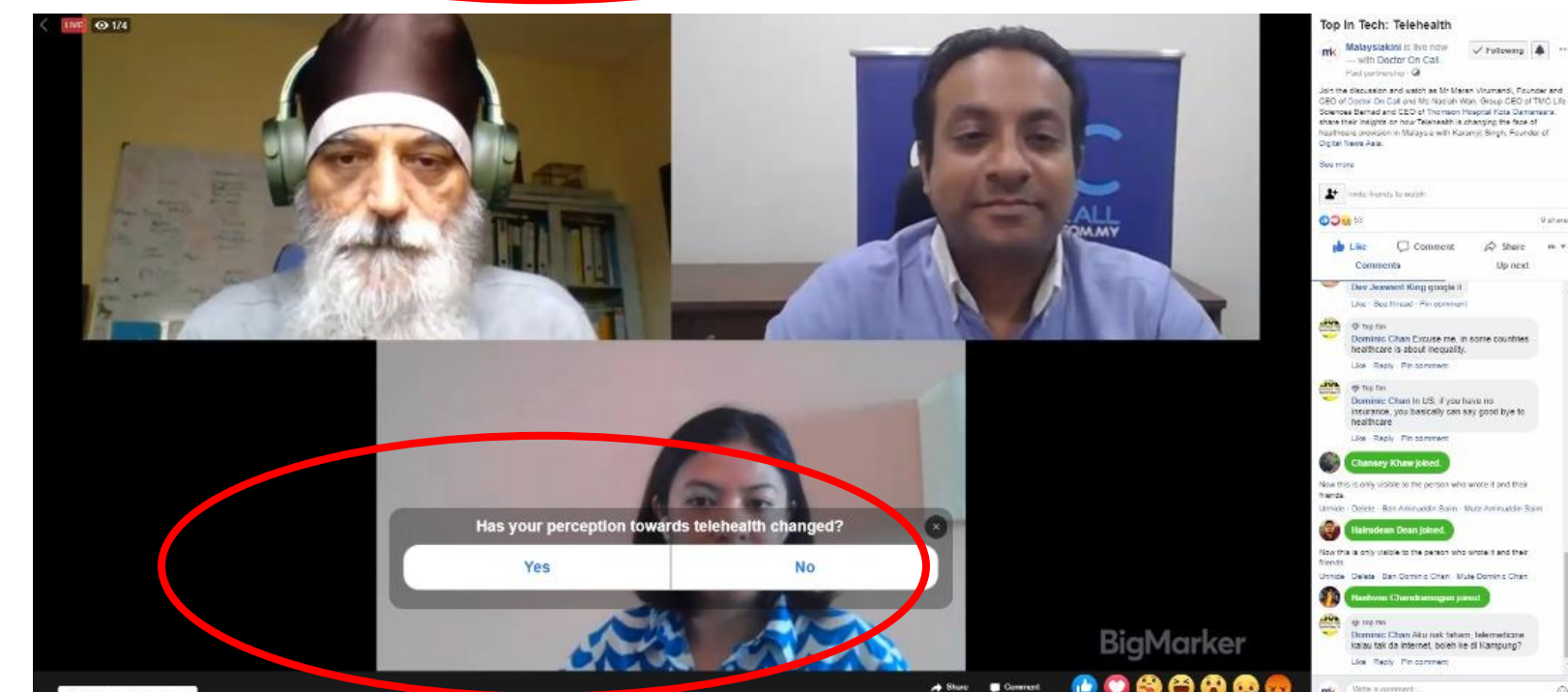
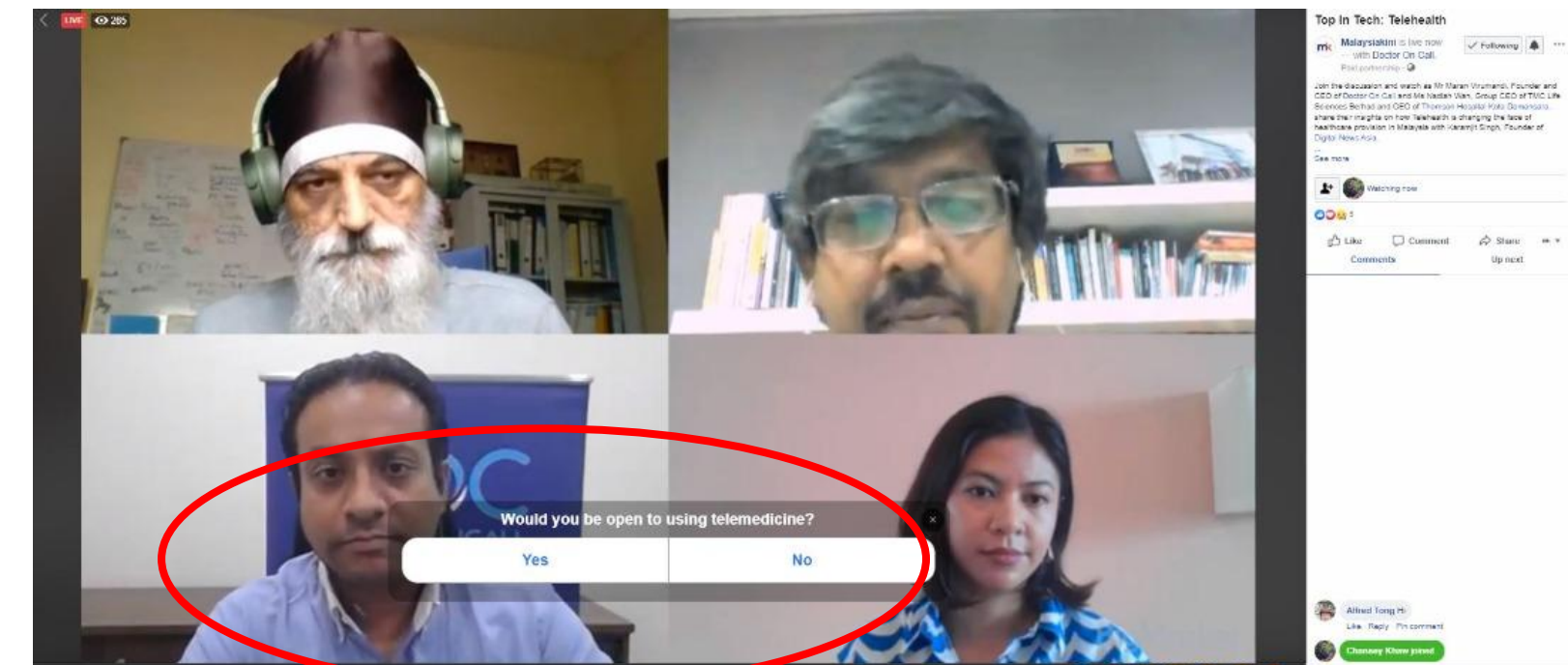


Facebook Live (Poll Question)

Poll Questions:

Q1. Would you be open to using telemedicine?

Q2. Has your perception towards telehealth changed?



4th Online-Forum: Top In Tech: **The New W.o.W (Way of Working)**

Topic : **The New W.o.W (Way of Working)**

Date : 7 July 2020 (5pm-6pm)



TOP IN TECH
"Technology Innovation Post Covid-19"

The New W.o.W (Way of Working)

Brought To You By

KPMG

Jointly Organised By **DNA** **malaysiakini** **kiniEvents** **scale**

Speaker: **Sharmini Ann Jacob**
Executive Director,
People & Change Advisory KPMG in Malaysia

Speaker: **Andre Sequerah**
Managing Partner, ScaleUp Malaysia

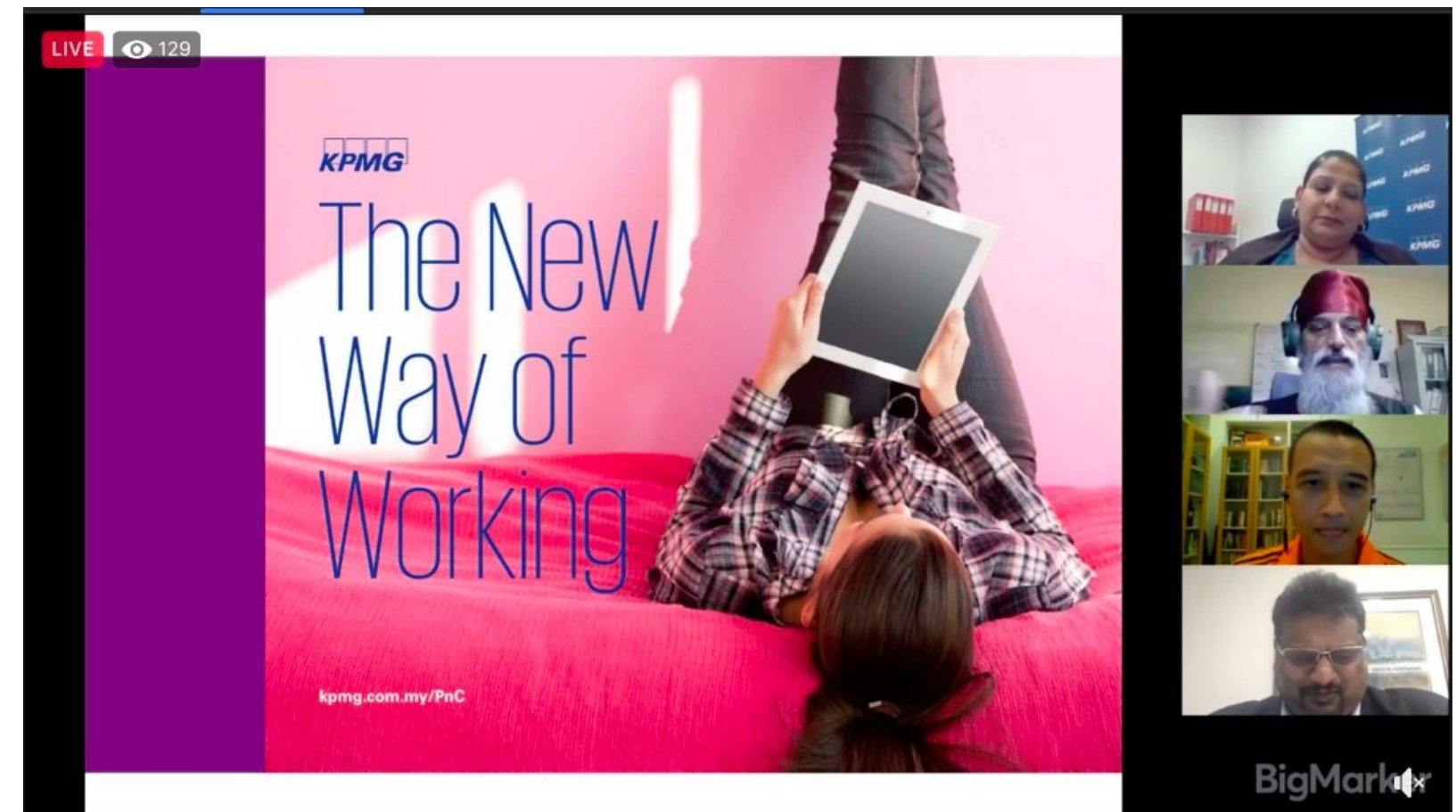
Speaker: **Rohan Krishnalingam**
Group Chief Digital &
Technology Officer, RHB Bank

Moderator: **Karamjit Singh**
CEO, Digital News Asia

Introduction: **Premesh Chandran**
CEO, Malaysiakini

Event Website:

<https://kitamalaysia.com/top-in-tech/the-new-way-of-working/>



LIVE 129

KPMG

The New Way of Working

kpmg.com.my/PnC

BigMarker

4th Online-Forum: Top In Tech: The New W.o.W (Way of Working)

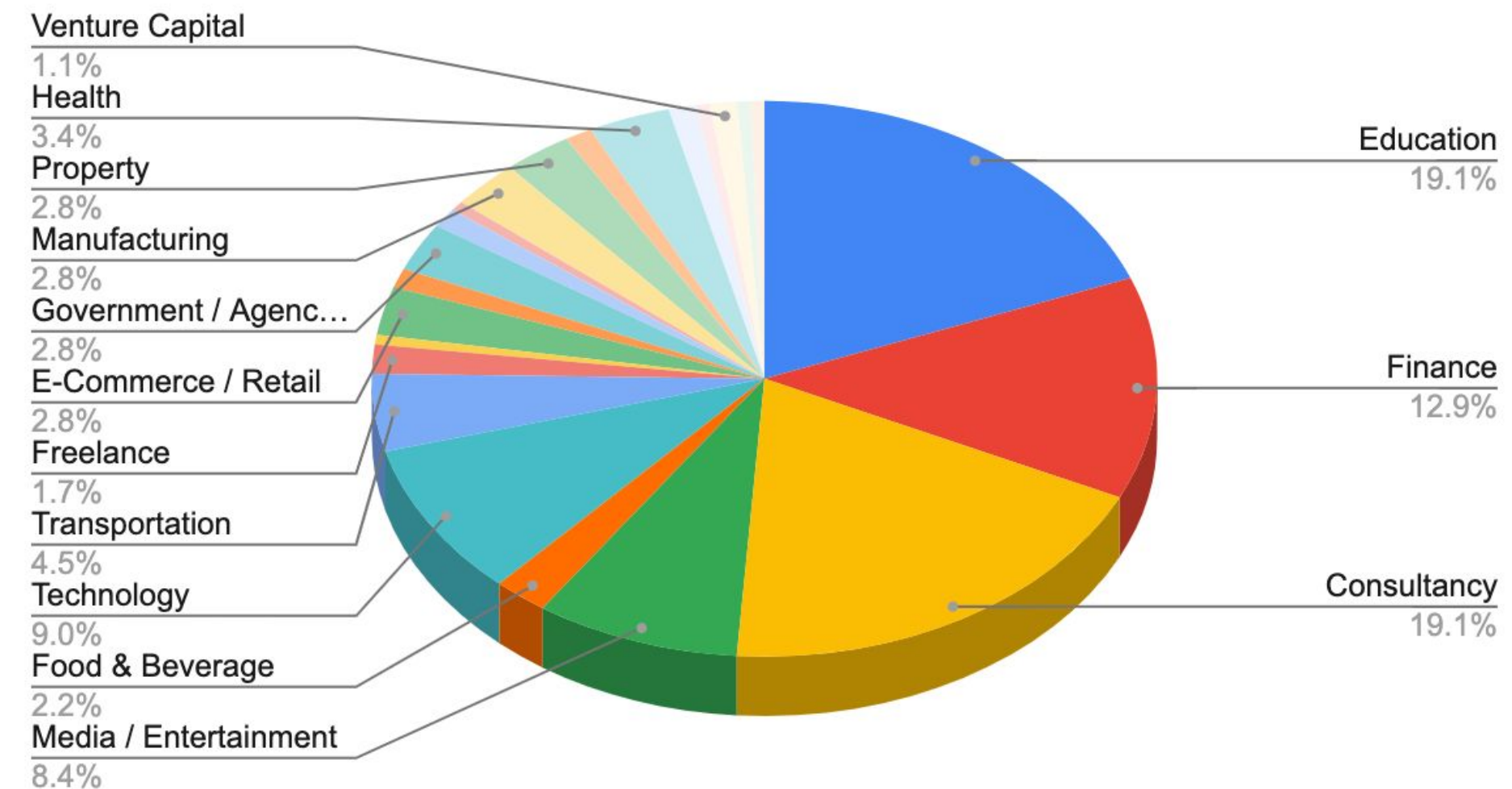
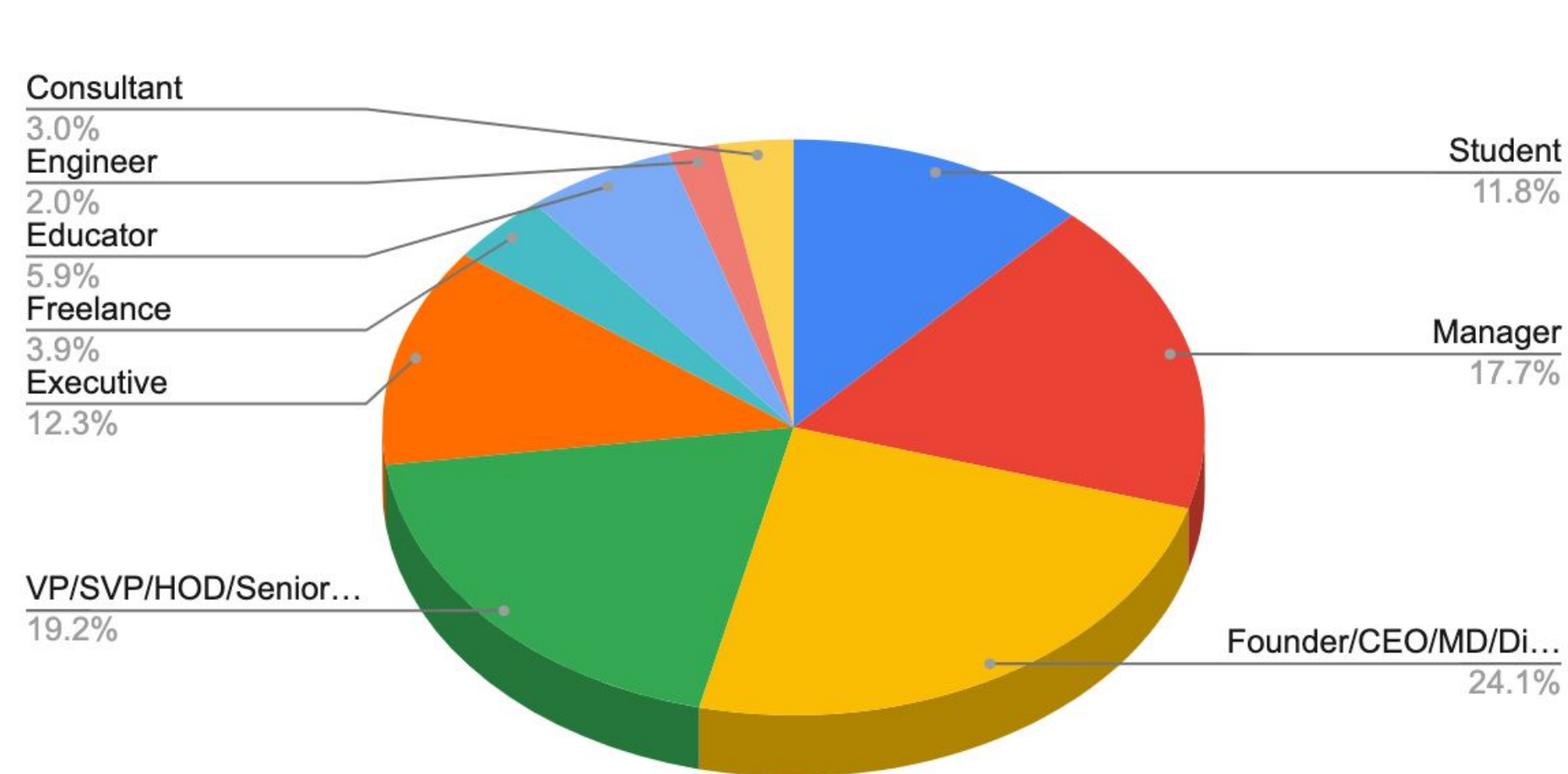
Registered Attendees (BigMarker): **335**

Breakdown by Job Title:

- Founder/CEO/MD: 24.1%
- VP/SVP/HOD/Senior Manager: 19.2%
- Manager: 17.7%

Breakdown by Industry:

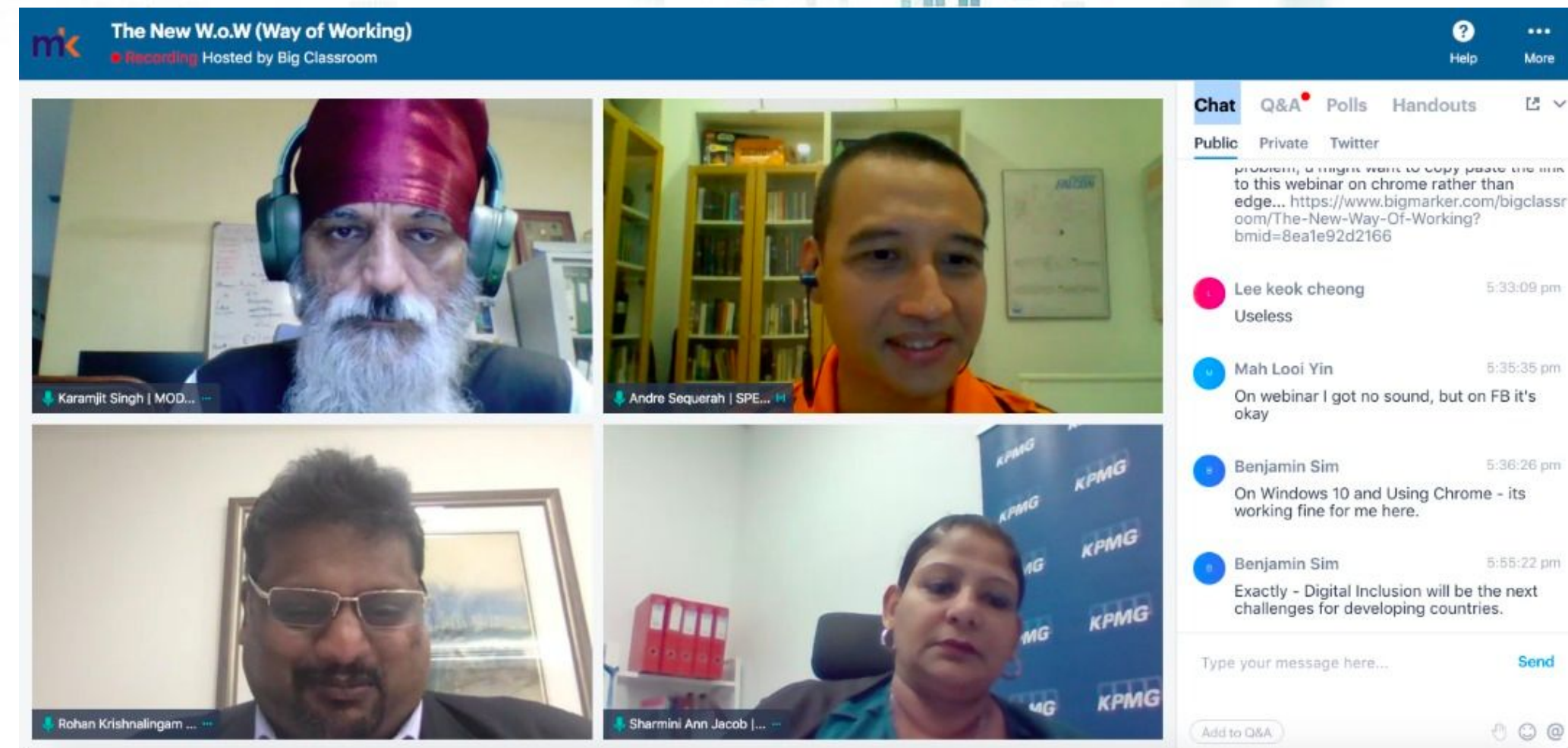
- Consultancy & Education: 19.1% each
- Finance: 12.9%
- Technology: 9.0%



4th Online-Forum: Top In Tech: The New W.o.W (Way of Working)

Forum Recorded Video:

<https://www.youtube.com/watch?v=df1cMDvnuv4&feature=youtu.be>



Webinar Platform: **BigMarker**

Total Registered: **335**

Pageviews: **2,139**

Forum Page @BigMarker:

<https://www.bigmarker.com/bigclassroom/The-New-Way-Of-Working>

4th Online-Forum: Top In Tech: The New W.o.W (Way of Working)

Facebook Live

Total People Reach: > 36,118

Total Engagement: > 4,091

Total Organic Views: > 21,000

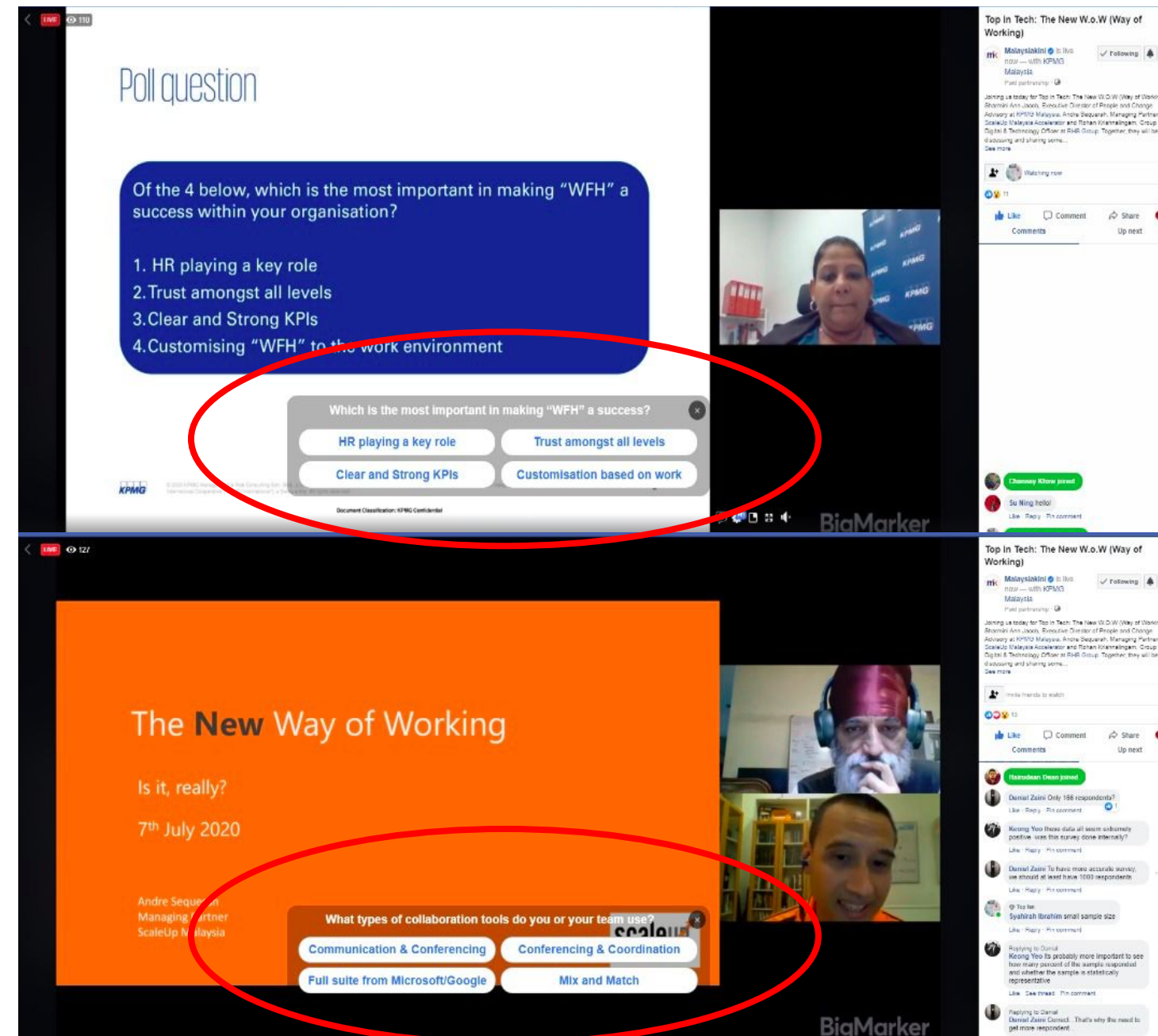
<https://www.facebook.com/Malaysiakini/videos/283823293053565>

Facebook Live (Poll Question)

Poll Questions:

Q1. Of the 4 below, which is the most important in making “WFH” a success within your organisation?

Q2. What types of collaboration tools do you or your team use?
Pick the closest answer.



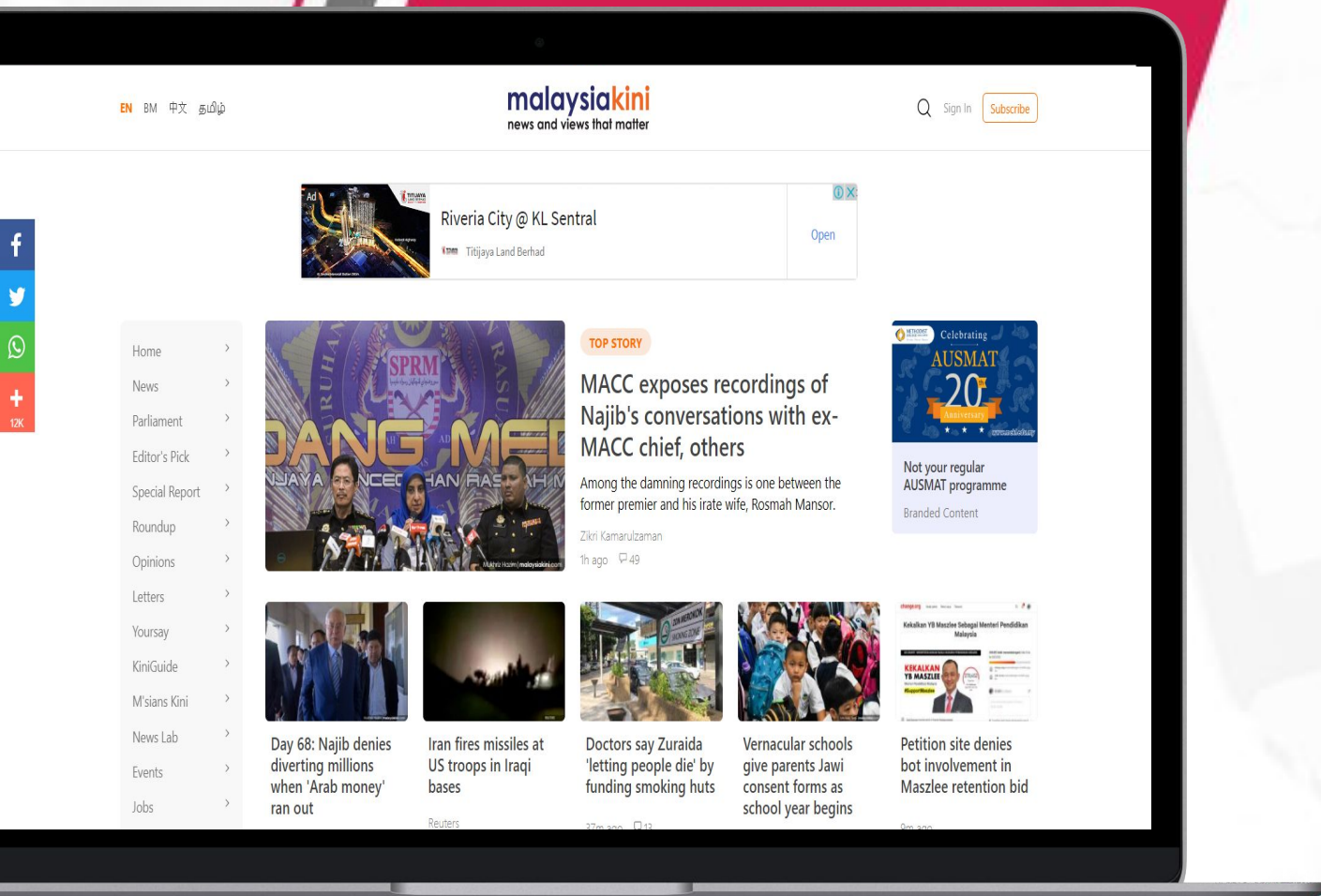
READERS & AUDIENCE PROFILE & STATISTIC

- **Malaysiakini: Readers**
- **Kini Events: Database**






AUDIENCE FIGURES




DESKTOP



HOME PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	415,801	191,115	69,187	18,049
 Page Views	5,458,119	3,440,592	1,239,256	116,438
 Session Duration	00:06:12	00:07:50	00:05:52	00:03:00

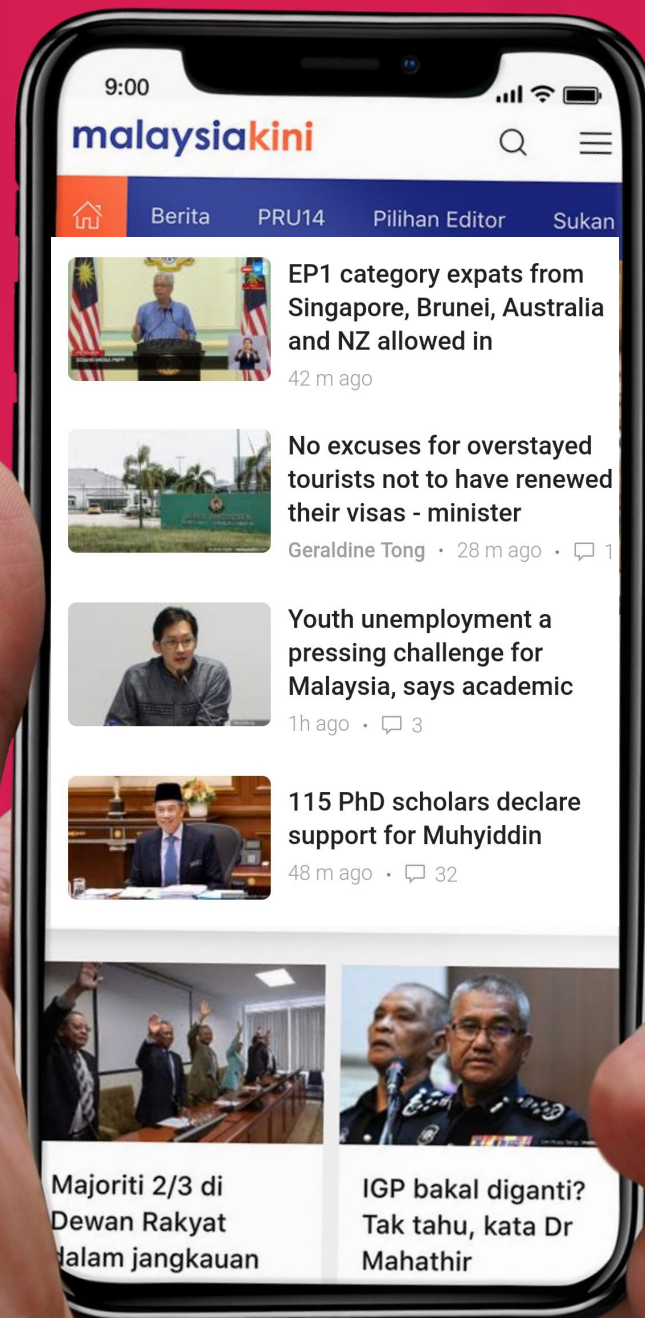
INSIDE PAGE

	ENGLISH	MALAY	CHINESE	TAMIL
 Unique Visitors	494,443	342,396	96,222	28,558
 Page Views	4,323,326	3,417,867	856,392	109,049
 Session Duration	00:02:54	00:03:08	00:02:04	00:01:44

Source: Google Analytics, April 2020

AUDIENCE FIGURES

MOBILE



Unique Visitors



Page Views



Session Duration

HOME PAGE

ENGLISH

626,200

MALAY

760,390

CHINESE

145,198

INSIDE PAGE

ENGLISH

2,997,648

MALAY

2,998,266

CHINESE

852,971



Unique Visitors



Page Views



Session Duration

23,765,237

36,064,403

5,239,321

00:01:57

00:02:59

00:01:11

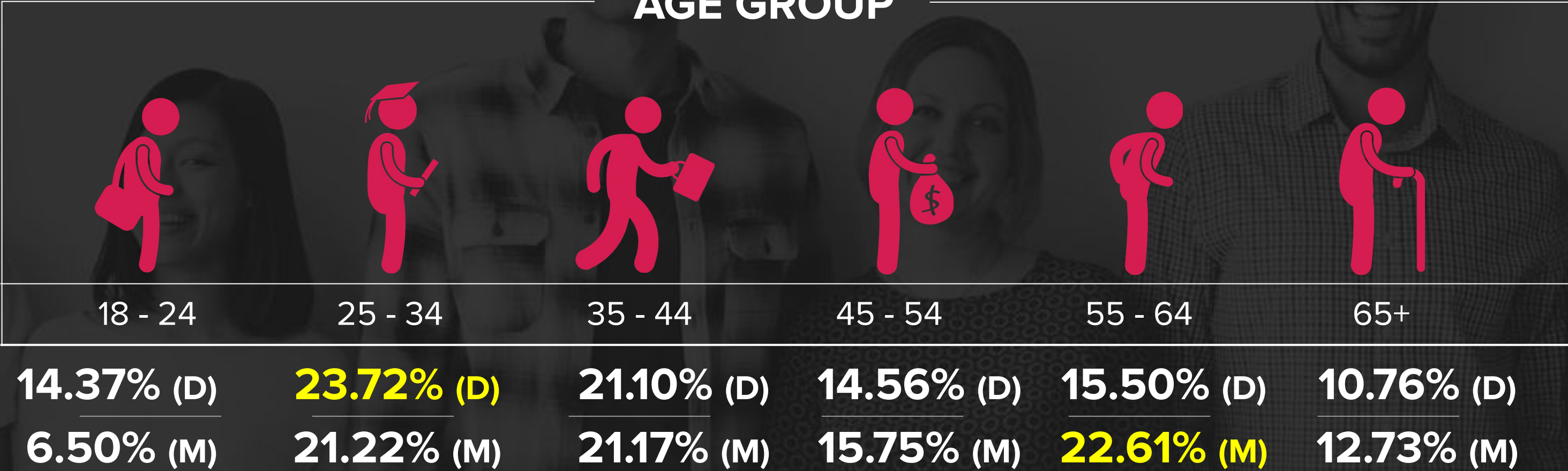
Source: Google Analytics, April 2020

DEMOGRAPHIC (Desktop vs Mobile)

GENDER GROUP

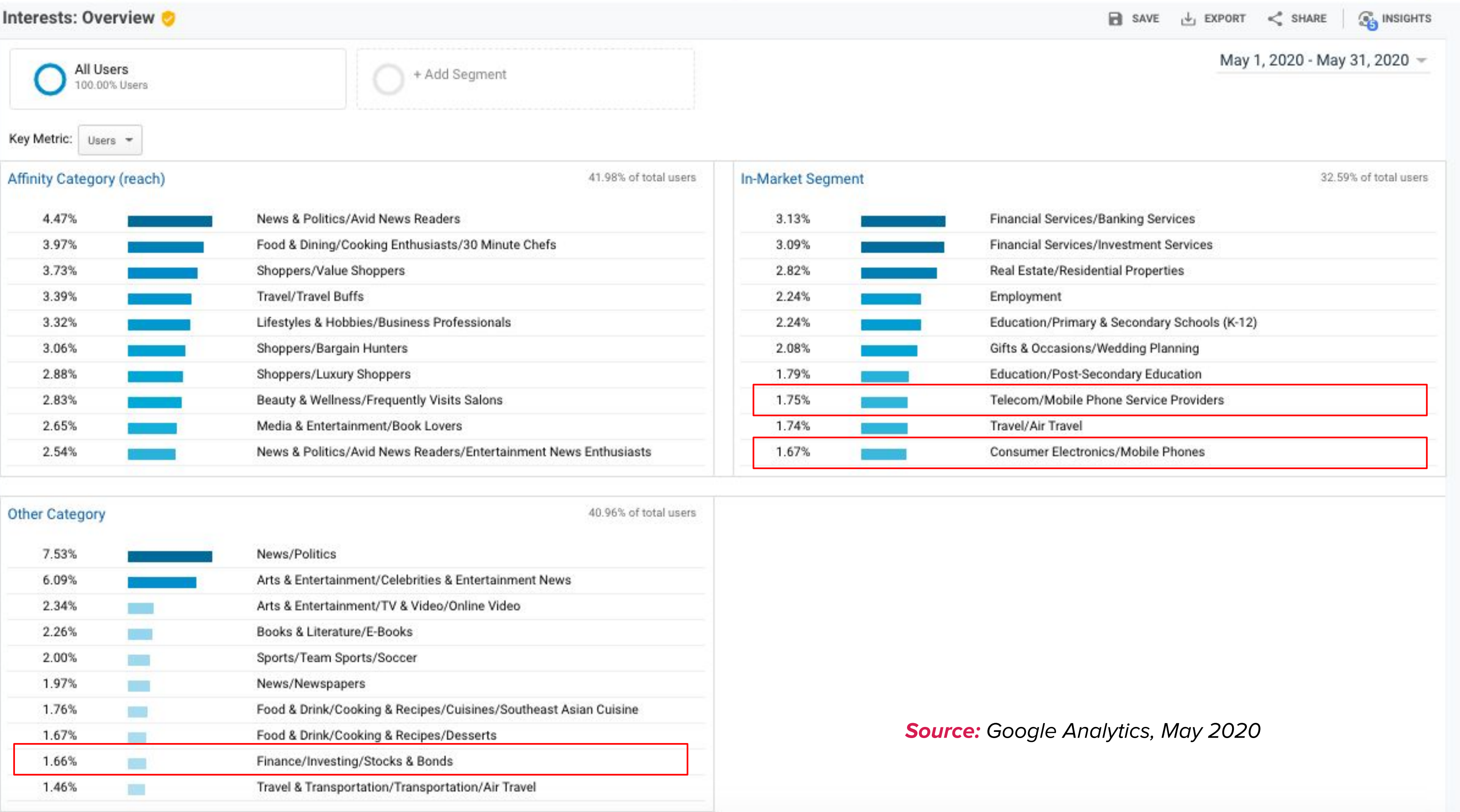


AGE GROUP



Source: Google Analytics, April 2020

Malaysiakini AUDIENCE INTERESTS



Source: Google Analytics, May 2020

MALAYSIAKINI SOCIAL MEDIA | CIRCULATION PLATFORM

facebook

ENGLISH

www.facebook.com/malaysiakini

>1.7 Mil



Likes

11 mil Post Reach in Apr 2020
1.2 mil Video Views in Apr 2020

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

15%



25 - 34

37%



35 - 44

24%



45 - 54

13%



55 - 64

8%



65+

3%

facebook

MALAY

www.facebook.com/mkinibm

>2.34 Mil



Likes

22 mil Post Reach in Apr 2020
2.2 mil Video Views in Apr 2020

GENDER



Male

63%



Female

37%

AGE (OVERALL)



18 - 24

16%



25 - 34

37%



35 - 44

26%



45 - 54

13%



55 - 64

5%



65+

3%

facebook

CHINESE

www.facebook.com/mkinicn

>943 K



Likes

12 mil Post Reach in Apr 2020
4.9 mil Video Views in Apr 2020

GENDER



Male

59%



Female

41%

AGE (OVERALL)



18 - 24

11%



25 - 34

28%



35 - 44

27%



45 - 54

18%



55 - 64

10%



65+

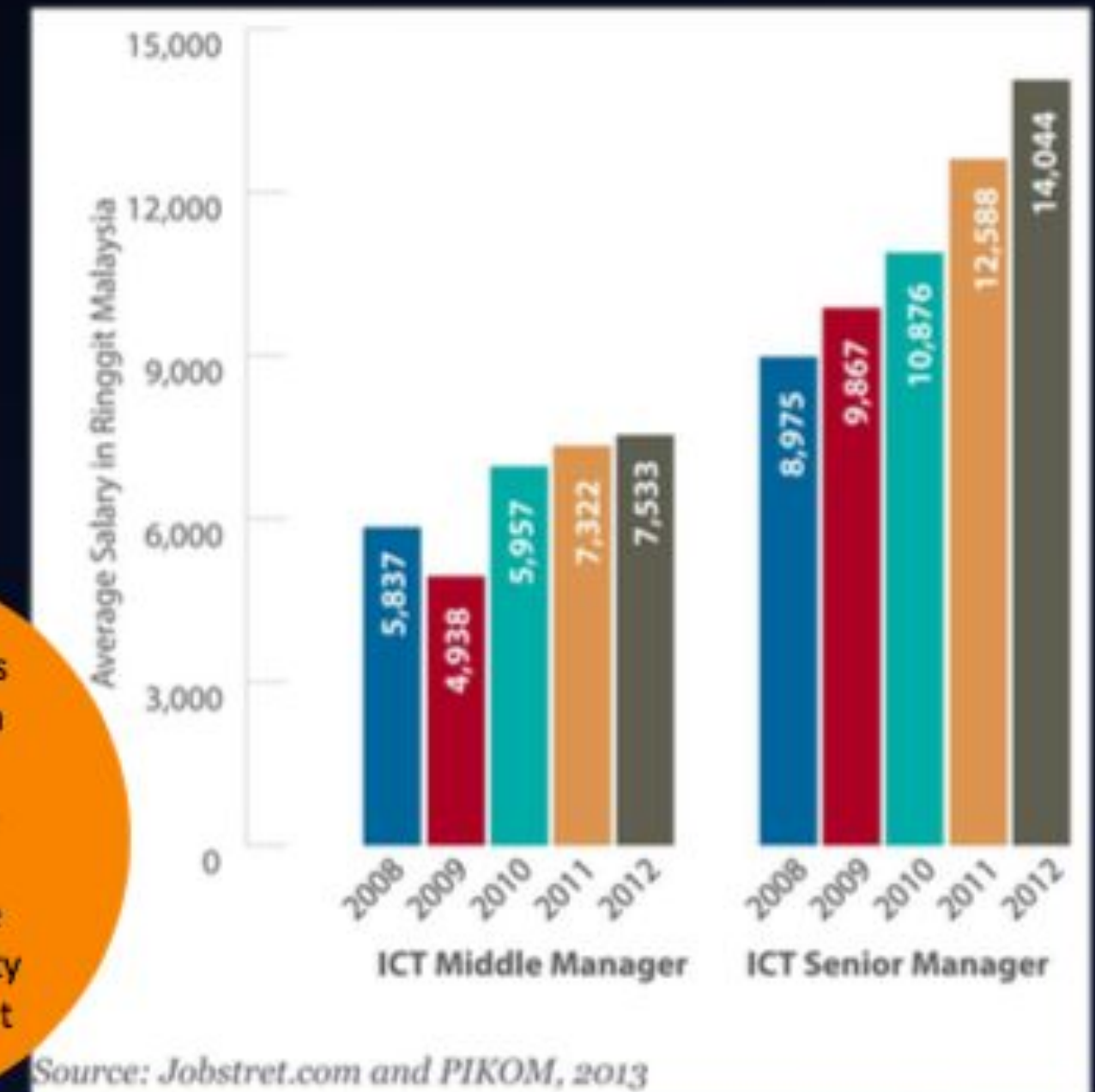
6%

Social Media Platforms [as of April 2020]

Target Audience: Digital News Asia

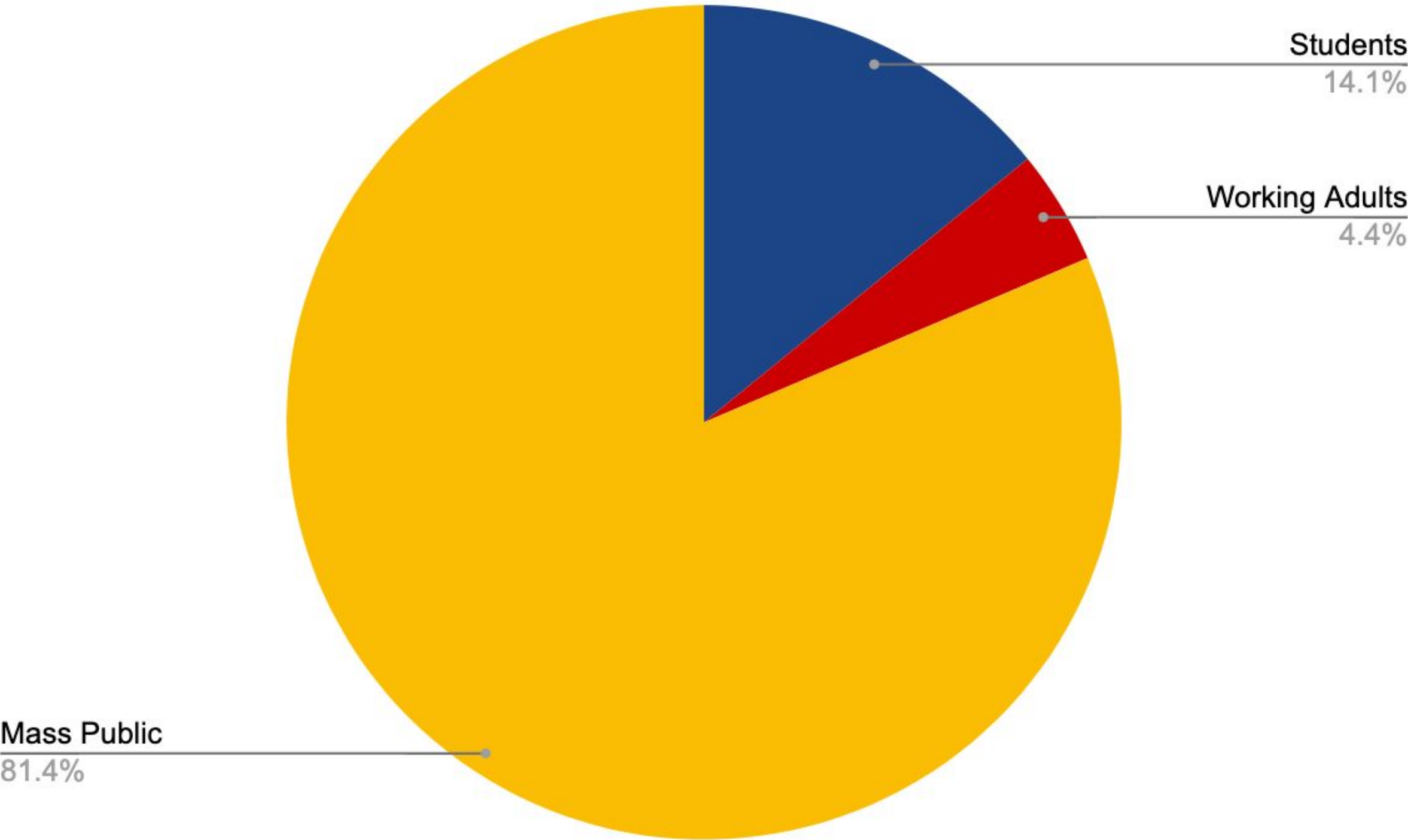
- CEOs, CFOs, CTOs and CIOs across all industries where technology adoption is a competitive necessity and where smart adoption can be a competitive differentiator.
- Policy makers and bureaucrats.
- Senior business leaders in the technology and telecommunications space.
- The 151,000 people working in MSC status companies, as well as entrepreneurs and start-ups.
- The 50,000 people working in the telco sector.
- While DNA caters mainly to senior level figures within the ICT field and its related sectors, anyone with an interest in technology news and developments will find value in our content.

Our content speaks to medium-to-high net worth individuals, where increasing disposable income displays a propensity towards investment



KiniEvents: Database

The data provided is based on the Kini Events database of **8,467**, broken down to **Students, Working Adults and Mass Public**

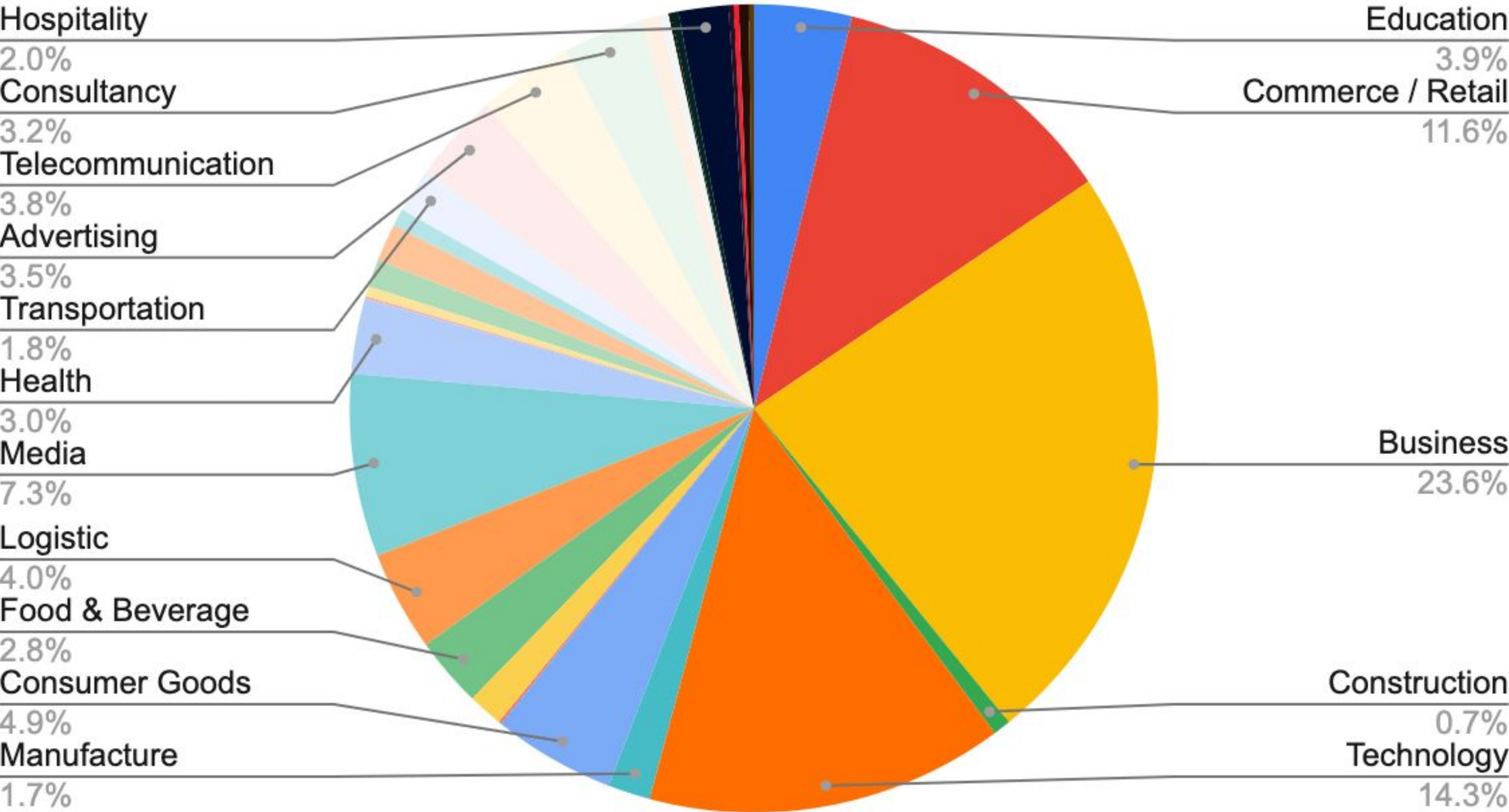


KiniEvents: Database

The data provided is based on Kini Events database of **1,000**, broken down to **top 5 Industry category**:

- 1. Business - 23.6%
- 2. Technology - 14.3%
- 3. Commerce / Retail - 11.6%
- 4. Media - 7.3%
- 5. Consumer Goods - 4.9%

Breakdown of Industry

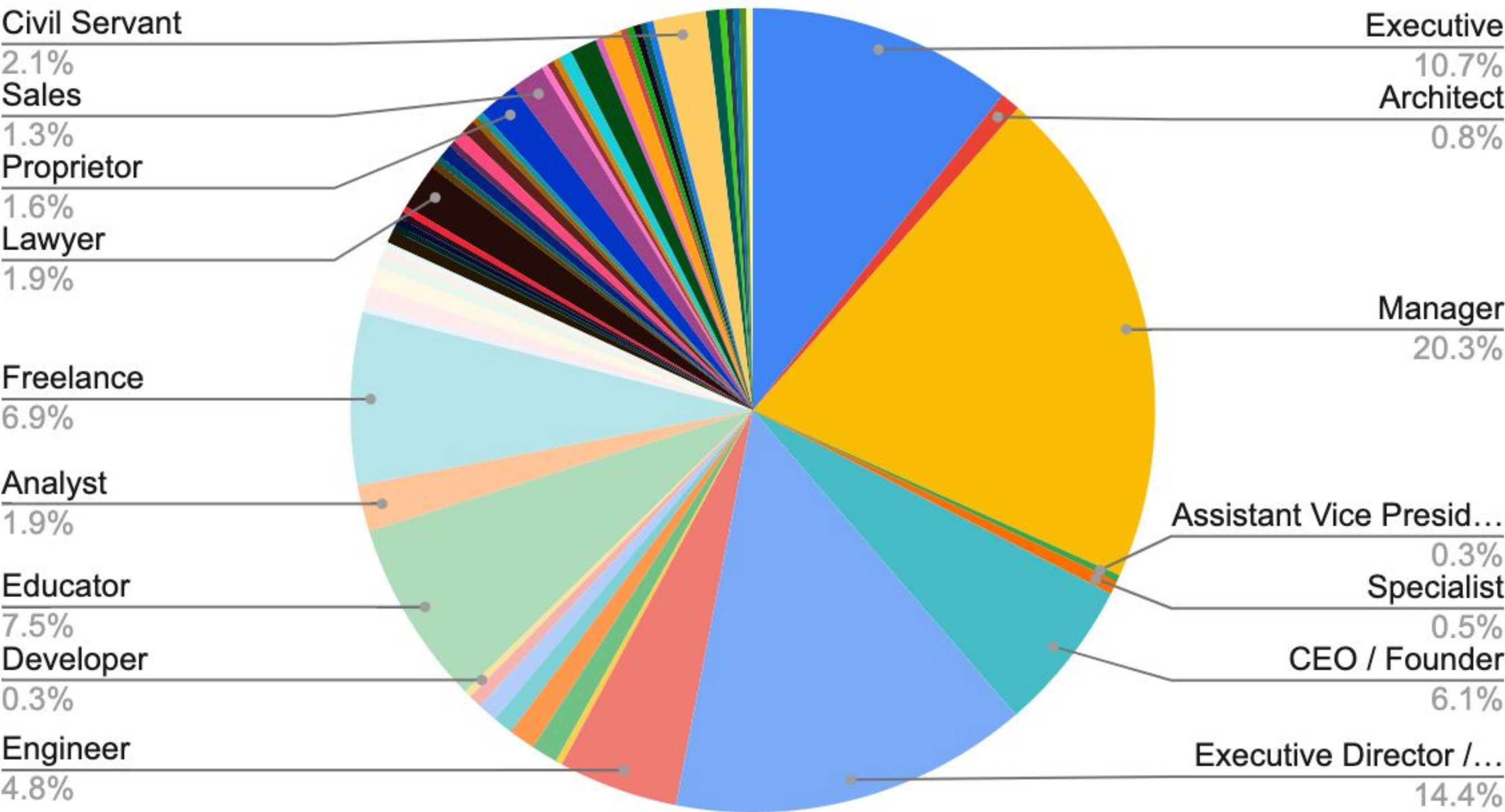


KiniEvents: Database

The data provided is based on Kini Events database of **1,000**, broken down to **top 5 Job Title categories**:

- 1. Manager - 20.3%
- 2. Executive Director / Managing Director - 14.4%
- 3. Executive - 10.7%
- 4. Educator - 7.5%
- 5. CEO / Founder - 6.1%

Breakdown of Job Title



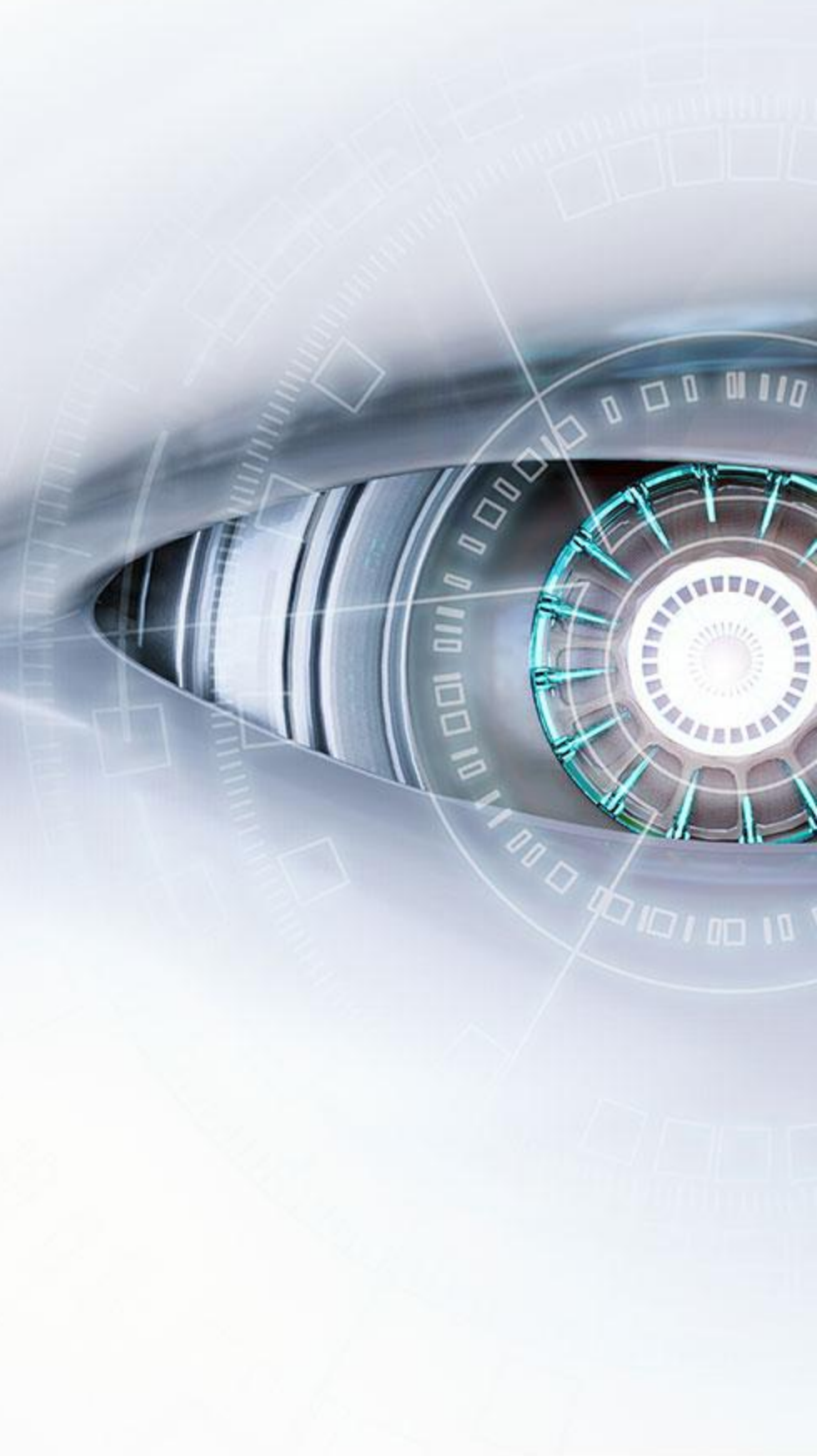
KiniEvents

www.kini.events

Events mark significant milestones in our lives. kiniEvents was established in 2018 to deepen the significance of events, sharpen the experience of both public and private organisations, and contribute to meaningful change. As Malaysiakini's event management arm, we strive to achieve excellence as we embark on a mission to democratise the event management landscape.

We believe, rather than just being a strictly clinical event management corporation, in building greater unity among groups, building platforms so the voices of the young can be heard and finally, building trust. We have, in the past year, organised runs, debates, forums, concerts and a treasure hunt, all aimed at uniting people from different backgrounds.

We will seek clients with a mission to give back to the nation and contribute to nation building. True power lies in the ability to envision a future which benefits the collective - kiniEvents will continuously ensure the benefit of the collective.



Thank You

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Jointly Organised By

