



For Immediate Release

11street Brings Shocking Deals to Life

- Celebrates its one-year anniversary by bringing in renewed 11street's Shocking Deals to Malaysians
- Launches Xpax year-long reload savings to help Malaysians to save more
- Unveils its new brand ambassadors in 2016, Zizan Razak and Elizabeth Tan underlining its intent to localize and grow its business

KUALA LUMPUR, 11 April 2016 – 11street (www.11street.my), Malaysia's most exciting e-mall celebrates its one-year anniversary by bringing 11street's *Shocking Deals to Life*, a carnival-themed celebration that shares the joy of saving and shopping online, as a gesture to thank Malaysian consumers for their tremendous support since its launch on 11th April 2015.

11street's CEO, Hoseok Kim shared that moving forward, 11street aims to continue grow its customer base and enhance existing users' experience with its recently renewed Shocking Deals* section optimized on mobile app with greater variety to curb the economy downturn.

"Malaysians are known to be prudent and are always on the lookout for greater value for money. Backed by the promise of lowest price guaranteed, which is an online offer only by 11street, we enhanced our shocking deals section with new features to make online shopping easier and to meet the purpose of helping Malaysians in savings. This includes mobile app exclusive deals with significant mark-down and discounts, top 100 hot selling deals, new sorting capability that reveals free shipping items, and more," Kim added.

Unveiled Xpax's Reload Savings for Magic SIM

11street also announced another shocking deal in collaboration with Xpax, the main prepaid brand for youth under Celcom Axiata Berhad and launched the unbeatable Year-long Exclusive 10% Reload Savings, where **new Magic SIM** customers will get to enjoy more credit with this amazing Shocking Deals during its 1st birthday carnival.

Kim said, "11street constantly look for the best deal in town to offer its customers, and this timely collaboration comes in handy to help Malaysians save more. Sharing the same view, both 11street and Xpax are committed to provide high quality products and services to Malaysians at competitive prices."

During the event, Zalman Aefendy Zainal Abidin, Chief of Sales and Marketing Officer, Celcom Axiata Berhad highlighted, "Prepaid users are the larger segment of our customer base, and understanding the market preference, we want to ensure that only the best deals and services are brought to our customers. We continuously seek for channels to extend our reach to the users, either existing or potential.

Being on board 11street will expand the avenue further for our customers to obtain our product. Via this channel, we are keen to create more demand for Magic SIM from Xpax, the prepaid product with more credit, more internet, as well as adding on more subscribers to our prepaid customer base. Furthermore, the yearlong promotion on reload savings will benefit our customers greatly," he added.

The new Magic SIM purchased through the 11street app will allow customers to get 10% discount on every reload at 11street for the next 12 months.



Introduced 11street's New Brand Ambassadors – Zizan Razak and Elizabeth Tan

Apart from the exclusive reload savings promotion launch, the two new brand ambassadors, Zizan Razak, prominent local actor-cum-entertainer and Elizabeth Tan, Malaysia's YouTube sweetheart-turned-singer made their first appearances at 11street's anniversary celebration.

"Even though we're only one, our dream to reach out for the stars are exactly why we chose to welcome Elizabeth and Zizan into our growing family. They are the key to unlock our journey as we move closer to understand Malaysians in order to cater to their shopping needs and wants."

"Looking at both Zizan and Lizzy, a young and dynamic brand like 11street could very well relate to their boundless youth and energy that exuberates through their passion and enthusiasm to take the bulls by the horns. Honing these positive vibes, we believe the duo will bring 11street to greater heights and be loved by all Malaysians as much as they are now," Kim added.

While enjoying the fun-filled carnival of all things shocking that includes fun games, coupons, and activities, six lucky "Fly high like a STAR with 11street" contest winners were announced during the event. These lucky winners won the chance to experience an unforgettable helicopter ride followed by an intimate dinner session with the 11street's brand ambassadors, Zizan and Elizabeth.

Along with this, as a treat to 11street's loyal app consumers, 11street has also officially launched the '11 Days of Shocking Giveaways' with irresistible deals at lowest price. During the 11 Days of Giveaways campaign, Shocking coupons will be available every day for popular brands, including BHPetrol, Caring Pharmacy, Laneige, Melissa Shoes, OPPO, Seagate, Tefal, TGV and more. The 11 Days of Shocking Giveaways will definitely mesmerise Malaysians as 11street celebrates its 1st year anniversary with all things shocking!

** 11street's Shocking Deals promises lowest price guaranteed to consumers. If consumers can locate the same item selling at a lower price on another online shopping websites, we'll refund 110% back on the difference in credit to their consumers.*

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