



Shopee Commits Up to RM50 Million for Malaysian Students *Strategic Partnership with Sasbadi Benefits 2.5 Million Students Nationwide*

KUALA LUMPUR, 29 June 2023 – Shopee, the leading e-commerce platform in Southeast Asia & Taiwan, has officially partnered with Sasbadi, Malaysia’s leading publication house and education solutions provider, to empower students in achieving their educational goals. The partnership was launched to make high-quality learning and revision materials more accessible to the Malaysian student community, giving them access to the right tools to succeed in their studies.

Commencing on 1 July 2023, Shopee will commit 50 million ringgit to help students purchase educational materials to assist them in achieving academic excellence. This is carried out via 20 ringgit cash equivalent vouchers with no minimum spend that can be redeemed on any educational materials available at Sasbadi’s Official Shopee Store, exclusively for new Shopee customers. Throughout the year, these vouchers will be printed in selected Sasbadi publications and distributed through Shopee and bookstores across the country.

“For those in need of high-quality learning materials, you are not alone – Sasbadi is committed to helping you achieve your full potential. We trust Shopee to make available this much-needed support to students across Malaysia, particularly underserved communities who need it the most, and we will continue to explore all avenues for raising awareness about such efforts,” said Law King Hui, Group Managing Director and Co-Founder of Sasbadi.

“We are humbled to partner with like-minded companies like Sasbadi to support the rising educational needs of rural, underprivileged and underserved students from diverse backgrounds across Malaysia. This is part of our commitment to support local communities using technology. I strongly believe in the importance of education and together with my team, I am glad to be able to pay forward the support I received during my student days. We hope that Shopee’s support will enable these students to achieve their dreams,” said Kenneth Soh, Head of Marketing at Shopee Malaysia.

Shopee took a similar step in May 2022 when it collectively raised nearly 300 thousand ringgit for #ShopeeGivesBack* partners like UNICEF Malaysia in meeting critical needs of marginalised children and their families in Covid-19.

During the year-long campaign, Shopee’s platform will serve easy-access offerings tailored to students’ needs based on data-driven insights. Specifically, students’ searches for educational needs, such as practical notebooks or school supplies, educational textbooks, educational aid devices, and extra-curricular supplies. Concurrently, Sasbadi’s publications, available on Shopee and in bookshops nationwide, will incorporate the 20-ringgit vouchers, allowing students to



conveniently redeem them for educational materials at Sasbadi's Official Shopee Store on the platform.

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Notes to editor

- #ShopeeGivesBack which launched on 1 May 2020 during the height of the COVID-19 pandemic, uses technology to help the underserved in Malaysia across four areas: underprivileged communities development, children and family services, health charities, and environmental charities. The platform provides Malaysians with an online avenue to support their favourite causes in the most convenient way. Shopee ensures that these NGOs have credible track records and are registered with the Registry of Societies.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee promotes an inclusive and sustainable digital ecosystem by enabling businesses to digitalise and grow their online presence, helping more people access and benefit from digital services, and uplifting local communities.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping homegrown brands and entrepreneurs succeed in e-commerce.

Shopee is part of Sea Limited (NYSE: SE), a leading global consumer internet company. Sea's mission is to better the lives of consumers and small businesses with technology through its three core businesses: Shopee, Garena and SeaMoney.

About Sasbadi

Sasbadi Holdings Berhad is a leading Malaysian education solutions company that provides quality educational materials to students and educators.

Established in 1985, Sasbadi has evolved from being mainly an educational print publisher to a provider of diverse education solutions. Their extensive library of educational materials includes textbooks, workbooks, digital resources, and other materials designed to help students learn and grow. In addition to publishing, Sasbadi offers various educational services, including teacher training and development, educational consultancy, and e-learning solutions.

With a commitment to excellence and innovation, Sasbadi is dedicated to helping students achieve their fullest potential in a rapidly evolving 21st century landscape. Sasbadi was successfully listed on the Main Market of Bursa Malaysia Securities Berhad on 23 July 2014.

For media enquiries:

Write to Shopee Public Relations Team at pr.my@shopee.com

or

Law En Zhen, Assistant Manager, Corporate Strategy, Sasbadi Holdings Berhad at enzhen@sasbadi.com or call 03-6145 1188 ext. 1096