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MDEC forges ahead with Reinvent Agenda; New Chief Digital Business Officer appointed

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Cyberjaya, 1 March 2021: The Malaysia Digital Economy Corporation (MDEC) today announces the appointment of Aiza Azreen Ahmad as Chief Digital Business Officer in its continuing drive to reinvent and strengthen Malaysia's digital economy.

Aiza will work closely with the CEO and Board of Directors at MDEC to drive all business development, strategic and operational aspects of the company, including corporate and business development initiatives; strategic planning; budget development and control; commercial input into national digitalization development; as well as support investor relationships and fundraising.

Marking yet another significant appointment under MDEC's 'Reinvent' agenda – the latest hire is another step forward for MDEC to inculcate a high performing and high-impact organisation. The agency has begun cascading changes throughout the organisation to ensure optimal performance for its new structure.

"We already have an amazing and talented team at MDEC and with Aiza's appointment, we aim to strengthen our expertise and experience as part of our relentless effort in realising Malaysia 5.0. An increasing number of distinguished talents are now gravitating towards MDEC and this augurs well for our stakeholders, adding new perspectives and dimension in a rapidly-changing landscape during unprecedented times like these. Her appointment will enable us to further expand and solidify our business development initiatives and reach in the digital economy sphere, allowing us to fulfil our goals

and Malaysia's digital vision as espoused in the Malaysia Digital Economy Blueprint (MyDIGITAL)," said YBhg. Datuk Wira Dr Hj. Rais Hussin Mohamed Ariff, Chairman of MDEC.

In her new role, Aiza will be a member of the MDEC Operating Council (MOC) and will report directly to the CEO. She will oversee and steer the Digital Adoption Ecosystem in E-Commerce, Business Digital Adoption, Data Ecosystem Development and the Digital Infrastructure departments.

She will also lead external innovation opportunities to expand commercial strategies and build corporate business and innovations for e-commerce, in

line with MDEC's focus on digitalising SMEs, MSMEs and enterprises.

"The appointment of Aiza will strengthen our line-up as we expand our business capabilities and opportunities, both domestically and globally, in our resolve to create and bolster impactful digital outreach for Malaysia. I'm excited to work with Aiza and I am confident that she will further add value to MDEC as we strive towards driving digital outreach for the society and economy. Aiza's appointment is a reflection of MDEC's commitment to creating technocrats and a people-first society in the age of 4IR technology, leading to shared prosperity for all," said Surina Shukri, CEO of MDEC.

Aiza's career spans 20 years and working in two countries – Australia and Malaysia – where she worked across multiple industries in strategy development and execution of large-scale business transformation.

She held leadership positions in organisations such as Pertama Digital Berhad, Axiata Digital Services and Axiata eCode Sdn Bhd (part of Axiata Group of Companies), Bank Rakyat, Sime Darby Group, Media Prima Berhad and AmBank Berhad where, with various stakeholders, she helped pioneer digital ecosystems. This includes pioneering Malaysia's cashless ecosystem with Boost eWallet; deploy frontier technologies; innovate operating models and commercialise businesses through mergers and acquisitions (M&As); venture building, and collaborating with strategic partners.

"I had the good fortune of having conversations with the leadership team at MDEC on what is required to accelerate Malaysia's digital economy, the execution of MDEC's 'Reinvent' as well as the inherent and future challenges in these efforts. At the end of these conversations, taking leave from the private sector to be part of MDEC's journey was not a difficult decision to make. Today, I join the best-in-class team to contribute not just to MDEC, but to the country as well. With the recent launch of the MyDIGITAL initiative and the Malaysia Digital Economy Blueprint, I am excited with what lies ahead," said Aiza.

About Malaysia Digital Economy Corporation (MDEC)

Malaysia Digital Economy Corporation (MDEC) is a government agency under the purview of the Ministry of Communications and Multimedia Malaysia entrusted to lead Malaysia's digital economy forward.

Incorporated in 1996 to oversee the development of the MSC Malaysia initiative, MDEC's primary mandate today is to accelerate the growth of digitally-skilled Malaysians, digitally-powered businesses and digital investments in Malaysia. MDEC is focused on creating inclusive, high-quality growth through the nationwide digitalisation initiatives that are in line with the Government's Shared Prosperity Vision 2030 in line with Malaysia 5.0 and firmly establishing Malaysia as the Heart of Digital ASEAN.

#LetsBuildTogether #DigitalMalaysiaForward

To find out more about MDEC's Digital Economy initiatives, please visit us at www.mdec.my or follow us on:

Facebook: <https://www.facebook.com/MyMDEC/> Twitter: @mymdec

For media queries, kindly contact:

Dashika Gnaneswaran - dashika.gnaneswaran@mdec.com.my

Simon Yap – simon.yap@mdec.com.my

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