



11 May 2020

JomSave Launch

a2a GN Limited (**a2a**, the **Company**) is pleased to advise shareholders that the Company's innovative new technology platform, JomSave, is now officially "Live", and is available for download on Google Play (IOS will be in 2 weeks).

Designed as an "All-Win" application, JomSave will deliver tangible benefits to Users, Merchants, DigitalPreneurs (**DPs**) and A2A shareholders, and has been designed to quickly and seamlessly adjust to maintain a first-mover advantage as economies gradually come out of COVID-19 lockdowns.

JomSave went live on 4 May 2020 via an online event livestreamed on Facebook. The live date coincided with the easing of MCO restrictions in Malaysia and was viewed by over 1,600 people.

Pleasingly, post-launch, the engagement levels tracked via Facebook indicate the webinar has now reached over 13,000 people, of whom over 4,000 have subsequently engaged with A2A – a rate of 34%. To put this in perspective, industry standard guidelines for this post engagement measure are that engagement of <1% represents low engagement, between 1% and 3.5% is a good/average engagement rate, and between 3.5% and 6% is a high engagement rate.

Pleasingly, the majority of existing DPs on the legacy A2A platform have been successfully migrated across to JomSave, with the following statistics as at 8 May:

DESCRIPTION	NO.
Total No. of DP	42,538
Migrated from a2a platform	41,420
Actual paid DP	1,118
Unique DP	570
DP with income	277 (48.60%)

A detailed marketing campaign focused on "app-savvy" users, with online previews, training sessions, events and other digital marketing tools has been enacted to continue building on the significant momentum generated by the initial go-live. Whilst the number of "bricks and mortar" retail Merchants will likely continue to be impacted by COVID-19, online sales have and are expected to continue to enjoy a significant uptick in acceptance by Users. Engagement sessions with prospective JomSave Customers will continue to be conducted online until COVID-19 restrictions are lifted.

The Board thanks all stakeholders for their ongoing support whilst JomSave was developed, and recognise that many shareholders are also JomSave customers. Further updates on the JomSave program rollout, enhancements and events will be advised as they occur.

The Company Secretary has been authorised by the Chairman to lodge this announcement.

James Barrie
Company Secretary

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