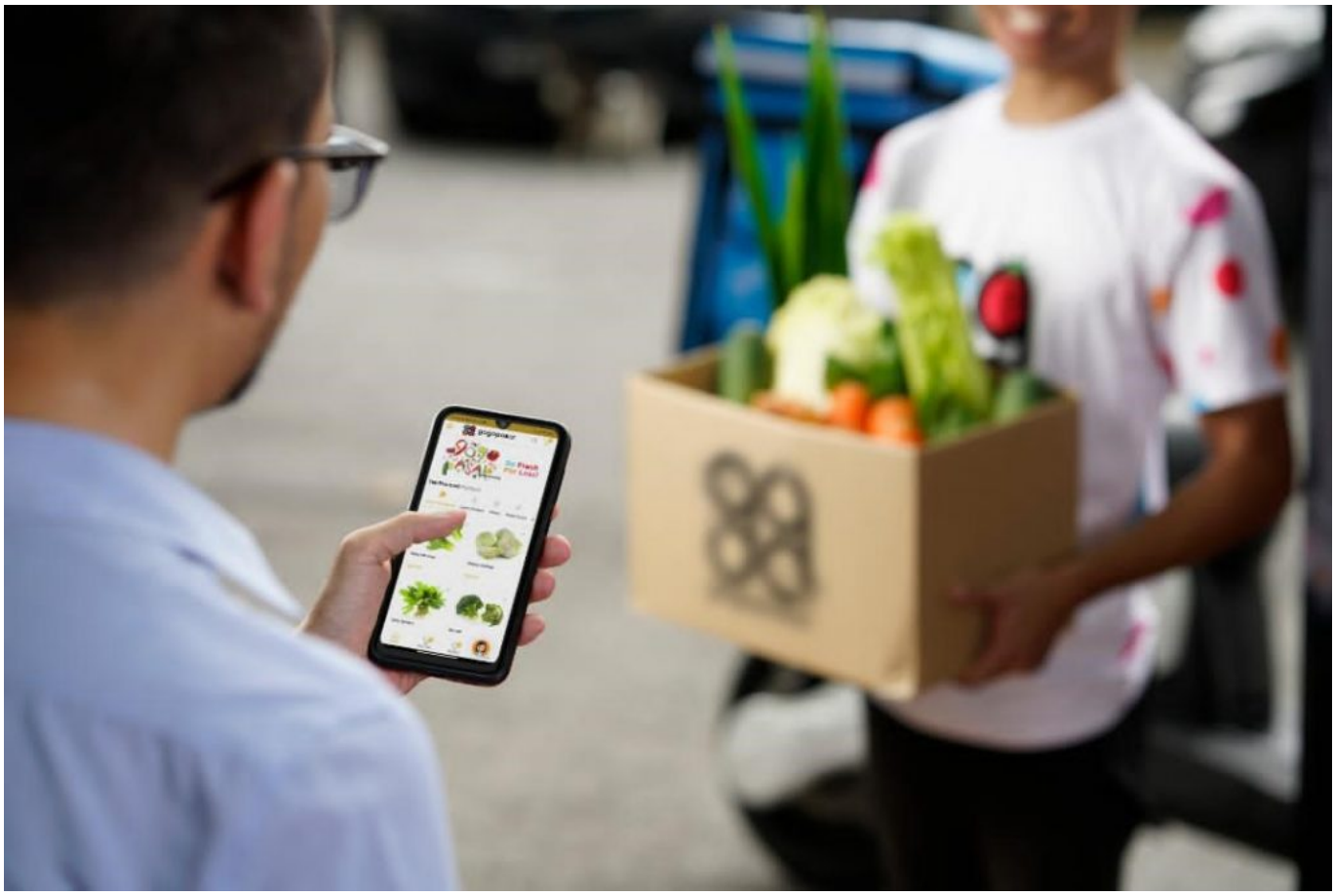
FGV Ventures into End-to-end E-commerce Ecosystem with GOGOPASAR

New subsidiary to benefit digitally-savvy consumers and empower home entrepreneurs in generating more income

KUALA LUMPUR, 27 November 2020 – FGV Holdings Berhad (FGV) is making its move in completing an end-to-end agribusiness supply chain by introducing GOGOPASAR – an e-commerce grocery marketplace.

GOGOPASAR is a subsidiary of FGV Integrated Farming Holdings Sdn Bhd, a newly setup sector with business components which include fresh produce, cash crops, paddy and rice, animal feed, livestock and dairy farming.



This new partnership allows FGV to offer consumers, housewives, and people with busy lifestyles the benefit of receiving fresh products at their doorstep, with just a click of a button on the GOGOPASAR app.

In addition to that, it also offers home entrepreneurs a one-stop e-commerce solution to facilitate in generating additional income, as well as assist local farmers in selling their fresh

produce.

Dato’ Haris Fadzilah Hassan, FGV’s Group Chief Executive Officer said FGV’s move into an integrated e-commerce platform is part of FGV’s long term plans to become one of the world’s leading integrated and sustainable agribusinesses focusing on consumer products.

“This year we saw the tremendous change in supply chain dynamics and in consumers’ spending patterns due to the COVID-19 pandemic. Our partnership with GOGOPASAR will digitalise FGV’s route to market in line with the government’s National E-commerce Roadmap mission to future-proof existing businesses and to expand local market access,” said Haris Fadzilah.

GOGOPASAR essentially brings together three core elements – technology, networks and social commerce, connecting both the business-to-business (B2B) and business-to-consumer (B2C) markets with no minimum quantity of order. Currently, GOGOPASAR is the sole end-to-end virtual retailer in the country to have an established system that integrates suppliers, warehouses and logistics, by providing a virtual retail business platform direct to consumers with an option for same-day delivery, best-price and quality assurance.

To help overcome the recent high unemployment rate of the country and to provide business opportunities especially for the B40 group, GOGOPASAR has introduced a Home Agent programme known as ‘Gogopreneur’. With a profit-sharing scheme, Gogopreneurs have the opportunity to obtain a monthly average income of RM4,500 in these increasingly trying times.

For 2020, a minimum of 100 Gogopreneurs will be recruited to serve their designated neighborhoods, where almost 80 percent of the recruited Gogopreneurs are already receiving orders from customers.

Haslinda Alias, Chief Executive Officer of GOGOPASAR said transactions have significantly grown in the midst of the pandemic from 10 transactions per day to 600 transactions since April 2020. Currently, GOGOPASAR covers the Klang Valley area, with plans to expand the business nationwide by next year.

“GOGOPASAR has access to the finest selection of imported and fresh goods direct from local suppliers such as vegetables, seafood, meat and chicken through our extensive suppliers’ network, which also includes FGV’s contract farmers. This is to ensure that only fresh produce is delivered to consumers. We target to increase to 300 stock keeping units and to have 50 merchants join on board by the end of 2020,” added Haslinda.

GOGOPASAR’s website www.gogopasar.com is now live for consumers to shop for groceries

online. To make the shopping experience easier, the GOGOPASAR mobile app for Android is available for download from Google Play Store.

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