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FOR IMMEDIATE RELEASE

NAK BELI BY MYEG INTRODUCES MONTHLY SUBSCRIPTION PLANS FOR FRESH GROCERIES

Petaling Jaya, 10 August 2020 – MY E.G Services Berhad ("MYEG") announced that its e-commerce platform NAK BELI by MYEG has launched the **NAK BELI Flexi Value Plan**, a subscription scheme that allows customers to enjoy substantial savings on fresh produce such as vegetables and fruits, as well as meat, poultry and seafood.

Customers can subscribe to the NAK BELI Flexi Value Plan at RM100, RM200 or RM500 per month and pay a discounted price. The duration for the plans range from one month, three months, six months or 12 months with savings of up to 50%.

By sourcing directly from local farmers and fisherman, NAK BELI ensures that only the highest quality, sustainably sourced and grown, produce and products are supplied to end customers in line with fair trade best practices and minimal food wastage. NAK BELI aims to put local, small-scale, sustainable farming back in the food ecosystem by sourcing from growers and communities to encourage a healthier diet and at the same time, ensure steady income for the farmers.

Following the Movement Control Order introduced in March this year, NAK BELI by MYEG made a strategic decision to venture into the groceries and fresh produce segment to fill the gap in the market by providing a wide range of groceries, essential household items and fresh produce to customers at attractive prices. The NAK BELI Flexi Value Plan gives customers a flexible, convenient and cost-effective way to shop for their kitchen needs.

"Groceries purchase is a significant percentage of most households' expenditure. With a subscription model, we are able to commit steady orders directly with the farms hence passing on the savings to our subscribers." explained TS Wong, Group Managing Director of MYEG.

As Malaysians adjust to the new norms following the COVID-19 pandemic and adopt practices such as physical distancing and online shopping to help minimise risk, NAK BELI by MYEG provides an excellent alternative to shopping in wet markets and supermarkets, and at the same time, helps support the local farming and fishing community.



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To subscribe to the NAK BELI Flexi Value Plan, customers can visit www.nakbeli.com.my and select the preferred plan and duration. Add to cart, checkout and our friendly Customer Service team will be in touch.

Additionally, customers can also enjoy attractive deals of up to 50% off and free delivery of items purchased at **NAK BELI Lelong Live** on Facebook every Tuesday at 5pm (in Bahasa Malaysia) by celebrities such as Datuk Dr Chef Wan, Erra Fazira, Sharifah Sakinah, Chef Abang Brian, Sarancak and Alif Satar, and every Wednesday at 5pm (in Mandarin) by celebrities such as Amber Chia, Wan Wai Fun and Dr Soo Wincci.

For more information on NAK BELI by MYEG, follow us here:

[Website](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

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About NAK BELI by MYEG

NAK BELI by MYEG is an e-commerce platform offering a range of groceries, fresh produce and everyday essentials. We aim to cater to the ever-growing demand for a better shopping solution of fresh groceries in Malaysia. At NAK BELI by MYEG, we provide quality products with on-time delivery to fit your everyday shopping needs.

The possibilities are endless. Browse and buy at NAK BELI by MYEG, at your own terms and your own time.

About MY E.G. Services Bhd (MYEG)

MYEG, an MSC-status company listed on the Main Market of Bursa Malaysia Securities Berhad, is Malaysia's e-Government services provider. The Group's principal activities comprise of the development and implementation of e-Government services and the provision of other related services for the e-Government services projects. The Group's operations facilitate e-Government services between the public and various Government agencies, namely JPJ ("Jabatan Pengangkutan Jalan"), JIM ("Jabatan Insolvency Malaysia"), JPN ("Jabatan Pendaftaran Negara"), PDRM ("Polis DiRaja Malaysia"), DBKL ("Dewan Bandaraya Kuala Lumpur") and Jabatan Imigresen Malaysia. MYEG also has operations in the Philippines, Indonesia and Bangladesh through joint ventures.