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## 2021 Press Releases

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### **KiplePay Fast Tracks Perak's Digital Agenda; New "E-Mall" Features for Contactless Permit Application & Renewal**

KiplePay, Malaysia's fintech specialist under the global technology company Green Packet Berhad, today is introducing new digital features to their e-commerce platform E-Mall which provides Perak hawkers with the ability to apply for permits from the E-Mall function within the KiplePay app.

This is in continuation of their partnership with Digital Perak, which was first announced in October 2020 to digitally onboard residents in Perak, with the key feature being the unified payment platform consisting of KiplePay e-wallet and KiplePay Payment Gateway which enables cashless payment for in-store and online transactions for the convenience of both merchants and shoppers.

Through this user-friendly platform, hawkers can now skip the hassle of physical registration and enjoy speedy approvals of business permits in three simple steps, all via their smartphone.

- Search for Majlis Daerah Perak Tengah within the E-Mall function
- Select the permit type and submit relevant information
- Make payments and receive receipt via email

The unified payment platform additionally supports merchants under Digital Perak's programme to access and pay for various services through the Digital Perak web portal. These services include training courses, co-working space, computer lab and office through Hub Inovasi and Multimedia (HiM), as well as asset booking, quit rent and summon payments with agencies, municipal councils and other Government Linked Companies (GLC) in Perak.

KiplePay Sdn Bhd Chief Executive Officer Tan Kay Yen shared that businesses outside of Malaysia's major cities are recognising the need to go digital and would require the necessary support to help them in their digitalisation journey.

"KiplePay strives to provide need-based, innovative and simple digital solutions for Malaysians, regardless of where they are located. The extended E-Mall function is an extension of KiplePay's cashless solutions and is a game-changer for merchants looking to be a part of the digital marketplace. There are almost 400,000 local businesses in Perak that stand to gain from these solutions. In support of the State's initiative to provide a cashless ecosystem in Perak, KiplePay is proud to journey with these local businesses to fast track their digital adoption to ensure that this technology will improve the accessibility, convenience and quality of life for the people of Perak."

Digital Perak's Chief Executive Officer Tuan Meor Rezal Fitri bin Dato' Dr Hj. Meor Redwan says "The agency continuously looks for ways to support local businesses in going digital and this continued collaboration with KiplePay will help facilitate and expose them to new ways of marketing and customer engagement. Businesses in Perak have so much to offer and with this new solution, they not only remain relevant but stay competitive. We envision a sophisticated, digital-savvy business community in Perak, giving them the platform and the opportunity to maximise their earning potential as a business."

Merchants who are interested to sign up can begin their online journey by downloading the KiplePay app via Google Play Store and the Apple App Store and register their business.