



## PRESS STATEMENT

### **Axiata Digital rebrands fintech holding arm to Boost**

All fintech services are unified under the Boost brand moving into the future

**Kuala Lumpur, 5 August 2021** – Axiata Digital today announced that its fintech holding arm, Boost Holdings Sdn Bhd (Boost Holdings), is now rebranded as **Boost**, a well known homegrown digital brand established in 2017.

The re-launched Boost brand unifies all fintech services that span payment services, alternative lending, digital insurance, content services and merchant solutions under one roof. This extends the comprehensive reach for both consumers and businesses in the region. It is another step forward establishing a Malaysian based regional financial services powerhouse.

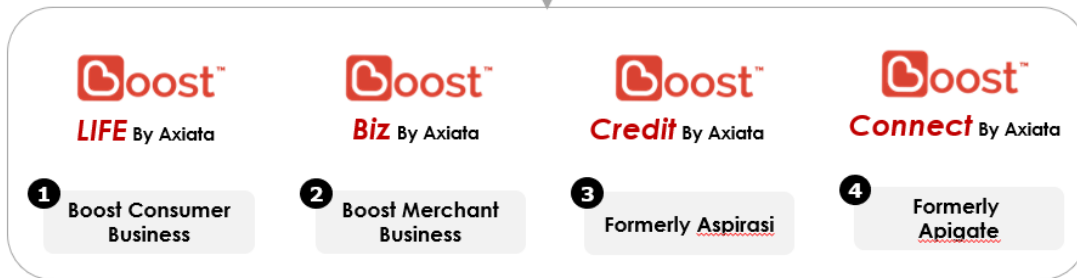
Leading the charge of the fintech arm now re-branded as Boost is its Chief Executive Officer, Sheyantha Abeykoon. With a track record of business leadership roles in venture building, investing, fintech and e-commerce, Abeykoon anticipates expanding Boost's reach to the underserved and unserved via a larger platform, including digital banking.

The rebranding involves the streamlining of its products and services into:

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|----------------------|---|
| <b>Boost Life</b>    | The Boost e-wallet business which originated the brand and is focused on consumer lifestyle offerings such as online and offline retail payments, bill settlement, insurance, and transportation use cases. |
| <b>Boost Biz</b>     | The merchant business which was incubated as part of the e-wallet business which is now carved out to offer standalone merchant solutions such as payments and wallet.                                      |
| <b>Boost Credit</b>  | Formerly Aspirasi which housed the Micro-Financing business and is a pioneering Digital Alternative financier in Malaysia and Indonesia.  |
| <b>Boost Connect</b> | Formerly Apigate, a predominantly payment facilitation business that aggregated and distributed content via a seamless API platform.  |



**Boost™**  
"An Axiata Company"



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