



PRESS RELEASE
For Immediate Release

SushiVid Sets to Assist the Government & SMEs during Covid-19 Outbreak

Partners with the KOLs to disseminate only valid & credible news to all Malaysians

Petaling Jaya, 1 April 2020 - **SushiVid Sdn Bhd**, ASEAN's leading influencer marketing company has today announced its plan to work with the Key Opinion Leaders (KOLs) or best known as the social media influencers to assist the Malaysian government and Small Medium Enterprises (SMEs) to deliver only valid and credible information to all Malaysians via social media platforms. This action is set to be non-profitable but solely an initiative to assist the Malaysian Government to provide an option to put through important announcements and provide a platform with follow up actions where Malaysians can refer to.

On 16 March 2020, The Malaysian Government has announced a 14-day Movement Control Order (MCO) from 18-31 March 2020 in order to contain the spread of Covid-19 and slow down the rise of the Covid-19 cases. It has since been updated to add on another 14 days, extending the MCO to 14 April 2020. All Malaysians, except for those who are providing essential services have been asked to stay put at home and leave the house only when there's a need to purchase essential items.

During this period of time, news portals and social media have become the platforms and go-to-solution for most people to obtain information, particularly the updates of Covid-19 as well as announcements made by the government, such as financial aids during the Covid-19 outbreak, government's initiatives to control the outbreak, and many more.

While there is a lot of news being announced on a daily basis, there isn't much follow up information for the public to follow through. Some parties with special intentions will even take the opportunity to spread fake news, which in turn causes more confusion to the public.



Worst-case scenario, the public will get cheated for their hard-earned savings during this difficult time.

With that, SushiVid would like to take this opportunity to provide a platform by partnering with the KOLs on its platform to compile and deliver information with proper follow-through where the public can refer to. This information consists of official websites, emails, phone numbers, official addresses, as well as calls to actions and will be shared on SushiVid and the KOLs social media platforms.

Ms. Foong Yuh Wen (or better known as Wen), Founder and Chief Executive Officer of SushiVid Sdn Bhd said, “Given the Movement Control Order, we realize there’s a huge influx of people on social media. While there’s a lot of news being shared, there isn’t much follow up information where the public can refer to. For example, the Prime Minister announced there’s a need to hire 2,000 nurses and medical staff on a contract basis to provide more manpower for assistance during the outbreak. However, not many know-how and where to apply. If I do have contacts, where should I route them to?”

“There are also citizens who do not know what to do if they contracted with Covid-19, or they suspect they contract Covid-19. Many of them would have rushed to the hospitals when the right thing to do is to call the hotline provided by the Ministry of Health (MOH) instead of crowding the hospitals. Hence, we decided to create our own pool of influencers to disseminate the information. We will go to the proper sources, and we will share in our platforms so that there is follow-through.” Wen added.

SushiVid will create bite-size information to help inform the netizens of the right thing to do during the outbreak. All this information created by SushiVid will be shared through the KOLs’ social media platforms to their followers. For any influencers who wish to be part of the initiative, they are welcome to contact Sushivid.



The company also wishes to open its door to all the Small Medium Enterprises (SMEs), Nonprofit Government Organizations (NGOs), and Government bodies that require the company to share important and useful information to the mass audiences to keep them informed.

For any inquiries or needs further information on this initiative, kindly log on to SushiVid's website at <https://www.sushivid.com/pages/covid-19-crisis-aid> and <https://www.sushivid.com/pages/covid-19-sushivid-empowers-influencers> or reach out to Carmen Yap at carmen@sushivid.com or 016 337 3526.

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About SushiVid

SushiVid Sdn Bhd is ASEAN's leading influencer marketing company. Launched in January 2016, SushiVid started off as a technology marketplace charging brands for influencers on a per-post basis. It has since branched out to include live streaming businesses, cost-per-sale influencer marketing, influencer reviews, influencer management...etc.

In 2019, SushiVid's influencers produced over 11,000 branded content for brands across Southeast Asia for over 1,500 brands. Its influencers currently come from 6 countries including Malaysia, Singapore, Indonesia, The Philippines, Thailand, and China and across a variety of platforms including Instagram, Facebook, YouTube, TikTok, Weibo, DouYin, Taobao, and LittleRedBook.

SushiVid is also a recipient of Cradle's CIP500 Grant, an MSC Status Company, a winner of The Rice Bowl Startup Award Malaysia, a d-awards silver winner, and an A+M finalist.

For more information, please log on to www.sushivid.com.