



**PRESS RELEASE**  
**For Immediate Release**

## **SushiVid Pioneered The SOCSO Protection For Influencers**

*First influencer marketing company recognized by **SOCSO** to implement a protection scheme for all Malaysian influencers*

**Petaling Jaya, 7 October 2020 - SushiVid**, ASEAN's leading influencer marketing company has recently collaborated with **SOCSO** to provide **SOCSO** coverage for all Malaysian influencers. Instead of paying 100% for full coverage, influencers will now only need to pay 30% and get the remaining 70% to subsidize by the government. This initiative is effective from 15 June 2020 to 31 December 2021.

"This initiative is part of the PenjanaGig program that aims to provide protection to all freelancers, wherein SushiVid's case, the influencers. Before this, they need to pay RM232.80 for one-year protection, which many freelancers are reluctant to do so because it's expensive for them and they are only paid on a per job basis.

Now, with this initiative, we hope more freelancers can be protected as we do not wish to wait until tragedies happen then only we feel regret about it. We also hope more companies like SushiVid will come on board in the near future to provide protections for our citizens," said **En. Khairullah Bin Haji Mahfud, Senior Administrative Officer, Self Employed Division, SOCSO**.

"SushiVid is glad to be part of this initiative to provide the necessary protection for our influencers, and we appreciate the good gesture from the government for this initiative. Currently, we have 29 influencers that have opted in for the SOCSO coverage. We hope more influencers will see the benefit of the coverage and grab the chance to get themselves protected as soon as possible," said **Yuhwen Foong, Founder & CEO, SushiVid**.

"I am so grateful for this initiative by the government to subsidize our SOCSO coverage and protect us against any work injuries. I would like to urge all influencers to not miss the chance to quickly get themselves protected before it's too late," enthused **Liyamaisarah, a renowned influencer in Malaysia**.

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SushiVid has always strived to provide as much as they can for the influencers. In early March this year, SushiVid has also partnered with LHDN in assisting and educating the influencers to file their income tax.

### **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 per-post basis. It has since branched out to include live streaming businesses, cost-per-sale influencer marketing, influencer reviews, influencer management, and 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, 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 about SushiVud, please log on to [www.sushivid.com](http://www.sushivid.com).

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