

MEDIA RELEASE

MALAYSIAN DIGITAL ASSOCIATION REELECTS SERM TECK CHOON AND NICK DREW AS PRESIDENT AND VICE-PRESIDENT

KUALA LUMPUR, APRIL 12, 2018 – The Malaysian Digital Association (MDA) reelected Mr. Serm Teck Choon, Malaysia Country Head of CtrlShift, and Mr. Nick Drew, Head of Agency of Google Malaysia as the President and Vice-President respectively at the body's Ninth Annual General Meeting on April 4.

"I'm honoured to be reappointed to helm the MDA for the next two years. There was a hive of activities in the last two years to lift the organisation towards wider recognition in the industry. The MDA's active involvement in industry matters and the implementation of various programmes have also inspired confidence amongst peer organisations and members," said Mr. Serm.

"I will do my best with the same effort and passion, if not more, to ensure that the trust placed on the newly-elected council is reflected in activities and programmes, such as the successful revival of the d Awards last month, that are carried out under our supervision," Mr. Serm, a Council Member since 2009 before his ascension to the seat of presidency, said.

Vice-President Mr. Drew also thanked the support of the members and assured members that the MDA would continue to represent their interests across multiple segments within the industry and stressed the President's resolve.

"It has been a busy couple of years and we've made real headway in getting the MDA front and centre. I'm delighted to be back and looking forward to the work of ensuring the digital community is well represented and catered for in the next two years," Drew said.

The meeting also appointed Mr. Christopher Wee, General Manager (Strategy) of Rev Asia and Mr. Yee Wing-Tak, General Manager (Digital Services Unit) of Star Media Group, as the Secretary and Treasurer respectively.

The elected council members are Astro Digital 5, Entropia, GroupM Malaysia, Havas Media, IPG Mediabrands, Media Prima Digital, Mudah.my, OMD and Sizmek.

Serm added that the MDA's flagship projects and activities, such as Digital Wednesday, would continually be improved in the next two years. The association launched the MDA School programme and released best practices report in September 2016 to provide applicable training and

resource to talent in the industry to increase their knowledge level and keep them abreast of the digital ecosystem.

In November of the same year, the MDA teamed up with the Interactive Advertising Bureau (IAB) Singapore again to present the Programmatic and Mobile Training Event, featuring many regional experts who shared their knowledge in key areas of these two fields.

In late March of this year, the MDA successfully revived the d Awards, which celebrate and appreciate the best innovative works in developing digital products, designing and execution of digital marketing campaigns and the talent that made it possible. These activities, Serm stressed, would continue to add value to the industry and answer the needs of the market.

“We will celebrate MDA’s 10th anniversary in 2019. With that in mind, we are already working on few exciting projects, of which some are in collaboration with peer associations such as Association of Accredited Advertising Agents Malaysia (4As), Malaysian Advertisers Association (MAA), Media Specialists Association (MSA) and Malaysian Newspaper Publishers Association (MNPA) as well as industry and government bodies such as the Audit Bureau of Circulations Malaysia (ABC) and Malaysia Digital Economy Corporation (MDEC).

“While we always work hard to strengthen the MDA as the leading authority in the digital industry in the country, we also embrace the belief that joint industry efforts can empower us to create bigger impact for the industry as a whole,” said Serm.

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ABOUT MALAYSIAN DIGITAL ASSOCIATION

The Malaysian Digital Association (MDA) is a representative body which comprises online publishers, advertising agencies, creative agencies and digital service providers. Founded in 2009, MDA has been instrumental in shaping the Malaysian digital industry and committed to driving it forward with innovative initiatives, like the endorsement of a standardised measurement currency for the industry, Digital Wednesday events, MDA School, Best Practices Report and d Awards.

For more information about MDA, please visit www.malaysiandigitalassociation.org.my or contact Zati at the MDA Secretariat at Telephone: +603-7660-8535 or zati@macomm.com.my.