



*Dream Connections Come True*



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THE WORLD'S FIRST PREMIUM QUALITY PRODUCTS & HALAL E-MARKETPLACE

# CHALLENGES



- Digitization of the Real World is the new frontier in which our lives are being transformed by innovations that bring to life the **'THE NEW'** by disrupting **'THE OLD'**.
- The rapid adoption of digital technologies by society at large can be considered the single most challenging issue facing nearly all traditional businesses today.
- Such rapid pace of adoption has caused many more traditional businesses struggling to adapt quickly as they are being overtaken or replaced by non-industry based digital competitors. (Uber, Booking.com)
- The digital revolution has only really just begun.
- Business will need to work even harder in the future to remain relevant as the use of digital technology continues to evolve.

# OPPORTUNITIES



- Digital revolution have paved the way for e-commerce to thrive.
- **The digital revolution rejuvenate tired businesses and generate interest amongst the new generation.**
- e-Commerce can help youths grow as future entrepreneurs.
- **Open new opportunities and markets worldwide.**
- Cross-border trade from farms to tables at the click of the mouse.
- **E-Commerce can empower youths to engage in business activities of choice to benefits consumers, society and our country's economy.**

# DIFFERENTIATION



- The key to succeed in e-commerce, is differentiation.
- **Identify economic opportunity gaps.**
- Need to move up – quality and value offering.
- **Need to built trust and confidence.**
- Aladdinstreet, the **world's first premium quality products and halal e-marketplace** will help **fast track** global economies and improve the quality of life for consumers around the world.

# HALAL MARKET OVERVIEW



**The World's First Exclusive  
PREMIUM QUALITY PRODUCTS & HALAL  
e-Marketplace**

# HALAL IS FOR EVERYONE



THE WORLD'S FIRST PREMIUM QUALITY PRODUCTS & HALAL E-MARKETPLACE

# TWO PRODUCTS CATEGORY



## Product Categories

### PRODUCTS WITH HALAL CERTIFICATE



Agriculture & Biochemistry



Food Ingredients



Food & Beverage



Beauty Care & Cosmetic



Healthcare & Pharmaceutical

### OTHERS PRODUCT CATEGORY



Electricals & Electronics



Home & Garden Tools



Learning & Education



Hotel & Travel Gateway



Sport & Game  
Equipments



Automotive & Motorcycles



Building & Construction



Computer & Office



Jewelry & Watches



Banking & Finance (Islamic)



Information & Services



Fashion & Apparels



Toy, Kids, Mom & Baby

\* Requires industrial safety standards certification such as; HACCP, ISO, GMP, FCC, JIS, etc.

# OUR GLOBAL HEAD OFFICE



**ALADDIN GROUP OF COMPANIES  
LEVEL 18, MENARA MBMR  
KUALA LUMPUR, MALAYSIA**



THE WORLD'S FIRST PREMIUM QUALITY PRODUCTS & HALAL E-MARKETPLACE



# OUR GLOBAL NETWORK



- Covers both Muslims and Non-Muslims Countries
- 20 Domestic Platforms  
1 International Platform
- Aladdin Offices  
In 30 countries (Phase 1)  
covering approximately  
4 billion consumers



**The World's Largest Premium Quality And Halal E-Marketplace.**

# HOW CONSUMERS CAN BENEFIT WITH US



- Purchase **premium quality** and **halal products** with confidence.
- Reputable merchants only – **By invitation only.**
- **TRUSTED & SECURE** e-commerce platform.
- **Convenient and efficient.**
- Wider choice of products and services.
- Access to the **world market.**

# HOW BUSINESSES CAN BENEFIT WITH US



- A borderless platform to access the **global premium market**.
- Explore and develop new markets **worldwide- Efficiently & Affordably**.
- Assistance and support from **Aladdin offices around the world**.
- **Premium** merchants and **quality** products.
- **Unlimited** SKU (products and services) listings.
- **Limited** merchant listings - by category > increase higher search to purchase ratio
- Enjoy recognition worldwide – **quality, reliability, trustworthy**.
- Allocation of **USD130 million** for global A&P over 3 years.
- Target **60 million** unique visits monthly in the near future.

# www.aladdinstreet.com.my official launch



YB. Dato' Seri Hamzah B Zainudin, Minister of Domestic Trade, Co-operatives and Consumerism official launched [www.Aladdinstreet.com.my](http://www.Aladdinstreet.com.my) in Kuala Lumpur on the 18<sup>th</sup> of April 2016



**1 |** UEM Sunrise launched its Signature Selection – Rendezvous In France 2016 campaign on April 21, featuring an array of properties in locations like Cyberjaya, Bangi and Mon't Kiara. Eligible purchasers stand to win all-expense paid trips to France to watch quarter-finals, semi-finals and final matches of the Euro 2016 football tournament. UEM Sunrise Bhd COO, commercial Raymond Cheah (left) and CFO Azhar Othman attended the launch.

**2 |** The Bukit Bintang City Centre (BBCC) Sales Gallery is hosting a month-long 'YOKOSO: A Celebration of Japan @ BBCC' event from April 16 to May 8. At the launching on April 16 were (from left) Eco World Development Group Bhd executive director Liew Tian Xiong, director Tan Sri Lee Lam Thye, deputy chairman Datuk Leong Kok Wah, chairman Tan Sri Liew Kee Sin, UDA Holdings Bhd group MD Datuk Ahmad Abu Bakar, CFO Datuk Julainie Mohd Salleh, Eco World executive director Datuk Voon Tin Yow and Bukit Bintang City Centre Sdn Bhd CEO Datuk Richard Ong.

**3 |** Shell Malaysia launched its new range of Shell Rimula Products and enhanced fully synthetic heavy duty diesel

engine oil on April 20. At the launch were (from left) Shell Rimula brand manager Damon Chan, Shell Lubricants marketing manager Alex Lim, Malaysia & Singapore GM Leslie Ng and technical manager Sng Miah Thye.

**4 |** Deputy Finance Minister Datuk Chua Tee Yong (centre) with National Property Information Centre director Khuzaimah Abdullah (left) and Valuation & Property Services Department director-general Faizan Abdul Rahman at the launch of the Malaysian Property Market 2015 report on April 19. Overall, the property market showed signs of slowdown in terms of transactions and values last year from a year ago.

**5 |** Minister of Domestic Trade, Cooperatives, and Consumerism Datuk Seri Hamzah Zainudin (fourth from left) giving his thumbs up at the launch of Aladdinstreet.com.my on April 18. He was joined by (from left) ministry deputy secretary-general Datuk Basaruddin Sadali, Aladdinstreet.com.my co-founder and executive director Wesley Ong, co-founder and president Datuk Seri Desmond To, co-founder and chairman Datuk Dr Sheikh Muszaphar Shukor and adviser Datuk Suhaidi Sulaiman.

# www.aladdinstreet.com.my official launch



(From left) Ministry Deputy Secretary-General Datuk Basaruddin Sadali, Aladdinstreet.com Director Zulkifli Jafar, Aladdinstreet.com Executive Director Azizi Bin Meor Ngah, Aladdinstreet.com Co-Founder & President Dato' Seri Desmond To, Minister of Domestic Trade, Co-operatives & Consumerism Datuk Seri Hamzah Zainuddin, Aladdinstreet.com Co-Founder & Executive Director Wesley Ong, Co-Founder & Chairman Dato' Dr Sheikh Muszaphar Shukor, Aladdinstreet.com Adviser Datuk Suhaidi Sulaiman, Aladdinstreet.com Adviser Tan Sri Syed Jalaludin, Aladdinstreet.com Director Izaddeen Bin Daud

# Launch of Aladdin Group Global HQ



Aladdin Group Global Office was officially opened by YAB Tun Abdullah bin Haji Ahmad Badawi The 5<sup>th</sup> Prime Minister of Malaysia on January 27<sup>th</sup>, 2016

# International Events Participation



ALADDIN'S CO-FOUNDERS Y.BHG DATO' SERI DESMOND TO & MR. WESLEY ONG WITH HIS EXCELLENCY, MR. THANASAK PATIMAPRAKORN, DEPUTY PRIME MINISTER OF THAILAND AT THE THAILAND HALAL ASSEMBLY 2015, BANGKOK



ALADDIN'S CO-FOUNDERS; Y.BJG. DATO' SERI DESMOND & DATO' DR. SHEIKH MUSZAPHAR SHUKOR WITH YB. DATUK SERI DR. ZAID HAMIDI, DEPUTY PRIME, MINISTER OF MALAYSIA AT THE HALAL INGREDIENTS ASIA 2015, KLCC, KUALA LUMPUR



# Global Media Partners



ALADDIN'S CO-FOUNDERS Y.BHG DATO' SERI DESMOND WITH ABDULLA ALNAJJAR, VICE CHAIRMAN OF ALJAZEERA AMERICA



DATO' SERI AT GOOGLE S.E.A. SINGAPORE WITH DATO' GRACE, ALADDIN SINGAPORE

# Dream Connection Come True



THE ALADDIN GLOBAL OFFICE TEAM

THE WORLD'S FIRST PREMIUM QUALITY PRODUCTS & HALAL E-MARKETPLACE



*Thank You*

Enquiries:

[info@aladdinstreet.com](mailto:info@aladdinstreet.com)

Or visit:

[www.aladdinstreet.com.my](http://www.aladdinstreet.com.my)