



BOOST HOLDINGS

COMPANY PROFILE



<https://myboost.co>

TABLE OF CONTENTS

1

About Company

2

Mission and Vision

3

Milestone

4

Sevices

5

Company Team Member

6

Contact Infomation



About Boost

Boost Holdings Sdn. Bhd. is the fintech arm of **Axiata Group Berhad**, established in 2017 and headquartered in Kuala Lumpur, Malaysia. Boost Holdings is committed to providing creative and inclusive financial solutions as a key element of Axiata's digital transformation strategy. Its offerings cover cross-border digital platforms, merchant solutions, e-wallet services, digital payments, and microfinance. The company aims to promote financial inclusion by utilizing technology and expanding small businesses' and individuals' access to financial services.

Boost Holdings operates through four main business pillars: **Boost eWallet** (consumer app), **Boost Biz** (merchant solutions), **Boost Credit** (digital lending and microfinance), and **Boost Rewards** (loyalty program). In partnership with **RHB Bank**, Boost Holdings also launched **Boost Bank**, a licensed digital bank where it holds a 60% stake. The company's major shareholders include Axiata (approximately 77.76%), Great Eastern, and Mitsui & Co. Boost Holdings is actively expanding its presence in the region and exploring new investments to support future growth.



Vision and mission

Vision

To pave the way for unstoppable growth and greater financial inclusion through the power of technology and artificial intelligence, enabling both users and merchants to thrive in the digital economy.

Mission

To provide accessible, simplified, and innovative digital financial services that cater to the needs of the underserved and unbanked populations, fostering economic empowerment and resilience.

Boost's comprehensive fintech ecosystem includes an all-in-one app, merchant solutions, AI-driven lending, and cross-border payment platforms, all designed to simplify financial management and support business growth

Milestone

2017 LAUNCH OF BOOST EWALLET

Boost introduced QR code payments in Malaysia, empowering users to go cashless and supporting MSMEs in embracing the digital economy.

2022 DIGITAL BANKING LICENSE

Boost was awarded one of Malaysia's first digital banking licenses by Bank Negara Malaysia, transitioning from an eWallet to a fully digital bank.

2023 GROWTH & REGIONAL EXPANSION

Boost saw a 90.1% revenue growth, with GTV reaching RM1.5 billion. Its user base grew to over 10 million in Malaysia, and it expanded into Indonesia and Southeast Asia with 100+ digital partners.

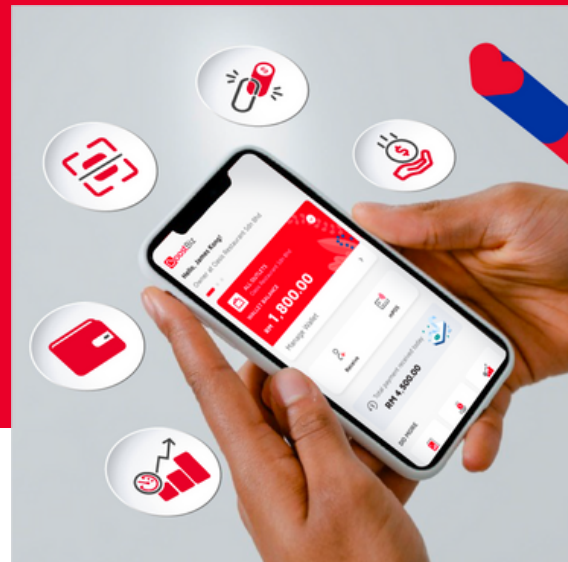
2023 AAA INVESTMENT-GRADE RATING

Boost became Malaysia's first digital financier to receive an AAA investment-grade rating from RAM Ratings, reflecting confidence in its AI-powered micro-financing business.

JUNE 2024 LAUNCH OF BOOST BANK

Boost Bank launched with a fully digital banking experience, allowing Malaysians to open accounts with just RM1 through the Boost app.

Our Services



Boost eWallet

Make cashless payments, pay bills, reload mobile credit, and send money — all in one easy-to-use app.



Boost Biz

A platform for merchants to accept digital payments, track sales, and grow their businesses.



Boost Credit

Access small loans and credit solutions easily through the app—perfect for micro-businesses and underserved users.



Boost Rewards

Earn Boost Coins with every transaction and redeem them for deals, vouchers, and exclusive rewards.

The Organization.



Sheyantha Abeykoon

Group CEO



Ungku Norliza

Chief Executive Officer



Ankur Jakhwal

Chief Executive Officer



Fozia Amanulla

Chief Executive Officer



Stefanus Warsito

Chief Marketing Officer



Gurpreet Khera

Chief People Officer



@MyBoostApp



Boost



myboostapp



boostapp

Contact us at:
support@myboost.co

