

About AirAsia Digital

Previously known as RedBeat Ventures that was launched in 2018, AirAsia Digital is the rebranded digital venture arm of AirAsia Group. AirAsia Digital leverages the Group's physical and digital assets, to create an ecosystem of businesses that connect with our customers in their everyday life, transforming the AirAsia brand into a fully fledged digital company - now much more than just an airline.

AirAsia Digital integrates the Group's continued innovation focus and business building expertise, best-in-breed technology solutions, talent development programmes and big data insights, for travel and lifestyle businesses to thrive in Asean. It is focused on developing, incubating and accelerating companies that have the potential to:

- a) maximise revenue or generate new revenue streams sustainably;
- b) better manage costs through increased efficiencies and productivity; or
- c) enhance the customers' experience.

AirAsia Digital comprises three main pillars, namely **Venture Builder**, **RedBeat Academy** and **Data Centre**.

Venture Builder is where AirAsia Digital incubates and grows strategic businesses, some of which are spin-offs from AirAsia's business units. The three focus areas are:

- 1) Platform
- 2) Logistics & e-commerce
- 3) Financial Services

There are currently five (5) portfolio companies namely:

- **AirAsia.com:** Platform for travel and lifestyle products with the aim to become an everyday super app
- **Teleport:** Cross-border logistics operations encompassing freight, delivery and e-commerce
- **BigPay:** Fintech company focusing on payment solutions, remittance, lending as well as a soon to be financial marketplace/virtual bank
- **BIGLIFE:** One of the biggest loyalty programmes in Asean with a comprehensive travel and lifestyle ecosystem
- **Santan:** Farm-to-table concept for Asean fast-food serving AirAsia's popular inflight meals with numerous franchise outlets in development

RedBeat Academy is a training centre that was formed **in collaboration with Google**, to train and produce a steady pool of software engineers, data scientists and other digital experts to fill and boost the talent gaps in Asean.


Data Centre is a data consultancy department that provides a range of services including data governance, data engineering as well as various types of analytics - descriptive, diagnostics, predictive and prescriptive, with the aim to assist companies to make more informed data analytics decisions.


Aireen Omar, President (AirAsia Digital), AirAsia Group



Aireen Omar joined AirAsia in 2006 initially as the Director of Corporate Finance and was promoted to become the CEO of AirAsia Berhad in 2012. In 2017, she was appointed to head up RedBeat Ventures (now AirAsia Digital), as well as being responsible for the Digital and Technology portfolio where she oversees group-wide initiatives to transform AirAsia into a global, cloud-driven product and online platform based company, while ensuring synergies between the airline and digital businesses of AirAsia. Her previous experience includes working for Deutsche Bank in New York and London as well as Maybank, the largest banking and financial services group in Malaysia.

Aireen graduated from the London School of Economics and Political Science and also holds a Masters in Economics from New York University. Her accolades include: Outstanding CEO Achievement Award by Malaysian Women of Excellence, Corporate Treasurer’s 25 Most Influential Women in Treasury, Masterclass Woman CEO of the Year by Selangor Excellence Business Awards, Eminent Leaders in Asia accolade at the Asia Corporate Excellence and Sustainability Awards (ACES) and APAC CEO of the year 2017 by Aviation 100 Awards.




AirAsia Digital - Subsidiaries and CEO Profiles

Company	Background
<p>airasia.com</p>	<p>AirAsia has always been a digital business. Launched in 2001, AirAsia.com started out as an online booking website for AirAsia’s airline customers, one of the first airlines to provide such an online focused service in Asean. The platform has rapidly expanded, particularly over the past two years, pivoting from a flight booking platform to an everyday app, providing a one stop shop for a broad range of great value travel and lifestyle consumer needs.</p> <p>Some of the offerings include: Flights (AirAsia & other airlines), Hotels, SNAP (Flights & Hotel packages), Activities, Deals, Mobility, Travel E-Commerce, Food, Medical Tourism, Media (Content, Ads & WiFi) as well as financial products from affiliates (BigPay, BIG Loyalty & Insurance). With many more innovations to come, the aim is for airasia.com to become Asean’s best super app.</p> <p>Leveraging on the rich data accumulated from over 40 million monthly users, AirAsia.com is able to conduct precise customer profiling and understand end-to-end consumer purchasing behaviour - from origin and destination of purchase, to time of purchase, length of stay and preference of products. With insights from this extensive data, AirAsia.com is able to personalise offerings, provide relevant recommendations and geo-targeted promotions. Personalisation and targeted offers significantly improve user engagement and the customer take up rate of products and services.</p> <p>The platform has recently launched its own direct engagement channel “OurChat”, to support a socially-driven community amongst AirAsia.com users, increasing product awareness, and customer retention. Since the launch in end 2019, OurChat has quickly grown to a million users. The platform is underpinned by a unified log-in (“SSO” - single sign on) across all the lines of business and a one-click payment checkout feature (BigPay Checkout) to ensure a seamless user experience, from browse to buy.</p> <div data-bbox="441 1564 737 1858">  </div> <p>Profile - Karen Chan, CEO</p> <p>Karen Chan was appointed as CEO of AirAsia.com in December 2019, responsible for transforming AirAsia.com into the fastest-growing travel tech and lifestyle platform in ASEAN that offers a frictionless and personalised experience in the convenience of one super app, powered by unified data, loyalty, and payments technology.</p>

	<p>Karen joined AirAsia in March 2019 as Group Chief Commercial Officer for the airline overseeing commercial, digital, route management, sales and distribution initiatives. Karen has over 20 years of experience in digital and retail management.</p> <p>Prior to joining AirAsia, she was the SVP of Digital for C&J Clark APMEA and Chief Digital Officer for Pizza Hut APAC, championing efforts in omnichannel retailing, digitalisation of brick-and-mortar stores, customer relationship management and headless e-commerce. Karen obtained a degree in Bachelor of Arts from The Chinese University of Hong Kong, and an MBA from the Australian Graduate School of Management, University of New South Wales, Australia.</p>
	<p>Incorporated in March 2018 under the name of RedCargo Logistics Sdn Bhd, Teleport acquired affiliate RedBox Logistics in September 2018 and renamed the combined group to Teleport in April 2019. Teleport is the cargo and logistics platform of AirAsia Group Berhad and is the sole and exclusive Cargo Master General Sales Agent for the AirAsia Group of airlines.</p> <p>AirAsia is the second largest cargo airline group in Southeast Asia by capacity (Source: CAPA as at July 2019). Teleport has exclusive access to AirAsia's network of more than 125 cities and 10,000 weekly flights across the Asia Pacific and 164 countries via Teleport's interline partners to North America, South America, Europe, Africa, Asia and Australia.</p> <p>Teleport leverages AirAsia's vast connectivity in the region, depth of reach into third and fourth tier cities and high flight frequencies to enable affordable next day delivery as a standard, anywhere within Southeast Asia. Moreover, Teleport has been actively investing in technology to digitise the cargo operation, creating a robust technology-based infrastructure to revolutionise the e-commerce logistics business.</p> <p>Teleport focuses on three offerings</p> <ol style="list-style-type: none"> 1) Cargo - With total annual cargo capacity of 1 billion parcels, Teleport services shippers, freight forwarders, cargo agents, e-commerce platforms, and business clients to reliably and cost effectively move their cargo across Southeast Asia 2) Delivery - Providing end-to-end holistic logistics services to large and small B2C and B2B2C clients with affordable, transparent, and fast delivery. Clients can easily book online Teleport's modular delivery service, which offers first mile pick up, warehousing, export / import customs clearance, air freight, and last mile delivery to fit the diverse needs of different clients. 3) Platform - Offering front-end and back-end logistics platforms for regional SMEs through three e-commerce channels: AirAsia Shop for travel related products and Duty-Free, AirAsia Fresh for frozen, fresh and packaged food, AirAsia Food for ready-to-eat and pre-order meals, and Teleport Social commerce-enabling tool to support micro-SMEs selling on social media platforms.

	<div data-bbox="441 239 706 590" data-label="Image">  </div> <div data-bbox="727 228 1214 260" data-label="Section-Header"> <p>Profile - Pete Chareonwongsak, CEO</p> </div> <div data-bbox="727 262 1421 611" data-label="Text"> <p>Pete Chareonwongsak has been spearheading the transformation of AirAsia’s cargo and logistics arm from a legacy business into a digital venture since March 2018. He is a Board member of AirAsia India and EasyParcel, a regional e-commerce and parcel delivery player. From 2012 to 2016, Pete was AirAsia Group Head of Business Development, based in Jakarta and later in Kuala Lumpur. During that time, he worked to set up AirAsia airlines in India with Tata Group and in Japan with Rakuten Inc, as well as joint ventures in training, ground handling and leasing.</p> </div> <div data-bbox="431 644 1421 898" data-label="Text"> <p>He also handled mergers and acquisitions (M&A) covering Indonesia, Japan, South Korea and India. In August 2016, he was promoted to become AirAsia Regional Chief Operating Officer, where he led the successful turnaround of AirAsia Philippines. Prior to AirAsia, Pete worked as an Investment Banking Analyst with CIMB and as the official advisor to the Thailand Trade Representative office, where he was tasked with promoting inbound and outbound international trade and investment, with a specialist focus on cross-border Foreign Direct Investment (FDI) through M&A, joint ventures and project finance.</p> </div> <div data-bbox="431 930 1421 1087" data-label="Text"> <p>Pete holds Bachelor’s and Master’s Degrees in Chemical Engineering from the University of Cambridge, a Master’s Degree (ALM) in Finance from Harvard University and was a Cambridge Overseas Trust Scholar. He is a 40 under 40 Honoree from ZICO ASEAN, which recognizes outstanding individuals addressing a trend or challenge in the ASEAN countries through their work.</p> </div>
<div data-bbox="207 1150 410 1213" data-label="Image">  </div>	<div data-bbox="431 1150 1421 1339" data-label="Text"> <p>Started as an airline loyalty programme for AirAsia in 2010, today BIG Rewards has grown into a comprehensive lifestyle rewards platform that goes beyond just flights, presenting a holistic way of rewarding its 25 million BIG Members with over 300 partners across lifestyle, travel and financial services categories. BIG Members can earn BIG Points from a wide range of partners; and use points to redeem AirAsia flights and a variety of lifestyle deals.</p> </div> <div data-bbox="431 1371 1421 1591" data-label="Text"> <p>BIG Rewards mission is to democratise loyalty points by making points accessible for everyone to earn and redeem easily, creating a robust BIG Points ecosystem where BIG Points will be the most widely-used digital currency in consumers’ daily lives. BIG Rewards has a unique ‘open-loop’ ecosystem, allowing borderless earn and burn activities across Asean and beyond. Members have total freedom to choose how they want to use their points, putting power back into the hands of the consumers.</p> </div> <div data-bbox="431 1623 1421 1885" data-label="Text"> <p>BIG Rewards has achieved several key milestones as the company celebrates its 10th anniversary this year. Earlier in April, BIG Rewards launched ‘BIG Deals’, allowing BIG Members to redeem a wide variety of lifestyle deals using BIG Points directly on its app. In August, BIG Rewards expanded its instant points exchange platform ‘BIG Xchange’ to airasia.com and AirAsia app, enabling more users to collect BIG Points instantly by converting their bank points and other loyalty points to BIG Rewards. In September, BIG Rewards changed its brand name from ‘AirAsia BIG Loyalty’ to ‘BIG Rewards’, reinforcing that flights aren’t just the only thing the</p> </div>

	<p>company offers.</p> <p>Under the new brand name, BIG Rewards will continue to power the airasia.com ecosystem with BIG Points as a digital currency, while diversifying its product offerings to increase product stickiness and member growth. This will also enable BIG Rewards to empower its partners with enriched data to optimise campaigns and reach more relevant customers.</p> <div data-bbox="441 485 732 919"> </div> <p>Profile - Spencer Lee, CEO</p> <p>Spencer Lee spearheads BIGLIFE (the company that operates BIG Rewards programme) since late 2018 to transform BIG Rewards into a comprehensive lifestyle rewards platform with BIG Points as the universal digital currency. Under his leadership, in the short span of one year, the company’s revenue increased remarkably by almost 60% compared to the year before. Since joining AirAsia in 2006, Spencer has served the Group in different key roles. In 2015, he became the Commercial Director of AirAsia Malaysia, overseeing multiple portfolios including marketing, sales and distribution, digital, ancillary, revenue management, partnerships and loyalty. In the last two years of his service in the capacity of Commercial Director, he has grown the Group’s commercial revenue by 258% with only 121% capacity increase.</p> <p>Spencer is a member of the World Federation of Advertisers (WFA) and Malaysia Advertisers Association (MAA). He holds a Bachelor of Commerce from Curtin University of Technology, Australia</p>
	<p>BigPay is on a mission to democratise financial services across ASEAN by disrupting traditional banking with user friendly and great value financial products. As the first company to operate a challenger bank or virtual bank model in the region, BigPay offers a fully digital product that lowers fees while also providing greater transparency and convenience. BigPay is one of the fastest growing Fintech businesses in ASEAN and is one of the largest e-money issuers in Malaysia by transaction value.</p> <p>BigPay’s core offering is a digital wallet with an accompanying prepaid debit card allowing users to seamlessly open an account from their mobile phones and make payments at home or abroad. Unlike banks, BigPay does not charge any additional fees on overseas spending and has one of the best foreign exchange rates in the market.</p> <p>BigPay also recently introduced its remittance feature allowing users in Malaysia and Singapore to send money to 10 corridors in Asia Pacific, namely – Singapore / Malaysia, Thailand, Philippines, Indonesia, Vietnam, India, China, Bangladesh, Nepal and Australia.</p> <p>More features and products are being rolled out soon including instant digital loans, insurance, investment and wealth management.</p>

	 <p>Profile - Chris Davison, CEO Christopher Davison leads BigPay as the largest and fastest growing fintech business operating a challenger bank model in ASEAN. Before founding BigPay, Chris worked in investment banking and tech venture capital, with a strong track record of both investing in, and setting up, several successful fintech and data analytics companies. While at Merrill Lynch he worked extensively on the refinancing and restructuring of many major European banks after the global financial crisis, as well as the listing of several large financial service providers on the London Stock Exchange.</p> <p>Chris holds an undergraduate degree from the University of Oxford and a Master’s from the University of Cambridge, both in the UK.</p>
	<p>Santan was initially introduced in 2015 as an inflight meal service on AirAsia flights. It was very well received with some of the menu items such as Pak Nasser's Nasi Lemak and Uncle Chin's Chicken Rice being an all time favourite amongst AirAsia passengers. The growing popularity of the AirAsia inflight menu culminated in the launch of Santan Restaurant in December 2019 in central Kuala Lumpur, to become the first Asean fast food franchise.</p> <p>Santan utilises technology such as digital ordering kiosks and smart menu offerings equipped with artificial intelligence and machine learning to recommend popular dishes based on time, customer’s ordering patterns and demographic taste. Customers can also order through Santan’s website, mobile app and delivery partners to get their food delivered conveniently.</p> <p>The company has also expanded into other F&B verticals such as: 1) Santan Kitchen which will gradually take over the production of Santan meals as well as provide cloud kitchen space for aspiring F&B entrepreneurs and, 2) OURFARM, a farm-to-table (“F2B”) platform that connects businesses directly to producers supported by AirAsia’s comprehensive ecosystem. Going forward, Santan also plans to become the main consignor for all AirAsia Group’s inflight F&B, taking over from the airline entities to manage the inflight operations centrally.</p>  <p>Profile - Catherine Goh, General Manager (Inflight, Franchise, Kitchen) Catherine Goh is spearheading Santan’s transformation from an AirAsia inflight brand in the sky to an end to end F&B ecosystem which includes inflight, restaurants and kitchen. She is responsible for ensuring strong governance while modernising the business through data-driven transformation and innovative technologies.</p>

Previously, Catherine was the Regional Head of AirAsia Inflight Retail where she played an integral role in managing and driving the performance of regional departments such as Santan, AirAsia Duty Free, AirAsia Merchandise, Logistics, Inflight Marketing, Crew Engagement & Training and Inflight Technology & System across AirAsia entities.

Catherine holds a Bachelor's in Finance and Marketing from the Upper Iowa University, US, where she was also a student ambassador.



Profile - Lalitha Sivanaser, General Manager (OurFarm)

Lalitha heads up OurFarm and oversees the development of the business which aims to become the fastest growing Farm to Business platform servicing all Malaysian states as well as expanding to other Asean countries. Prior to this, she was heading up AirAsia's e-commerce platform, OurShop, which serves as a marketplace in the travel retail space.

During her time in OurShop, she led the team to achieve year-on-year GMV growth of 12X in 2019. She has over 13 years of experience in the telecommunication industry and held various management positions in TIMEdotCom Berhad, Celcom Axiata Berhad, and Maxis Berhad.