

EASTEL

Marketing Plan



Presented by Eastel Team



Who is Eastel?





Background of

EASTEL is a **Mobile Virtual Network Operator (MVNO)** brand under Anchor Communications Sdn. Bhd., which **established in year 2024 with a start-up capital of RM2 million.**

EASTEL operates under licensed regulatory frameworks, holding both **Network Service Provider (NSP)** and **Application Service Provider (ASP) licenses.**

EASTEL is more than a telco, it is a digital income ecosystem which **enables individuals to build perpetual passive income** through **referral-based model.**

“Empowering Eastelpreneurship”



Certified Licenses



COMMUNICATIONS AND MULTIMEDIA ACT 1998

COMMUNICATIONS AND MULTIMEDIA (LICENSING) REGULATIONS 2000

INDIVIDUAL LICENCE

ORIGINAL

Serial No: 5

Licence No: NSP/I/2000/449

PURSUANT TO SECTIONS 30 AND 126 OF THE
COMMUNICATIONS AND MULTIMEDIA ACT 1998

A licence is granted to

ANCHOR COMMUNICATIONS SDN. BHD.
(202401020764)

whose registered office is at No. 8, Ground Floor, Jalan Persiaran Yayasan, 86000 Kluang,
Johor

to provide any **network services**

with effect from **25th JUNE 2025** until **24th JUNE 2035** subject to the following
conditions:

Page 1 of 9



Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission
MCMC Tower 1
Jalan Impact, Cyber 6
63000 Cyberjaya, Selangor Darul Ehsan
MALAYSIA

Ruj. Tuan :
Ruj. Kami : SKMM(S) 07-LICD/303711/C/A/(1)2025/(2) - MNI
Tarikh : 5 Ogos 2025

Ketua Pegawai Eksekutif
Anchor Communications Sdn Bhd
Level 16, Unit 16-01, Mercuri Aspire Tower
No. 3, Jalan Bangsar
KL Eco City
59200 Kuala Lumpur

(U/P: En. Chia Han Hui)

Tuan,

PENDAFTARAN SEBAGAI PEMEGANG LESEN KELAS PEMBERI PERKHIDMATAN APLIKASI [ASP(C)]

Notis Pendaftaran (dengan semua dokumen serta butiran yang berkaitan dan lengkap) untuk lesen kelas (Borang D) yang diterima dari syarikat tuan pada **4 Ogos 2025** adalah dirujuk.

2. Sukacita dimaklumkan bahawa **Anchor Communications Sdn Bhd** telah didaftarkan sebagai pemegang lesen kelas pemberi perkhidmatan aplikasi (*applications service provider class license-ASP(C)*) bermula **12 Ogos 2025**. Pendaftaran Lesen Kelas ini adalah berkuatkuasa selama **1 tahun** dari tarikh pendaftaran tersebut. Sebarang permohonan untuk pendaftaran semula harus dikemukakan dalam tempoh 60 hari sebelum tamatnya tempoh sah laku pendaftaran ASP(C) yang sedia ada.

3. Sila ambil maklum bahawa pihak tuan hanya dibenarkan menawarkan perkhidmatan-perkhidmatan yang telah dinyatakan dalam Perkara 3 Borang Pendaftaran Lesen Kelas (Borang D) tuan. Sekiranya pihak tuan berhasrat untuk memberi mana-mana perkhidmatan selain daripada yang dicatatkan dalam Borang D, sila kemukakan maklumat mengenai perubahan tersebut bersama dengan bayaran seperti yang diperuntukkan di dalam Jadual Kedua Peraturan-Peraturan Komunikasi Dan Multimedia (Pelesenan) 2000, seperti yang dipinda.

NETWORK SERVICE PROVIDER (NSP)
with **10 years validity**

APPLICATION SERVICE PROVIDER (ASP)



Certified Licenses



SHARIAH COMPLIANCE CERTIFICATE



Current Telco Market



34,000,000
Malaysians



50,140,000
Mobile Network Subscribers



50%



23%



18%



5%



4%



Starting from ZERO, the entire market is now ours to grow.





Current Telco Market



Mobile
Subscribers

14.96 mil

34.88 mil



Market
Share

20%

80%



Average Revenue
Per User
(ARPU)

RM66

RM32



Market Cap /
Month

RM987.3 mil

RM1,116.16 mil

Are you ready to capture
Malaysia's telco market?





OUR One and Only SIM



5GB | 30 mins | RM0.50

- ✓ Eastel Mobile SIM
- ✓ 1 SIM type for all purposes
- ✓ No contract and hidden fees
- ✓ Phone number maintained
- ✓ Accept “Blacklisted” subscribers
- ✓ No expiry date
- ✓ Hassle-free reload
- ✓ Up to 24% + 50%* cashback rewards !

*terms and conditions apply

You'll only need **RM10.00** to start a Business





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Eastel App and System

Dashboard

Overview

General Summary

Filter: Start Date - End Date

Total Users 24 Total Users	Total Memberships 31 Total Memberships	Memberships 18 MNP	13 Non-MNP	11 Pending	7 Success
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Total Topup RM 2,631.00 Total Topup	Projected Incentive RM 296.03 Projected Incentive	Released Incentive RM 0.00 Released Incentive
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Membership Registration

This Week

POS

Manage sales, process transactions, and handle orders.

Search by order number, customer name, customer phone number...

Order #	Customer	Date	Status	Payment Status	Source	Delivery Method	Total	Actions
ORD-20251208-102108	E-000001	08/12/2025 2:31 PM	Processing	PAID	Walk-In	Self Collect	RM35.00	
ORD-20251210-134536	E-000001	10/12/2025 14:22 PM	Processing	PAID	Mobile App	Shipping	RM35.00	
ORD-20251210-134012	E-000001	10/12/2025 18:01 PM	Processing	PAID	Walk-In	Self Collect	RM0.00	
ORD-20251210-134017	E-000001	10/12/2025 2:20 PM	Processing	PAID	Walk-In	Self Collect	RM0.00	
ORD-20251210-134019	E-000001	10/12/2025 2:28 PM	Processing	PAID	Walk-In	Self Collect	RM0.00	
ORD-20251210-134543	E-000001	10/12/2025 3:02 PM	Processing	PAID	Walk-In	Self Collect	RM0.00	
ORD-20251210-134849	E-000001	10/12/2025 10:26 PM	Processing	PAID	Walk-In	Self Collect	RM35.00	
ORD-20251230-083101	E-000001	30/12/2025 10:10 AM	Processing	PAID	Walk-In	Self Collect	RM35.00	
ORD-20251230-101841	E-000001	30/12/2025 10:48 AM	Processing	PAID	Walk-In	Self Collect	RM50.00	

✓ **Eastel Boss System**

Eastel

RM ****
Wallet Balance

TRANSFER

RELOAD

Airtime Balance Active
RM 0.00
Expiry on - Details >

eComm Balance
RM 100.00
TRANSFER

Telco Service

Plan
You don't have any plan yet.
BROWSE PLANS

Internet
0 GB / 0 GB

Quick Actions

Reload Order SIM History Plan Details

Incentives Performance View All >

Home Wallet Add Mall Incentive

Unlock next Rank : Ambassador Member

✓ **Eastel App**



Overriding Incentive

Eastelpreneurs

Ambassador

1.5% for additional
+5 Levels overriding

Senior

Ambassador

1% for additional
+5 Levels overriding

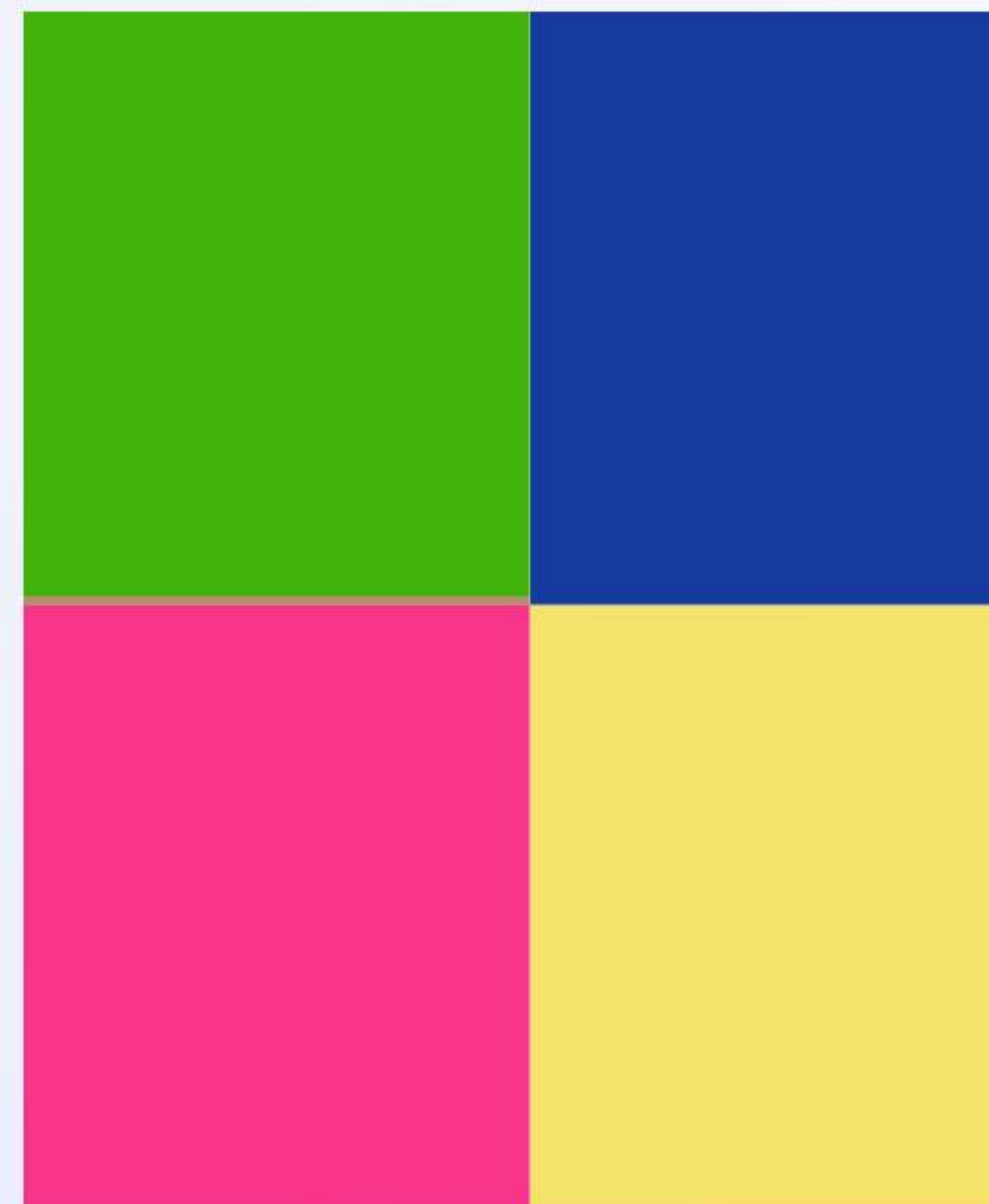
Territory Partner

1% for Infinite
overriding

***Other telco
subscribers***

You get Nothing !

VS





Overview of Revenue Sharing Incentives

Levels	Elite Member	Ambassador Member	Senior Ambassador	Territory Partner
1	13%			
2	3%			
3	8%			
4 - 8		1.5%	1.5%	1.5%
9 - 13			1%	1%
∞				
Upgrade Criteria	Register SIM	Achieve RM500 RevShare Incentives	Achieve RM3,500 RevShare Incentives	Achieve RM15,000 RevShare Incentives WITH 5 x AM & 2 x SA
Min Reload Requirements	RM35	RM60	RM80	RM120



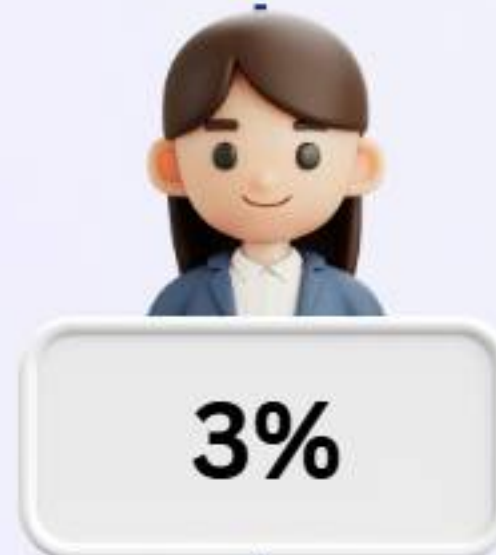
1 Revenue Sharing Incentives



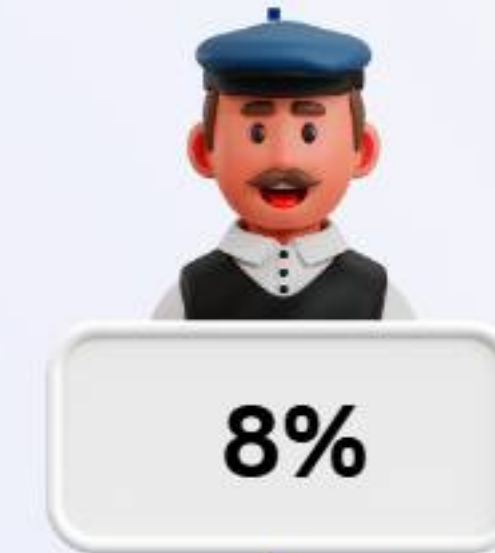
Level 1



Level 2



Level 3





INCENTIVES

Duplication of 5

24%



Level 1



13%

X



5 pax

X

RM50
Reload

=

RM32.50

Level 2



3%

X



25 pax

X

RM50
Reload

=

RM37.50

Level 3



8%

X



125 pax

X

RM50
Reload

=

RM500

Total Earnings : RM570 /month

Duplicate it for double !



INCENTIVES

Duplication of 10

24%



Level 1


13%

X


10 pax

X

RM50
Reload

=

RM65

Level 2


3%

X


100 pax

X

RM50
Reload

=

RM150

Level 3


8%

X


1,000 pax

X

RM50
Reload

=

RM4,000

Total Earnings : RM4,215 /month

Duplicate it for double !



2 SIM Card Incentives

**VOLUME
DISCOUNT
APPLICABLE**



RRP : RM10.00

Ranking

Special Price

Ambassador



**RM 8
per SIM**

**Senior
Ambassador**



**RM 7
per SIM**

**Territory
Partner**



**RM 6
per SIM**



3 Onboarding Bonus



New Number
Reload RM35

RM8

RM9

RM10

RM12

RM13

MNP Number
Reload RM35

RM13

RM14

RM15

RM18

RM20

*count by calendar month, cumulative



4 Merchandise Bonus

Shared Economy

Up to 10%*

**terms and conditions apply*



Level 2
upline

2%

Level 1
upline

8%



ME



**If the Level 2 member holds a higher rank than the Level 0 member, the additional 2% entitlement shall not apply.*



5 EASTEL Starter Kit Incentive



Limited Time Offer

Now **RM299**

~~RM499~~



Level 3
upline

RM28



Level 2
upline

RM38



Level 1
upline

RM128

What's included in Eastel's ESK :

- x1 Polo shirt
- x1 Cap
- x30 Flyers
- **x30 10GB Eastel SIM for 12 months**
- **50% eCOMM**



ME



ESK Incentive

Duplication of 10



Level 1

RM128

x



10 pax

=

RM1,280

Level 2

RM38

x



100 pax

=

RM3,800

Level 3

RM28

x



1,000 pax

=

RM28,000

Total Earnings : RM33,080



ESK Incentive

Duplication of 30



Level 1

RM128

x



30 pax

=

RM3,840

Level 2

RM38

x



900 pax

=

RM34,200

Level 3

RM28

x



27,000 pax

=

RM756,000

Total Earnings : RM794,040



6 eC Incentive

EASTEL top up additional bonus of

+ 50%*

on top of whatever you're earning.



RM 100



RM 150

Receive Incentive in Eastel Wallet (RM)

0% 100%



66%

+ 50%



Incentive Slider



Receive Incentive in eComm (eC)

0% 100%



34%



7 Cashback Bonus

For every transaction you spent using QR or e-wallet,
you will receive CASHBACK.*



+34,000 Merchants



8 Limited Time Campaigns

"Siapa cepat, Siapa Dapat !"

Register + Reload

Based on the number of registrations, each registration must have RM35 reload



Monthly : RM500k
Annually : RM6M

Total Registration

Based on total number of registration within 3 months



Quarterly : RM96k
Annually : RM384k

Reload + Freeload

FREELOAD upon reload amount

Min Reload	Freeload *free airtime
RM35	RM2.10
RM50 and above	RM5

- Freeload in single denomination
- Freeload will be credited next day
- Freeload also entitled for incentive calculation

Monthly : RM680k
Annually : RM8.2M



Scenario 1



A Grab driver, Aiman **recruited 51 NEW members** from his community. **51 of them decided to use NEW numbers** for navigations and **all of them reloaded RM50** in EASTEL SIM.

1st Month



Elite Member

- Recruit **51 NEW members** with **all new numbers**
- All members **reload RM50**

Revenue Sharing Incentive

Level 1	RM 331.50
Level 2	RM 0
Level 3	RM 0

Onboarding Bonus

Tier 4 (51 - 100)	RM 612
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Campaign Bonus

Register + Reload	RM 500
Reload + Freeload	RM 33.15

Total Incentives **RM 1,476.65**

2nd Month



Elite Member

- Having **existing 51 members**
- Recruit **51 NEW members** with **all new numbers**
- All members **reload RM50**

Revenue Sharing Incentive

Level 1	RM 663
Level 2	RM 0
Level 3	RM 0

Onboarding Bonus

Tier 4 (51 - 100)	RM 612
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Campaign Bonus

Register + Reload	RM 500
Reload + Freeload	RM 66.30

Total Incentives **RM 1,841.30**

3rd Month



Upgraded to Ambassador

- Already having **102 members**
- Recruit **51 NEW members** with **all new numbers**
- All members **reload RM50**

SIM Card Incentive

Ambassaddor	RM 102
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Revenue Sharing Incentive

Level 1	RM 994.50
Level 2	RM 0
Level 3	RM 0

Onboarding Bonus

Tier 4 (51 - 100)	RM 612
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Campaign Bonus

Register + Reload	RM 500
Reload + Freeload	RM 99.45

Total Incentives **RM 2,307.95**

Total Earnings in 3 months : RM5,625.90



Upcoming Services

ESIM



iOT SIM



SMEs



Postpaid



Co-branding



Device Bundle



Micro Lending



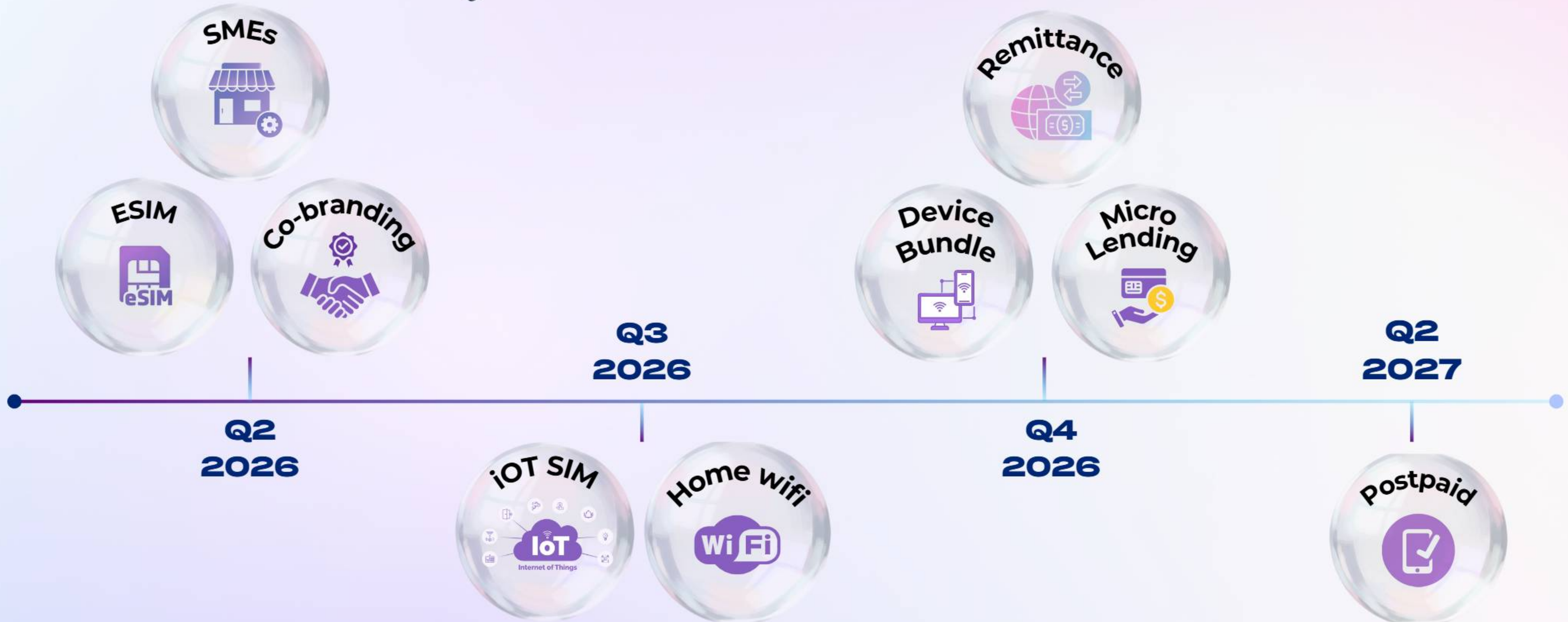
Remittance



Coming really really soon.



Targeted Timeline



Coming really really soon.



Eastel 's Network Coverage

Highest : 984.71 Mbps
Lowest : 169.28 Mbps



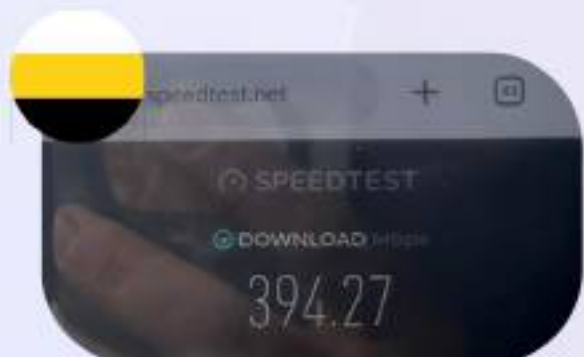
Juru, Penang



Sho Hotel, Penang



Swiss Avenue Hotel, Sg Petani



Simpang Pulai, Perak



Raju Banana Leaf, Jalan Gasing



Genting Highlands, Pahang



Jalan Yong Peng Batu 1, Ayer Hitam



Capital Hotel, Kota Kinabalu Sabah



Cafe 2020, Miri Sarawak



Kemuyang, Sibul Sarawak



Matang Jaya, Kuching Sarawak



Museum Kuching, Sarawak



*By the end of Q3 2026, U Mobile aims to expand its network coverage to reach 80% nationwide across Malaysia.

We tested coverage around Malaysia.





Best Plans in Town !



EZ15

30 GB

Unlimited calls

5 SMS

15 days

RM15

EZ35

200 + 100 GB

Unlimited calls

10 SMS

30 days

RM35

EZ50

500 GB

Unlimited calls

10 SMS

3GB Roaming
(Indo, S'pore, Thai)

30 days

RM50

EZ68

700 GB

Unlimited calls

10 SMS

5GB Roaming
(Indo, S'pore, Thai)

30 days

RM68

EZ98

999 GB

Unlimited calls

10 SMS

10GB Roaming
(Indo, S'pore, Thai)

30 days

RM98

We hear you,
We know what you want !



What's the difference?

EZ35

Fastel

200 GB (Full High Speed)
100 GB Hotspot
Ultra Hi-Speed 5G

VS

70 GB
5GB Hotspot

RM35

200 GB
50GB Hotspot

RM35

150 GB
Unlimited Hotspot

RM35

200 GB
50GB Hotspot

RM35

7 REASONS

To Be Eastelpreneur





WHY JOIN US?



1. High Commission Bonuses

Earn commission up to **24% + 50%*** every month,
it's the highest in Malaysia !

2. Starting Capital is LOW

One SIM card is RM10.00
With Eastel's SIM, you have **endless possibilities.**

3. Low Maintenance Business

Stay active with just RM30 per month, with no pressure, no targets and no stress.

✓ **No KPI**

✓ **No sales targets**

✓ **No compulsory stock purchase**

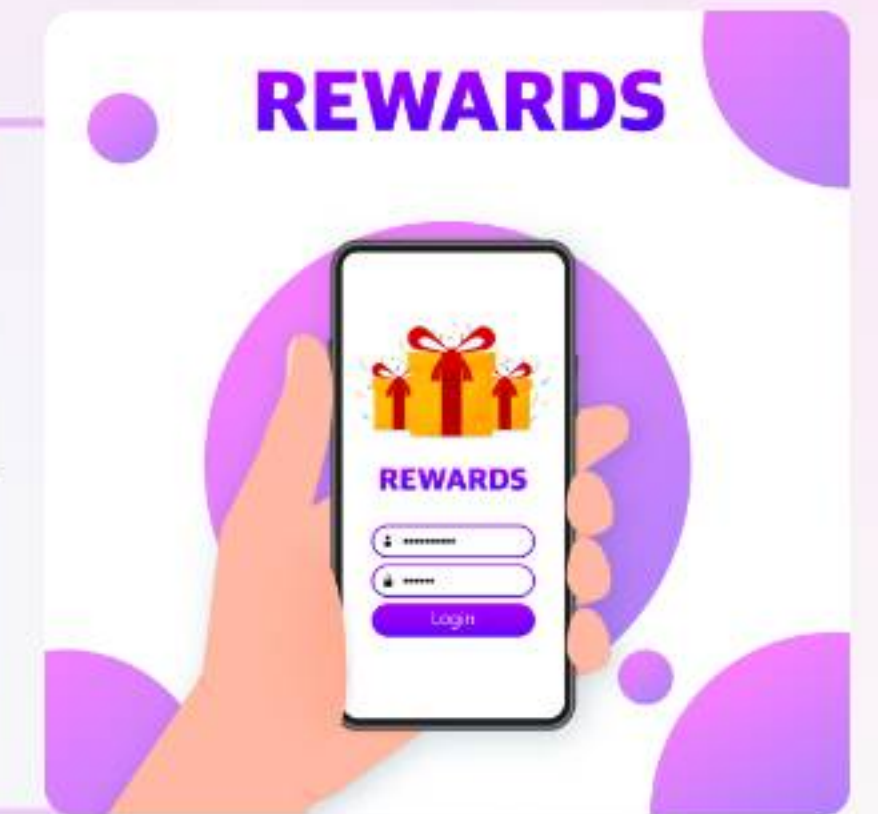


WHY JOIN US?

4. Highest Campaigns in Town !

We offer the **largest campaign pools in the market**, with **large rewards and long campaign durations**.

We dare to give ! Are you willing to take up the challenges?



5. Earn without Limits ∞

With overriding incentives, your earning potential is unlimited.

6. Multiple Income Streams

With our one and only SIM,
you'll have multiple income streams across consumer, IoT, and SME solutions.



7. Ada lagi BEST akan datang !

Stay tuned !
Ini baru permulaan, yang paling best belum keluar.

THANK YOU



*SIAPA CEPAT,
SIAPA DAPAT!*