

An initiative by :

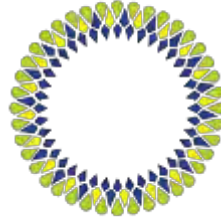


MINISTRY OF
INTERNATIONAL TRADE AND INDUSTRY

Partners with :



Halal Industry
Development Corporation



The World's First
GLOBAL HALAL™
DATA POOL
GDSN Certified



Developed by :



10th Philippine Ports & Shipping 2019 Exhibition and Conference

Supporting Organisations :



THE GLOBAL REPOSITORY
FOR HALAL GOODS & SERVICES

www.globalhalaldatapool.com



Serunai Commerce Sdn Bhd



Supporting organizations:



About Serunai



- Validation technology company focuses on **Halal Industry**
- World's first **validation engine for Halal goods** ( and ).
- Recognised by **GS1** 
- Strategic partner is **JAKIM** 

About Serunai



- Cater to **businesses**  and **consumers** 
- Collaborate with **19** international Halal certification bodies from **Japan, South Africa, Taiwan, India, Austria** and **many more**
- Owns **one-stop centre** in **Beijing** and **Taiwan** to assist goods manufacturers in **application and renewal** of **Malaysia Halal Certificate** from **JAKIM**



MALAYSIA CHINA (BEIJING)
INTERNATIONAL HALAL PRODUCT TRADING CO. LTD.
马中（北京）国际清真商品贸易有限公司

TAI - MA GLOBAL
HALAL ALLIANCE LIMITED

Business Model



Validation technology

VERIFY HALAL

The World's First
GLOBAL HALAL DATA POOL
GDSN Certified

HALAL COE
HALAL CENTRE OF EXCELLENCE

Halal Trading House
& Supply Chain

SME Corp: Business Accelerator Programme 2.0



Scope & Criteria of Financing

50% of the total approved cost (with amount of financing to be determined by SME Corp Malaysia)

At least **60%** Malaysian equity

At least **6 months** in operation

To undergo **SCORE** < 3 months once approved



Scope of Grant

up to **400,000**



Packaging & Product Labelling



Branding development & promotion



Innovation, Product Development



Purchase of Machinery & Equipment



Online Applications, Mobile e-commerce, E-payment & ICT applications



Certification & Quality Management System



Productivity & Automation

Matching Grant

Reimbursement basis

Working with EXIM Bank Malaysia



- Malaysian exporters who want to tap the lucrative 'Halal' business overseas can now turn to EXIM Bank Malaysia. Our Halal To Overseas (H2O) Financing Program can pave the way for you. It offers the following:
 - Financing up to RM5.0 Million
 - Profit rate between 5% to 6% p.a*
 - Fast track assessment and approval
 - Guarantee by Syarikat Jaminan Pembiayaan Perniagaan Berhad (SJPP)

End to end Platform for Halal with Financing on Business and Trade Fund Assistance



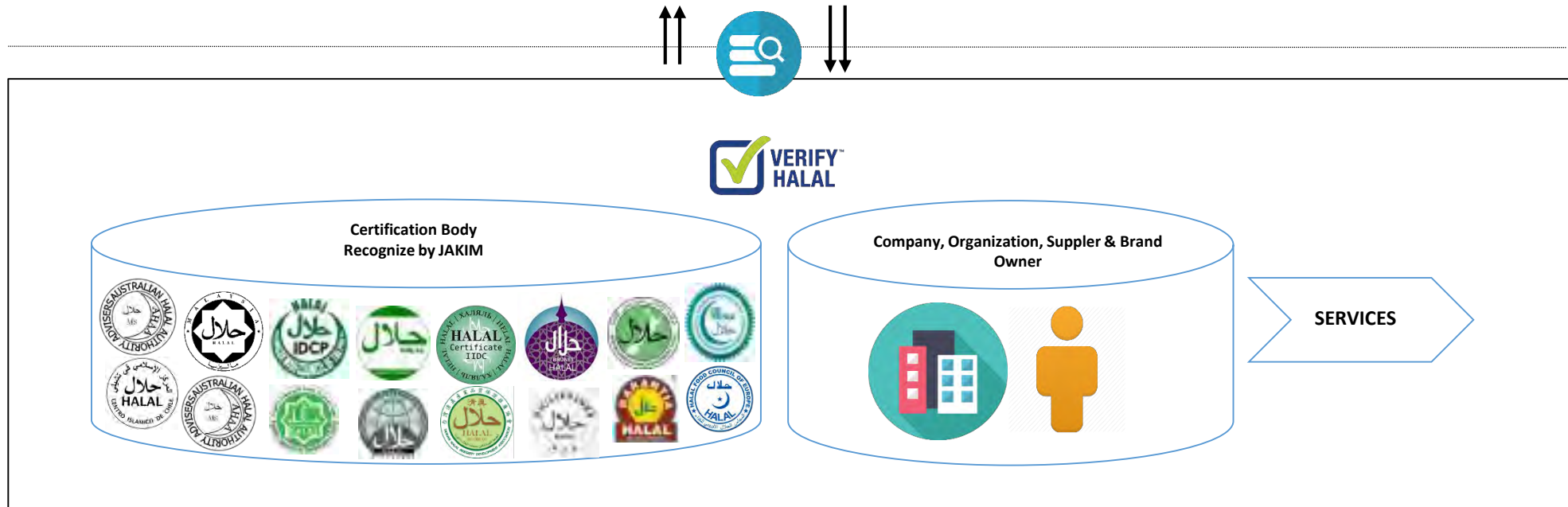
Assisting our Halal exporters to export to China. The CIMB ASEAN-China Halal Corridor open doors to a unique Halal ecosystem, with Serunai Commerce being their enabler partner.



Verify Halal Collaboration with B2B Platform (Validation Engine)



Any E-Commerce Platform
Web / Mobile



Validation Halal Status
By VH

VH Validation Engine

VH & CIMB Bank (Quick Response (QR) Payment)



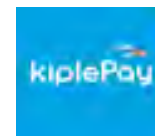
CIMB QR Payment
Acceptance in VH



CIMB QR Payment
Acceptance
+
VH Validation on Halal
Premises / Restaurants



CIMB QR Payment
Acceptance



GHDP and VH – Big Data of Halal Suppliers



MYDIN

Giant

imCoopTM
simply better
Kedai Komuniti Harga Patut

AEON

TOPVALU

KK

TESCO

Lulu

99 SPEEDMARK

- **Big data** of Halal suppliers.
- Able to provide **reliable and valid source of suppliers** to retailers
- Helping SMEs to market their products using faster channel.

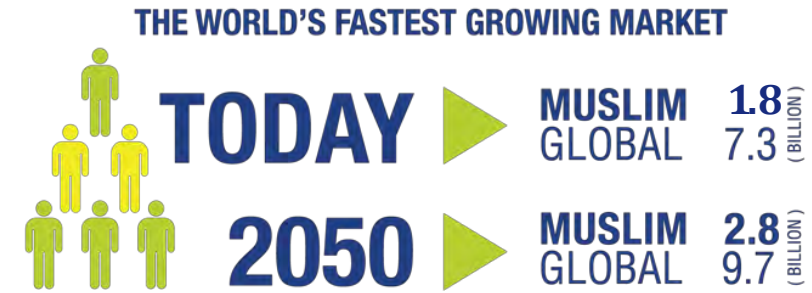
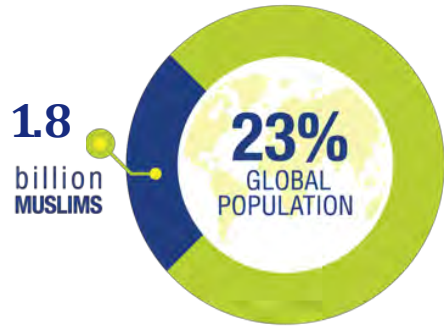
MoU Between Northport and Serunai Commerce



The collaboration is to develop the capabilities of SMEs to export Halal products under the Northport Halal Silk Route initiative



The Global Halal Market is Worth Over 2.3 Trillion



80% of the World Producers are Non-Muslim

HALAL FOOD
\$7,049 Bn

HALAL COSMETICS
\$750 Bn

FASHION
\$2,213 Bn

HALAL TRAVEL
\$1,347 Bn

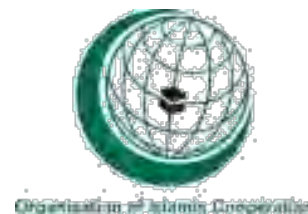
HALAL PHARMACEUTICALS
\$1,172 Bn

ISLAMIC FINANCE
\$162,000 Bn

HALAL MEDIA & RECREATION
\$3,690 Bn



Population
639m
240m Muslim



Population
1.6b
Mostly Muslim

Vision



“ The Global Halal Data Pool is made to directly benefit all Muslim countries and communities in the world”.

It is designed to be a single platform and single authentic repository with the virtual infrastructure needed to elevate the standing of Halal brands and producers.





Halal is good for everybody!

Muslim & Non Muslim

In France, **87%** indicated that they were willing to pay more for a halal product produced with integrity.





Global Halal Data Pool is a
Halal Brand Bank.

*It is the consolidation point for all
accredited Halal products and
brand information.*



Government Initiative



The Government of Malaysia has introduced five programmes to help increase the participation of Bumiputera SME's in the halal industry which includes Global Halal Data Pool. The announcement was made by previous Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi who is also the Chairman of Malaysia Halal Council).



GS1 Standards – The Global Language of Business



Allowing for real time connectivity using the World's Business Language for the global system of supply chain standards.



GS1 Standards ... 6 billion 'beeps' per day



Helping businesses work more efficiently!

112 local offices providing local support and expertise, serving

150 countries



In 2013 WTO adopted GS1 standard for trade facilitation



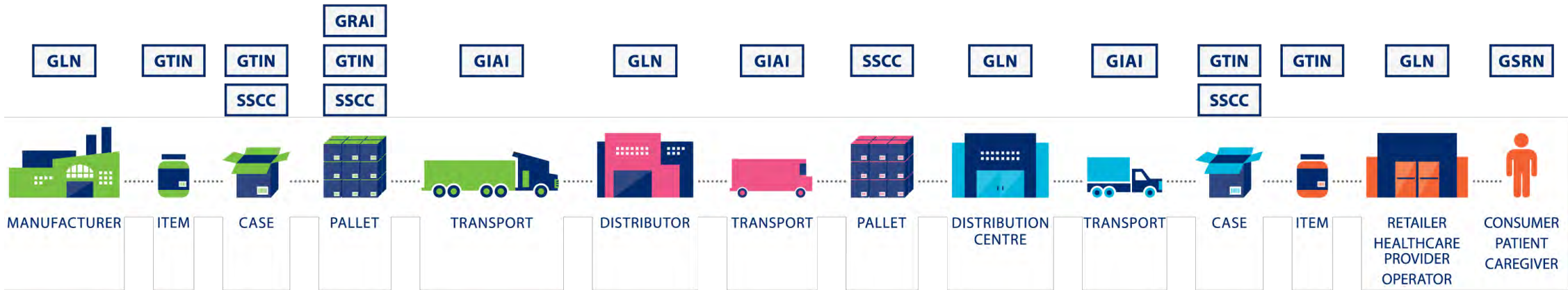
Trade facilitation includes all measures to improve the regulatory interface between government bodies and traders at national borders. This implies the **simplification**, **harmonisation**, and **standardisation** of international trade procedures.

Complete Traceability – Farm to Fork



IDENTIFY: GS1 Standards for Identification

GLN Global Location Number **GTIN** Global Trade Item Number **SSCC** Serial Shipping Container Code **GRAI** Global Returnable Asset Identifier **GIAI** Global Individual Asset Identifier **GSRN** Global Service Relation Number



CAPTURE: GS1 Standards for Barcodes & EPC/RFID

GS1 BARCODES

EAN/UPC



GS1-128



ITF-14



GS1 DataBar



GS1 DataMatrix



GS1 QR Code

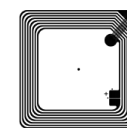


GS1 Composite Barcode



GS1 EPC/RFID

EPC HF Gen 2



EPC UHF Gen 2

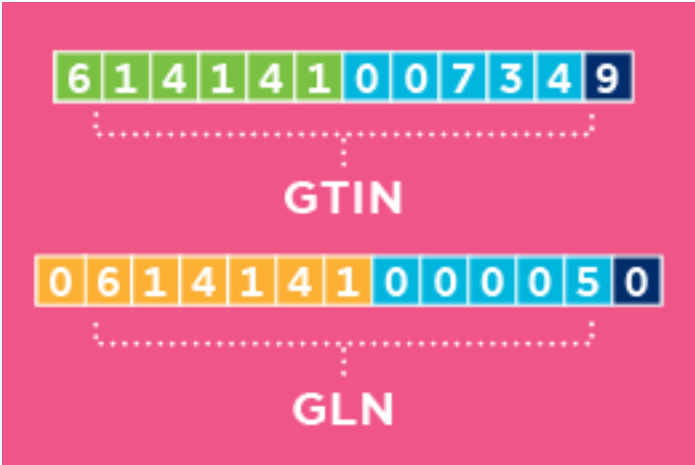


GTIN & GLN



GTIN[®]

Global Trade Item Number[®]



Company XYZ



Global Location Number

GLN # 0000004570208

Uses EU1169 – Listing of Mandatory Attributes



Some of the following product data must be shown on the labels of pre-packaged foods:

- (a) **Ingredients.**
- (b) any ingredient or processing aid causing **allergies** or **intolerances**
- (c) etc.



Omni Channel Data – Connect to Enterprise System



E-Commerce



Marketing/Advertising



Mobile Apps



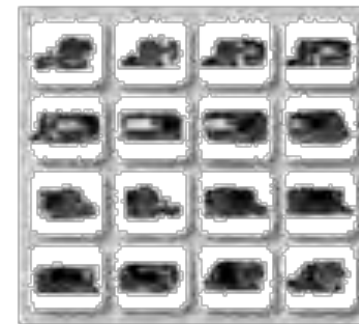
Product Packaging Views (all sides of a product)



Planogram



3D/360



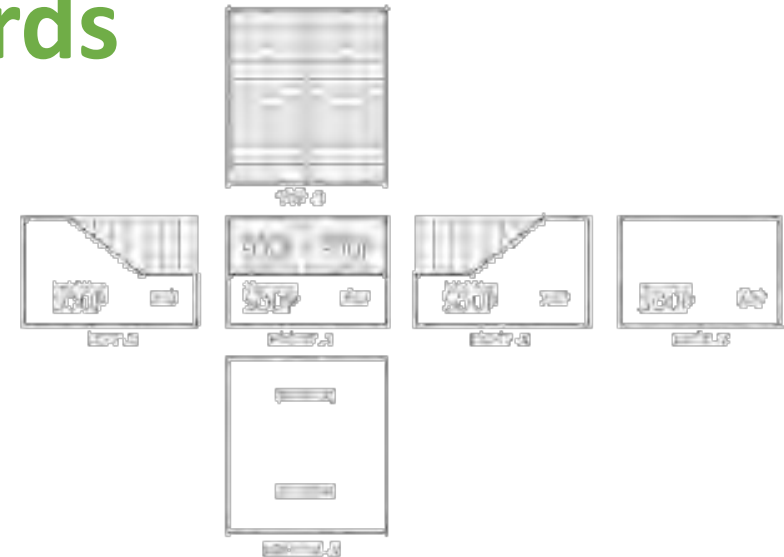
Images are Visual Data



Data may be king, but a picture speaks a thousand words



Product Image Specification Standard



Uses International Safety Standards



Regulation (EC)
No 178/2002

European
Commission

"Traceability as the ability to trace and follow food, feed and ingredients through all stages of production, processing and distribution"

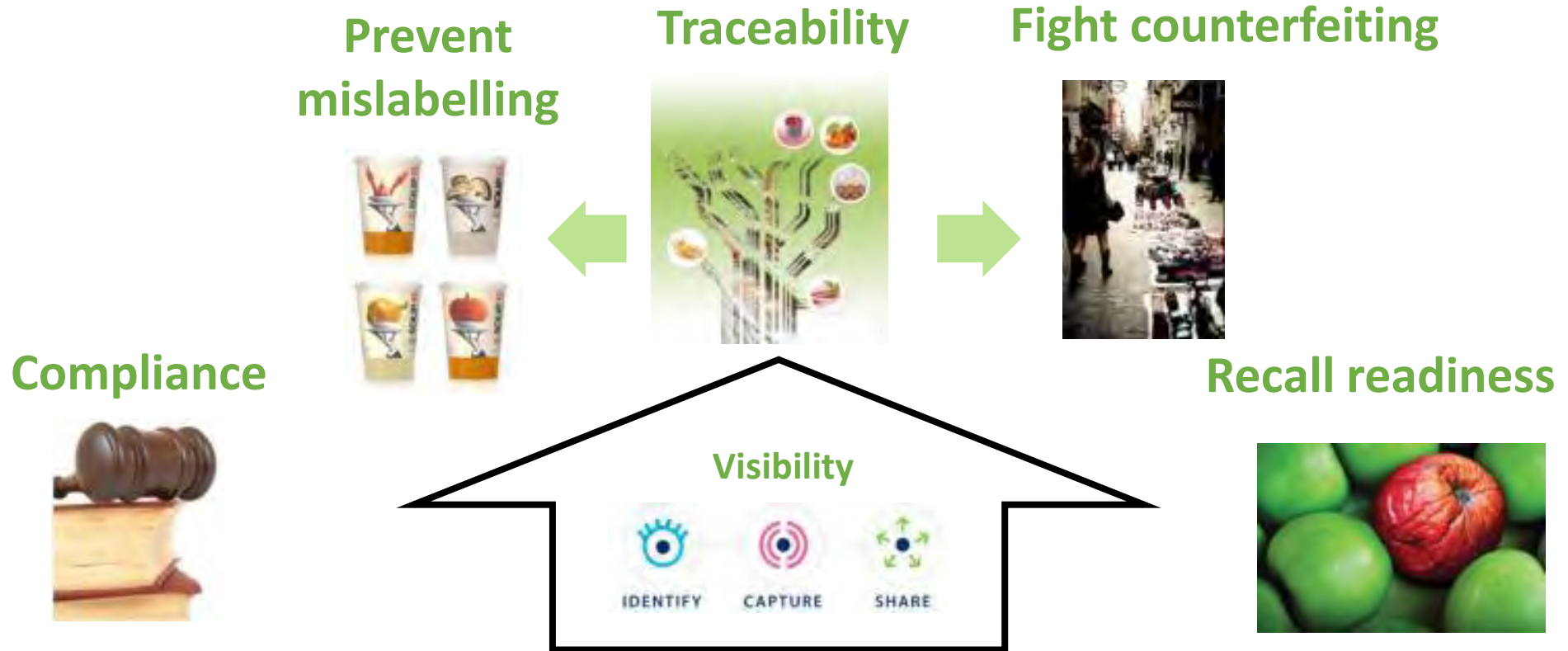


US Law – Food
Safety
Modernization
Act, SEC 204

"High-risk foods for which additional recordkeeping requirements are appropriate and necessary in order to rapidly and effectively track and trace such foods during a food borne illness outbreak or other event"



Product Safety



- These are typical key applications but not exhaustive, e.g. GHDP can help incident management which can be related to compliance and recall.
- Traceability can be seen as the objective or as a means to achieve other business outcomes (e.g. fight counterfeiting)

Used by almost every leading retailer in the world



- Over **two million companies** globally use GS1 barcodes, including all major online marketplaces and retailers – which is why GS1 barcodes help you trade globally with confidence and convenience, and save you money through supply chain efficiencies.



GHDP the Big Picture - Genuine Buyer & Seller

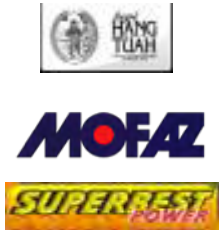


39 EXISTING DATA POOLS



7+ LOCAL RETAILERS

The World's First
GLOBAL HALAL DATA™ POOL



WILL BE CONNECTED TO 200+ CERTIFICATION BODIES



1.4M BLUE CHIP TRADERS (SMEs, MNC, GLCs)



GS1 Governs Data Pool's Worldwide

Collaboration with MYDIN



On 5th Dec 2016 The Managing Director of *Mydin Mohamed Holdings Bhd. (MYDIN)*, YBhg. Datuk Wira (Dr.) Haji Ameer Ali Mydin signed MYDIN, Malaysia's largest Hypermarket chain, as an official buyer and partner with the World's First Global Halal Data Pool (GHDP).

By integrating the supply chain with GHDP, MYDIN as an official buyer aims to **enhance the quality, selection and standard adherence of local brands** throughout all their stores. Via GHDP, MYDIN will be connected directly to not only **accredited Halal suppliers** but **LIVE in-depth company and product information**, allowing Malaysia's biggest hyper-market chain to regulate, control and elevate not only its retail offerings to consumers but also make efficient and **cost saving** adjustments to its supply chain and allowing for the efficient entry of new products in the market.





CHINA ASEAN Cross Border B2B platform

We are proud to be part of the CABIS led initiative of the CHINA ASEAN Cross Border B2B platform. This literally means that not only will the platform be able to tap into China's huge market but the platform can also penetrate other customers throughout the silk road. Leveraging on China's "One Belt, One Road" with population more than 4.4billion it will be a conduit for cooperation in business and international trade.



MEMORANDUM OF UNDERSTANDING ON THE CHINA-ASEAN CROSS-BORDER B2B PLATFORM

To jointly build China-ASEAN Cross-border B2B Platform as an open, transparent, fair, China and ASEAN and promote the bilateral economic and trade cooperation, Memorandum of Understanding on Cooperation for China-ASEAN Cross-border B2B Platform (jointly referred to as "the Platform") was signed between China (hosted by the President of International Trade (CITF) and Liaison Offices of Commerce (LACIC) Indonesia, Lao National Chamber of Commerce and Industry (LACCCI), National Chamber of Commerce and Industry of Malaysia (MCCIM), the Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry (COMFED), Singapore Business Federation (SBF), the Federation of The Industries (FTI) and Vietnam Chamber of Commerce and Industry (VCCI). To initial the construction of the Platform at the Liaison Officials' Meeting of the 13th China-ASEAN Summit, China on June 1, 2014. CITF and LACIC Indonesia, LACCCI, MCCIM, COMFED, SBF, FTI, VCCI have reached consensus through friendly consultation on operating and managing the Platform as follows:

I. All parties agree that China-ASEAN Cross-border B2B Platform is owned by CITF, LACIC Indonesia, LACCCI, MCCIM, COMFED, SBF, FTI, VCCI and supported by the CNBS Secretariat, CITF International Centre Online Trade Promotion Information Technology Co., Ltd) and Sanyou Commerce Group Co., Ltd.

II. CITF (as the China-ASEAN Cross-border B2B Platform) will coordinate with People's Government of Shanghai, Shanghai Administrative Bureau (China) for support such as favorable policies for the growth, operation and maintenance of the Platform and related program in Shanghai, China.

III. All parties agree to promote cooperation in their own countries to run the Platform and strive for policy support from the government for the realization of the Platform by cooperation.

IV. All parties agree to jointly promote the construction of communication mechanism with administrative organizations related to import and export such as customs, border and quarantine departments to perform large clearance for enterprise which use the Platform.

V. All parties agree that CITF (as the Sanyou Commerce Group Co., Ltd.) for the platform development and operation of the Platform and establish a working and coordinating mechanism on the Platform composed of CITF International Centre, responsible departments of LACIC Indonesia, MCCIM, COMFED, SBF, FTI and VCCI, the CNBS Secretariat and Sanyou Commerce Group Co., Ltd.

VI. The Platform will be officially presented to launch and put into operation on the 1st PDARR in September, 2015.

NOTE: at meeting, the 1st Day of June 2014 in eight official copies of the English language.

China (hosted by the President of International Trade)

Indonesia (Chairman of Commerce and Industry)

Lao National Chamber of Commerce and Industry

National Chamber of Commerce and Industry of Malaysia

The Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry

Singapore Business Federation

The Federation of The Industries

Liaison Chamber of Commerce and Industry

Combating Fake Halal



Concerns in the Muslim community that the Halal products they are buying are not properly certified leading to many purchasing **unsafe & fake** labelled products without knowing it.



Introducing Verify Halal



Today, the demand for accurate & verified Halal information of Halal products and services is vital for both consumers and retailers.

An initiative by :



Sharing Data together – easy for industry to spot you



75 WORLDWIDE
CERTIFICATION
BODIES



43 COUNTRIES

REMOVE TRADE BARRIERS

For the industry players to find and verify information within a single platform across the supply chain. **Over 200,000 brands 1.5M SKU's**



Official Launch of Verify Halal



Halal app for global use

Techpreneur Atmiah Sliam makes it easy for consumers to instantly verify the halal status of a product, writes Iwan Ismail

It's a truly Malaysian creation and we plan to promote the app worldwide.

Atmiah Sliam



Official Launch of Verify Halal



Engaging your customers



To succeed in the future, brands need to engage people's **Mind** and **Hearts**.

Everyone wants product information they can trust!

Issues faced by Consumers



- Consumers find it difficult to keep up and also verify information and status of a Halal products.
- Most often confused with the news spread about Halal products therefore deciding not to purchase.
- Unsure of the JAKIM certified Foreign Halal Certification Bodies logo?



News on company using Fake Halal



Fake halal cert syndicate found

PUTAJAKI, JAKIM: A syndicate has been using fake halal logos and halal certificates without the approval of the Department of Islamic Development Malaysia (JAKIM).

The syndicate is believed to be in collusion with a Muslim entrepreneur's organisation and offers the halal status of food manufacturers to food brands without follow the many points of The Star report that the syndicate is using the name of a 'halal' to gain for sale of fake halal certificates.

It also helps companies before offering the certification to the companies.

It is confirmed that the syndicate does not impact operations of the companies or even investigate the use of fake halal logos used in the food processing of these companies.

Agreements are being required to pay between RM250 and RM400 to participants in the company, with the certificate costing more than RM100,000 for each processing of food.

The food services ends with every participant given the 'halal certificate' respectively from JAKIM and the logo to use on their products.

The syndicate is also believed to be using the name of companies with close links with JAKIM to gain the trust of customers.



Puchong food company raided for using fake halal certs

Department of Islamic Development Malaysia (JAKIM) officers raided a food manufacturing company near here late last week for using fake halal certificates.

The owner and food manufacturer based in Taman Miris, Puchong, was raided by a team of enforcement officers from the Selangor Consumer Trade, Co-operations and Compensation Department Tuesday afternoon.

Department enforcement chief Akmal Rusli Yusoff (left) said the operation was jointly conducted with the Selangor Islamic Religious Department (JAKIM).

"A total of 1,827 bottles of various soups were seized, including kencing-kencing, asam, kari, sayur, and others," he said.

"All the products seized were worth RM71,000," he said.

Akmal Rusli said it is an offence under the Trade Description (Identification and Marking of Goods) Order 2011 for operators to use false certificates and logos that are not issued by the Malaysian Islamic Development Department.



(File pic) A chicken processing and packaging factory in Kampung Changkat Dair, Jarak, was found to have used fake Malaysian Islamic Development Department (JAKIM) halal logos. Pix by Dental Seed



Meat supplier ordered to pay nearly £20,000 for fake halal labels

A meat wholesaler and processor has been ordered to pay nearly £20,000 by a judge in Birmingham's Lower Court today (9 September) after admitting supplying counterfeit halal certification labels to promote its sales of halal meat in a Birmingham locality.

Birmingham's District Judge, Mrs Justice Cresswell, said that the defendant, a company called Birmingham Meat, had supplied halal labels to its customers between 27 January 2012 and 8 September 2012, which carried false information that they were halal according to the Muslim Council of Britain (MCB).

The judge said that the defendant had been ordered to pay nearly £20,000 for the value of the labels by the MCB until a plan to settling them to third parties which had not been treated as prohibited by the MCB, which would then be used as having been MCB-certified.

The MCB agreement had not gone through a rigorous halal labelling process, with an MCB inspection present each time approval was issued to any process. The inspection had not been present when the labels were used.



Spreading of fake Halal news



Spreading of **fake Halal news** and **rumours** on social media and websites is on the rise and has become a trend that's fast becoming a global problem which is detrimental for business.



Fake News



WARNING ALERT
ABOUT ICE CREAM
K...
...
TIDAK BENAR!!
It is a product of Thailand and consists Emulsifier 471 (E471) Which is made out of <PIG FAT> !!
IF u don't believe me check INGREDIENTS given on Magnum Ice Cream N then just google E471 u ll get to know.
Please aviod using products containing E471, It is HARAM
-SPREAD THE WORD-
FORWARD this to our muslim brothers n sisters!



To all Muslims
Dear all, Do not drink new FANTA APPLE! it contains carcinogenic (E211,E224) FAT OF PIG! Plz don't delete it until u share it to all muslims



Halal Certification Bodies



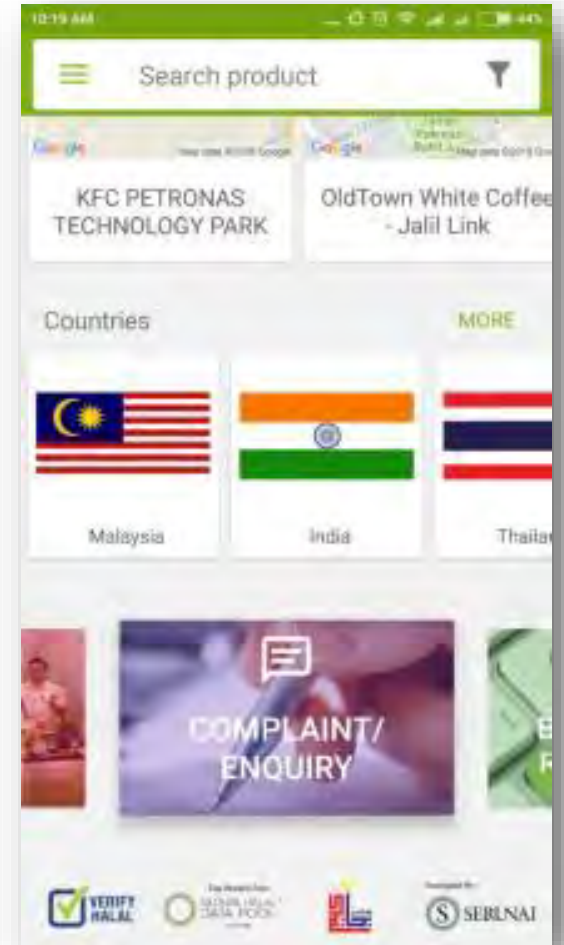
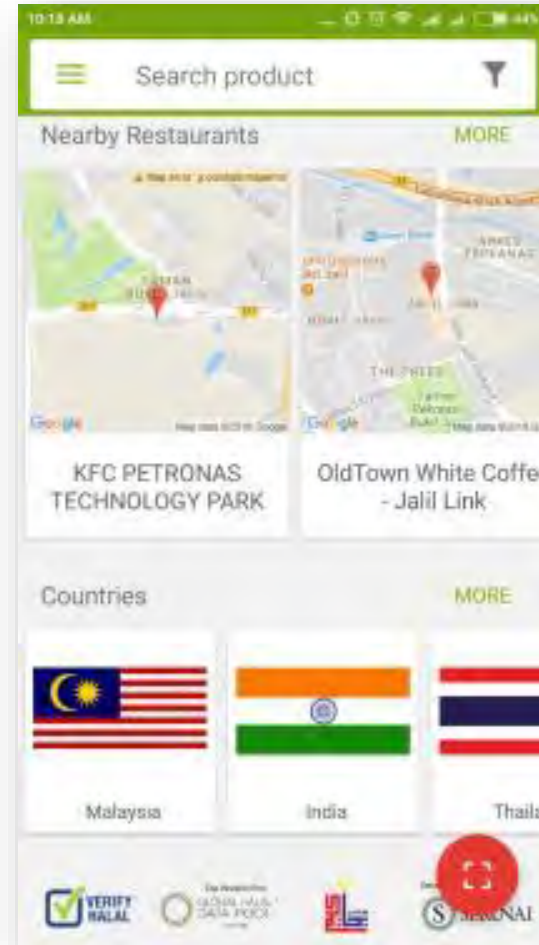
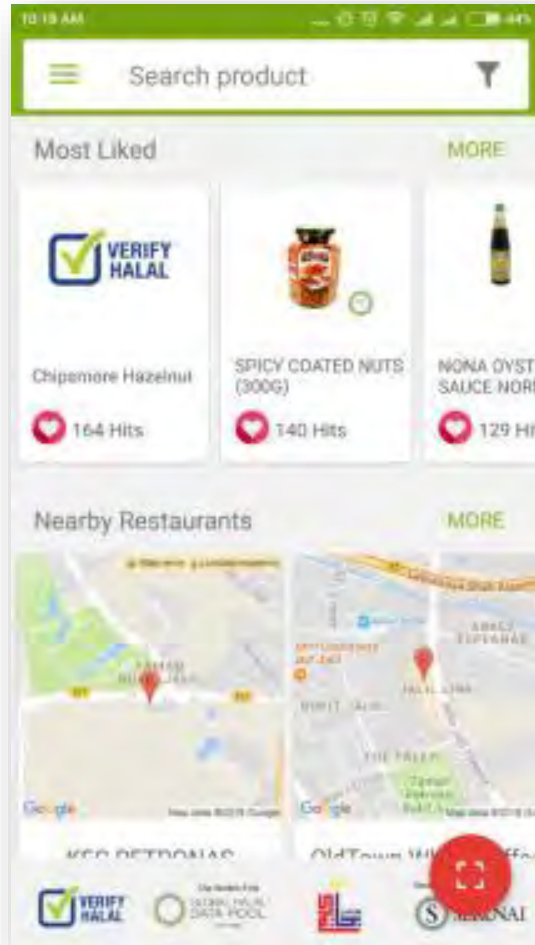
- There are **more than 600** different Halal certifications available globally. The majority of certifications stem from Asia Pacific countries
- As of November 2018, JAKIM has recognised 75 foreign CBs from 43 countries covering all regions.
- Products and goods certified by these CBs are allowed to be exported and marketed in Malaysia under Trade Descriptions Act (Certification and Marking of Halal Order) 2011



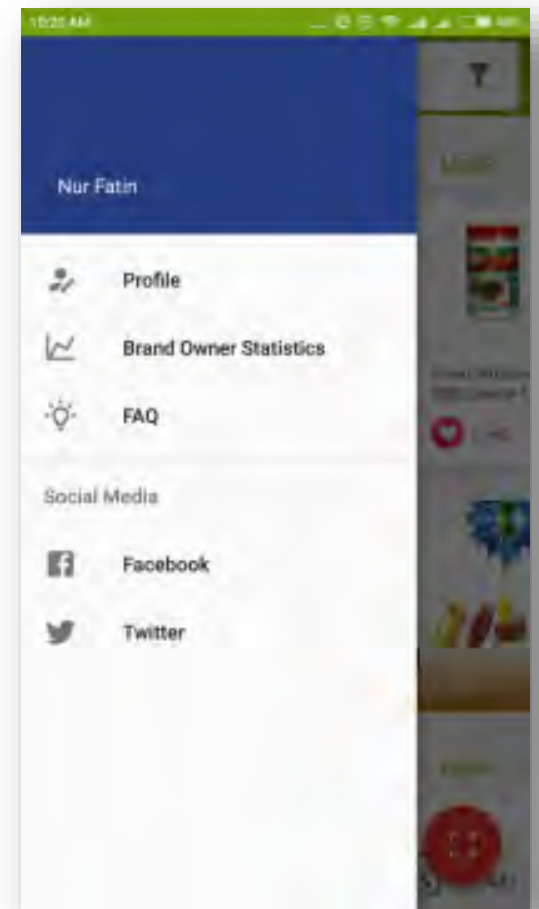
Fake News



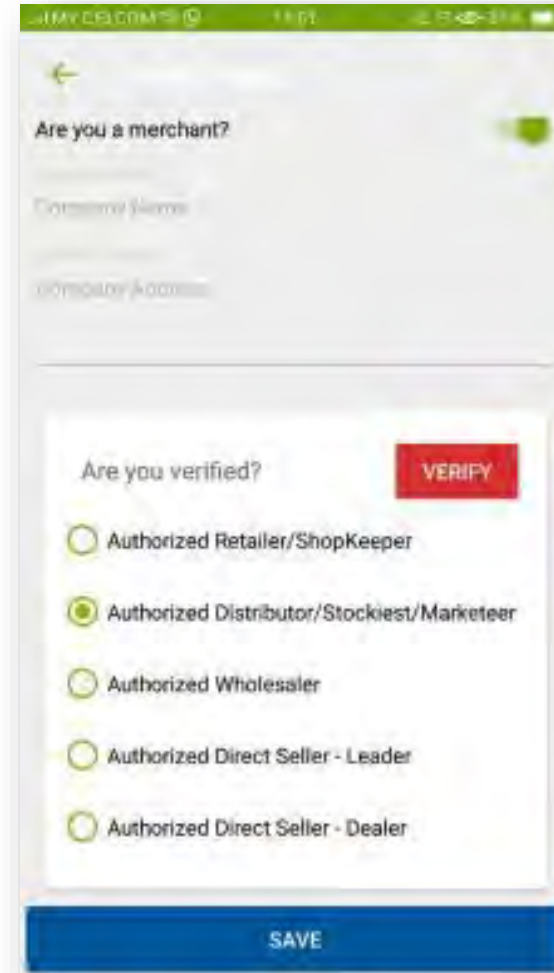
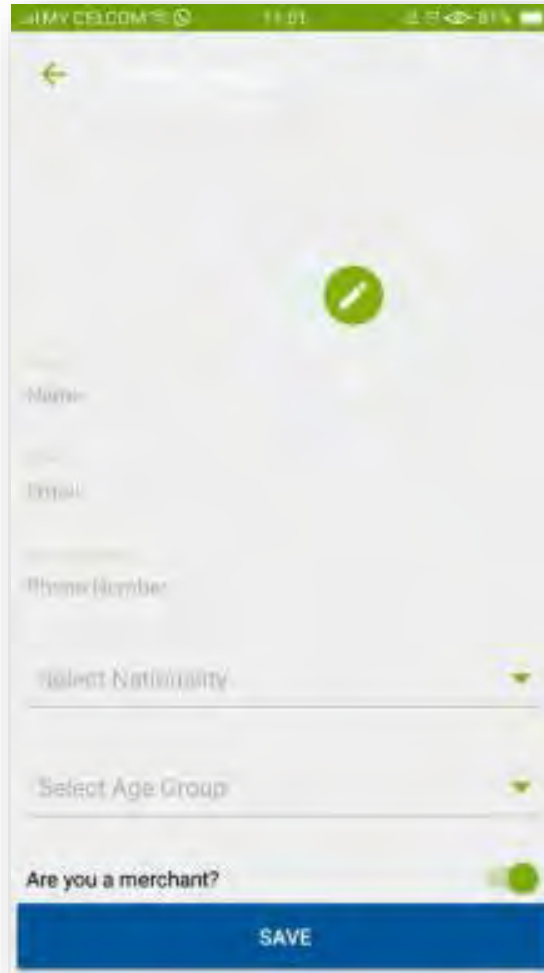
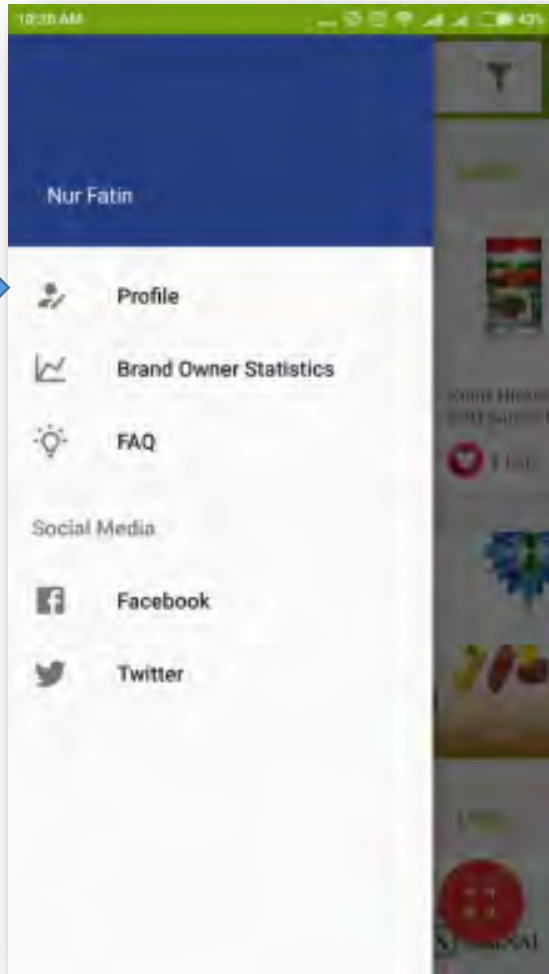
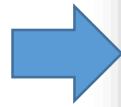
Introducing Verify Halal's New Look



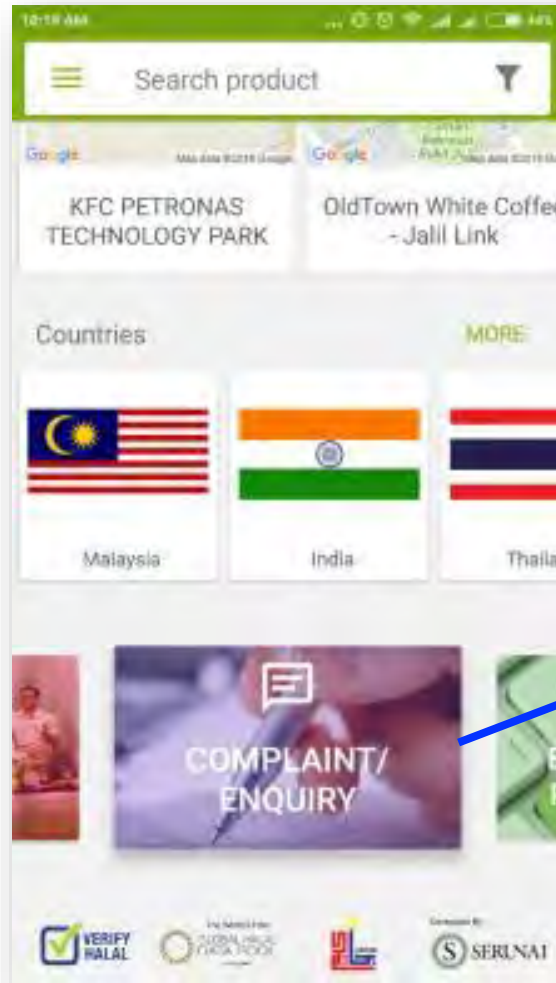
The App



User profile & merchant information



Global Community Support – Enquiry/Complaint from Public



Verify Halal Feedback

Verify Halal Global Community Support.
You could submit enquiry/suggestion/comments/complaints related to Halal matters and it will be submitted to relevant authorities e.g. JAKIM, THIDA etc.

All fields marked with an asterisk (*) are required.

Select a category *

Name *
(Complainant)

NRIC/Passport
(Complainant)

Address
(Complainant)

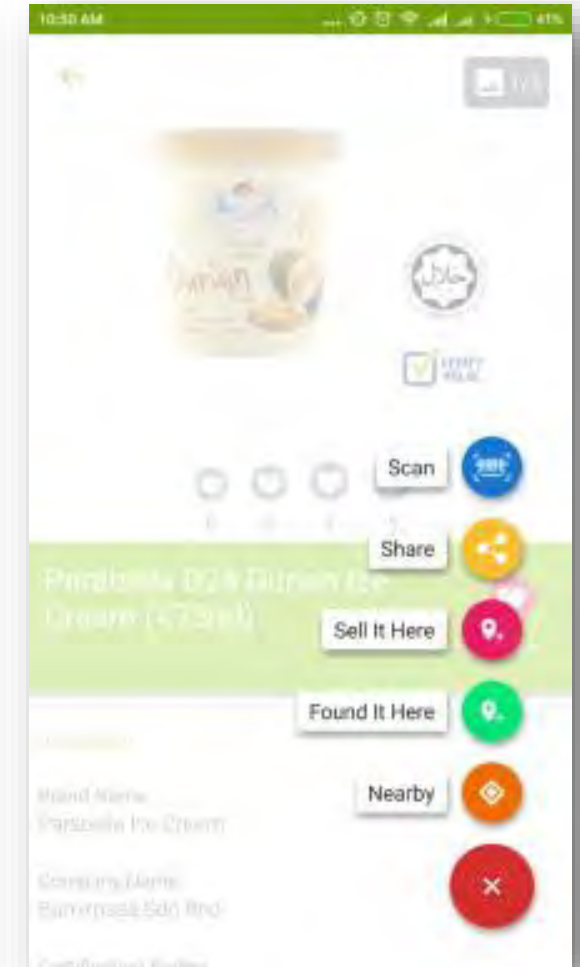
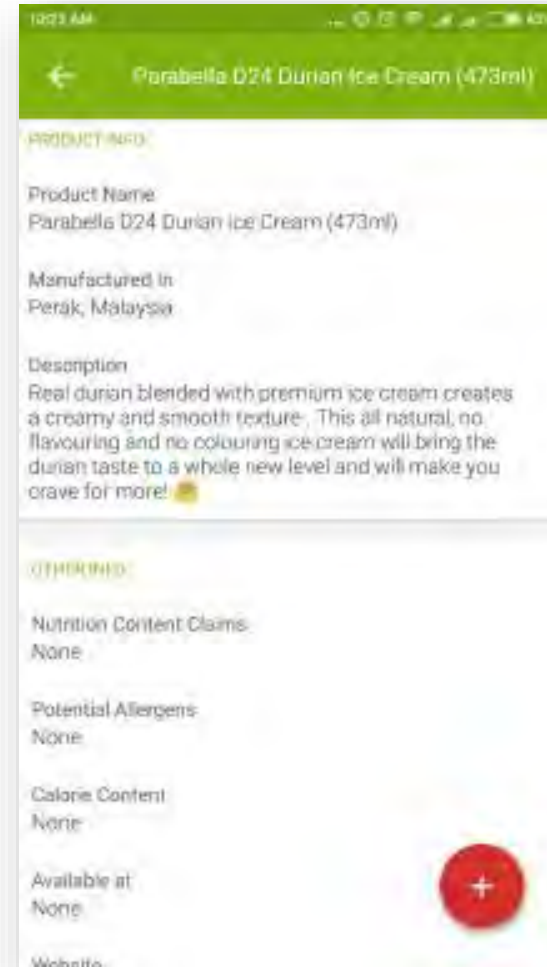
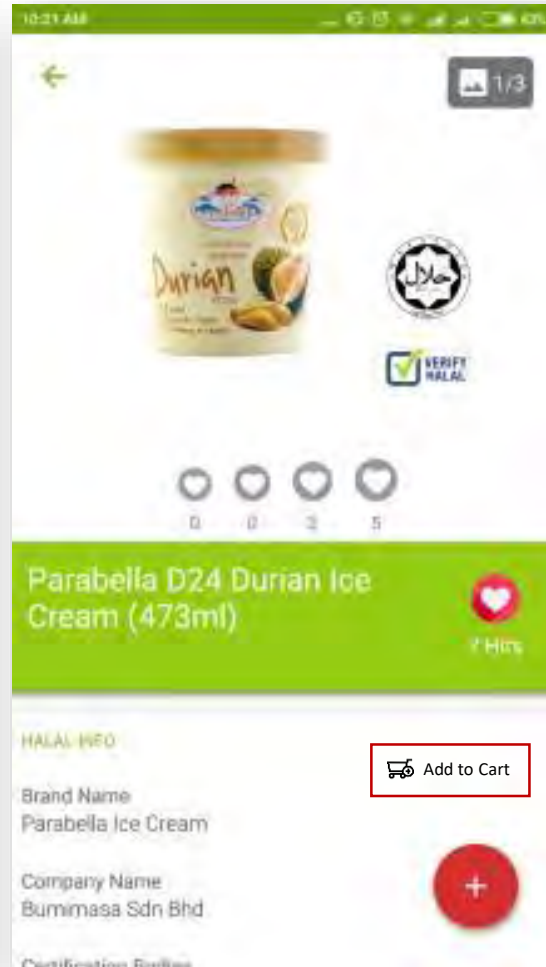
Email *
(Complainant)

Contact Number

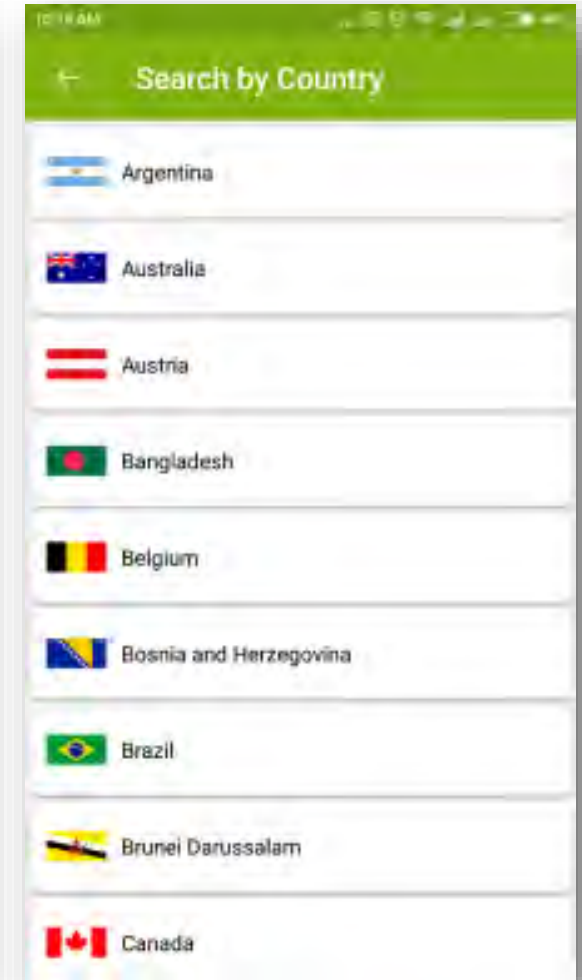
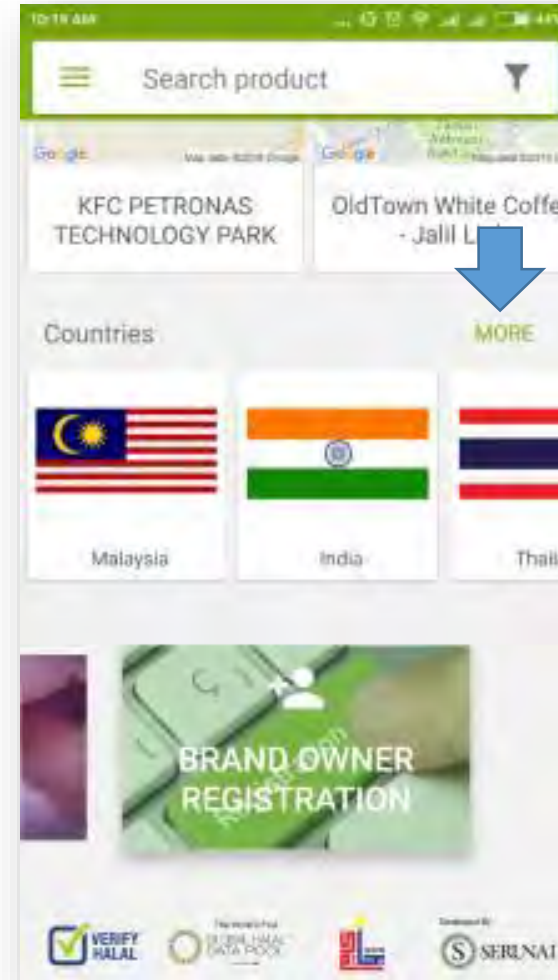
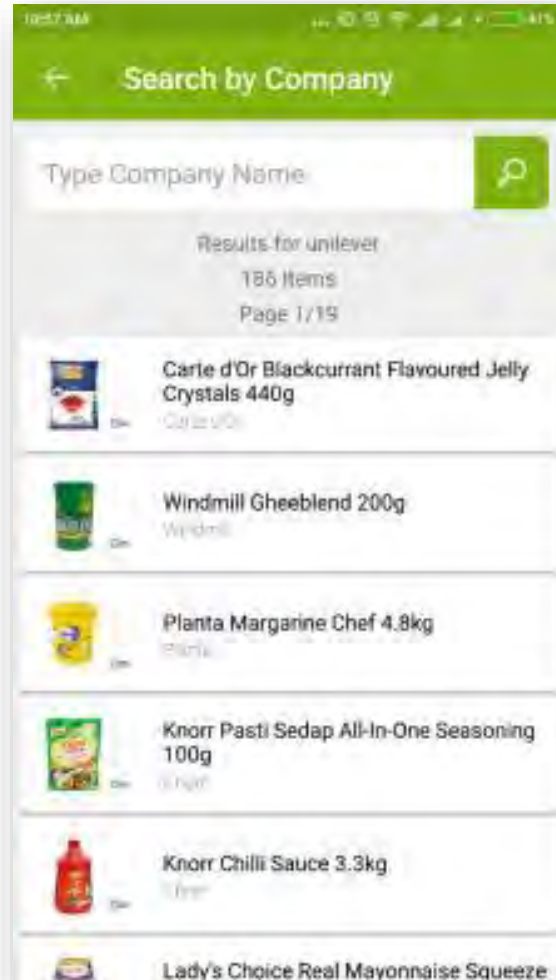
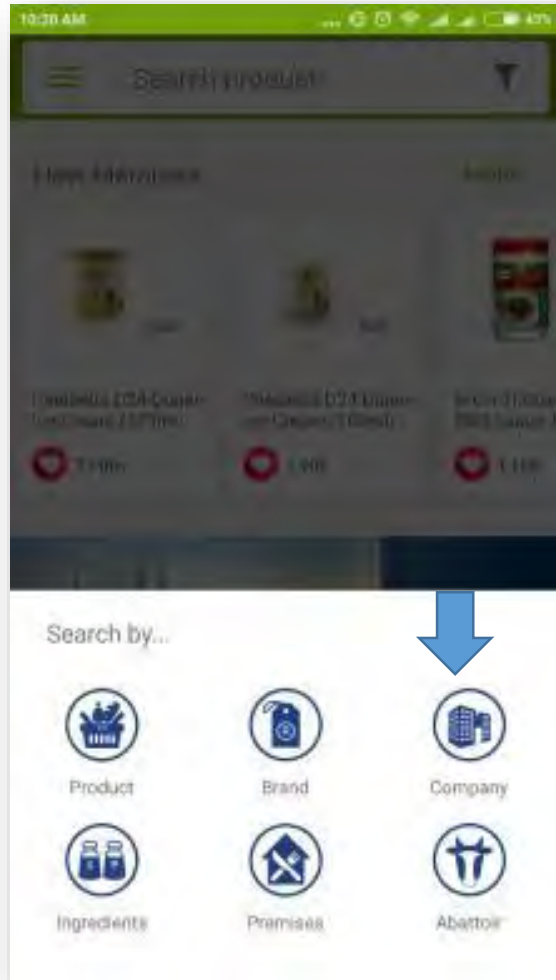
Nationality *

Location
(Complainant)

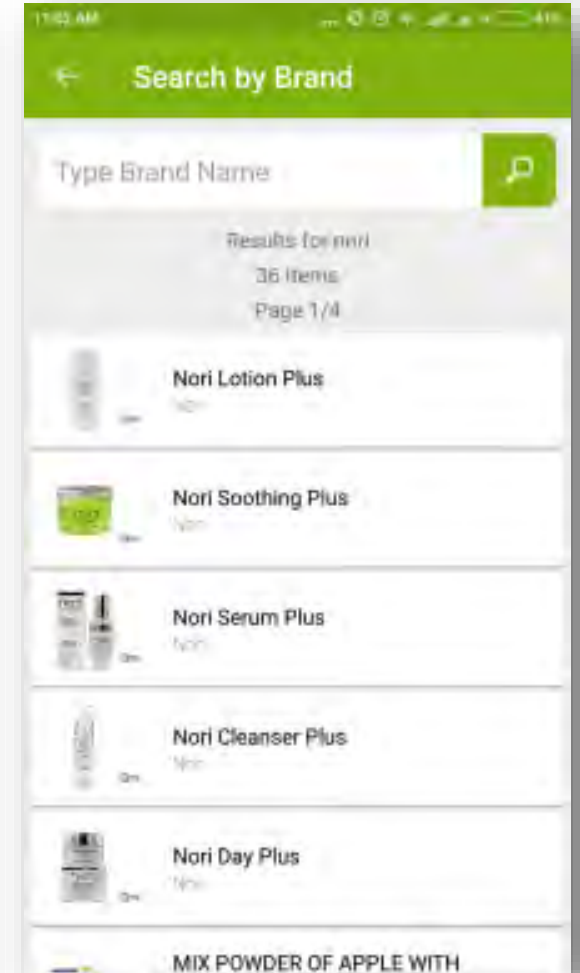
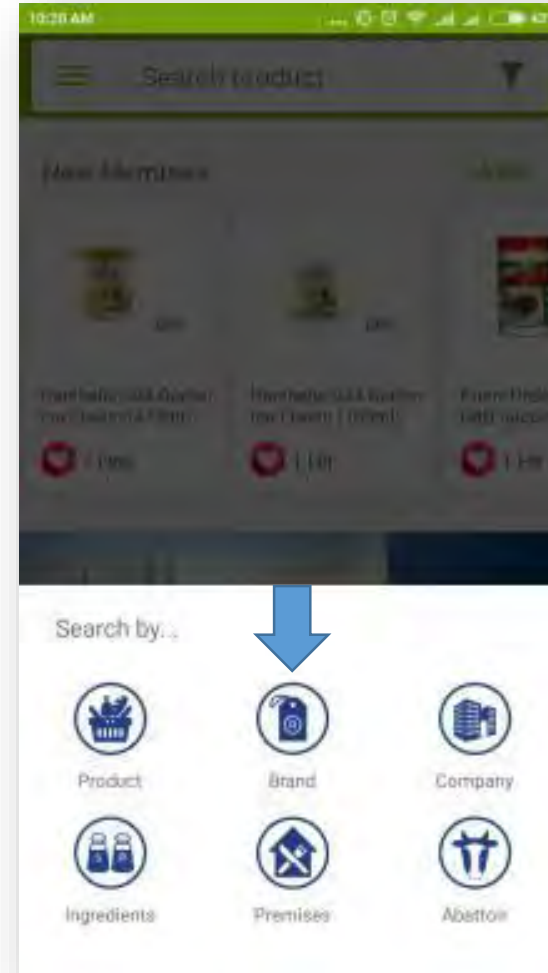
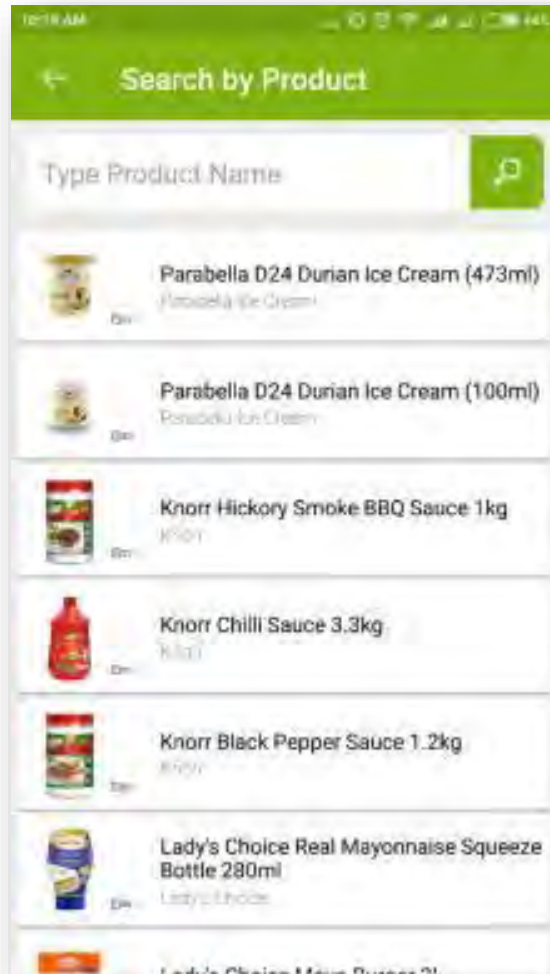
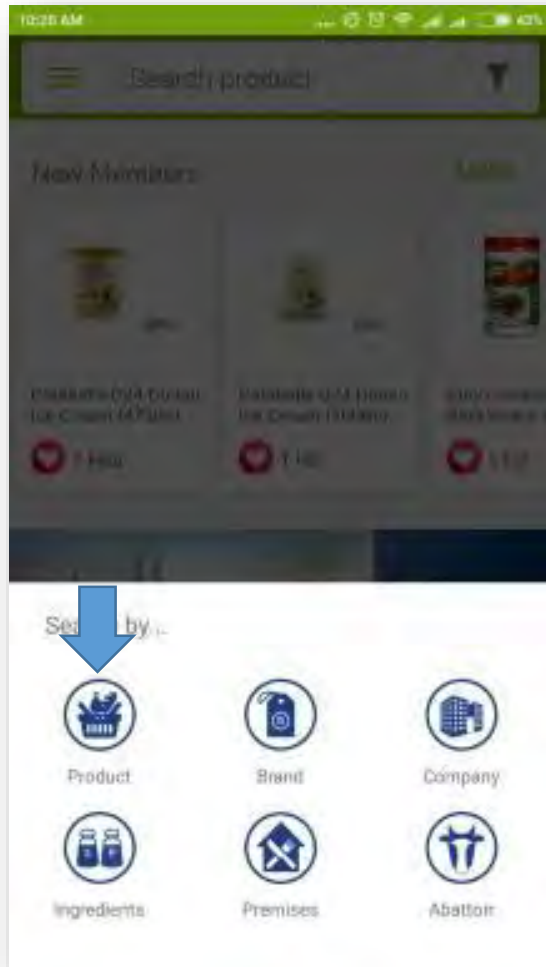
Features - Scan or Use the Smart Search Function



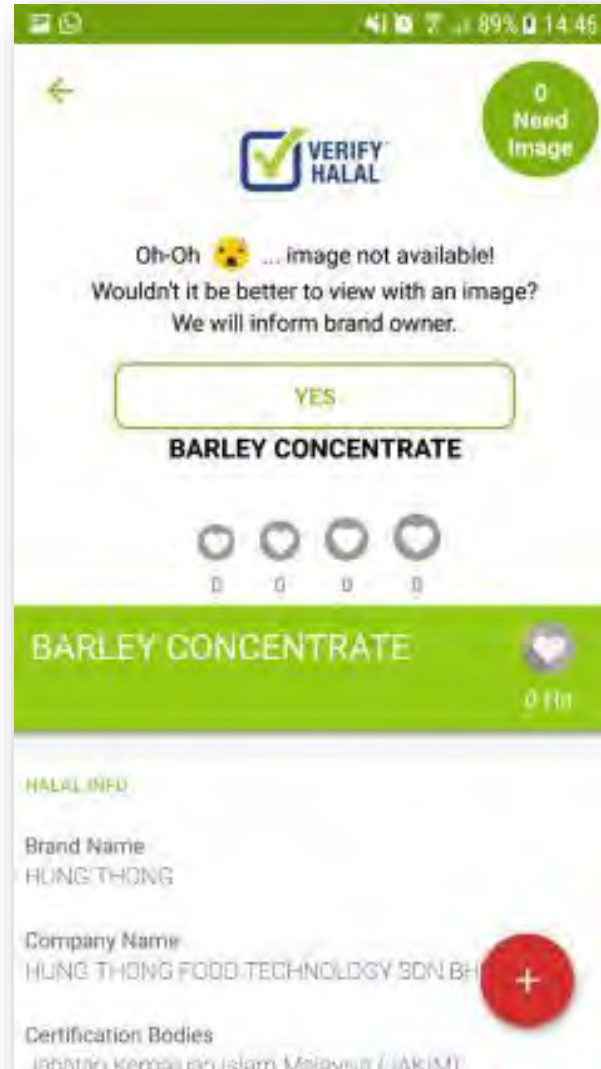
Search by Company or Country



Search by Product, Brand



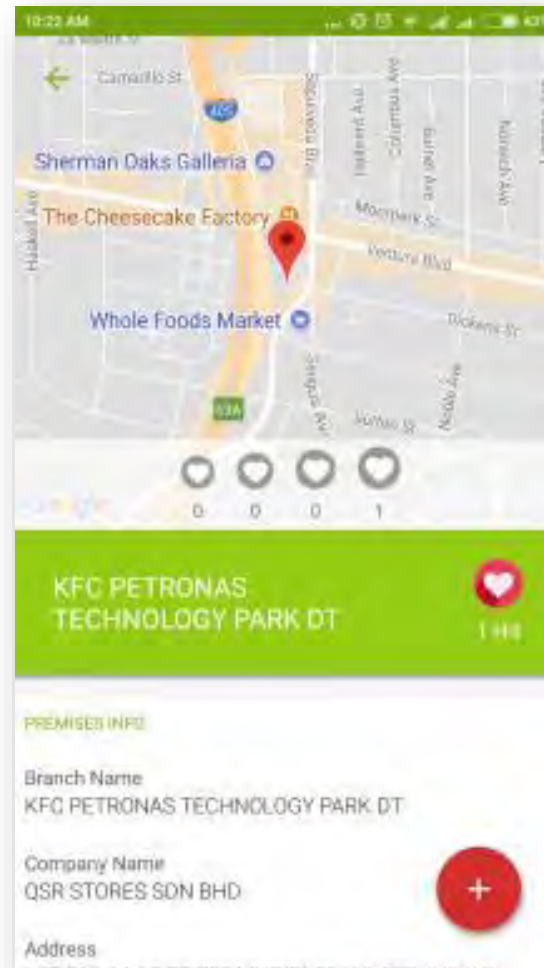
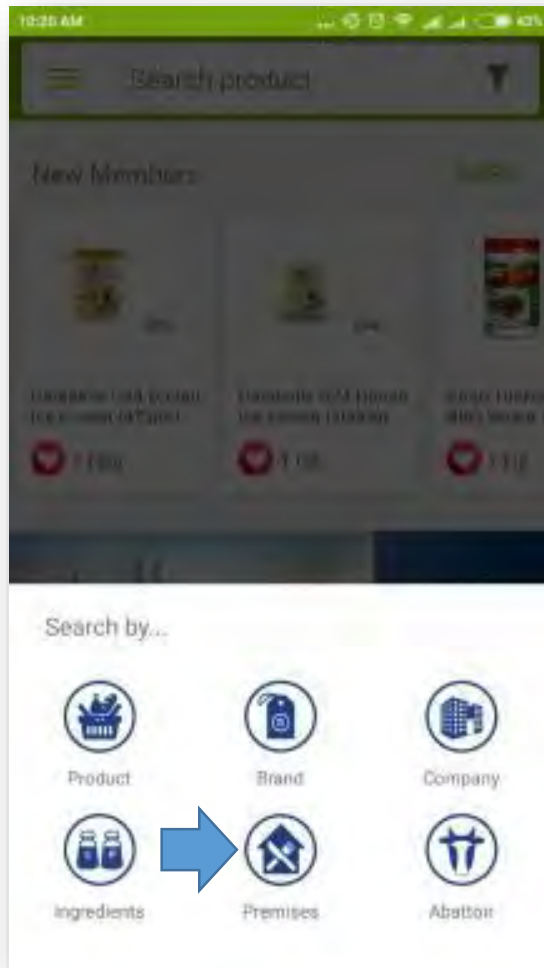
Basic Data from Halal Certification Bodies



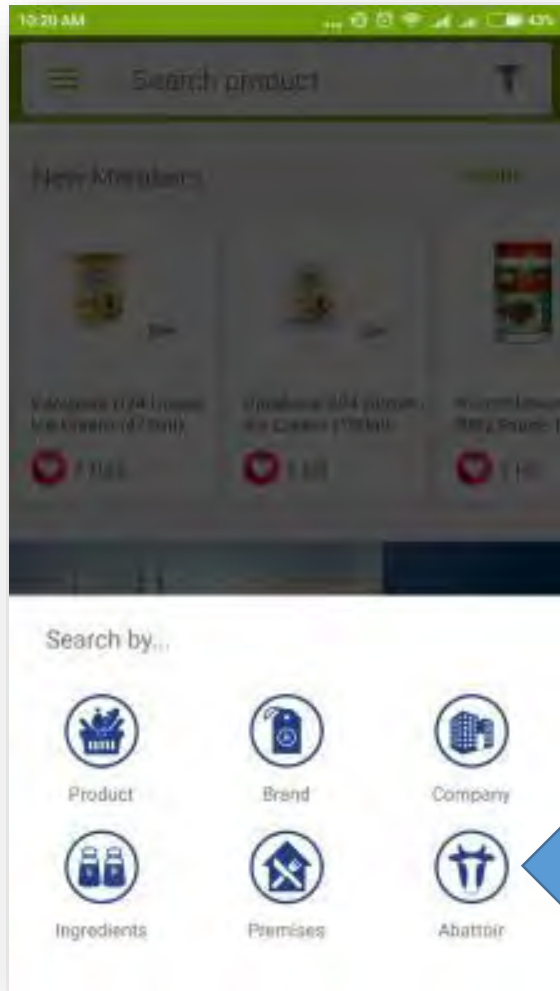
OEM/ODM



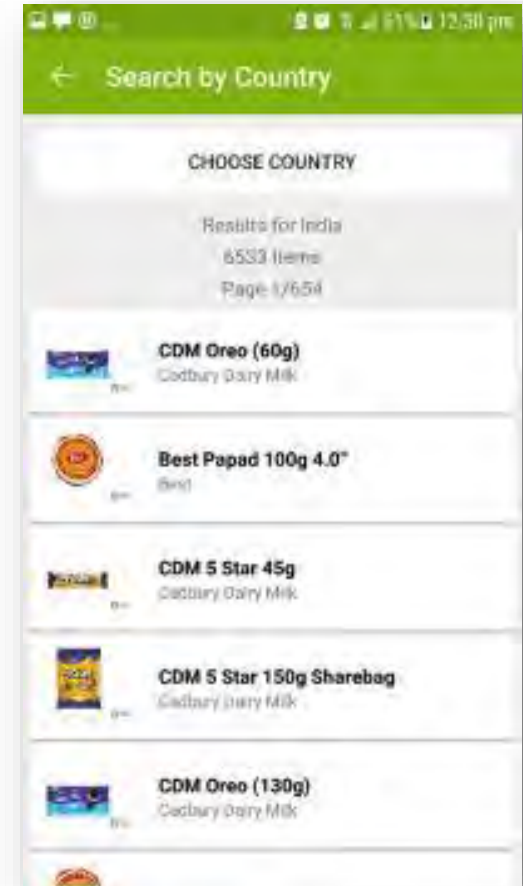
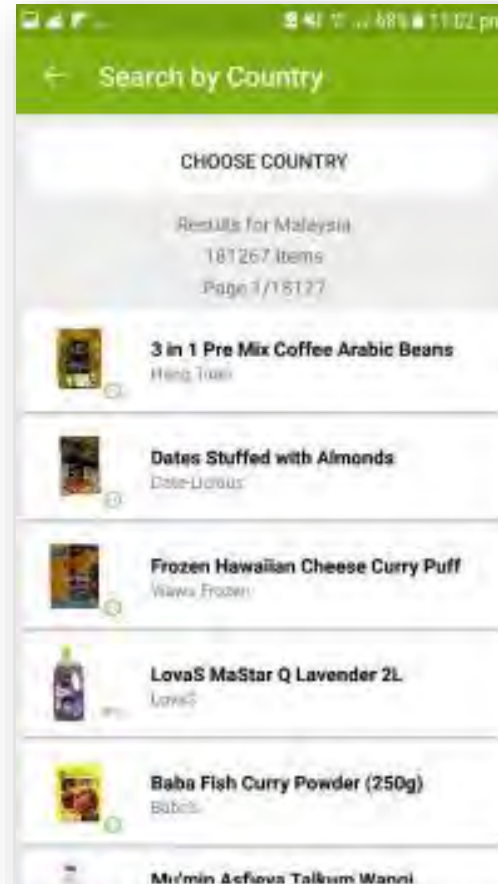
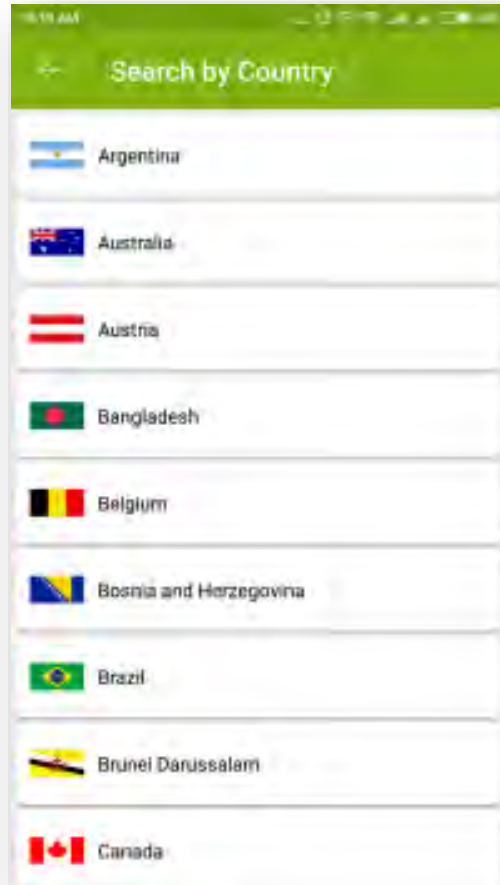
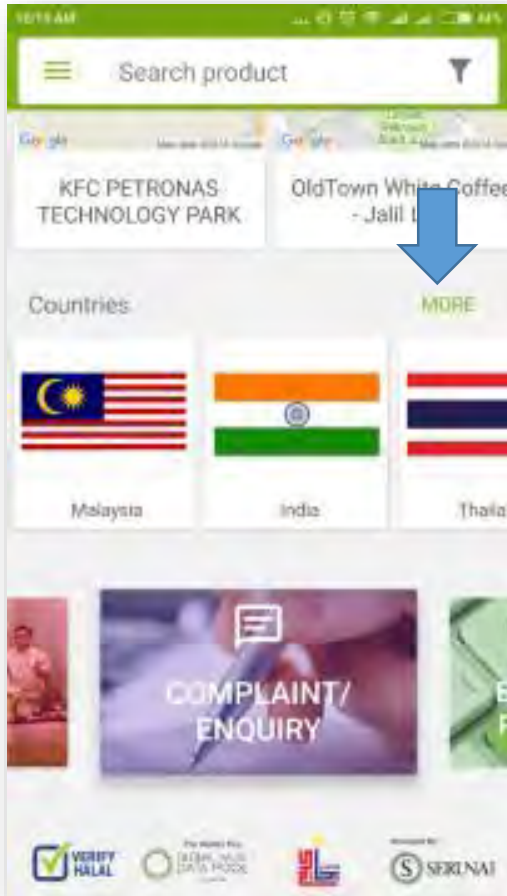
Search by Premise



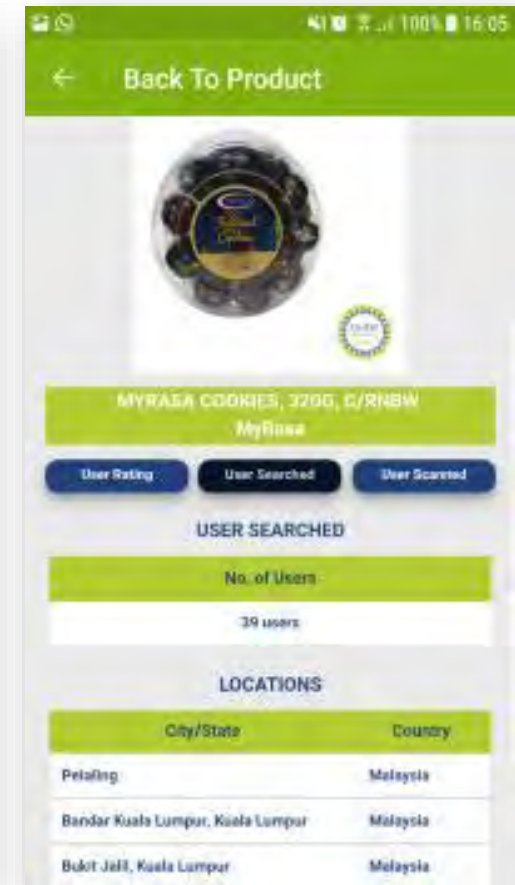
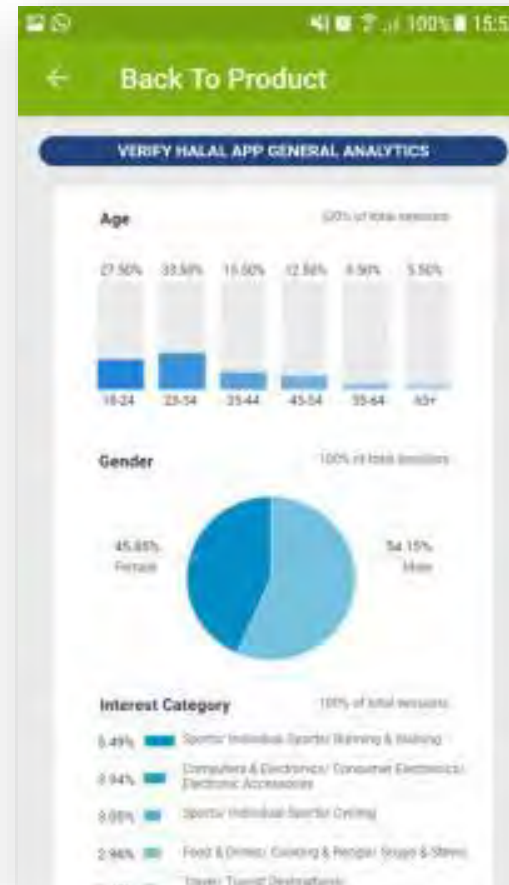
Search by Abattoir



International Halal Certification Bodies



Brand Owner Analytics



Brand Owner Registration

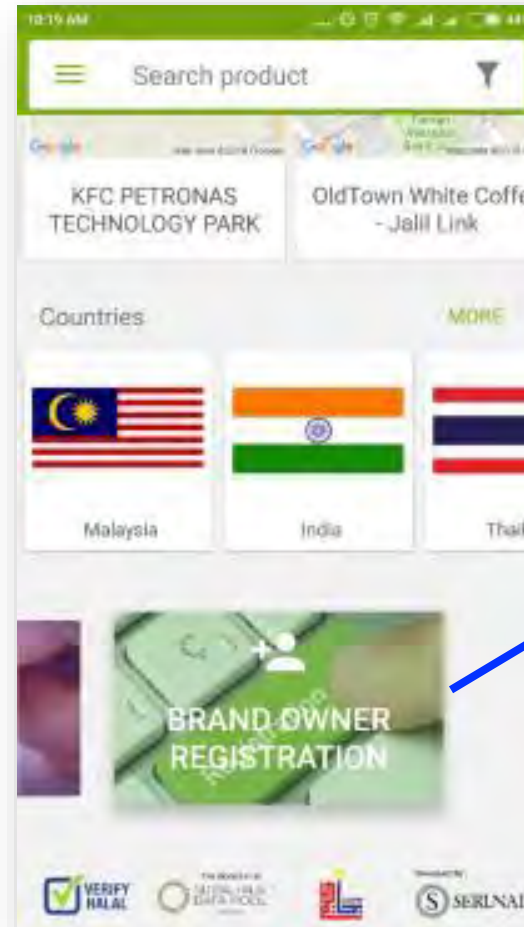


Brand Owners can upload their product information while selecting Brand owner registration from Verify Halal App

OR

Brand Owner can also use our web version to enrich their product information which will take them to our website

<https://ghvp.serunai.com/User/Login>



Downloads (as of 15 February 2019)



Android

89,890



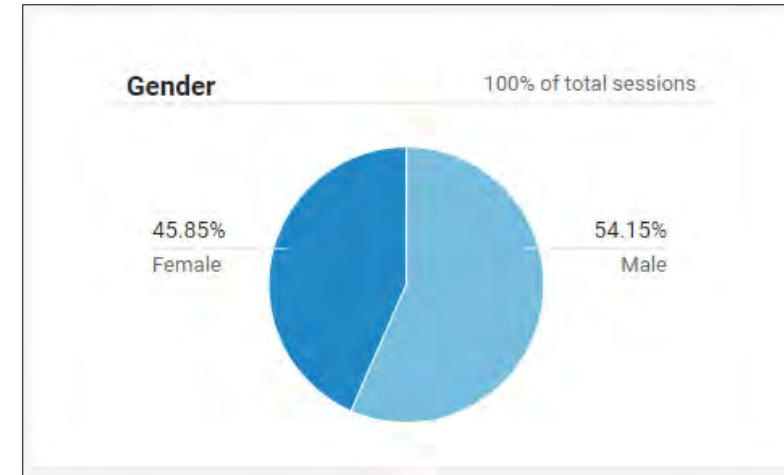
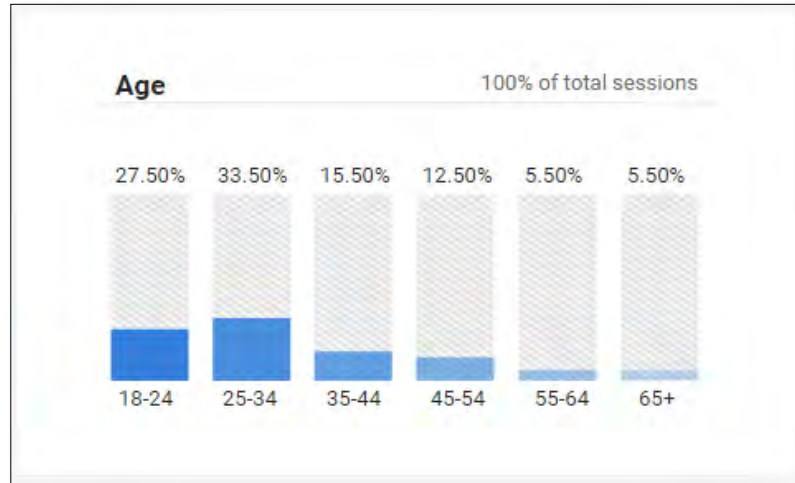
iOS

10,308

TOTAL

100,198

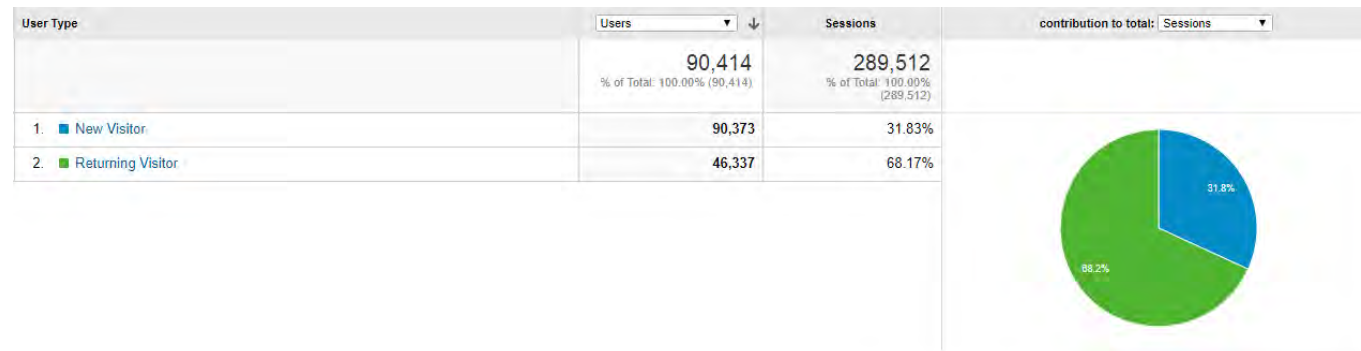
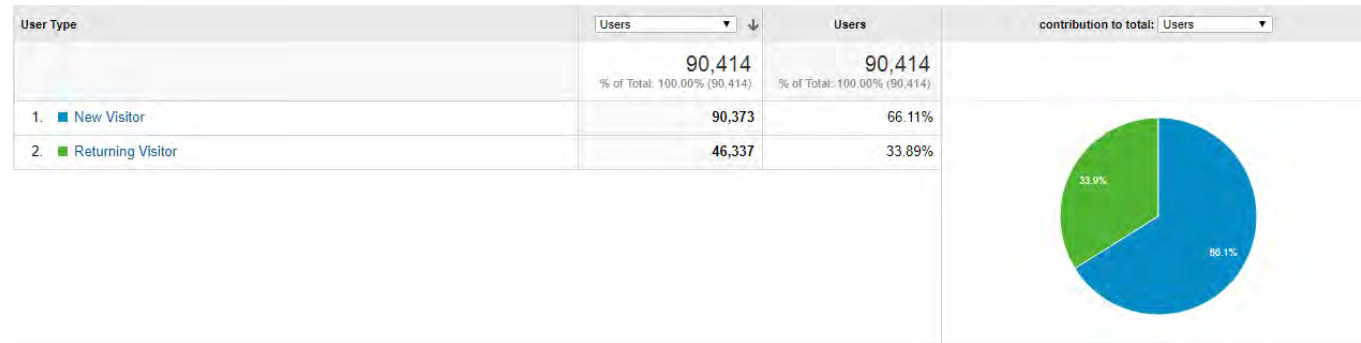
Users Demographic (as of 15 February 2019)



New vs Returning (as of 15 February 2019)



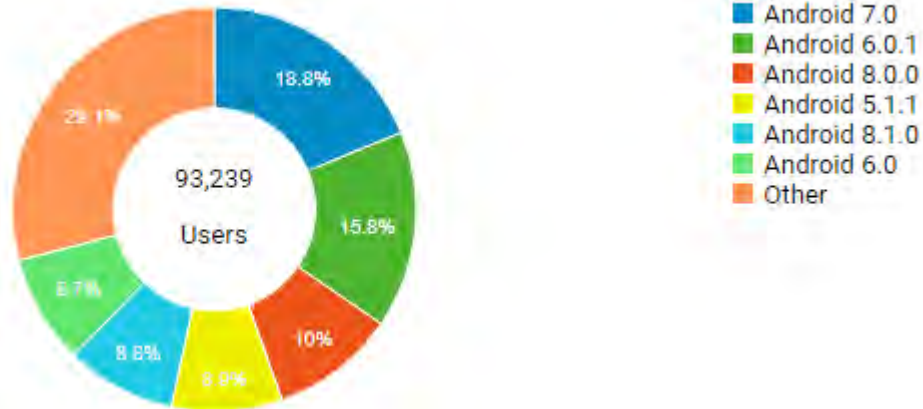
Session Duration ?	Sessions ?	Avg. Session Duration ?	Screens / Session ?	Goal Conversion Rate ?
0-10 seconds	122,666	00:00:02	1.80	0.00%
11-30 seconds	30,104	00:00:19	4.24	0.00%
31-60 seconds	28,050	00:00:45	6.17	0.00%
61-180 seconds	59,809	00:01:50	9.53	0.00%
181-600 seconds	41,043	00:05:10	16.69	0.00%
601-1800 seconds	6,840	00:15:17	32.23	0.00%
1801+ seconds	998	00:54:53	63.53	0.00%



Devices & Network Overview (as of 15 February 201



OS Versions



Top Network Operators



Screen Resolution	Users
720x1280	23,186
1080x1920	21,988
540x960	4,583
480x800	4,001
1440x2560	2,844

Mobile Input Selector	Users
touchscreen	86,724
(not set)	4,895
trackpad	2

[view full report](#)

Mobile Device Branding	Users
Samsung	30,788
Huawei	12,443
OPPO	9,708
Xiaomi	8,787
Vivo	6,013

Devices Overview (as of 15 February 2019)



Top 10 Devices (2855 Devices to-date)

Mobile Device Info	Users	New Users	Sessions	Screen Views	Screens / Session	Avg. Session Duration
	90,414 % of Total: 100.00% (90,414)	92,142 % of Total: 100.11% (92,043)	289,512 % of Total: 100.00% (289,512)	2,060,959 % of Total: 100.00% (2,060,959)	7.12 Avg for View: 7.12 (0.00%)	00:01:47 Avg for View: 00:01:47 (0.00%)
1. (not set)	4,891 (5.31%)	4,879 (5.30%)	13,658 (4.72%)	98,039 (4.76%)	7.18	00:01:38
2. Apple iPhone	4,025 (4.37%)	4,095 (4.44%)	9,812 (3.39%)	88,106 (4.28%)	8.98	00:07:15
3. Xiaomi Redmi Note 4	1,654 (1.80%)	1,715 (1.86%)	4,688 (1.62%)	34,137 (1.66%)	7.28	00:01:29
4. Samsung SM-G610F J7 Prime	1,600 (1.74%)	1,642 (1.78%)	5,279 (1.82%)	36,792 (1.79%)	6.97	00:01:37
5. Samsung SM-G935F Galaxy S7 Edge	1,454 (1.58%)	1,516 (1.65%)	5,509 (1.90%)	46,250 (2.24%)	8.40	00:01:51
6. OPPO A1601 F1s	1,393 (1.51%)	1,442 (1.56%)	4,947 (1.71%)	36,561 (1.77%)	7.39	00:01:26
7. Huawei RNE-L22 Mate 10 Lite	1,355 (1.47%)	1,349 (1.46%)	4,208 (1.45%)	32,488 (1.58%)	7.72	00:01:38
8. Samsung SM-N9005 Galaxy Note 3	1,097 (1.19%)	1,141 (1.24%)	4,256 (1.47%)	31,821 (1.54%)	7.48	00:01:41
9. Samsung SM-J700F Galaxy J7 2015	1,026 (1.11%)	988 (1.07%)	3,568 (1.23%)	21,061 (1.02%)	5.90	00:01:19
10. Huawei CRO-U00 Y3 (2017)	980 (1.06%)	979 (1.06%)	2,474 (0.85%)	6,326 (0.31%)	2.56	00:00:24

Click [here](#) to access the full report.

Top Device Models



Apple iPhone
4,025 Users
4.45%



Xiaomi Redmi Note 4
1,654 Users
1.83%



Samsung J7 Prime
1,600 Users
1.77%



Samsung Galaxy S7 Edge
1,454 Users
1.61%



Other
78,486 Users
86.81%



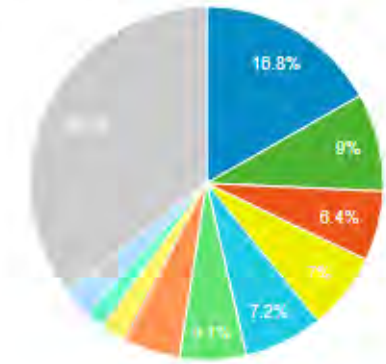
Unrecognised Device
3,195 Users
3.53%

Service Provider - Network (as of 15 February 2019)



Top 10 Service Providers (3287 Network to-date)

Service Provider	Users	Sessions	contribution to total: Sessions
	90,414 % of Total: 100.00% (90,414)	289,511 % of Total: 100.00% (289,511)	
1. celcom internet service provider	13,871	16.76%	16.8%
2. (not set)	8,707	8.98%	9%
3. tmnst	8,554	6.40%	6.4%
4. dialog axiata plc.	8,001	7.04%	7%
5. maxis broadband sdn bhd	6,673	7.20%	7.2%
6. u mobile sdn bhd	5,604	6.06%	6.1%
7. digi telecommunications sdn bhd	4,823	5.25%	
8. internet service provider malaysia	3,539	2.36%	
9. reliance jio infocomm limited	3,446	1.79%	
10. webe digital sdn. bhd.	2,846	2.69%	



Click [here](#) to access the full report.

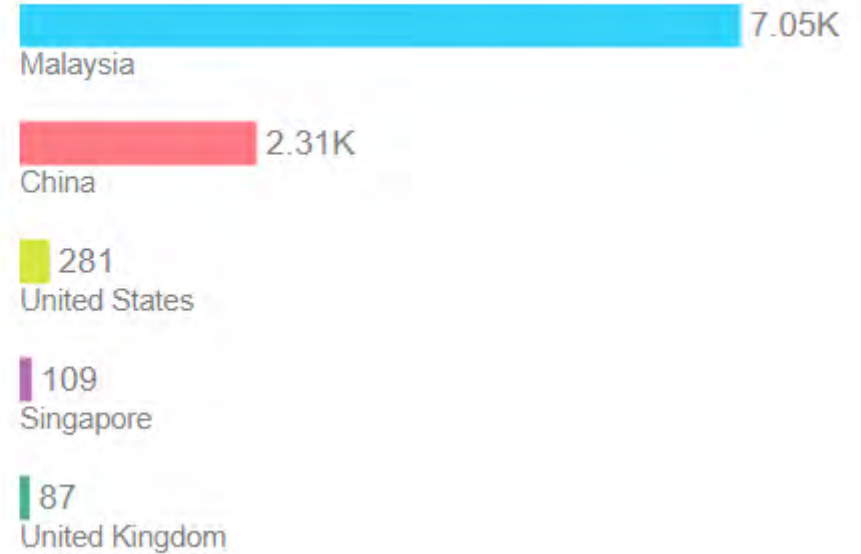
Top 5 Countries – iOS Users (as of 15 February 2019)



Top 5 countries



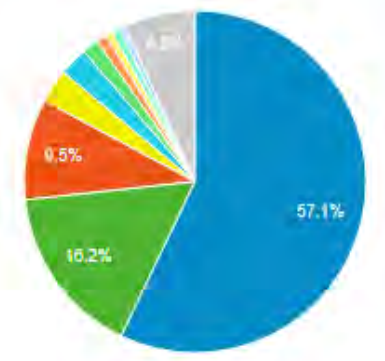
App Units by Territory



Users & Sessions by Countries (as of 15 February 2019)



Top 10 countries (138 countries to-date)

Country	Users	Users	contribution to total: Users
	90,414 % of Total: 100.00% (90,414)	90,414 % of Total: 100.00% (90,414)	
1. Malaysia	52,306	57.11%	
2. Sri Lanka	14,820	16.18%	
3. India	8,720	9.52%	
4. Indonesia	2,932	3.20%	
5. United States	2,489	2.72%	
6. Singapore	1,422	1.55%	
7. Bangladesh	873	0.95%	
8. Germany	620	0.68%	
9. France	619	0.68%	
10. United Kingdom	557	0.61%	

Click [here](#) to access the full report.

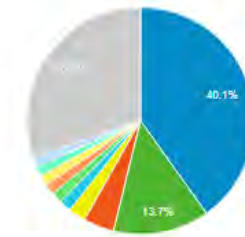
Note : Period time of user actively engaged with the app

Users & Sessions by Cities (as of 15 February 2019)



Top 20 City (2749 cities to-date)

City	Users	Users
	90,414 % of Total: 100.00% (90,414)	90,414 % of Total: 100.00% (90,414)
1. Kuala Lumpur	41,946	40.14%
2. Colombo	14,303	13.69%
3. (not set)	4,575	4.38%
4. Chennai	2,567	2.46%
5. Jakarta	1,806	1.73%
6. Shah Alam	1,614	1.54%
7. Kuching	1,610	1.54%
8. Mumbai	1,564	1.50%
9. Petaling Jaya	1,431	1.37%
10. Kota Kinabalu	1,393	1.33%
11. Johor Bahru	1,361	1.30%
12. Ipoh	1,174	1.12%
13. Kajang	1,150	1.10%
14. Malacca	912	0.87%
15. New Delhi	832	0.80%
16. Singapore	829	0.79%
17. Puchong	718	0.69%
18. George Town	671	0.64%
19. Seremban	669	0.64%
20. Kuantan	651	0.62%

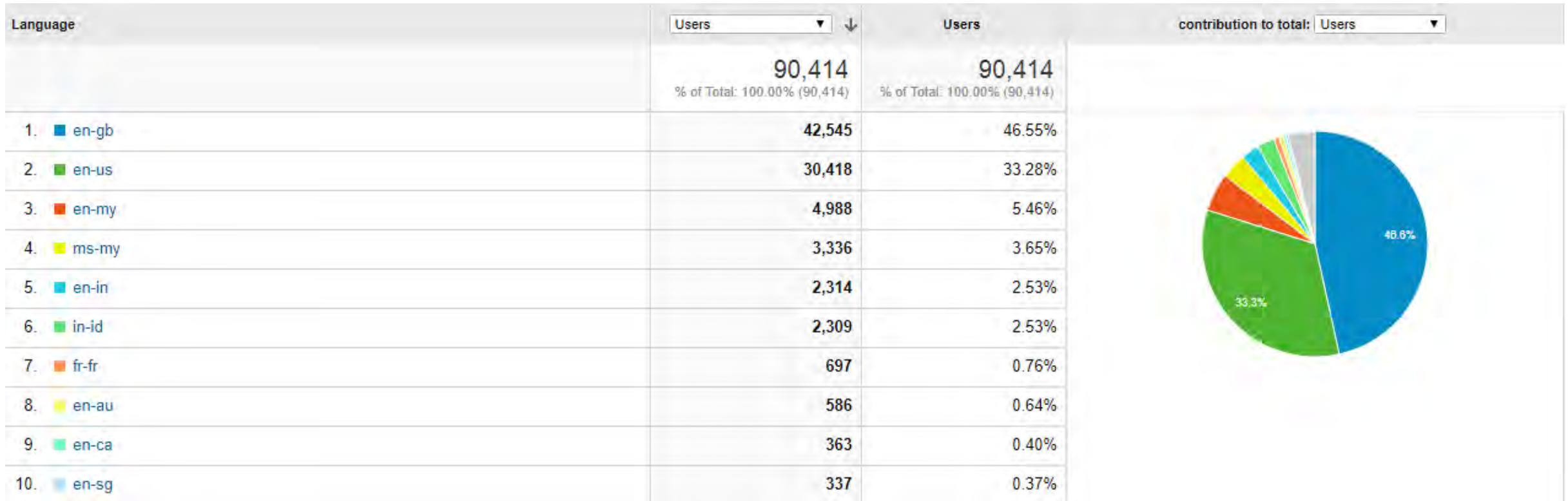


21. Kuala Terengganu
22. Klang
23. Kota Bharu
24. Subang Jaya
25. Medan
26. Kedah
27. Mymensingh
28. Kandy
29. Ampang Jaya
30. New York
31. Sungai Petani
32. London
33. Coimbatore
34. Bengaluru
35. Paris
36. Serdang
37. Bandung
38. Hyderabad
39. Karachi
40. Seri Kembangan

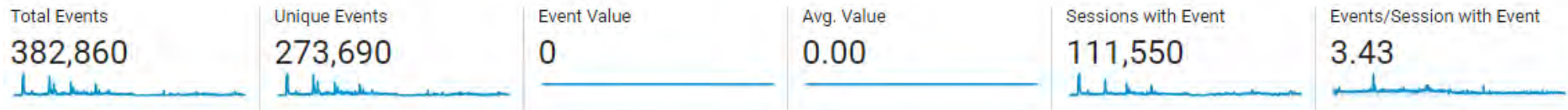
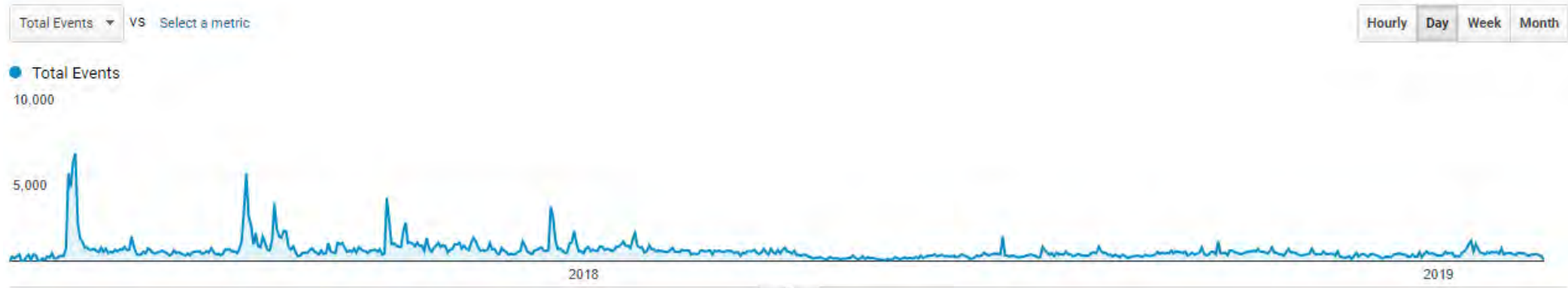


Language Preference (as of 15 February 2019)

Top 10 Language (210 languages to-date)



App Activities/Events (as of 15 February 2019)



Event Category	Total Events	Event Action	Total Events	Event Label	Total Events
Android	261,938	Scanner clicked	81,598	Open Camera	81,598
iOS	50,569	Most search by Product clicked	28,825	Search by product name	46,168
MainActivity	38,768	Btn Product Clicked	24,651	Search by brand name	30,779
Scanner	21,530	OpenCamera	21,530	Search by country name	24,820
ProducInfoActivity	10,055	Btn brand clicked	19,842	Search by company name	22,307

App Activities/Event Action (as of 15 February 2019) - cont



Top 10 Activities (52 activities to-date)

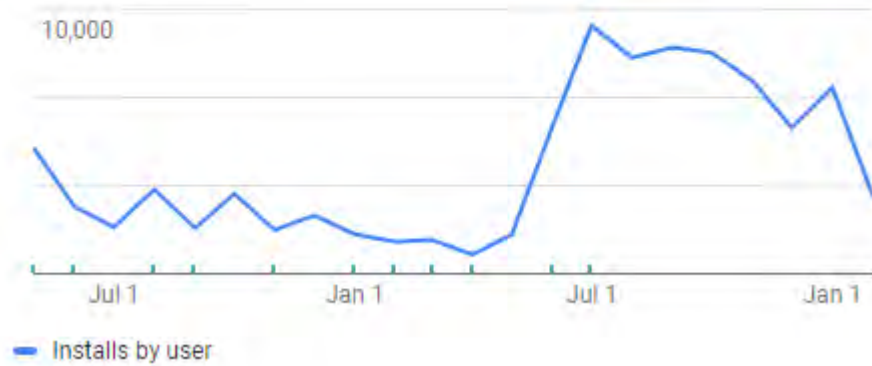
Event Action	Total Events 382,860 % of Total: 100.00% (382,860)	Total Events 382,860 % of Total: 100.00% (382,860)	contribution to total: Total Events
1. Scanner clicked	81,598	21.31%	
2. Most search by Product clicked	28,825	7.53%	
3. Btn Product Clicked	24,651	6.44%	
4. OpenCamera	21,530	5.62%	
5. Btn brand clicked	19,842	5.18%	
6. Btn country clicked	18,414	4.81%	
7. Btn latest liked clicked	16,921	4.42%	
8. Btn company clicked	14,711	3.84%	
9. Click button product	13,829	3.61%	
10. Btn vote image clicked	12,047	3.15%	

Installs by Users (as of 15 February 2019)



Installs by user ?

89.89K



Installs by country ?

51.29% installs in Malaysia 89.92K installs

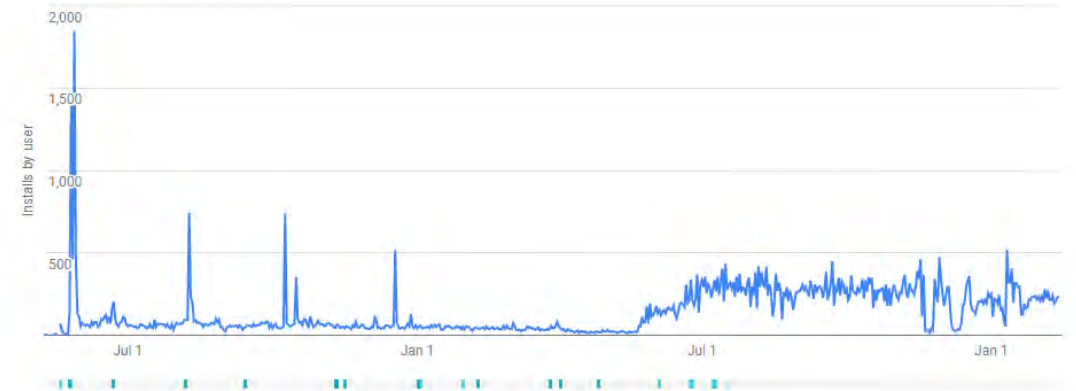


Installs by user by Android Version

Tue, May 9, 2017 – Fri, Feb 15, 2019

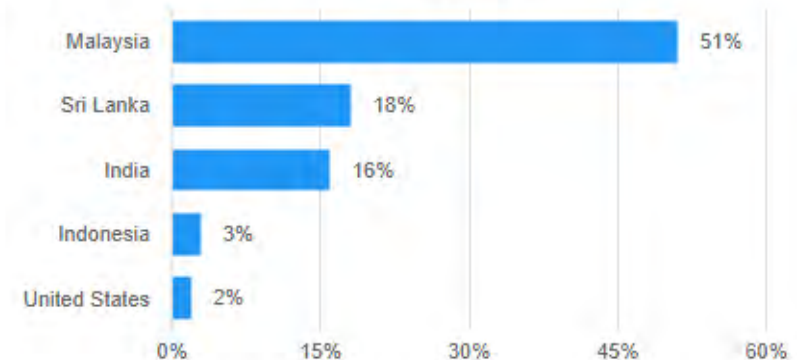
[EXPORT REPORT](#)

Installs by user — All Android versions



Top countries ?

17.56% installs in Sri Lanka 89.92K installs



App Analytics (as of 15 February 2019)



Number of people that have clicked the YES button	Interaction
No. of User Click YES for Product	14719

Favorite	Interaction
Total Number products liked	7657

Top 20 Brands – YES for Images (as of 15 February 2019)



Clicked	Product Name	Brand	Company Name
47	GELATO KINDER BUENO	GELATOMIO	GELATOMIO PRODUCTION SDN. BHD.
46	COCA COLA, DIET COKE, SPRITE, 100 PLUS & ICE LEMON TEA	COCA COLA MALAYSIA	VIVO FOOD SDN BHD
41	YU YEE OIL CAP LIMAU LINIMENT	Cap Limau	WENG SENG HENG MEDICAL FACTORY SDN BHD
35	CAKE & DESSERTS - TOBLERONE CHEESE CAKE	KITCHEN SECRETS	KITCHEN SECRETS (M) SDN. BHD.
27	MASSIMO FINE WHOLEMEAL LOAF/ROTI MIL PENUH	MASSIMO	THE ITALIAN BAKER SDN. BHD.
27	MAGGI 2 MINIT MI PERENCAH KARI / MAGGI 2 MINUTE NOODLES CURRY FLAVOR / MAGGI CURRY POWDER SACHET (MASIN RECIPE)	MAGGI	NESTLE MANUFACTURING (MALAYSIA) SDN BHD
26	MILO	MILO	NESTLE MANUFACTURING (M) SDN BHD
25	Pau Ayam - Yik Mun	YIK MUN	YIK MUN
25	Mackerel in Eggplant Sauce	CRC 243/2549	HI-Q Food Products Co. Ltd.
24	FOREMOST PLAIN AND LOW FAT PLAIN (100% COW MILK)	NULL	Friesland Campina (Thailand) Co. Ltd.
23	PRINGLES POTATO CRISPS ORIGINAL	PRINGLES	KELLOGG ASIA PRODUCTS SDN. BHD.
23	MAGGI 2 MINIT MI PERENCAH AYAM / MAGGI 2 MINUTE NOODLES CHICKEN FLAVOR / MAGGI CHICKEN POWDER SACHET (YAMMY RECIPE)	MAGGI	NESTLE MANUFACTURING (MALAYSIA) SDN BHD
23	BURUH/LABOUR REFINED COOKING OIL	BURUH/LABOUR	LAM SOON EDIBLE OILS SDN BHD
21	AIR MINUMAN	SPRITZER/SUMMER	CHUAN SIN SDN BHD
21	GARDENIA ORIGINAL CLASSIC	Gardenia	GARDENIA BAKERIES (KL) SDN BHD
21	Yaro Breakfast Cereal Copper Cup	CRITICAL 921/2545	European Snack Foods Company Limited
19	KICAP JALEN SPECIAL #8 (MYOJO)	JALEN	JALEN SDN BHD
19	Air Mineral Semulajadi	Cactus, Desa, Sunsui	ANGENET SDN. BHD.
19	Jacobs Weetameal	Jacobs	MONDELEZ MALAYSIA SDN. BHD.
18	FERRERO ROCHER FLAVOUR X04083 / F01125	FLAVOR INN CORPORATION SDN BHD	FLAVOR INN CORPORATION SDN BHD

Note : Top 20 brands that people would like to see product images.

Most Favourite Products (as of 15 February 2019)



Like	Product Name	Company Name	Brand Name
216	Chipsmore Hazelnut	MONDELEZ MALAYSIA SDN. BHD.	NULL
164	NONA OYSTER SAUCE NORMAL 510G	SRI NONA FOOD INDUSTRIES SDN. BHD.	NONA
161	CDM Oreo (60g)	Mondelez Malaysia Sales Sdn Bhd	Cadbury Dairy Milk
143	Spicy Coated Nuts (300g)	DEQYOUNG VISION ENTERPRISE	Deqyoung
108	Mazola Canola Oil (3kg)	SWEETYET DEVELOPMENT SDN BHD	Mazola
96	MyRasa Cordial Oren Flavoured (825ml)	ORANGE CRUSH (M) SDN BHD	MyRasa
58	MYRASA OAT 1KG INSTANT	PROMAC ENTERPRISES SDN BHD	MyRasa
54	CHARMS SERUM KAISYA	FASYEERA EMPIRE SDN BHD	CHARMS
52	CHARMS CLEANSER & MAKE UP REMOVER	FASYEERA EMPIRE SDN BHD	CHARMS
50	CHARMS WHITE FAIRY	FASYEERA EMPIRE SDN BHD	CHARMS
48	PLANTA MARGARINE	UNILEVER (MALAYSIA) HOLDINGS SDN BHD	PLANTA
42	CHARMS PINKISH - PINKISH	FASYEERA EMPIRE SDN BHD	CHARMS
38	CADBURY DAIRY MILK BLACK FOREST	CADBURY CONFECTIONARY (M) SDN BHD	CADBURY
37	CHARMS - NATURAL BEAUTY	FASYEERA EMPIRE SDN BHD	CHARMS
31	CHARMS WHITE DOLLY	FASYEERA EMPIRE SDN BHD	CHARMS
31	Cadbury Dairy Milk Marvellous Creations Jelly Popping Candy	CADBURY CONFECTIONARY (M) SDN BHD	CADBURY
29	STARGLOW - FAIRY FACE SCRUB	FASYEERA EMPIRE SDN BHD	STARGLOW
26	Habbatus Qurma - Buah Kurma Dilapisi Dengan Minyak Habbatus Sauda	OMNI MAL AGENCIES SDN. BHD.	Gurun Emas
26	NONA MUSHROOM OYSTER FLAVORED SAUCE 510G	SRI NONA FOOD INDUSTRIES SDN. BHD.	NONA
25	Cadbury Dairy Milk Honeycomb & Nuts	CADBURY CONFECTIONARY (M) SDN BHD	Cadbury Dairy Milk

Note : Top 20 Like/Vote

Click [here](#) to access the full report.

Top 20 Search by Product (as of 15 February 2019)



Search Text	No of Search	Latest Date Search
samyang	826	Tuesday, February 12, 2019
ramen	762	Tuesday, February 12, 2019
cadbury	737	Thursday, February 14, 2019
milo	734	Sunday, February 10, 2019
gardenia	583	Monday, February 11, 2019
maggi	552	Friday, February 15, 2019
charms	519	Thursday, February 14, 2019
kfc	472	Tuesday, February 12, 2019
nestle	418	Sunday, February 10, 2019
Nutella	385	Tuesday, February 12, 2019
Daim	363	Sunday, February 10, 2019
pepero	295	Friday, February 15, 2019
apollo	295	Wednesday, February 13, 2019
kicap	272	Thursday, February 14, 2019
pringles	255	Thursday, February 14, 2019
kitkat	222	Thursday, February 14, 2019
starbucks	215	Monday, February 11, 2019
minyak masak	212	Thursday, February 14, 2019
lays	210	Tuesday, February 12, 2019
oreo	208	Tuesday, February 12, 2019



Note : Top 20 search

Top 20 Search by Brand Name (as of 15 February 2019)



Search Text	No of Search	Latest Date Search
samyang	549	Wednesday, February 13, 2019
maggi	394	Thursday, February 14, 2019
charms	359	Tuesday, January 22, 2019
nestle	300	Wednesday, February 13, 2019
cadbury	287	Friday, February 15, 2019
kicap	285	Monday, February 11, 2019
apollo	253	Saturday, February 2, 2019
family mart	239	Wednesday, February 13, 2019
starbuck	204	Thursday, February 14, 2019
milo	166	Thursday, February 7, 2019
gardenia	154	Wednesday, February 6, 2019
adabi	154	Wednesday, February 13, 2019
dubuyo	154	Thursday, February 14, 2019
ayam brand	143	Wednesday, January 30, 2019
daim	142	Sunday, February 10, 2019
sushi king	141	Friday, February 15, 2019
ramen	137	Thursday, February 7, 2019
starbucks	125	Thursday, January 31, 2019
kfc	124	Monday, February 11, 2019
coway	120	Wednesday, February 13, 2019

Note : Top 20 search

Click [here](#) to access the full report.

Top 20 Search by Company Name (as of 15 February 2019)



Search Text	No of Search	Latest Date Search
Sushi King	379	Friday, February 15, 2019
Starbucks	259	Thursday, February 14, 2019
nestle	197	Tuesday, February 12, 2019
sushi	178	Saturday, February 9, 2019
kfc	168	Thursday, February 14, 2019
unilever	158	Tuesday, January 29, 2019
coway	142	Wednesday, February 13, 2019
ADABI	142	Monday, February 11, 2019
subway	122	Thursday, February 14, 2019
mcdonald	105	Saturday, February 9, 2019
secret recipe	93	Tuesday, February 12, 2019
starbuck	90	Wednesday, February 6, 2019
ayamas	87	Tuesday, February 12, 2019
yik mun	86	Tuesday, February 12, 2019
family mart	76	Wednesday, February 6, 2019
samyang	75	Thursday, January 24, 2019
mondelez	71	Thursday, February 7, 2019
seoul garden	70	Tuesday, February 5, 2019
cadbury	65	Thursday, February 14, 2019
hotel	60	Tuesday, January 29, 2019



Note : Top 20 search



Top 20 Search by GTIN Name (as of 15 February 2019)



Search Text	No. of Search	No of Search	Latest Date Search
9556277300714	337	JELLY RASPBERRY	Friday, January 18, 2019
9556277300752	234	PUDDING MANGO	Friday, October 19, 2018
9556277301933	205	PUDDING GUAVA	Thursday, October 19, 2017
8901233024622	157	CDM Oreo (60g)	Monday, December 24, 2018
9556277300561	153	HONEY GINGER DRINK (MINUMAN HALIA BERMADU)	Sunday, January 20, 2019
7640129897605	120	Mazola Corn Oil (1kg)	Thursday, September 27, 2018
9556065197809	109	Serbuk Cili Baba's / Baba's Chilli Powder	Saturday, January 5, 2019
9556570312131	104	100PLUS ORIGINAL/REGULAR 1.5L	Saturday, February 9, 2019
7622210933348	103	Cadbury Dairy Milk Kopi-C	Tuesday, February 12, 2019
9555579700017	103	LASAGNA CHICKEN	Monday, February 11, 2019
6234000004414	100	Cremvia Sweetened Creamer (12x12g)	Wednesday, November 7, 2018
9556277300455	87	JELLY LIME	Thursday, January 24, 2019
9555579700079	82	Lamb Lasagna	Tuesday, May 22, 2018
9555250037814	82	SILKYGIRL YOURS TRULY DEODORANT SPRAY	Saturday, January 26, 2019
6236000012703	74	Provia Natural Sweetener (40x2g)	Thursday, November 8, 2018
9557305003256	72	Marigold 0% Fat Yogurt Drink Strawberry 700g	Thursday, February 7, 2019
9556135425009	66	AIR MINUMAN	Monday, January 28, 2019
9557305004864	63	MARIGOLD HL with Plant Sterols	Thursday, November 22, 2018
9556065000413	62	Baba Coriander Powder (125g)	Monday, December 24, 2018
9555579700338	62	Lasagna Bites Chicken	Friday, July 20, 2018

Note : Top 20 favourite products

Analytics on Product Scanned/Search - Android & iOS (as of 15 February 2019)



Product Scanned

1. No total of products scanned: 678708
2. No total of products scanned (product found): 3951
3. No total of products scanned (product not found): 674757

Product Search

1. No total of product search by manual: 703460
2. No total of product search by manual (product found): 583509
3. No total of product search by manual (product not found): 119951

Product Search By Categories

1. Search by GTIN : 678708
2. Search by Product: 133300
3. Search by Product Name: 99352
4. Search by Country/Certification Bodies: 29294
5. Search by Company Name: 31387
6. Search by Brand Name: 38980

Analytics on Brand Search - Verify Halal Web (as of 15 February 2019)



Search Text	No of Search	Latest Date Search
coway	47	Wednesday, February 13, 2019
nestle	34	Wednesday, February 13, 2019
cadbury	31	Friday, February 15, 2019
kfc	26	Monday, February 11, 2019
charms	21	Tuesday, January 22, 2019
maggi	20	Thursday, February 14, 2019
F	17	Friday, January 25, 2019
[TEH TARIK PLACE	16	Monday, July 2, 2018
Doritos	15	Saturday, February 2, 2019
mushroom	14	Friday, February 15, 2019
samyang	14	Wednesday, February 13, 2019
maybelline	14	Thursday, January 31, 2019
m	14	Tuesday, February 12, 2019
tesco	12	Friday, February 1, 2019
lipton	11	Tuesday, January 15, 2019
haribo	11	Tuesday, February 12, 2019
ayamas	11	Tuesday, February 12, 2019
heinz	11	Tuesday, February 12, 2019
sun valey	11	Monday, January 14, 2019
lays	10	Thursday, February 14, 2019

Click [here](#) to access the full report.

Analytics on Product Search - Verify Halal Web (as of 15 February 2019)



Product Name	Brand Name	Company Name	Total
MARIGOLD 0% FAT YOGURT DRINK MANGO	MARIGOLD 0% FAT YOGURT DRINK	MALAYSIA MILK SDN BHD	24
YU YEE OIL CAP LIMAU LINIMENT	Cap Limau	WENG SENG HENG MEDICAL FACTORY SDN BHD	22
IMPERIAL DELIGHT	AHIMSA	AHIMSA VEGE HEALTH FOOD INDUSTRIES SDN BHD	20
NESTLE BLISS CARIBBEAN EDITION PINEAPPLE COCONUT	NESTLE	NESTLE MANUFACTURING (M) SDN BHD	19
Cadbury Dairy Milk Marvellous Creations Jelly Popping Candy	CADBURY	CADBURY CONFECTIONARY (M) SDN BHD	18
COCA COLA, DIET COKE, SPRITE, 100 PLUS & ICE LEMON TEA	COCA COLA MALAYSIA	VIVO FOOD SDN BHD	16
Sate ayam	Kreatif Aroma Sdn. Bhd.	KREATIF AROMA SDN BHD	16
SPARKLING NATURAL MINERAL WATER BADOIT		BERJAYA STARBUCKS COFFEE COMPANY SDN BHD	15
Hexbio Granule	Hexbio	B-CROBES LABORATORY SDN BHD	15
GELATO KINDER BUENO	GELATOMIO	GELATOMIO PRODUCTION SDN. BHD.	15
MARIGOLD PEEL FRESH NO SUGAR ADDED CLOUDY APPLE	MARIGOLD PEEL FRESH	MALAYSIA MILK SDN BHD	15
MAGGI 2 MINUTE NOODLES ORIENTAL FLAVOUR AU	MAGGI	NESTLE MANUFACTURING (MALAYSIA) SDN BHD	14
Pau Ayam - Yik Mun	YIK MUN	YIK MUN	14
Milan Flower Honey	Madu	SYARIKAT SHARMILAN	14
BURUH/LABOUR REFINED COOKING OIL	BURUH/LABOUR	LAM SOON EDIBLE OILS SDN BHD	13
ROTI PARATHA WITH FISH CURRY	Kart's	KART FOOD INDUSTRIES SDN BHD	13
Tepung Gandum (Wheat Flour)	1kg Packing-Cap Sauh	FFM GRAINS & MILLS SDN.BHD.	13
CHARMS WHITE FAIRY	CHARMS	FASYEERA EMPIRE SDN BHD	12
CADBURY DAIRY MILK BLACK FOREST	CADBURY	CADBURY CONFECTIONARY (M) SDN BHD	12
CHIPSMORE BUTTER CRUNCH	CHIPSMORE	MONDELEZ MALAYSIA SDN. BHD.	12

Click [here](#) to access the full report.

Analytics on Company Search - Verify Halal Web (as of 15 February 2019)



Search Text	No of Search	Latest Date Search
kfc	41	Thursday, February 14, 2019
nestle	39	Tuesday, February 12, 2019
family mart	21	Wednesday, February 6, 2019
A	16	Wednesday, January 16, 2019
Sushi King	13	Friday, February 15, 2019
mondelez	12	Thursday, February 7, 2019
tesco	12	Wednesday, January 30, 2019
palsgaard	12	Wednesday, October 17, 2018
mcdonald	11	Saturday, February 9, 2019
unilever	11	Tuesday, January 29, 2019
secret recipe	10	Tuesday, February 12, 2019
gardenia	10	Monday, February 4, 2019
F	10	Tuesday, February 12, 2019
the big rajah	10	Monday, December 10, 2018
r	10	Friday, January 4, 2019
Dason food trading	10	Monday, February 11, 2019
Lucky Food Processing Sdn. Bhd.	10	Saturday, August 11, 2018
m	9	Wednesday, November 28, 2018
seoul garden	9	Tuesday, February 5, 2019
dubuyo	9	Sunday, February 3, 2019

Click [here](#) to access the full report.

Media Sharing on Product Name (as of 15 February 2019)



No of Share	Product Name	Share Application
4	GENTLE SKIN CLEANSER	Facebook
3	Baba Meat Curry Powder (250g)	Share All
3	KICAP LEMAK MANIS	Share All
3	Baba's Green Peas Flour (500g)	Facebook
3	Marigold Peel Fresh Orange 1.89L	Facebook
3	KARIPAP DAGING	Share All
3	Serbuk Jintan Manis	Share All
3	SPARKLING FRUIT JUICE LEMONADE	Share All
3	GENTLE SKIN CLEANSER	Share All
2	VESAWIT VEGETABLE COOKING OIL	Share All
2	Nasi Tomato & Daging Masak Merah	Share All
2	LOVAS MaStar Q (Lavender) - Multipurpose Cleaner with Antibacterial Properties	Share All
2	MA'AMOUL DATES COOKIES	Facebook
2	Spicy Coated Nuts (300g)	Facebook
2	Best Papad 100g 3.3"	Facebook
2	Cadbury Dairy Milk Honeycomb & Nuts	Share All
2	CADBURY DAIRY MILK FRENCH VANILLA	Share All
1	MARIGOLD PEEL FRESH NO SUGAR ADDED MIXED MANGOSTEEN	Share All
1	MARIGOLD PEEL FRESH NO SUGAR ADDED MIXED POWER BERRIES	Share All
1	Chipsmore Hazelnut	Share All

Media Sharing on Premises (as of 15 February 2019)



No of Share	Premises	Share Application
3	STARBUCKS MAHKOTA PARADE 058	Share All
3	RESTORAN AYAM PENYET-AP (PAYA BUNGA SQUARE, TERENGGANU)	Share All
2	KFC TERMINAL ONE SEREMBAN	Share All
2	BURGER KING TAMAN MULIA	Share All
2	Pastry Kitchen	Share All
1	BURGER KING RANTAU PANJANG	Share All
1	BURGER KING SETIA ALAM	Share All
1	KFC PETRONAS TECHNOLOGY PARK DT	Share All
1	PAK HAILAM KOPITIAM SDN BHD (PHSMB)	Share All
1	KFC BANDAR SRI DAMANSARA	Share All
1	STARBUCKS TAIPAN 033	Share All
1	PELITA NASI KANDAR (PSP30) PADANG JAWA	Share All
1	RESTORAN NASI KANDAR PELITA- BANDAR SUNWAY	Share All
3	STARBUCKS MAHKOTA PARADE 058	Share All
3	RESTORAN AYAM PENYET-AP (PAYA BUNGA SQUARE, TERENGGANU)	Share All
2	KFC TERMINAL ONE SEREMBAN	Share All

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Media Sharing on Abattoir (as of 15 February 2019)



No of Share	Product Name	Share Application
1	RIZQI BARAKAH AGRO TERNAK	Share All
1	ONE STOP RABBIT FARM & TRADING	Share All

Click [here](#) to access the full report.

Top 20 Location By Countries (as of 15 February 2019)



Country	No of Searched
Not Set	108280
Malaysia	86598
United States	2326
India	1804
Indonesia	1537
Singapore	847
Brunei	615
Sri Lanka	537
马来西亚	470
United Kingdom	354
France	321
Australia	305
South Korea	305
Philippines	262
Pakistan	241
Canada	230
Japan	191
Thailand	118
ألمانيا	101
Taiwan	95

Click [here](#) to access the full report.

Top 20 Location By State (as of 15 February 2019)



State	No of Searched
Not Set	112039
Selangor	14993
Petaling	10910
Wilayah Persekutuan Kuala Lumpur	10596
Johor	4236
Kuala Lumpur	3876
Kedah	3166
Negeri Sembilan	2832
Negeri Perak	2664
Pulau Pinang	2592
Sarawak	2246
Pahang	2156
Sabah	1459
Melaka	1336
Terengganu	1275
Kelantan	1178
Perak	1026
Damansara	983
Kajang	800
San Francisco	742

Top 20 Location By Cities (as of 15 February 2019)



City	No of Searched
Not Set	130735
Kuala Lumpur	12429
Bandar Kuala Lumpur	2317
Shah Alam	1962
Puchong	1591
Petaling Jaya	1423
Sungai Buloh	1263
Kajang	1213
Johor Bahru	1160
Seremban	1147
Batu	1013
Damansara	983
Ipoh	938
Klang	937
Rawang	888
Sungai Petani	860
Putrajaya	823
Batu Caves	803
Kuantan	764
Union Square	741

Top 10 Location By GTIN (as of 15 February 2019)



GTIN	Product Name	Brand	City	State	Country
623400004414	Cremvia Sweetened Creamer (12x12g)	bruneihalal	Kuala Lumpur	Wilayah Persekutuan Kuala Lumpur	Malaysia
623400004414	Cremvia Sweetened Creamer (12x12g)	bruneihalal	Kuala Lumpur	Wilayah Persekutuan Kuala Lumpur	Malaysia
623400004414	Cremvia Sweetened Creamer (12x12g)	bruneihalal	Kuala Lumpur		Malaysia
623400004414	Cremvia Sweetened Creamer (12x12g)	bruneihalal	Kuala Lumpur	Wilayah Persekutuan Kuala Lumpur	Malaysia
623400004414	Cremvia Sweetened Creamer (12x12g)	bruneihalal	Kuala Lumpur	Wilayah Persekutuan Kuala Lumpur	Malaysia
623400005121	Corned Mutton (300g)	bmc	Kuala Lumpur	Wilayah Persekutuan Kuala Lumpur	Malaysia
623400005152	Beef Rendang (310g)	bmc	Kuala Lumpur	Wilayah Persekutuan Kuala Lumpur	Malaysia
6236000012703	Provia Natural Sweetener (40x2g)	bruneihalal	Putrajaya	Wilayah Persekutuan Putrajaya	Malaysia
6236000012703	Provia Natural Sweetener (40x2g)	bruneihalal	Putrajaya	Selangor	Malaysia
6236000012703	Provia Natural Sweetener (40x2g)	bruneihalal	Putrajaya	Selangor	馬來西亞

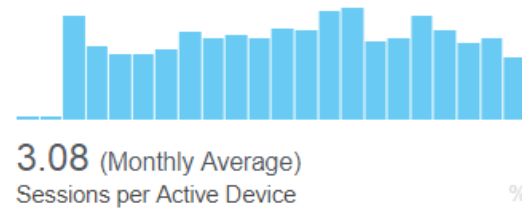
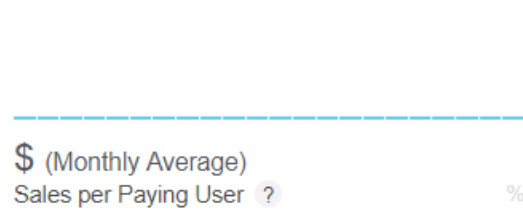
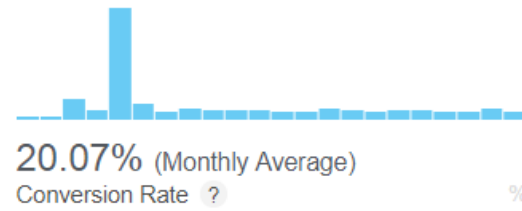
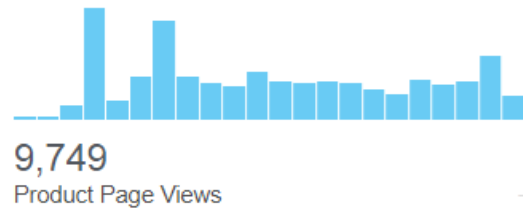
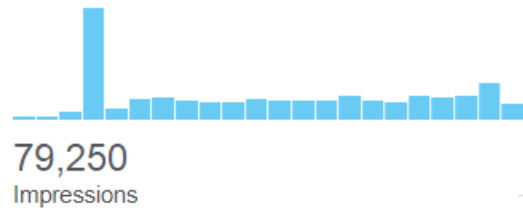
Top 10 Location with Product (as of 15 February 201



Search By	Search Value	Address	City	State	Country	Postcode
GTIN	20422103	29	Liesing	Wien	Austria	1230
GTIN	5.03514E+12	29	Liesing	Wien	Austria	1230
GTIN	8.71949E+12	29	Liesing	Wien	Austria	1230
GTIN	87157154	29	Liesing	Wien	Austria	1230
GTIN	9.1E+12	29	Liesing	Wien	Austria	1230
GTIN	8.71058E+12	29	Liesing	Wien	Austria	1230
ProductID	48301	Padikkal - Karuvankallu Road	Parambil Peedika	Peruvallur	India	676317
Country	India	Padikkal - Karuvankallu Road	Parambil Peedika	Peruvallur	India	676317
Brand	cadbury	Padikkal - Karuvankallu Road	Parambil Peedika	Peruvallur	India	676317
Brand	Cadbury	Padikkal - Karuvankallu Road	Parambil Peedika	Peruvallur	India	676317

Click [here](#) to access the full report.

iOS Report (as of 15 February 2019)



63% (6.52K)
App Store Search

26% (2.65K)
App Store Browse

6% (569)
Web Referrer

5% (555)
App Referrer

18
Unavailable

Summary (as of 15 February 2019)



Users

90,414



Sessions

289,513



Screen Views

2,060,962



Screens / Session

7.12



Avg. Session Duration

00:01:47

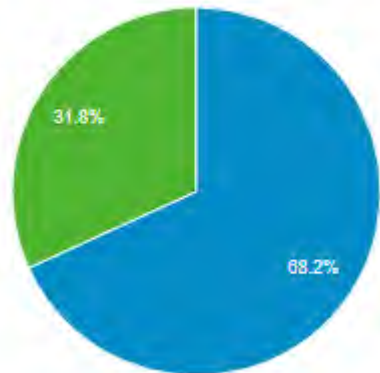


% New Sessions

31.79%



■ Returning Users ■ New Users



Sessions by device



Huawei RNE-L22

117

2.9%



OPPO CPH1607

116

2.9%



Apple iPhone

102

2.6%



OPPO CPH1823

90

2.3%



OPPO CPH1803

85

2.1%



Xiaomi Redmi Note 4

85

2.1%

Screen Name

Views

com.serunai.ui...ActivityPhase5

8,175

com.serunai.ui...s.SplashScreen

4,407

com.serunai.ui...ntPageActivity

4,053

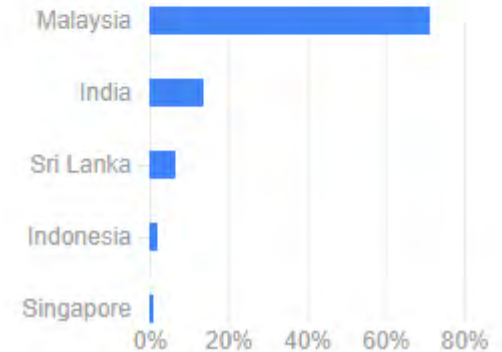
com.serunai.ui...archAllActivity

2,902

com.serunai.ui...SearchActivity

1,771

Sessions by country



How Can We Help imCoop



- **Big data** of Halal suppliers.
- Able to provide **reliable and valid source of suppliers** to IMCOOP shops.
- Two outlets for pilot projects which Serunai performance in supplying Halal goods will be assessed.
- Helping SMEs to market their products to IMCOOP using faster channel.

Terms & Conditions



In consideration of Serunai Commerce supplying the goods, imCoop will pay Serunai Commerce a sum equivalent to the following formula:

- Cost Price plus 60% margin in the Mark Up Sum, if payment is made within 15 days of date of invoice;
- Cost Price plus 65% margin in the Mark Up Sum, if payment is made within period of 16 to 30 days of date of invoice;
- Cost Price plus 70% margin in the Mark Up Sum, if payment is made within period of 31 to 45 days of date of invoice;
- If full payment is not made after 45 days of date of invoice, we shall pay you 10% late payment charges over and above the sum payable under item (iii) above.

The appointment shall be for an initial period of three (3) years and shall be extended subject to mutual agreement.

What's next?



- **Serunai** to be the point of contact in **supplying goods** to all **IMCOOP shops**.
- With assistance, IMCOOP may produce **products of their brands**.
e.g: mineral water



Thank you



 www.globalhalaldatapool.com

 www.verifyhalal.com

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