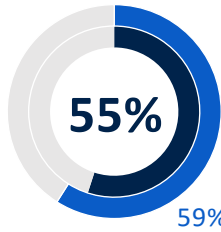
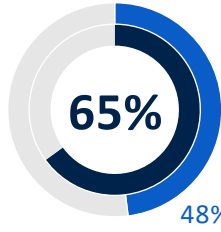


Business conditions in 2022

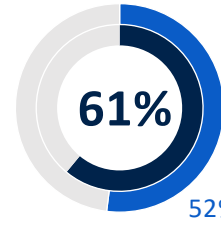
■ Malaysia 2022 ■ Survey average



business grew



small business owners aged under 40



sought external funds for business growth

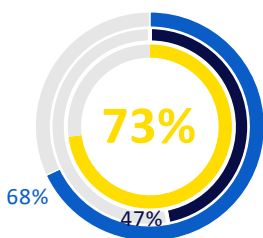
↑ **17** percentage points from 2021

↑ **10** percentage points
Ranked 1st out of 11

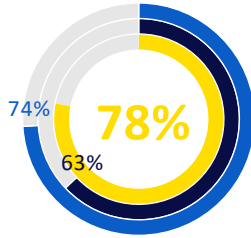
↑ **21** percentage points

Technology adoption and digitalisation

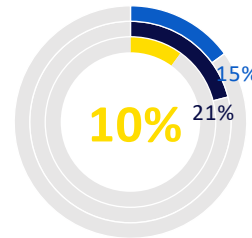
■ Business owners aged under 40 in Malaysia ■ Business owners aged 40 or above in Malaysia ■ Survey average



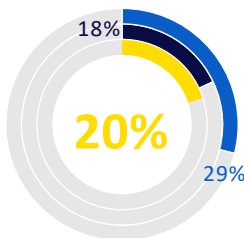
received more than 10 per cent of revenue from online sales



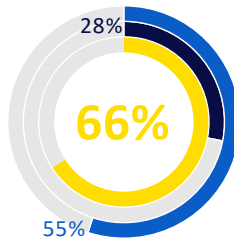
received more than 10 per cent of sales through new payment technologies



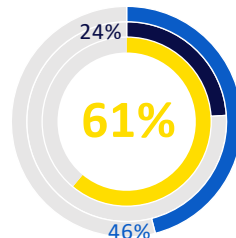
did NOT use social media for business purposes



sought advice from IT consultants / specialists

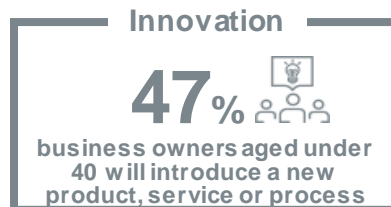
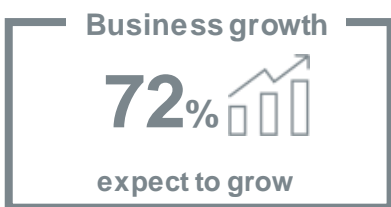


found investment in technology improved profitability



reviewed cybersecurity protection in the last six months

Business outlook in 2023



Recommendations

Identify and adopt suitable technology to meet changing consumer needs

Save costs by improving procedures or investing in productivity enhancing technology

Government to incentivise small businesses to access professional advice