

Mar 28, 2007 Choose a region **Edge Malaysia** home about us contact us site map subscribe advertise

username password search * Join now for FREE!

Rahsia Jutawan Segera

Rahsia Pendapatan RM40RIBU SEBULAN!
Mula Terus PERCUMA Sekarang Juga!

Quality Stock Picks

Comprehensive, Sensibly priced,
Supportive, Profitable

[Ads by Goooooogle](#)

[Advertise on this site](#)

26-03-2007: asiaEP industry-specific search engine to boost earnings

By Isabelle Francis

[Email us your feedback at fd@bizedge.com](mailto:fd@bizedge.com)

asiaEP Bhd, which launched its industry-specific business-to-business (B2B) search engine on March 26, expects the product to boost earnings over the next few years.

Managing director Dr Bernard Tan said its B2B information technology alliance hub would enable asiaEP to expand its current customer base of some 500,000 by several thousand times because of the wider Internet search coverage.

He said unlike generic search engines like Google, asiaEP's search engine was a specific community or vertical search engine that offered simpler, deeper and more relevant search for B2B users. These users constituted 64% of the global surfer population.

The specific nature the search engine would benefit both business surfers as well as advertisers, he said after the soft launch in Kuala Lumpur.

He added its search engine would minimise advertising wastage while enhancing returns of investment.

If asiaEP was able to secure a fraction of the global search engine market, this would mean substantial profits annually and boost earnings in its fourth quarter, which was traditionally the weakest quarter for the company.

"Just for illustration, capturing less than 1% of the (B2B search) market share would generate RM10 million to RM20 million per year (for asiaEP)," he added.

Citing an external report, Tan said US\$7.4 billion (RM25.54 billion) was spent on search engine marketing last year, with 16% or US\$1.18 billion (RM4.07 billion) attributed to the B2B segment.

He expects positive impact from the search engine to filter through from the fourth quarter ended Feb 28, 2007 onwards and the full earnings impact in FY08 and FY09.

"We have more products in the pipeline. We will deliver them phase by phase," he said, adding that it invested substantially in marketing and R&D annually.

[Printable Version](#) | [Email to a Friend](#)

[Ads by Goooooogle](#)

Forecasts for Malaysia

Economic Forecasts from the world's leading economists for Malaysia.

www.focus-economics.com

Malaysia Property Search

Malaysia Properties for Sale / Rent Housing Projects in Every State

www.fullhouse.com.my

Hot Stock Picks

Free Info for Stock Traders Stocks Ready To Soar

www.mysmp.com

Offices Malaysia

Fully-Equipped, Work-Ready Offices. Special Offer - 1 Month Free

Regus.com

[Advertise on this site](#)

EdgeDaily Exclusives

- 28-03-2007: MISC may raise stake in NCB
- 28-03-2007: Public Mutual to launch overseas Islamic dividend fund
- 28-03-2007: Film trade mission to HK secures RM93m deals
- 28-03-2007: Pikom