

# MyPay wants one-third of Malaysians to sign up as users

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**PUTRAJAYA:** The government's new e-services business player, MyPay, aims to draw 33% of the country as customers.

With 10 government agencies already in its portfolio, MyPay also hopes to increase that number by four-fold in the near future.

Chief executive officer Nick Liew said MyPay was targeting up to 40 agencies in its portal.

"In the longer term, we want to have every agency that transacts with the public in MyPay," he said after the launch of the MyPay portal by Domestic Trade and Consumer Affairs Minister Datuk Seri Saifuddin Nasution Ismail yesterday.

The developer of the MyPay portal, Dapat Vista (M) Sdn Bhd, is 80%

owned by Heitech Padu Bhd. Dapat Vista has been involved in government SMS services for the past 10 years.

The public can use MyPay to pay National Higher Education Fund Corporation (NHEFC) loans and fines issued by the police and Road Transport Department, among other things.

MyPay also plans to offer other services, such as local tax payments such as assessments and quit rent.

The portal will also offer information on travel status, licence expiry, voting locations during polls and other similar services.

On whether MyPay was looking for more investors, Liew said the company could always do with more funding to help grow and market the product.

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**”**

**Nick Liew**

fect and could be used to develop technology, security, enhance services and marketing.

"We need to reach every single Malaysian," he said.

On the charges, MyPay chief technology officer Joshua Smith said while signing up was free, MyPay

payments would have charges depending on the agency involved.

"For example, for PTPIN, we are only allowed to collect 50 sen on top of their balance while for summaries, it is RM1 on top of the summons rate," he said.

On the number of users targeted by MyPay, Smith said in the short term, they aimed for 300,000 while in the medium term, the target was for around one million and hoped to cover up to 33% of the population in the longer term.

Meanwhile, Saifuddin said online businesses should sign up for the ministry's biztrust certification to gain the public's confidence.

He said the certification, which was launched last year, would see companies with online transaction provide the ministry with their business details and registration to

obtain the certification.

"With biztrust certification, the public can be assured that the business is legitimate and not a fly-by-night set-up" as it is not only registered with the Companies Commission but also the ministry," he added.

Saifuddin said to-date, 3,000 companies doing online businesses had registered for the certification, which was a good move considering the rising number of cases where consumers claimed to have been cheated while making online purchases.

According to the ministry's records, the number of such cases has overtaken complaints on high prices of goods in July, where out of 2,500 complaints received, 26% claimed that they had been cheated when making online purchases.