The Gateway Known
As
Johor Bahru

Malaysia Demographic

Population: **32 million**
Median age:**28**
Largest city: **Kuala Lumpur**

Fixed Broadband: **2.6 million (119%)**
Mobile Broadband: **35.9 million (135%)**

THAILAND

KUALA LUMPUR

JOHOR BAHRU

SINGAPORE

INDONESIA

INDONESIA

Malaysia Internet Infrastructure

Penang

Kota
Kinabalu

SK1RM

Cherating

Kuantan

Mersing

Melaka

Kuching

**MyIX
(since 2006)
95 ASN**

**JBIX
(since 2018)
25 ASN**

Terrestrial Cable:
North-South Backbone (Thai-SG cable)

East-West Backbone

CLS & Undersea cable:
- Cherating: MCT, SK1RM
- Kuantan: APCN-2, APG
- Mersing: ASE, AAG, SEAX-1, SMW3, SK1RM
- Melaka: SMW4, SMW5
- Penang: SMW3, FLAG

JBIX
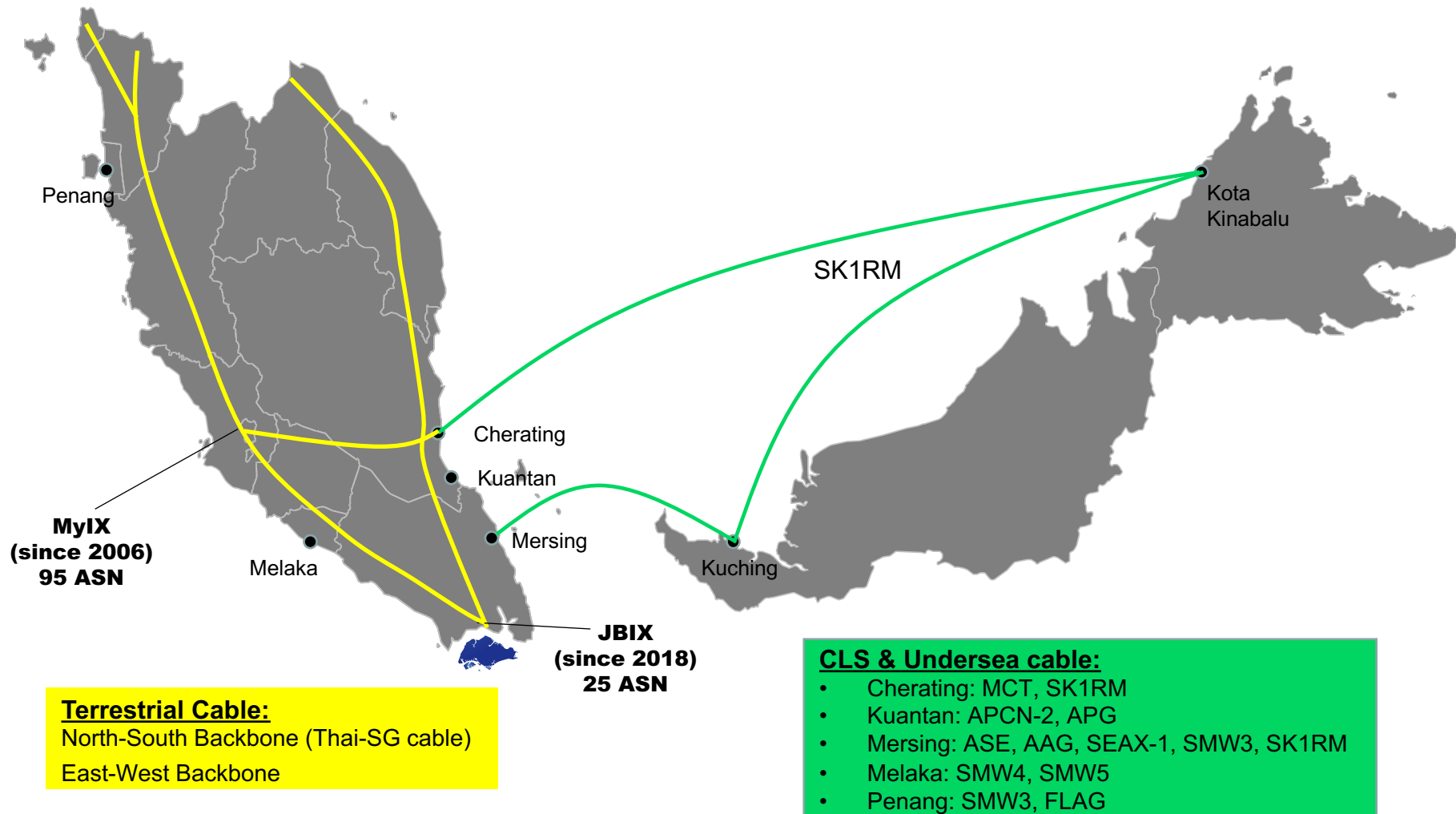
Johor Bahru – the gateway to SG

Datacenter:
Open DC - JB1 Data Center @ Johor Bahru
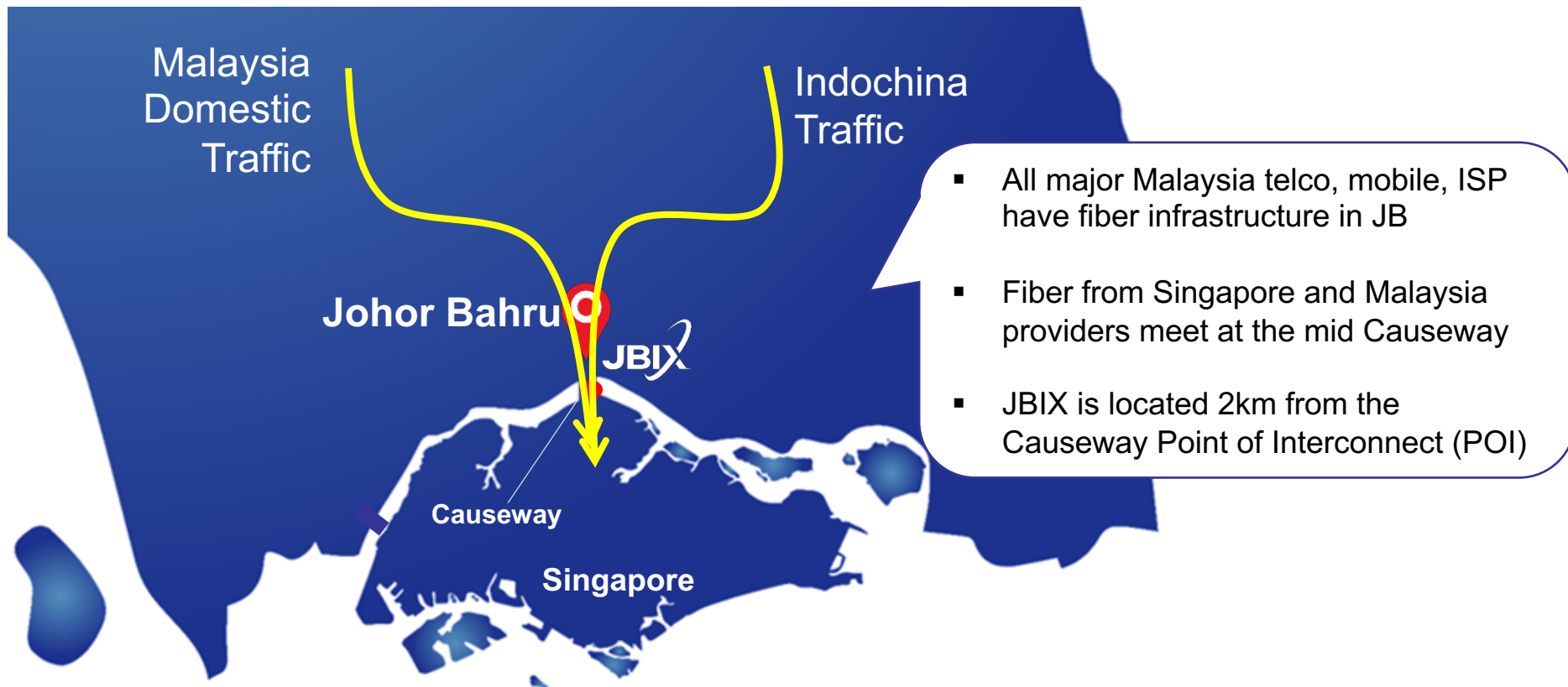
Johor Bahru

Causeway

Singapore

Johor Bahru:
- 4th largest city in Malaysia
- 900,000 population
- Connected to SG via a Causeway
- Second link bridge provide alternative route to SG

JBIX

The Gateway to MY & Indochina

Malaysia Domestic Traffic

Indochina Traffic

Johor Bahru JBIX

Causeway

Singapore

- All major Malaysia telco, mobile, ISP have fiber infrastructure in JB

- Fiber from Singapore and Malaysia providers meet at the mid Causeway

- JBIX is located 2km from the Causeway Point of Interconnect (POI)

- **Large proportion of domestic Malaysian traffic pass through the Causeway**

- **JB is also the preferred gateway for Indochina traffic to reach SG**

Fiber over the Causeway

** Dark fiber is available across the Causeway that provides cross connect to anyone who needs connectivity from Main Causeway to JB
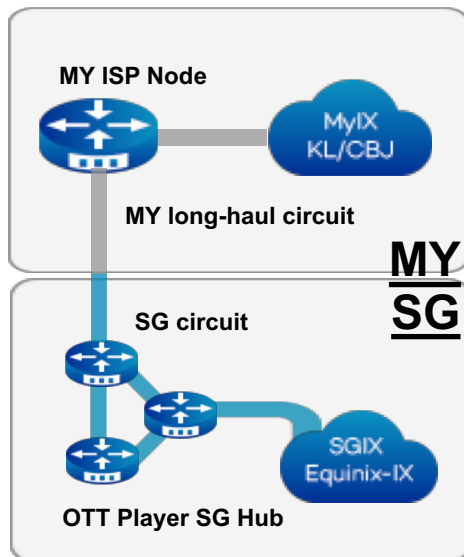
Value Proposition for JB Gateway

Content Provider

Background

- SG has solidify as a base for OTT players
- OTT with content in SG needs to distribute to eyeballs in countries northbound from SG

✓ Stopping by in JB offers cost saving for OTT

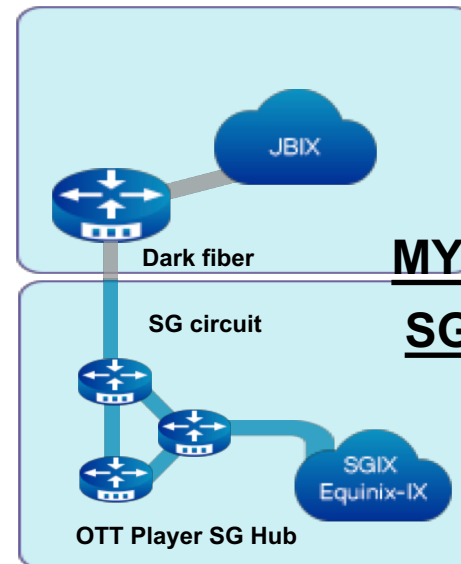✓ Long-haul bandwidth cost is replaced by Causeway-Connect fixed cost

JBIX

Content Provider

Without JB Gateway

MY ISP Node

MyIX KL/CBJ

MY long-haul circuit

MY

SG circuit

SG

SGIX Equinix-IX

OTT Player SG Hub

Distribution Cost =

Malaysia Long-haul Circuit
+
Singapore Circuit

With JB Gateway

JBIX

Dark fiber

MY

SG circuit

SG

SGIX Equinix-IX

OTT Player SG Hub

Distribution Cost =

Dark fiber cross connect cost
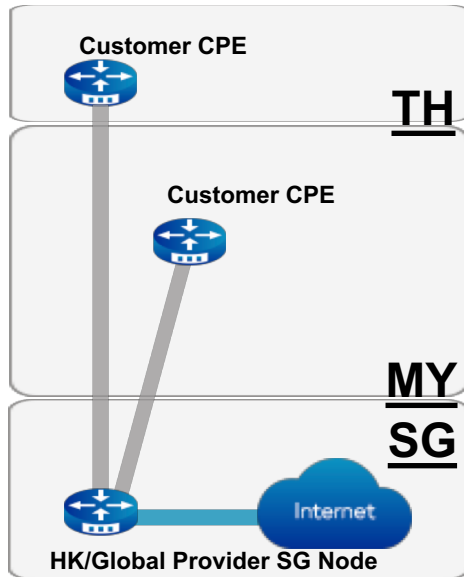+
Singapore Dark fiber

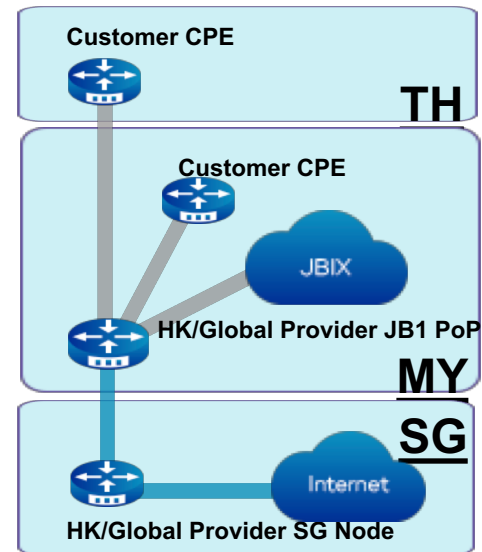JBIX

Hong Kong and Global Provider

Background
- Many HK & global providers have infrastructure/PoP in Singapore
- Looking to expand their business and service coverage footprint to neighboring markets

✓ JB1 telco hub/JBIX offers option for HK providers to extend into Malaysia and Indochina market cost effectively

✓ By setting up a PoP in JB1, HK providers can groom all Malaysian domestic circuits in their JB1 PoP

JBIX

HK/Global Provider

Without JB Gateway

Customer CPE

TH

Customer CPE

MY

SG

Internet

HK/Global Provider SG Node

With JB Gateway

Customer CPE

TH

Customer CPE

JBIX

HK/Global Provider JB1 PoP

MY

SG

Internet

HK/Global Provider SG Node

Grooming customer circuits in JB1

Wide varieties of choices for local providers

JBIX

Regional Telco – Malaysia & Thai ISP
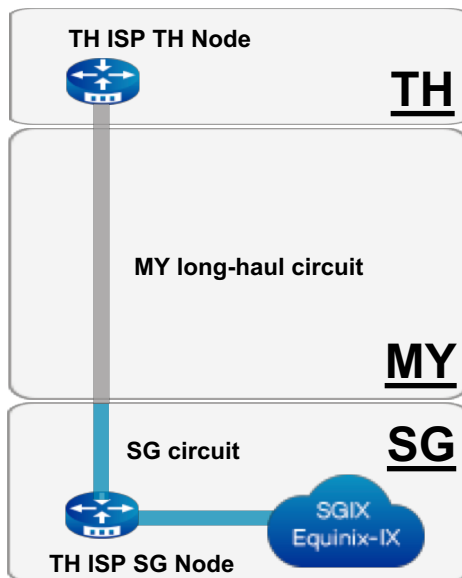
Background

- Indochina traffic is growing at nearly 100% per year
- Thailand & Myanmar growth

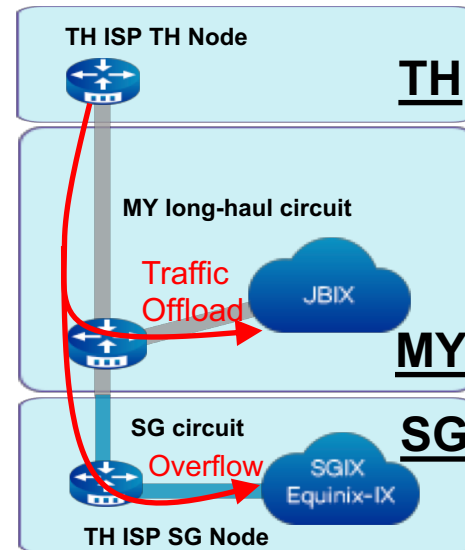✓ JB Gateway offers option for Indochina ISP to offload traffic without crossing SG border

Regional Telco – Malaysia & Thai ISP

Without JB Gateway

TH ISP TH Node

TH

MY long-haul circuit

MY

SG circuit

SG

TH ISP SG Node

SGIX Equinix-IX

Distribution Cost =

Malaysia Long-haul Circuit
+
Singapore Circuit

With JB Gateway

TH ISP TH Node

TH

MY long-haul circuit

Traffic Offload

JBIX

MY

SG circuit

Overflow

SGIX Equinix-IX

SG

TH ISP SG Node

Distribution Cost =

Malaysia Long-haul Circuit
+
Singapore Circuit

JBIX

Johor Bahru Gateway – Summary

For OTT/Content Provider

- JB gateway provide an optimum meeting point to meet the eyeball players
- Eliminate the need to incur expensive long distance to extend to Kuala Lumpur
- Dark fiber provides unlimited capacity to stream content
- Most providers have infrastructure in JB, will not add any cost to connect to OTT here

For HK/Global Providers

- JB PoP can allow HK providers to address 3 markets at the same time - SG, Malaysia and Thailand
- Grooming domestic circuits into JB PoP is more cost effective and provider better performance
- Very cost effective and scalable backhaul solution to SG (for those with existing PoP in SG)

Thank You

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