AnyMind Group moves into live commerce with the launch of its GenAI-powered live commerce platform, AnyLive
Pilot projects with Evian and SUNA have seen marked improvements in their live commerce returns, with Evian able to increase monthly streaming hours whilst achieving a 90% cost reduction

Singapore - September 24, 2024 - AnyMind Group [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced the launch of its GenAI-powered live commerce platform, AnyLive. AnyLive enables businesses to run live commerce in multiple languages without the constraints of time or location, utilizing AI-generated virtual live streamers.

Despite the rise of e-commerce in a diverse region like APAC, the ability to successfully navigate varied languages and dialects, cultural nuances, and local regulations plays a crucial role in determining the success of inbound, outbound, and cross-border business expansion. Social commerce in APAC is projected to sustain double-digit growth in 2024, with 68% of Southeast Asian retailers planning to increase their investment in this space over the next 12 months. Additionally, live commerce is gaining momentum, with platforms like TikTok, Shopee, and Lazada launching live shopping features. Despite this growth, challenges such as talent shortages and limited production spaces persist.

AnyLive addresses these challenges by automating and enhancing traditional live commerce processes through AI, enabling businesses to capitalize on the growing trend of live commerce while overcoming cross-border expansion obstacles.

The platform utilizes generative AI to create virtual live streamers modeled to reflect a brand's identity. These GenAI-powered avatars can stream continuously, presenting products and driving sales in multiple languages, including English, Chinese, Bahasa Indonesia, Thai, Bahasa Malaysia, Vietnamese, and Tagalog, with more languages planned in the pipeline.

In addition to AI-generated live streamers, AnyLive leverages large-language models to generate live-stream scripts based on product details and real-time, automated responses in a live-stream. The platform integrates seamlessly with major e-commerce and social media platforms, including Amazon, Shopee, Lazada, AliExpress, TikTok Shop, Instagram, YouTube, Facebook, and X, allowing brands to reach a wider audience through simultaneous broadcasts across multiple platforms.

To further support businesses, AnyMind Group is building expert teams to provide operational support, including data-driven analysis of viewership, comments, and sales to optimize live streams. Brands can also tap into AnyMind's influencer marketing platform, AnyTag, which features a database of over 790,000 influencers, to find human live streamers for collaboration, maximizing engagement during peak times.

On the launch of AnyLive, Kosuke Sogo, CEO and co-founder of AnyMind Group, said: "Southeast Asia's e-commerce market presents a tremendous growth opportunity, not just for local brands but also for companies around the world. With the launch of AnyLive, we aim to offer an innovative approach to social commerce and digital marketing. By leveraging our advanced technology and the expertise of our teams across Southeast Asia, East Asia, India and the Middle East, we are committed to helping businesses establish a competitive edge in this dynamic market."

Early adopters of AnyLive have already seen significant results. Sino-Pacific Trading (Thailand) Co., Ltd., utilizing AnyLive for Evian in Thailand, achieved a 90% cost reduction while significantly increasing monthly streaming hours. In addition, GenAI live streamers have outperformed the GMV from human live streamers for Evian. NIL CO., Ltd., using AnyLive for its SUNA brand in Thailand and Malaysia, improved live commerce sales and gained critical insights into viewership patterns, and now plans to enhance their overall live commerce strategy by combining AI and human live streamers.

About AnyMind Group
Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing, logistics and AI utilization, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators

with platforms for monetization and optimization. AnyMind Group has over 1,800 staff across 23 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS
Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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