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Headline: **Vivo Expects Sales to Increase to 2m Units**

# NEW STRAITS TIMES

## SMARTPHONE

### Vivo expects sales to increase to 2m units

**KUALA LUMPUR:** Vivo Malaysia expects phone sales to rise to two million units by the end of the year after having launched five models this year.

Vivo Malaysia chief executive officer Mike Xu yesterday unveiled the S1 model, priced at RM1,099.

It is available for pre-order on Lazada, Shopee, Presto Mall and Vivo Store until tomorrow.

Xu said the S1 model would be on sale from Saturday.

The Vivo S1 comes with screen touch ID, a 32-megapixel AI selfie

camera, a 4500mAh big battery with dual-engine fast charging, an AI triple rear camera.

Its high resolution screen makes visual experience fun when watching videos and interacting on social media.

Consumers have a choice of two colours — "Diamond Black" and "Skyline Blue".

Xu said Vivo strives to meet young consumers differing needs.

"The S1 which is part of the S-series is stylish and incorporates popular features such as the Ultra Game Mode and Screen Touch

ID," he said.

Vivo Malaysia set up its shop here in 2014. Since then it has opened 5,000 outlets, 20 service centres with 2,000 employees.

"We will continue to invest in Malaysia and see long term growth here," said Xu.

Last year the company sold about 1.5 million phones.

Vivo, which originates from China, ranks top five in the world alongside other well-known smartphone brands such as Apple, Samsung and Huawei.

**Ooi Tee Ching**



Models with Vivo's newly-launched S1 model in Kuala Lumpur yesterday. PIC BY NIK HARIFF HASSAN