



Key Findings

Product Contribution



Top Revenue Contributor

JustGrab

Generated
RM 1.36M

Total Revenue
29.5%



Second-Largest contributor

GrabPlus

Generated
RM 1.06M

Total Revenue
23.0%

Lowest Contribution

Grab Executive

Generated
RM 361K

Total Revenue
7.9%

Recommendation for Growth Opportunity

Shift marketing and product focus toward :
Grab Executive & Grab Premium

Grab Saver & Grab 6-seater need repositioning review for budget purposes