



Samsung taps on AnyMind Group's AnyLive to boost live commerce in eight markets

Through AnyLive, Samsung will introduce an additional 4,450 livestream hours per month across eight markets including Southeast Asia, Australia and New Zealand

Singapore - April 22, 2026 - [AnyMind Group](#) [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced that [Samsung Electronics](#) will utilize AnyMind Group's AI live commerce platform, [AnyLive](#), for its live commerce activities - with a focus on consumer electronics and mobile experience products - in Australia, Indonesia, Malaysia, New Zealand, Philippines, Singapore, Thailand and Vietnam.

In Southeast Asia, Samsung will utilize AnyLive to stream across its Shopee, Lazada and brand.com channels, whilst in Australia and New Zealand, Samsung will deploy AI avatars on its brand.com channel. Through AnyLive, Samsung will introduce an additional 4,450 livestream hours per month across markets and channels.

Samsung was also able to simultaneously deploy 10 AI avatar livestreams across eight markets with just a two-week lead time. The deployment includes three scalable avatar formats: studio-produced avatars, pre-built avatars from AnyLive's [avatar bank](#), and fully AI-generated avatars developed for the Australian and New Zealand markets.

These avatars respond to real-time viewer questions in native languages and local accents, ensuring that a shopper in Manila receives the same personalized education as one in Sydney. This framework allows Samsung to scale regional operations instantly, requiring zero additional production teams or hosts

Chang Soo Park, Regional Head of Online Business, Samsung Electronics Southeast Asia and Oceania, said: "We're now in a pivotal moment in how we connect with our customers, moving beyond the limitations of traditional broadcast schedules to an 'Always-On' engagement model. With live commerce partners, such as AnyLive, we are ensuring that every consumer, regardless of their time zone or schedule, can experience personalized, interactive and high-quality demonstration of our product ecosystem through AI innovation and real-time commerce."

Akinori Kubo, Managing Director, Global E-Commerce, said: "The live commerce industry is entering a new era of 'Hybrid Retail.' We are not looking to replace the magic and spontaneity of human hosts but to enable both hosts and enterprises to be liberated from traditional constraints. By using AnyLive to manage the massive demand for round-the-clock consistency and multilingual accessibility, we allow human creators to focus on high-impact, premium engagement. What this partnership shows is that AnyLive is quickly becoming the engine that brings live commerce scale across eight markets and thousands of hours without compromise."



AnyLive enables enterprises to run 24/7, multilingual live commerce activities through life-like AI avatars that interact and respond to viewers' questions, and track the performance of both human- and AI-led livestreams.

In recent months, AnyMind Group has bolstered its capabilities in social commerce, including the [acquisition of Vietnamese live streaming and social commerce agency, Vibula](#) in September 2025, and in January 2026, acquired [Japanese live streamer management company, Bcode](#) and [vertical video production company, MISM](#).

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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 end-to-end offerings to brands and businesses, publishers and influencers for digital commerce, marketing, logistics, customer engagement, data and AI utilization, publisher monetization and creator monetization. AnyMind Group has over 2,100 staff across 24 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.

As of December 2025, the company serves over 1,500 enterprises for marketing, 220+ enterprises for e-commerce, 1,700+ publishers and 1,200+ creators. More information is available on the company's [investor disclosure site](#).

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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