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KOTA KINABALU: Sabah Electricity Sdn Bhd (SESB) is targeting 400,000 subscriptions for its newly launched MySE+ mobile application, from a base of 725,000 existing consumer accounts.

Chief executive officer Datuk Mohd Yaakob Jaafar said the older MySESB app, which has about 270,000 users, will remain active until year-end to ensure a smooth transition before being phased out.

He said MySE+ was developed at a cost of about RM6 million and is expected to deliver long-term gains in customer satisfaction and operational efficiency.

“We ran the application in its initial phase last month, and the results are positive. The application focuses on a simple, accessible, and user-friendly interface specifically designed to eliminate consumer frustration.

“We want to empower our consumers.

With MySE+, they now have a multi-account management system where users can register and manage tenant accounts, monitor billing usage, and handle multiple properties simultaneously,” he told a press conference after officiating the soft launch of the app here this week.

Mohd Yaakob said the app has already demonstrated payment efficiency, revealing that the initial phase over the past month successfully collected RM50 million in online bill payments through the platform.

“Our users can also track their monthly billing and understand their electricity usage easily. This can also help ensure electricity is used more efficiently,” he said.

He also highlighted that the app significantly enhances customer touchpoints, particularly in reporting power outages. — Bernama