AnyMind Group launches AnyLive for Creators to unlock new opportunities for creators and brands
New offering enables influencers and content creators in Southeast Asia and East Asia to create their own AI avatars and earn from sales generated through the avatar; Malaysian creator, Bella Khan, becomes the company's first signed creator

Singapore - August 21, 2025 - AnyMind Group [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced the launch of AnyLive for Creators, enabling influencers and content creators (collectively creators) to generate their own AI avatars.

The Asia-Pacific live commerce market is projected to exceed US$77 billion by 2030. At the same time, the region's creator economy is on track to surpass US$75 billion by 2032. As these two spaces converge, new challenges emerge such as longer streaming demands, limited creator bandwidth, and a lack of data-driven feedback loops.

AnyLive for Creators addresses these challenges by giving creators the ability to develop AI avatars that can host livestreams on their behalf. This allows creators to passively earn income through affiliate campaigns delivered via livestreams, freeing up more time for content creation and creative exploration.

The AI avatars can stream 24/7 on platforms such as YouTube, TikTok, and Facebook, delivering content in eight languages: English, Mandarin, Bahasa Indonesia, Bahasa Melayu, Thai, Vietnamese, Tagalog, and Japanese.

The company has also announced that Malaysian content creator and entrepreneur, Bella Khann, has become the first creator of its AnyLive for Creators program. Khann has amassed over 1.4 million followers on TikTok and over 1.2 million subscribers on YouTube, and will first deploy her AI avatar on her secondary TikTok account, @bellakhann27, which has over 500,000 followers. The company is also in talks with its network of creators across Southeast Asia and East Asia to onboard them into AnyLive for Creators.

The recently launched analytics module on AnyLive also enables creators to benchmark their performance against their AI avatars and use AI-generated scripts to improve livestream outcomes, whether delivered by themselves or their digital twins. This move marks a strategic expansion of AnyLive beyond existing connected e-commerce platforms, democratizing and enabling creator-driven commerce for both AI avatars and human hosts.

On the launch of AnyLive for Creators, Akinori Kubo, Managing Director of Global E-Commerce, AnyMind Group, said: "We're opening up a new dimension for creators by extending their influence beyond time and effort, and giving brands access to a new channel for live commerce.

We're developing more than just automation, but a step forward for the creator economy where commerce is co-created by humans and AI."

AnyLive is an AI-powered live commerce platform that empowers businesses to run 24/7 live commerce activities across a range of e-commerce and social commerce platforms through AI avatars that deliver content in multiple languages. In addition, AnyLive includes a bank of AI avatars, deep analytics for human-led and AI avatar-fronted livestreams, and AI-powered generation and optimization of host scripts.

As of June 2025, AnyMind Group supports over 2,300 creators across APAC with monetization, channel optimization, content production, and brand collaboration opportunities.

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 2,000 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 March 2025, the company serves over 1,000 enterprises for marketing, 178 enterprises for e-commerce, 1,827 publishers and 2,400 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.