

# Malaysia's AI Opportunity: A quantum leap for economic growth – Appendix

## AI Adoption

- 55% of people in Malaysia told us they were optimistic about the potential of AI for their country, and 55% for how it would impact their lives specifically.
- In total, 48% of people in Malaysia - and 67% of those under 35 - said that they were already using a gen AI tool weekly in their personal lives.
- Over the next five years, we expect a further 25% of workers in Malaysia to adopt AI for work.
- In total, 54% of people in Malaysia - and 66% of those under 35 - said that they were already using a gen AI tool weekly in their work lives.
- 82% of workers in Malaysia said they would be interested in skills training to help them to better take advantage of AI.
- 58% of current AI users said they had largely chosen to use AI tools at work themselves, while 25% said they had been encouraged to use AI tools by their company leadership.

## Impact on Cybersecurity

- AI powered tools can proactively monitor and flag emerging digital security threats. Once widely deployed, we estimate that AI could prevent over 54% of the costs from cybersecurity threats and fraud.

## Google's Impact in Malaysia

- For small and medium businesses, Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube helped provide at least MYR 800 million (US\$ 180 million) of economic activity in Malaysia in 2024.
- In 2024, the app ecosystem enabled by Google Play and Android has enabled the creation of 53,000 direct, indirect and spillover jobs across the region.
- In 2024, Google supported 37,000 jobs by helping businesses expand through their use of Google Search, Google Ads, Google AdSense, Google Play, Google Cloud, and YouTube.
- In 2024, Google Search, Google Ads, Google AdSense, Google Play, and YouTube helped provide MYR 2.4 billion (US\$ 520 million) in export benefits from overseas markets for local businesses.
- In 2024, Google Search, Google Maps, Google Play, Google Drive, and YouTube helped provide MYR 120 billion (USD 25 billion) of additional consumer benefits in Malaysia. This is equivalent to a monthly benefit of MYR 390 (USD 85) for the average online adult, which is the result of easier access to information, increased productivity and a variety of entertainment and enrichment benefits.