



goxuan

FREQUENCY LISTING :

88.9FM Klang Valley

107.6FM Penang

GOXUAN is a cool and hip digital-first entertainment brand which reaches an audience of 199K weekly. It is set to connect and engage with today's Chinese digital natives through the creation of compelling online content that's distinctive and shareable.

**Brand Positioning:**  
够Fun (GO FUN)

**Target Audience:**  
12 - 24 year olds (Chinese)

**Language:**  
Mandarin

goxuan

GO  
FUN





BROCOLEE graduated from Taylor's University with a Bachelor's Degree in Public Relations and Marketing. Besides being a GOXUAN MC, he is also a full-time entrepreneur in the online snacks retail industry. Since young, he has pushed himself to step out from my comfort zone and try new things. When it comes to his personal time, he loves photography and content creating.



MAQ has a flare for hosting. He is also an actor in movies, TV and the advertising industry. He has a strong following on social media and likes to share funny and sports contents. His ultimate goal is to influence more people with his "MAQ energy" and is always bringing positive & energetic vibes to his followers.



JOEY, a fun and spontaneous individual who is driven by the passion for her work and enjoys working in the presence of her peers. She is always up for a challenge and ready to step up her game.



CATHERINE, started her journey in showbiz as part-time announcer with Astro Radio, before landing roles in drama series and movies, as well as hosting for a home shopping channel. Having an active social media presence, she is a carefree, happy-go-lucky girl who embraces change in life but her passion for spreading happiness through the airwaves remains unchanged.



JOE, first shot to stardom with his outstanding performance and charisma in a talent quest in 2010. This multi-talented singer, actor, DJ, host, fashion icon as well as an avid spokesperson for brands and events, has grown his popularity from strength to strength. His audacious and playful personality has earned him a massive following on social media as he never runs out of ideas to entertain fans with a series of light-hearted and creative vlogs.



KRYSTON is an outgoing and adventurous guy that is passionate about his work and is willing to accept challenges throughout the journey. Being in the entertainment industry is something that he has been dreaming about since he was a young. So, when the opportunity to become a GOXUAN MC came along, he jumped at the chance.



## Segments

6.00 am – 10.00  
am

### **GOXUAN Breakfast with Kryston & Joey**

Interesting videos and viral news to energize your day.

4.00 pm – 8.00 pm

### **GOXUAN Drive with Joe & Catherine**

Best moments of GOXUAN Chatroom! With Joe and Catherine.

8.00 pm – 12.00  
am

### **GOXUAN Night with Maq and Brocolee**

Join Maq and Brocolee for some night talk