

# APPENDIX

# CORPORATE PROFILE



## A leading ICT distribution hub in Malaysia...

- Established in 1985, **ECS** is in the business of distributing ICT products in Malaysia
- **ECS'** range of products include volume ICT products (notebooks, desktop, computers, printers and software) and value enterprise systems (network, communication infrastructure, servers and enterprise software)
- **ECS** has long term working relationship with more than 30 global brand names, the longest being 22 years with Hewlett Packard
- **ECS** has nationwide distribution network of more than 2,500 resellers consisting of retailers, system integrators and corporate dealers.
- **ECS'** revenue surpassed RM1.3 billion mark in 2009 and charted a compounded annual growth rate of 24.5% for the past 5 years.



# Aims to be the centre of all things ICT...

## VISION

To be the leading provider of ICT products and value-added services. We strive for sustainable growth to achieve optimum returns to shareholders.

- To be the preferred supplier of choice for ICT products and value-added services by building stronger customer relationships.
- To bring the best-of-breed ICT products and services to enhance the competitiveness of our customers' businesses.

## MISSION

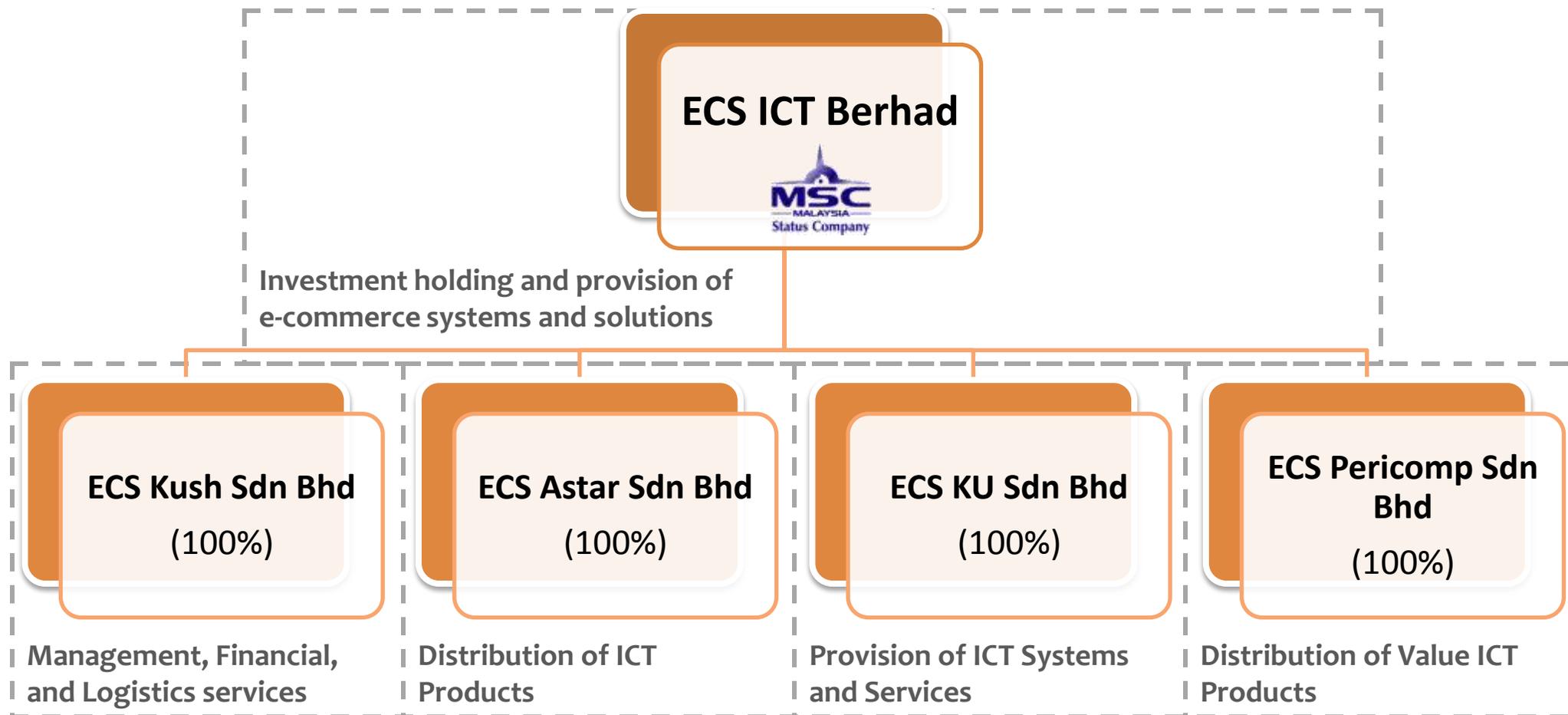


## Vision and Mission

# More than 20 years in the ICT industry since the advent of personal computers...

<b>1985</b>	<ul style="list-style-type: none"> <li>•Began business in marketing personal computers under K.U. Sistem Sdn Bhd (now known as ECS KU Sdn Bhd)</li> </ul>
<b>1986</b>	<ul style="list-style-type: none"> <li>•Management buy-out of K.U. Sistem Sdn Bhd by founders Foo Sen Chin and Dato' Teo Chiang Quan</li> <li>•Pericomp Sdn Bhd (now known as ECS Pericomp Sdn Bhd) was formed to distribute peripherals to dealers</li> </ul>
<b>1994</b>	<ul style="list-style-type: none"> <li>•Set up a branch office in Penang</li> </ul>
<b>1997/1998</b>	<ul style="list-style-type: none"> <li>•KUS Holdings Sdn Bhd (now known as ECS Kush Sdn Bhd) won the inaugural Enterprise 50 award</li> <li>•Astar Sdn Bhd (now known as ECS Astar Sdn Bhd) won the Enterprise 50 award</li> </ul>
<b>2000</b>	<ul style="list-style-type: none"> <li>•KUS Holdings Sdn Bhd (now ECS Kush Sdn Bhd) became a 60% subsidiary of ECS Holdings Limited of Singapore</li> </ul>
<b>2001</b>	<ul style="list-style-type: none"> <li>•Listing of ECS Holdings Limited on the SGX Mainboard</li> </ul>
<b>2004</b>	<ul style="list-style-type: none"> <li>•KUS Group of companies adopted the 'ECS' corporate identity</li> <li>•ECS ICT Berhad was awarded MSC status by MDeC</li> </ul>
<b>2005</b>	<ul style="list-style-type: none"> <li>•Introduction of program to install credit card terminals at resellers' sales points</li> </ul>
<b>2006</b>	<ul style="list-style-type: none"> <li>•Implemented Enterprise Knowledge Portal to improve information storage and sharing</li> </ul>
<b>2007</b>	<ul style="list-style-type: none"> <li>•Establishment of warehouses in Kota Kinabalu and Kuching</li> </ul>
<b>2008</b>	<ul style="list-style-type: none"> <li>•Installation of 720 credit card terminals with over 107 retailers to improve collections</li> <li>•Implemented the FPX payment gateway which enables direct online payment from resellers</li> <li>•Establishment of sales office in Johor Bahru and Kuantan</li> <li>•Launch of our integrated corporate office and warehouse facility in Kota Damansara</li> </ul>
<b>2010</b>	<ul style="list-style-type: none"> <li>•Listing of ECS ICT Berhad on the Main Market of Bursa Malaysia Securities Berhad</li> </ul>

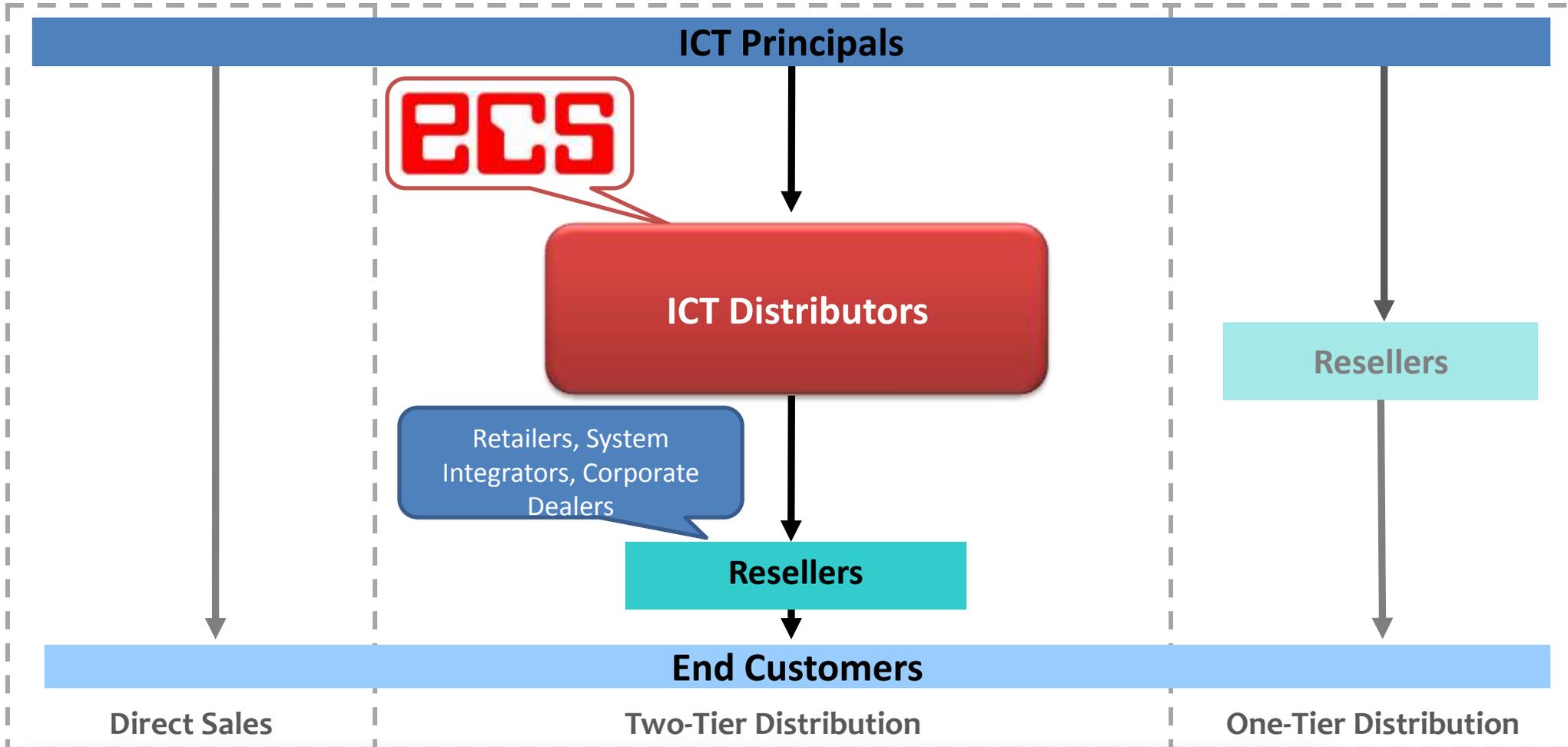
## Focused on distribution of ICT products...



## Corporate Structure

Proxy to ICT growth...

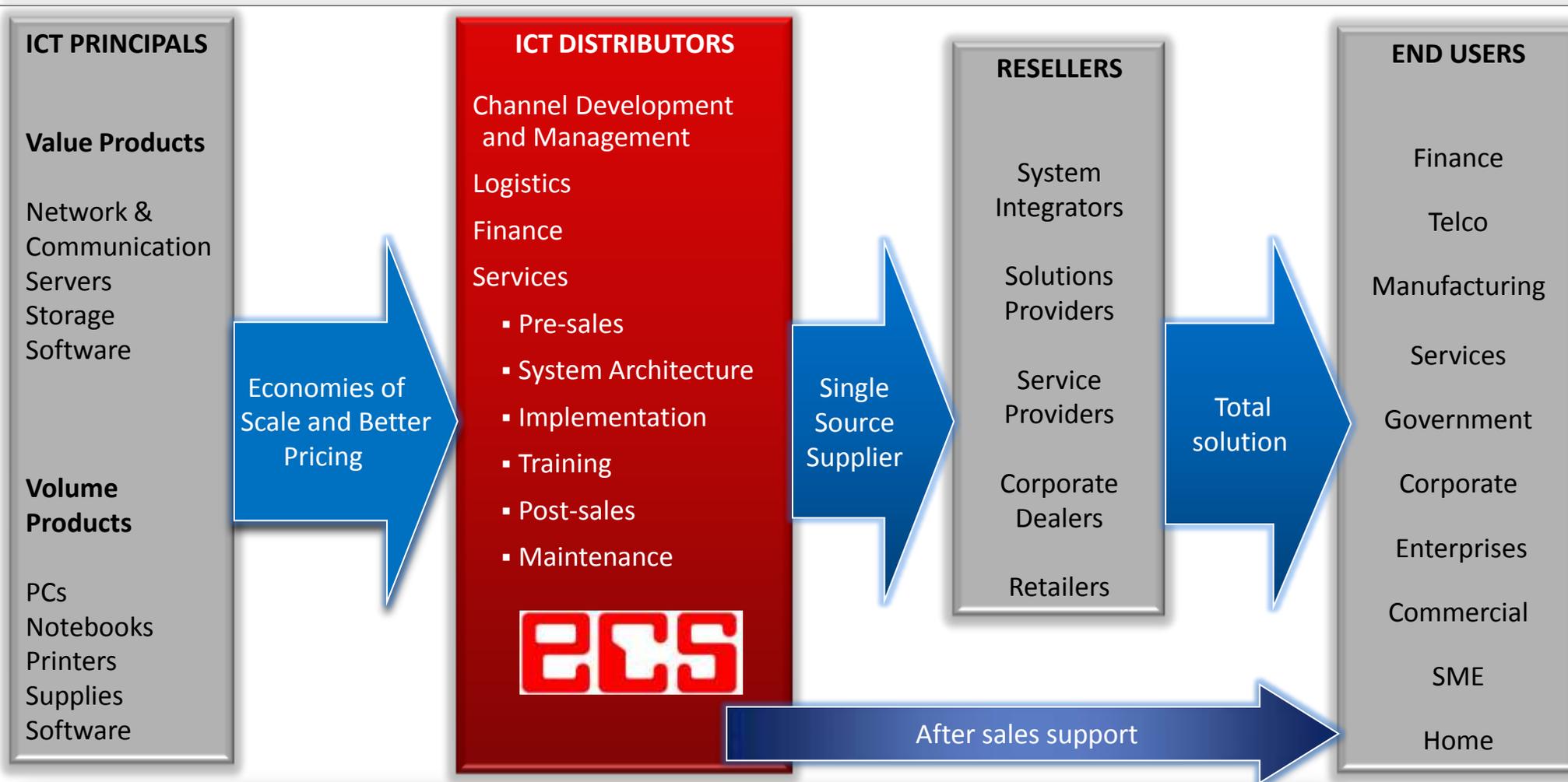
# Well positioned to play a leading intermediary role in the ICT supply chain...



## Market Positioning

Proxy to ICT growth...

# Single source ICT supplier under one roof for diverse customer base...



**ECS** Business Model

Proxy to ICT growth...

Principals include the “who’s who” brands in the ICT industry...



**Microsoft**



**ORACLE**



**BUFFALO**



**EPSON**

**ASUS**



**ARUBA**  
networks

**PHILIPS**

**Canon**

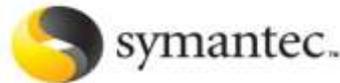
**FORCE**

**Blue Coat**

**EMC<sup>2</sup>**  
where information lives

**PRINTRONIX**  
GLOBAL PRINTING...ENABLED.

**BELKIN.**



**Intermec**



**Google**

**LEXMARK**

**FUJITSU**



**ECS**

**Product Portfolio**

# ECS distributes a wide array of ICT Products and Enterprise Systems... One of the few distribution companies with strong technical support

## ICT Products

- Notebooks
- Personal Computers
- Printers
- Software
- LCD Monitors



## Enterprise Systems

- Servers
- Network Systems
- Data Centers
- Enterprise Software



## ICT Services

- More than 30 engineering personnel providing support for ICT products
- Over 150 certifications from 15 principals



**ECS** Products & Services

Proxy to ICT growth...

# Strong and efficient distribution infrastructure backed by advanced logistics centers...

- Purpose-built flagship warehouse in Kota Damansara spanning 40,000 sq ft.



- Handles an average intake of 5 containers and output of 25 lorries per day.
- Daily sales of RM4 mil to RM5 mil with 400-500 invoices/deliveries.

## Warehouses & Offices



## Distribution Infrastructure

## Led by industry veterans...

### **Mr. Foo Sen Chin, *Managing Director***

- Responsible for steering the Group's overall corporate direction; instrumental in guiding the growth of ECS to becoming a RM1 billion company
- Has about 32 years of experience in the ICT industry
- Graduated with a Bachelor of Science in Electrical and Electronic Engineering from the University of Birmingham, UK; later obtained an MBA from Cranfield School of Management, UK
- A key figure in the ICT industry: served as councilor, treasurer, and deputy chairman of PIKOM from 1995 – 2005; on PIKOM's board of advisors since 2006 to 2009

### **Mr. Soong Jan Hsung, *Executive Director***

- Responsible for the development of new sales and marketing strategies
- Contributed significantly to the Group's success, especially in market development aspects
- Has more than 20 years experience in ICT distribution
- Graduated with a Bachelor in Science majoring in Mathematics from the University of Malaya

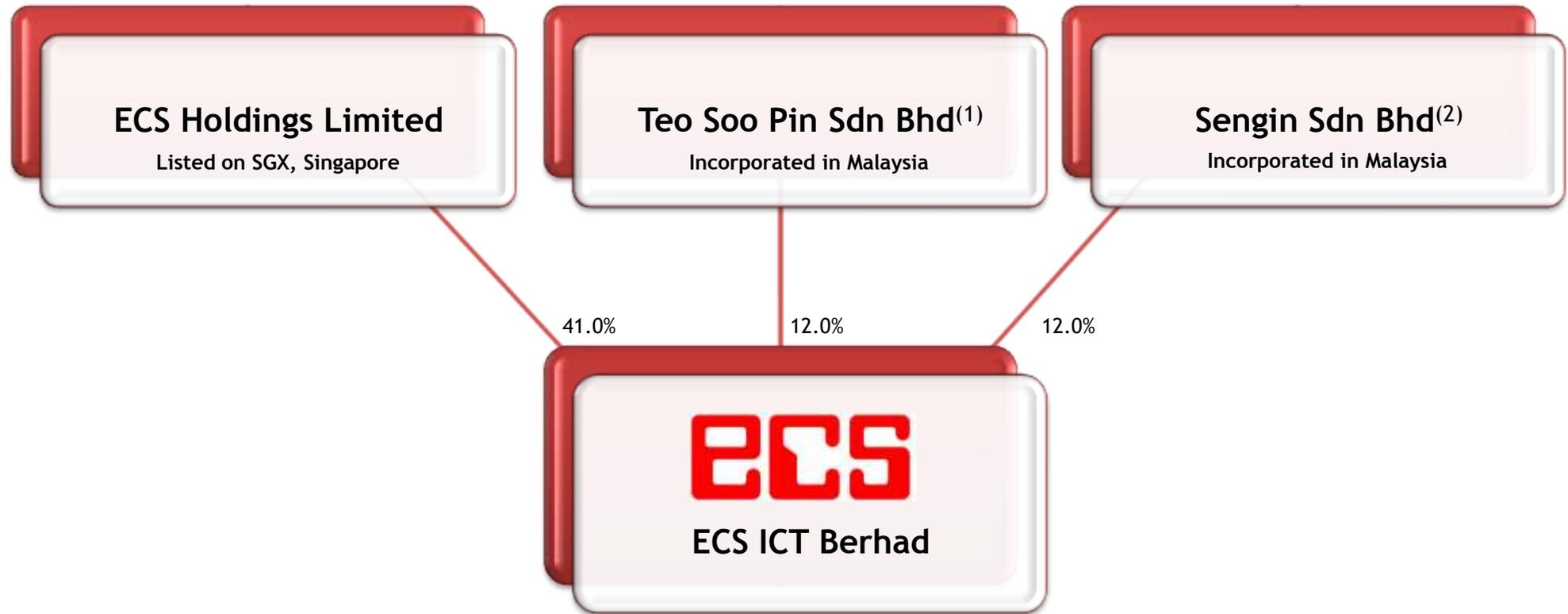
### **Mr. Tee Ang Kuan, *General Manager***

- Responsible for overseeing the Group's operations such as developing business and marketing strategies, marketing and distribution of ICT products, and sales staff management
- Has about 24 years of experience in the promotion and distribution of ICT products to end users as well as corporate customers
- Graduated with a Bachelors of Art (Honours) majoring in Economics from the University of Malaya

### **Mr. Chan Puay Chai, *Financial Controller***

- Responsible for the Group's financial planning & control, financial compliances, credit management, risk management, and other finance related operations
- Has about 20 years of experience in various key accounting positions
- Is an associate member of the Chartered Institute of Management Accountants (U.K.) and a registered accountant with the Malaysian Institute of Accountants

# Part of a leading regional ICT player that is listed on SGX... 35% free float



(1) Deemed interest of Dato' Teo Chiang Quan, *Chairman of ECS ICT Berhad*

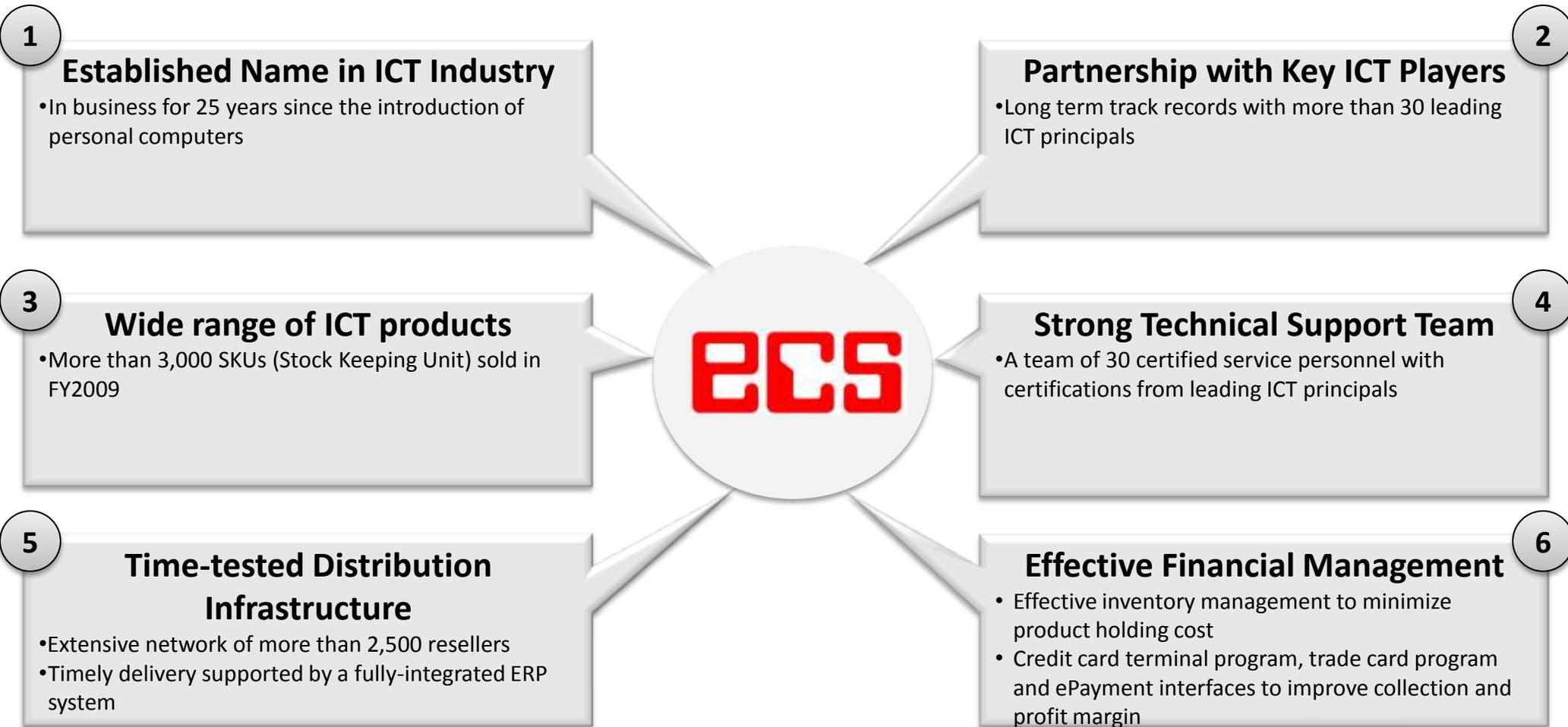
(2) Deemed interest of Mr. Foo Sen Chin, *Managing Director of ECS ICT Berhad*



## Substantial Shareholders

*Proxy to ICT growth...*

# ECS' leading position is driven by the established brand name, efficient distribution ability and strong relationship with principals

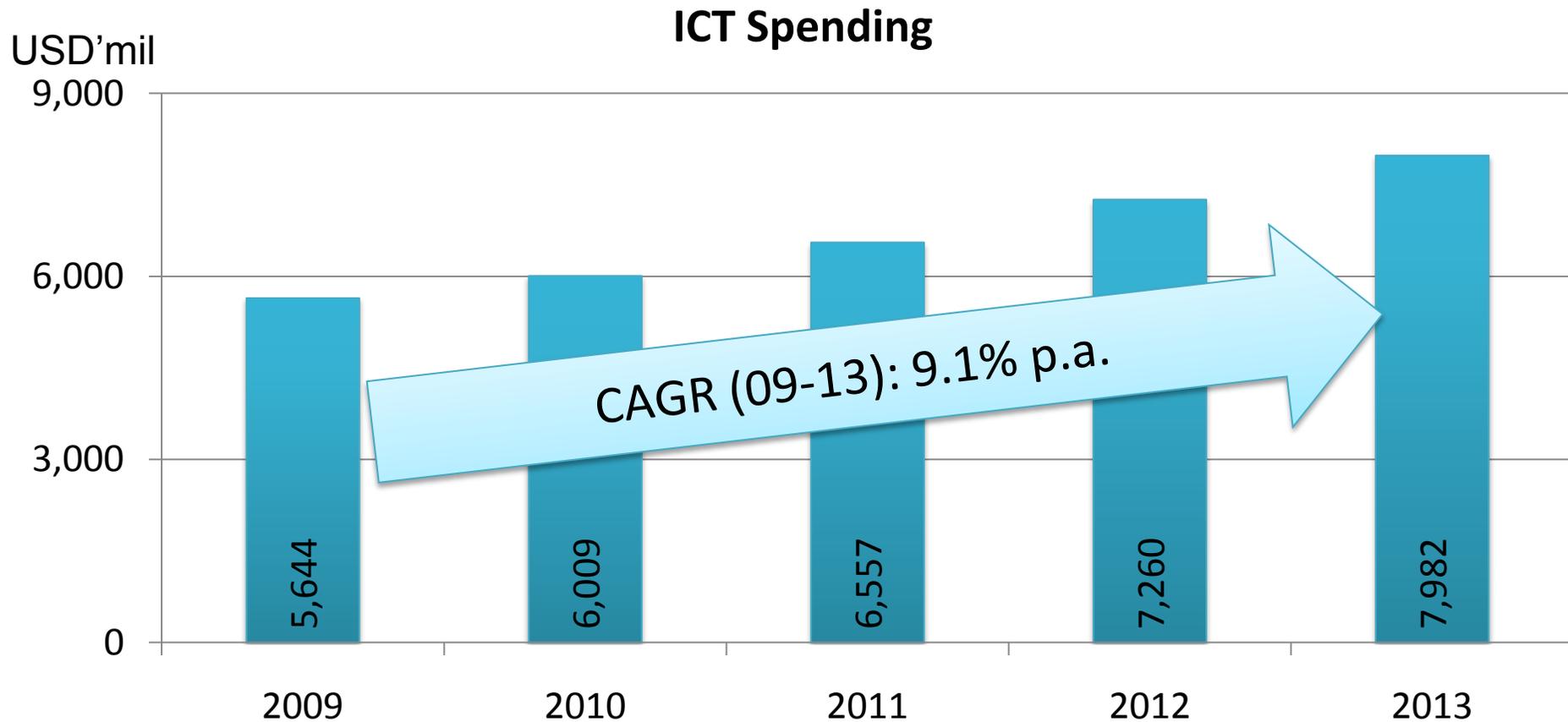


## Competitive Advantages

Proxy to ICT growth...

# INDUSTRY OUTLOOK

# ICT industry in Malaysia to hit USD 8.0 bil by 2013... 9.1% growth p.a.

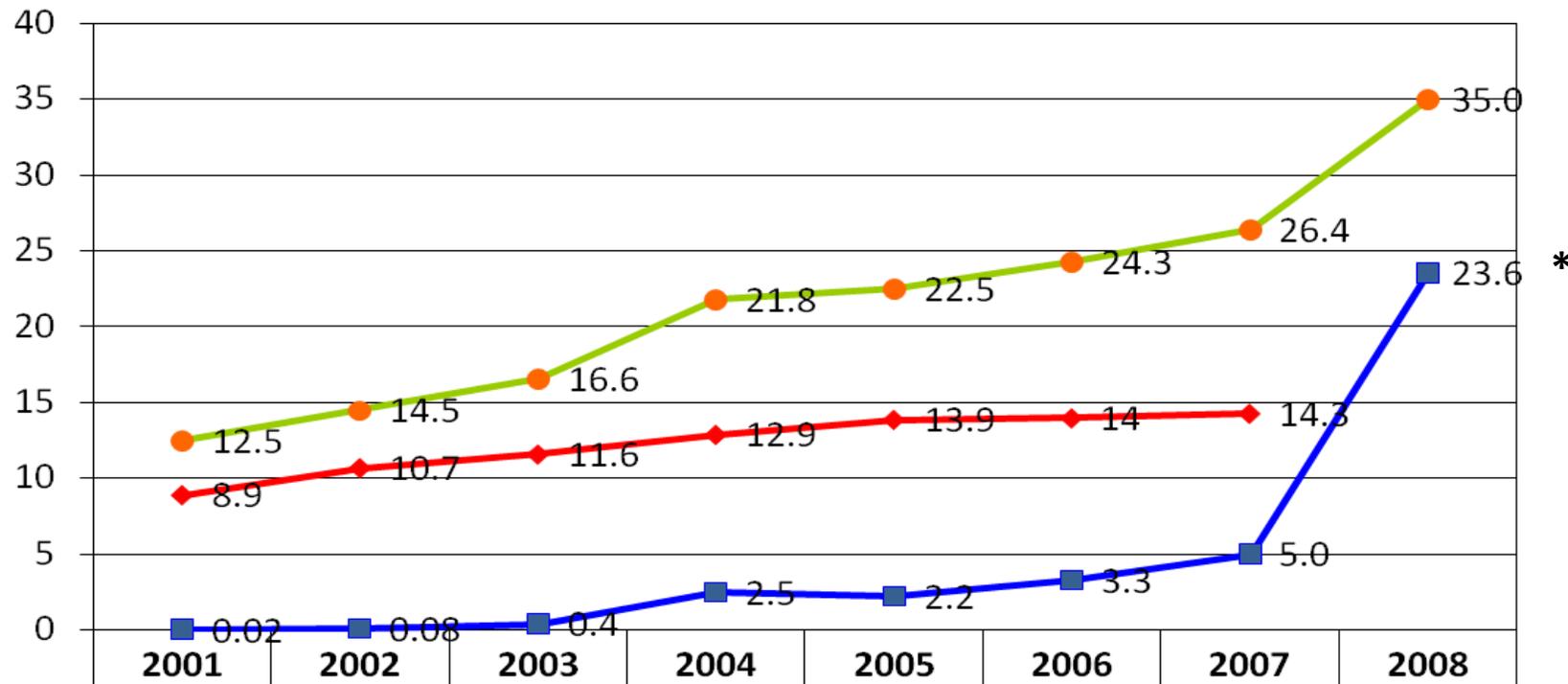


(Source: International Data Corp)

# ICT adoption rate in Malaysia still relatively low... Long term demand for ICT products to be driven by greater adoption

**Penetration Rates for PC, Broadband and Internet**

*\* Inclusion of cellular broadband in statistic*



Source: Pikom

PC	12.5	14.5	16.6	21.8	22.5	24.3	26.4	35.0
Internet	8.9	10.7	11.6	12.9	13.9	14	14.3	NA
Broadband	0.02	0.08	0.4	2.5	2.2	3.3	5.0	23.6



## ICT growth spurred by underlying demand and recovering economy...

- **More ICT demand in tandem with recovering economy**
- **Rapid rollout of nationwide broadband**
- **Strong demand for Notebooks and Network Equipment**

