

## ECS secures Apple iPhone distribution rights in Malaysia

- *Group now distributes the full range of Apple products through its nationwide reseller network*
- *Broadens the Group's smartphone portfolio to encompass premium as well as affordable brands*

Kuala Lumpur, Malaysia, 9 August 2016 - Malaysia's leading ICT distributor ECS ICT Berhad (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) has secured the rights to distribute the Apple iPhone through its consumer and commercial channels across the country.

ECS' wholly-owned subsidiary ECS Astar Sdn Bhd has been a distributor for Apple since 1999, beginning with the colourful range of iMacs. With the iPhone on board immediately, ECS distributes the full range of Apple products including the iMac, MacBook, iPad, iPod, Apple TV and Apple Watch.

“Adding the iPhone into our smartphone portfolio effectively expands our range of smartphones to include premium brands, in addition to our already established affordable range, which would allow us to address consumers' wide demand spectrum.

We are pleased to add one of the top-selling premium smartphones in the world and extend our relationship with Apple further. Their confidence in us is a testament of our hard work over the past three decades in building a formidable distribution network in Malaysia. We hope to continue growing our market share in this smartphone distribution space.”

**Mr. Soong Jan Hsung (宋昭雄)**  
**Chief Executive Officer, ECS ICT Berhad**

Since entering the smartphone industry in 2013, ECS has developed an extensive smartphone channel of more than 1,500 resellers across the country, making the Group one of the major players in the local smartphone distribution market.

Soong added that the iPhone would not only drive the Group's smartphone sales, but also be complementary to the latest offerings of smartwatches, drones and virtual reality goggles for a completely digital lifestyle.

“We began distributing the Apple Watch earlier this year and believe that with the iPhone distribution, it would be synergistic and contribute positively to the Group's performance going forward,” he concluded.



## About ECS ICT Berhad

**ECS ICT Berhad (ECS)**, an MSC-status company, and its group of subsidiaries started in 1985 with the establishment of ECS KU Sdn Bhd. Today, the Group is a leading distribution hub for Information & Communications Technology (ICT) products in Malaysia via ECS ASTAR Sdn. Bhd. and ECS PERICOMP Sdn. Bhd.

Listed on the Main Market of Bursa Malaysia Securities Berhad on 15 April 2010, **ECS** is an associate company of ECS Holdings Limited which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 25,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia, the Philippines, Cambodia and Myanmar.

**ECS** distributes a comprehensive range of ICT products comprising notebooks, personal computers, smartphones, smartwatches, tablets, printers, software, network and communication infrastructure, servers, and enterprise software from more than 30 leading principals.

With a nationwide channel network of more than 5,500 resellers comprising retailers, system integrators and corporate dealers, **ECS** also provides value-added product support and technical services. For more information, please visit [www.ecsm.com.my](http://www.ecsm.com.my)

Issued for and on behalf of ECS ICT BERHAD by Aquilas Advisory (Malaysia) Sdn Bhd.

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