

## **ECS secures ASUS PadFone distribution rights in Malaysia**

- *Reinforces tablet PC range in Malaysia*
- *Malaysia the biggest market for tablet PCs in South East Asia with total revenue of USD374 million in 2011*

**Kuala Lumpur, Malaysia, 30 July 2012** – Malaysia’s leading ICT distributor **ECS ICT Berhad** (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) has reinforced its range of tablets offered, having been appointed by ASUS Malaysia (ASUS, 华硕电脑) to distribute its newly-introduced PadFone – a combination of phone and tablet – in Malaysia.

The ASUS PadFone will be distributed through ECS’ wholly-owned subsidiary ECS Astar Sdn Bhd. ECS Astar has been one of the authorised distributors for ASUS since March 2010 for the full range of ASUS notebooks and Eee personal computers (PCs).

“We are deeply honoured to be entrusted once again with the distribution of another revolutionary product from ASUS, which reflects the successful business partnership between both parties.

The distribution rights not only affirms our position as the leading ICT distributor in Malaysia, but also enables us to quickly adapt our suite of products in tandem with the evolution of consumer preferences.”

*Mr. Foo Sen Chin (胡善正)  
Managing Director, ECS ICT Berhad*

ESC Astar will distribute the ASUS PadFone in Malaysia via its 3,000-strong reseller network nationwide.

Launched following the success of the ASUS Transformer tablets, the PadFone comes in two separate parts: a 4.3-inch display smartphone that runs on the Google’s Android Ice Cream Sandwich operation system (OS), and a PadFone Station – an external 10.1-inch display and a battery pack for the smartphone.

When the phone is connected to the PadFone Station, it will then transform into a fully-functional Android-powered tablet PC. Such versatility allows consumers to reduce the redundancy of carrying multiple portable devices on-the-go.



When docked, the PadFone Station will utilise PadFone's 3G data connectivity for internet access, thus users will only require one data plan for two devices. The PadFone Station automatically charges the PadFone for up to 64 hours of extended usage.

According to a report by GfK Group, an independent research company, Malaysia emerged as the biggest market for tablet PCs in South East Asia, raking total revenue of USD374 million in 2011.

GfK also added that the affordability of Android-based tablets, due to its open source nature, encouraged mass adoption amongst consumers.

“We believe that the PadFone will garner positive consumer response, given its innovation and unique flexibility. We are definitely pleased to collaborate further with principals such as ASUS to enhance their accessibility to end-users,” concluded Foo.

The Group anticipates this distributorship to contribute positively to its financial performance for the financial year ending 31 December 2012.

### **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, a Singapore Exchange main board company which is one of the leading ICT distributors in Asia Pacific, accessing to a network of more than 23,000 channel partners across China, Thailand, Malaysia, Singapore, Indonesia and the Philippines.

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

With a nationwide channel network of more than 3,000 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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