

## ECS to distribute Google Nexus 7 in Malaysia

- *Adds new tablet PC range to its expanding portfolio*
- *Malaysia emerged as the biggest market for tablet PCs in South East Asia in 2011*

Kuala Lumpur, Malaysia, 21 September 2012 - Malaysia's leading ICT distributor ECS ICT Berhad (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) is set to strengthen its foothold in tablet PC distribution in Malaysia after being appointed by ASUS Malaysia (ASUS, 华硕电脑) to distribute the Google Nexus 7 tablet PC in Malaysia.

This appointment sees ECS expanding its tablet PC distribution portfolio further, having secured the distribution rights of ASUS' PadFone range recently. The Google Nexus 7, which is jointly-developed by ASUS and Google, will be distributed through ECS' wholly-owned subsidiary ECS Astar Sdn Bhd, who has been ASUS' authorised distributor since March 2010.

"We are pleased and proud to be working alongside ASUS once again and it is an honour to be entrusted with this privilege to oversee the distribution of another innovative product from them.

This distribution not only allows us to expand our current tablet PC portfolio but also reinforces our position as the leading ICT distributor in Malaysia, as we grow in tandem with the increasing demand for more tablet PCs in Malaysia."

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

ECS Astar will oversee the distribution of the Google Nexus 7 tablet PCs via its more than 3,000-strong reseller network across Malaysia.

Launched in Malaysia today, the Google Nexus 7 is the first tablet in Google's Nexus line of devices and the lead device for the Android 4.1, Jelly Bean operating system. The tablet will be the world's first 7-inch quad-core tablet which features the combination of ASUS' premium hardware and all the entertainment from Google Play.



According to a study done 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 concluded that the affordability of Android tablets, due to its open source nature, encouraged mass adoption amongst consumers.

“We believe that the Google Nexus 7 will gain a positive response from the local consumers, given its portability and slim features. The collaboration between two recognisable brands in the industry, ASUS and Google, is also an added highlight that will attract users,” said Foo.

“We are proud to be given this opportunity by ASUS once again to bring their latest innovation quickly and effectively to end-users through our wide distribution network,” he concluded.

The Google Nexus 7 will be available in Klang Valley and nationwide immediately.

#### **About ECS ICT Berhad (www.ecsm.com.my)**

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)

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