

ECS awarded distributorship for Xiaomi MiPad in Malaysia

- *Authorised distributor of Xiaomi's tablets via the Group's IT and mobile device reseller channel numbering more than 5,000-strong nationwide*

Kuala Lumpur, Malaysia, 5 March 2015 – Malaysia's leading ICT distributor **ECS ICT Berhad** (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) strengthened its mobility products distribution portfolio after being appointed by China-based electronics manufacturer, Xiaomi, to be the company's authorised distributor of the Xiaomi MiPad tablets in Malaysia.

“Xiaomi has quickly risen the ranks to become a global household brand within the mobility products sector. ECS is not only proud to partner an emerging brand like Xiaomi, but also to be its robust on-the-ground presence through our reseller network numbering more than 5,000-strong nationwide.

We believe that our IT and mobile reseller channel is complementary to Xiaomi's virtual platform, and would enable Xiaomi to extend its reach to meet customers' demand.

With close to 40 renowned brands in our ICT distribution portfolio, ECS is reinforcing our position as Malaysia's leading ICT distributor.”

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

Xiaomi's typical business model globally is to sell its products online via its web store. With the appointment of ECS' wholly-owned subsidiary ECS Astar Sdn Bhd, local IT and mobile device resellers will now be able to sell Xiaomi's MiPad tablets at their respective stores nationwide.

The MiPad features a 7.9 inch screen and is powered by a quad-core processor. The tablet comes equipped with 16 gigabytes (GB) of flash memory, with the option to expand to 128GB. Xiaomi's Mi Pad is priced at RM799.00.

Xiaomi's MiPad was launched in Malaysia through its online store on 10 February 2015 and all units were sold out within 65 seconds.



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 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, smartphones, 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 5,000 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

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

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