

**Press Release – ECS To Distribute Lenovo Smartphones**

## **ECS To Distribute Lenovo Smartphones In Malaysia And Thailand**

- ***Entry of new smartphone brand strengthens Group's mobile devices portfolio***
- ***Take advantage of the growing smartphone market in Malaysia and Thailand***

**Singapore, 06 June 2013 – ECS Holdings Limited** (“ECS” or the “Group”) announced today that it has signed an agreement to distribute Lenovo smartphones in Malaysia and Thailand. Lenovo is the world’s second-largest PC maker and has risen rapidly to become China’s second-largest smartphone manufacturer.

The Singapore Exchange Mainboard-listed leading regional Info-Comm Technology (“ICT”) solutions provider representing best-of-class global brand names said it is the first local ICT distributor to bring in Lenovo smartphones into Malaysia and Thailand, where it currently distributes the brand’s entire range of notebooks and desktop PCs through its established network nationwide.

Lenovo ventured into the smartphone market in 2011 and now commands over 13% of the smartphone market in China.

Following its success in China – the largest smartphone market in the world – Lenovo is adding Malaysia and Thailand to its regional smartphone distribution footprint in the Asia Pacific region.

Expected to be available this June, the new Lenovo models to be carried in both countries will be K900, S920, and A706. The P780, S820 and A390 will be available only in Malaysia. Each Lenovo smartphone is designed with specific customer needs in mind and inspired by consumers in emerging markets.

According to International Data Corporation (IDC), Malaysia’s ICT spending is expected to reach 7.6% growth this year from RM9 billion last year, of which smartphones is set for high year-on-year growth of 34.6%. IDC has forecast that the smartphone market in Thailand – the second largest smartphone market in Asean – will expand by 40% to 7.3 million units this year.

Given the size and potential of the markets in both countries, the Group is upbeat on the entry of the new smartphone brand at this point in time.

Mr. Ong Wei Hiam, Group Chief Executive Officer of ECS, said, “The entry of Lenovo smartphones into the market parallels ECS’ own strategy of establishing a robust smart devices distribution channel. It signifies that the time is indeed right for ICT players to tap the market’s growth.”



Mr Tay Eng Hoe, Group Executive Chairman, said, “This agreement not only further extends our winning relationship with Lenovo, but, more importantly, enables us to play a key role in expanding the reach of Lenovo’s newest product lines.”

“With global sales of smart mobile devices, such as smartphones, tablets and e-readers, expected to grow by 20% in 2013 according to IDC, the Group will continue to widen its product range and distribution channels to take advantage this positive trend,” Mr Tay added.

###end of release###

Issued on behalf of the Company by WeR1 Consultants Pte Ltd  
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#### **About ECS Holdings Limited (“ECS”)**

*Listed on Singapore Exchange Mainboard since 2001, ECS is a leading ICT products and services provider, serving a wide regional customer base. The Group has 67 offices in six countries namely China, Thailand, Malaysia, Singapore, Indonesia and the Philippines. The three main businesses are Enterprise Systems, IT Services and Distribution. Enterprise Systems Division designs, installs and implements IT infrastructure for companies, while IT Services Division provides a comprehensive range of professional, technical support and training services. Leading IT vendors use ECS’ network of over 23,000 channel partners in the region to distribute their products. ECS has a consistent profit track and a management that is focused on operational excellence to achieve sustainable profit growth and enhance shareholder returns. For more information, please log onto: <http://www.ecs.com.sg>*