

ECS boosts smartphone portfolio with ASUS Zenfone

- *Distributes ASUS smartphones at affordable price points to meet popular demand*
- *To expand revenue contribution from smartphone distribution*
- *Malaysia's smartphone market expected to grow 21.3% in 2014*

Kuala Lumpur, Malaysia, 11 April 2014 – Malaysia's leading ICT distributor **ECS ICT Berhad** (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) further strengthened its smartphone portfolio by adding the range of ASUS Zenfone for distribution nationwide, effective today.

Already an established ICT distributor, ECS entered the smartphone distribution sector in end-2012, and within a year, recorded tremendous sales growth in the product line. ECS aims to accelerate this growth rate further with the ASUS Zenfone range.

“Our role as an ICT distributor is to be attentive to the market's evolving preferences, and strive to provide our resellers with quality products that are sought-after by end-users.

Smartphones are certainly included in the ‘high demand’ product category; even more so those within the affordable price range to appeal to the mass market.

With our positive start in the smartphone distribution channel thus far, together with ASUS' strong brand equity, we are confident of growing our smartphone revenue stream even further in 2014.”

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

Securing the distribution rights for the ASUS Zenfone range of smartphones effectively cements the relationship between ECS' wholly-owned subsidiary ECS Astar Sdn Bhd and ASUSTEK Computer Malaysia Sdn Bhd (ASUS, 華碩電腦). ECS currently distributes ASUS notebooks and tablet PCs. ASUS consumer notebook PC has gained tremendous market share over the past three years to become one of the top brands in Malaysia. ASUSTEK aims to replicate similar success for its range of smartphones.

Even though Malaysia's smartphone penetration rate reached more than 60% in 2013, the International Data Corporation maintains that the smartphone market has more room for expansion, with local smartphone sales anticipated to grow by a healthy 21.3% in 2014.

Amongst other factors, the higher sales are expected to be driven by increasing demand for affordable smartphones. The ASUS Zenfone, featuring price points between RM299 and RM899, are well within the affordable bracket for the masses while maintaining innovative features and quality.

Foo also commented that Malaysia's increasing mobile internet penetration and mobile application adoption further encouraged smartphone sales going forward.

"Malaysia is fast becoming an increasingly connected community, with mobile or wireless internet widely prevalent in homes, education institutions, workplaces and even public environments. This greatly supports the mass adoption of smartphones amongst all strata of society," said Foo.

"Therefore, the addition of ASUS Zenfone is a timely addition to our smartphone product range to meet the anticipated demand upsurge," 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, 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, 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 4,000 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.
For media enquiries, please contact:**

Ms. Julia PONG julia@aquilas.com.my

Tel: +603 2711 1391 / +6012-390 9258

Ms. Caren LWEE carenlwec@ecsm.com.my

Tel: +603 6286 8201 / +6012-626 6855