

## **ECS first to distribute Lenovo smartphones in Malaysia**

- *Entry of new smartphone brand strengthens Group's smart devices portfolio*
- *Malaysia's smartphone market to be worth USD2.1 billion in 2013*

**Kuala Lumpur, Malaysia, 17 April 2013** – Malaysians are now able to get their hands on Lenovo smartphones, thanks to a distribution agreement between Malaysia's leading ICT distributor **ECS ICT Berhad** (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECST.KL) and Lenovo Technology Sdn Bhd, the local subsidiary of the world's second-largest personal computer (PC) maker.

Through its wholly-owned subsidiary, ECS Astar Sdn Bhd, ECS becomes the first local ICT distributor to bring in the range of Lenovo smartphones into the domestic market, where it currently distributes the electronic giant's entire range of notebooks and desktop PCs through its established network nationwide.

“We are pleased to be appointed as the first to distribute one of the fastest-growing smartphone brands into the Malaysian market.

In the short time that it has been involved in the smartphone business, Lenovo is already a leading player in the China market and is now keen on translating its success on the international stage.

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 here.”

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

Although the formidable PC maker only ventured into the smartphone market in 2011, Lenovo quickly rose through the ranks to become the second-largest smartphone maker in China, capturing 13.2% market share in 2012.

Following its success in the East Asian nation, the largest smartphone market in the world, Lenovo has brought its popular smartphones to India, Indonesia, the Philippines, Russia and Vietnam.

While the agreement between ECS Astar and Lenovo Technology encompasses the full range of Lenovo smartphones, ECS will initially distribute two models with immediate effect – the Lenovo S890 and P770, which are targeted at differing market segments.

The S890 is designed for entertainment, supporting games and multimedia features while the P770 is for professionals on the go, equipped with 1.2GHz dual core processor, 16-hour talk-time and 300-hour standby mode. Both phones come equipped with Android 4.1 Jellybean operating systems.

According to International Data Corporation (IDC), the Malaysian smartphone market is expected to reach USD2.1 billion in 2013, up 30.3% from USD1.3 billion last year. By 2016, the leading ICT market research firm expects the local market to be worth around USD3.0 billion.

Given the size and potential of this market, Foo was upbeat on the entry of the new smartphone brand at this point in time.

“The entry of Lenovo smartphones into the Malaysian market is parallel to ECS’ own strategy of establishing the smart devices distribution channel. More than a mere coincidence, it signifies that the time is indeed right for ICT players to tap into the market’s upward trajectory.”

“With strong products catering to a growing IT-savvy population – and indeed, more to follow – we are optimistic that our smartphone business is off to a good start,” Foo 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, 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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