

ECS distributes Microsoft Surface tablet PC

- *Leading ICT distributor to bring long-awaited Surface RT to the Malaysian market*

Kuala Lumpur, Malaysia, 25 April 2013 – Microsoft’s long-awaited Windows 8 device, the Surface RT, will now be available in Malaysia following a distribution agreement signed between Microsoft (Malaysia) Sdn Bhd and ECS Astar Sdn Bhd, a wholly-owned subsidiary of Malaysia’s leading ICT distributor **ECS ICT Berhad (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL)**.

With the agreement, ECS will distribute the Surface RT to selected Microsoft retail partners nationwide. Currently ECS already distributes Microsoft software licences and hardware products like PC keyboards, webcams, and mice to the Malaysian market.

“We are pleased to have signed this distribution agreement with Microsoft Malaysia. Not only does this build upon our long-standing working relationship but also allows both parties to tap into growing demand for new tablets in the local market for personal and/or work purposes.

The Surface RT has been warmly received in the many markets where it was launched and we are optimistic that this device will be equally welcomed by Malaysian consumers.

Hence, we are confident that this distribution agreement will benefit both ECS and Microsoft Malaysia going forward.”

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

The Surface RT was launched in the US in October 2012. Microsoft has been gradually rolling-out the device globally, with Malaysia being the latest country in the Asia Pacific region to make it available.

Its specifications and 10.6-inch ClearType HD screen make it the ideal tablet for those seeking entertainment on the go. Another Windows 8-powered Microsoft tablet, the Surface Pro, which is aimed at commercial and enterprise users, is slated for its Malaysian debut in June 2013.

Foo said the launch of the Surface RT today was timely, given the growing popularity of tablets for both the consumer and enterprise markets in the country.

According to a recent report by International Data Corporation (IDC), the tablet market is expected to be worth USD664.0 million in 2013, up 17.7% from the estimated USD564.0 million last year. The ICT research house further forecasts that this segment of the Malaysian market is set to reach USD743.0 million by 2016.

“With the increasing demand for tablets from the local market at this moment, and given the forecasted increase over the next few years, there is every opportunity that the Surface RT will be able to carve out a strong niche in the Malaysian tablet market.”

“With ECS’s strong position in the distribution of tablets, thanks to our wide product portfolio and established nationwide network, we are able to support Microsoft Malaysia with its plans to grow its tablet PC market share in Malaysia,” Foo added.

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

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