

## ECS, Samsung Malaysia seal B2B distribution agreement

- *ICT distribution market leader to distribute Samsung's entire range of IT and mobility products to enterprise users*
- *Partnership to tap into growing 'Bring-Your-Own-Device' (BYOD) trend*

Kuala Lumpur, Malaysia, 9 April 2013 - Malaysia's leading ICT distributor ECS ICT Berhad (ECS, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) and Samsung Malaysia Electronics (SME) Sdn. Bhd. (Samsung Malaysia) have signed a business-to-business (B2B) distribution agreement that will see ECS distributing the global leading consumer electronics provider's entire range of IT and mobility products to the enterprise market.

Under the agreement, Samsung notebook PCs, tablet PCs, smartphones and phablets (like the Galaxy Note II) will be distributed by ECS's subsidiary - ECS Astar Sdn Bhd's nationwide network of resellers and corporate dealers - to the Malaysian business community.

The two parties are no strangers to each other, as the domestic ICT distribution market leader has long been a distributor of Samsung's pioneering technologies, including its notebooks, tablet PCs, LCD monitors, Large Format LCD monitors, printers and consumables to the consumer market, since 2005.

"ECS is pleased to have signed this B2B distribution agreement with Samsung, as it strengthens the collaboration between the two parties, and, allows us to penetrate into what is a growing market a market segment with vast potential.

"The use of smart devices for B2B purposes is on the increase in corporate Malaysia, thanks to advancements in wireless Internet penetration, and the availability of web-enabled notebooks, smartphones and tablet PCs. These developments have given rise to an increasing number of enterprises empowering their workforce with mobility tools to improve work efficiency, or what is now being called the Bring-Your-Own-Device (BYOD) trend.

"With these exciting and rapid developments, this B2B distribution agreement between ECS and Samsung will gear both partners towards achieving growth in tandem with the fast-evolving market."

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

According to leading ICT market research firm International Data Corporation (IDC), spending on smart mobility products in Malaysia was expected to reach approximately USD5.5 billion by 2016, up 20.6 per cent from the estimated USD4.6 billion expected this year.

Similarly, Malaysian Government data estimate that adoption of smartphones and tablet PCs - two core components of BYOD - in the first three months of this year, is expected to rise to 73 per cent and 48 per cent, respectively. By comparison, smartphone and tablet PC adoption in mid-June 2012 stood at 47 per cent and 14 per cent, respectively.

“As part of our Enterprise Partner Program, Samsung is pleased to have signed this B2B distribution agreement with ECS - seamlessly connecting our partners with Samsung’s industry leading enterprise solutions products. Samsung has a long-standing relationship with ECS, which has been built on shared values of exemplary customer service and satisfaction. We now look to respond quickly to what is a rapidly-changing marketplace, particularly with regard to BYOD and mobile security.

“The BYOD trend has altered how enterprises approach the mobility of their workforce, encouraging a more customer-oriented and value management style. To address this trend, Samsung has built on existing capabilities to further develop business-class solutions. In addition to developments on the product end, Samsung is building an eco-system with leading global business partners to boost their B2B solutions.

“Together, with our powerful, innovative and connected devices on the market, we will deliver a comprehensive, best-in-class enterprise mobility solution to meet today’s demands of a diverse mobile workforce and we are thrilled that ECS is partnering us in achieving these goals.”

*Mr. Varinderjit Singh*  
*Vice President, B2B Business Unit, Samsung Malaysia Electronics (SME) Sdn. Bhd.*

### 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).

### About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of televisions, smartphones, personal computers, printers, cameras, home appliances, LTE systems, medical devices, semiconductors and LED solutions. We employ 236,000 people across 79 countries with annual sales of US\$187.8 billion. To discover more, please visit [www.samsung.com](http://www.samsung.com).



Media Liaison:

**For ECS ICT Berhad**

Ms. Julia Pong  
julia@aquilas.com.my  
Tel: +603 2711 1391 / +6012-390 9258

Ms. Caren Lwee  
caren@ecsm.com.my  
Tel: +603-6286 8201 / +6012-626 6855

**For Samsung Malaysia Electronics (SME) Sdn. Bhd.**

Neil Fraser  
neil.fraser@edelman.com  
Tel: +603 2287-8689, ext 224

Joseph Cheong  
joseph.cheong@edelman.com  
Tel: +603 2287-8689, ext 216

Fionn Chin  
fionn.chin@samsung.com  
Tel: +603-2165 0115