

## **PRESS RELEASE**

# **ECS partners with Seagate to grow hard disk distribution portfolio**

- *To distribute Seagate's branded storage solutions*
- *ICT storage devices sales expected to reach US\$166 million in FY2014*

**Kuala Lumpur, Malaysia, 24 June 2014** – Malaysia's leading ICT distributor **ECS ICT Berhad** (**ECS**, 佳杰科技; Bloomberg: ECS MK; Reuters: ECSI.KL) further enhanced its distribution portfolio by partnering with Seagate Technology (NASDAQ: STX), a worldwide leader in storage solutions.

ECS' wholly-owned subsidiary ECS Astar Sdn Bhd was recently appointed by Seagate to distribute its full range of branded storage solutions, including portable and desktop external hard drives, network attached storage and home entertainment storage solutions via the Group's ICT reseller network throughout Malaysia.

"We are pleased to add Seagate into our extensive list of ICT products comprising more than 30 renowned brands. With our nationwide channel network of more than 4,000 resellers and Seagate's strong branding, we will ensure that Seagate storage products will be made available to consumers throughout the country.

As with our other successful collaborations, we will work closely with Seagate to align our objectives and ensure that this partnership will be a fruitful one for both parties."

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

"Adding ECS ICT Berhad to our business enables Seagate's branded products to reach a broader customer set. This will also enable customers in Malaysia to have more access to our industry-leading storage products. We are pleased to work closely with ECS ICT Berhad because it shares Seagate's commitment in providing our customers with best-in-class solutions and support."

**Mr. BanSeng Teh**  
*Senior Vice President and Managing Director*  
*Seagate Asia Pacific and Japan*

Seagate's portable and desktop external drives deliver advanced features to protect, share and save nearly every aspect of one's digital life. The flagship Backup Plus family drives enable one-click local backup, making it easier than ever to back up one's most valuable digital content. Seagate Central and Seagate Wireless Plus deliver new ways to enjoy digital photos, music and movies from anywhere. Seagate's complete network attached storage (NAS) solutions help homes and businesses to centralize, backup and access critical files.

Data storage devices are becoming more essential as more data is produced on a daily basis via personal computers and mobile devices. With larger capacity storage devices available at affordable rates, demand for such devices are expected to rise within the next few years.

The International Data Corporation forecasts that the ICT storage industry in Malaysia is set to rebound in FY2014 with estimated US\$166 million worth of sales as compared to US\$152 million in FY2013.

“We believe that the ICT storage industry is still very much in expansionary mode and holds much prospects going forward. Users would require bigger capacities to store their data like documents, pictures and videos in order to ensure that it can be retrieved later on,” Foo added.

“Thus this partnership with Seagate is timely as together, we believe we can seize these growth opportunities going forward,” 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](http://www.ecsm.com.my)

### **About Seagate**

Seagate is a worldwide leader in storage solutions. Learn more at <http://www.seagate.com>

**Issued for and on behalf of ECS ICT BERHAD by Aquilas Advisory (Malaysia) Sdn Bhd. For media enquiries, please contact:**

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