

Huawei Announces Availability of the Ascend P1 – its Flagship Dual-Core Smartphone – in Malaysia

*Aims for major expansion of its Device business across Malaysia
With new ECS partnership*



Kuala Lumpur, September 6, 2012: Huawei, a leading global information and communications technology (ICT) solutions provider, today announced that its flagship dual-core smartphone, the Huawei Ascend P1 is now available in Malaysia.

It also announced the expansion of its device business through a new distribution partnership with ECS ICT Bhd (“ECS”) via its wholly-owned subsidiary ECS Astar Sdn Bhd, which will open up access to more than 3,000 resellers nationwide.

“The availability of the Ascend P1, which combines smart features and a sexy design, represents a significant milestone for Huawei Device. Furthermore, we are pleased to announce that it is the first 1.5GHz Dual-core smartphone (with Super AMOLED) to be competitively priced at only RM1299,” said Wong Wey Hwa, Head of Consumer Business, Huawei Device Malaysia.

The Ascend P1 is about beauty meets brains – proof that technology and good looks can go hand-in-hand. It features a dual-core 1.5GHz TI OMAP 4460 Cortex-A9 processor and

measures 7.69mm thin and 64.8 mm long, providing a very comfortable grip. With a 4.3-inch super AMOLED 960 x 540 touch screen with Corning® Gorilla® Glass, an 8-megapixel BSI rear-facing camera and Dolby Mobile 3.0 + 5.1 surround sound technology, the Ascend P1 provides a home theatre experience in the palm of your hands.

Delivering the ultimate in elegance and speed with a 1670mAh battery, the Huawei Ascend P1 provides the fastest multi-tasking, video replay and gaming experience in its class. It is currently available in metallic black and ceramic white.

“Huawei Device focuses on users’ needs and our R&D team constantly designs devices that make mobile connectivity simpler and enrich consumers’ lives. In Malaysia, we are building the Huawei brand step by step. While we are known to be the main broadband devices partner with all network operators here, we are also gaining traction in consumer devices such as smartphones and tablets.

“Through our formal partnership with ECS in Malaysia, we are able to expand our product reach and offer more accessibility of our devices to everyone looking for value-added mobile connectivity. For those interested to purchase the Ascend P1, it is immediately available at participating ECS Retailers in Klang Valley, and in other markets in the next few weeks,” said Wong.

ECS, the leading ICT distributor in Malaysia, currently distributes a comprehensive range of IT-based products comprising notebooks, desktop computers, printers, software, servers, and software from leading market vendors. ECS will focus on the roll out of IT-based devices from Huawei including but not limited to Broadband Modems, Wireless Routers, Mobile WiFi and Android Tablets.

About Huawei Device

Huawei Device products cover a wide range of market sectors including mobile phones, mobile broadband devices, and home devices. With primary focus on the consumers, Huawei Device is committed to creating the most influential smart device brands in the world, providing user-friendly mobile Internet experiences.

As of the end of 2010, Huawei Device's products were available through more than 500

operators in more than 140 countries. Huawei Device currently serves all of the top 50 operators in the world and has established strategic partnerships with many of the world's leading operators including Telefónica, China Mobile, Vodafone, T-Mobile, BT, China Telecom, NTT Docomo, France Telecom, and China Unicom. Huawei Device covers a wide range of products and solutions for operators, including handsets, mobile broadband and convergence devices and video conferencing systems and solutions.

Huawei Device has more than 10,000 employees, whereby 50% are engaged in R&D, working in 100+ offices around the globe. In 2011, Huawei Device shipped approximately 150 million units across all product lines, with revenue more than USD \$6.8 billion.

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