

ECS
ECS ICT BERHAD
(Company No. 351038-H)

MSC
MALAYSIA
Status Company



**EVOLVING WITH
TECHNOLOGY**

**annual
report 2012**

vision

- To be the leading provider of Information & Communications Technology products and value-added services.
- We strive for sustainable growth to achieve optimum returns to shareholders.

mission

- We shall strive to be a leading provider within Malaysia of reputable, quality computer systems, hardware, software, services and support for our customers.
- We shall conduct business with our valued customers and suppliers with professionalism and integrity.
- We shall have an environment to develop, motivate and reward our staff by providing training and incentives for productivity.
- We shall achieve the profitability for future growth and to give an adequate return to shareholders.
- We shall be good corporate citizens with social responsibilities to our communities.

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cover rationale

We at ECS ICT Berhad ("ECSB") believe in constant evolution; both in aligning our business direction with rapid technological advancements, as well as fulfilling the increasingly dynamic demands from our customers.

By transforming our business model from 'brick and mortar' to 'click and mobile', ECSB endeavours to reinforce its position as the leading ICT distribution hub in Malaysia.

corporate profile

Today, the Group is a leading distribution hub for ICT products in Malaysia via ECS Astar and ECS Pericomp.



ECSB, an MSC-status company, and its subsidiaries (“the Group”) started in 1985 with the establishment of ECS KU Sdn. Bhd. (“ECS Ku”). Today, the Group is a leading distribution hub for Information & Communications Technology (“ICT”) products in Malaysia via ECS ASTAR Sdn. Bhd. (“ECS Astar”) and ECS PERICOMP Sdn. Bhd. (“ECS Pericomp”). Listed on the Main Market of Bursa Malaysia Securities Berhad on 15 April 2010, ECSB is an associate company of ECS Holdings Limited (“ECSH”), a Singapore Exchange mainboard 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 Philippines.

ECSB 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, ECSB also provides value-added product support and technical services.

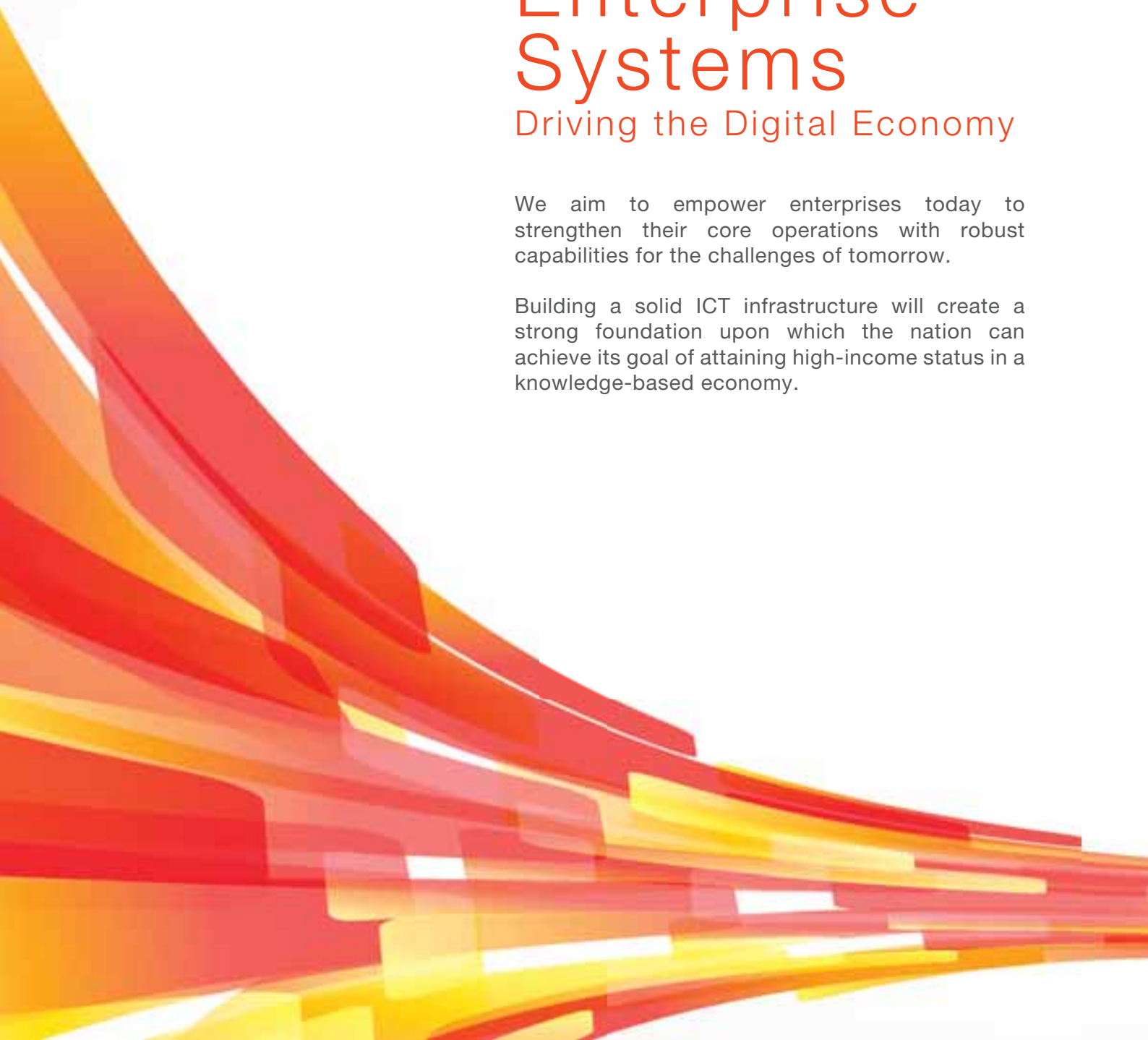


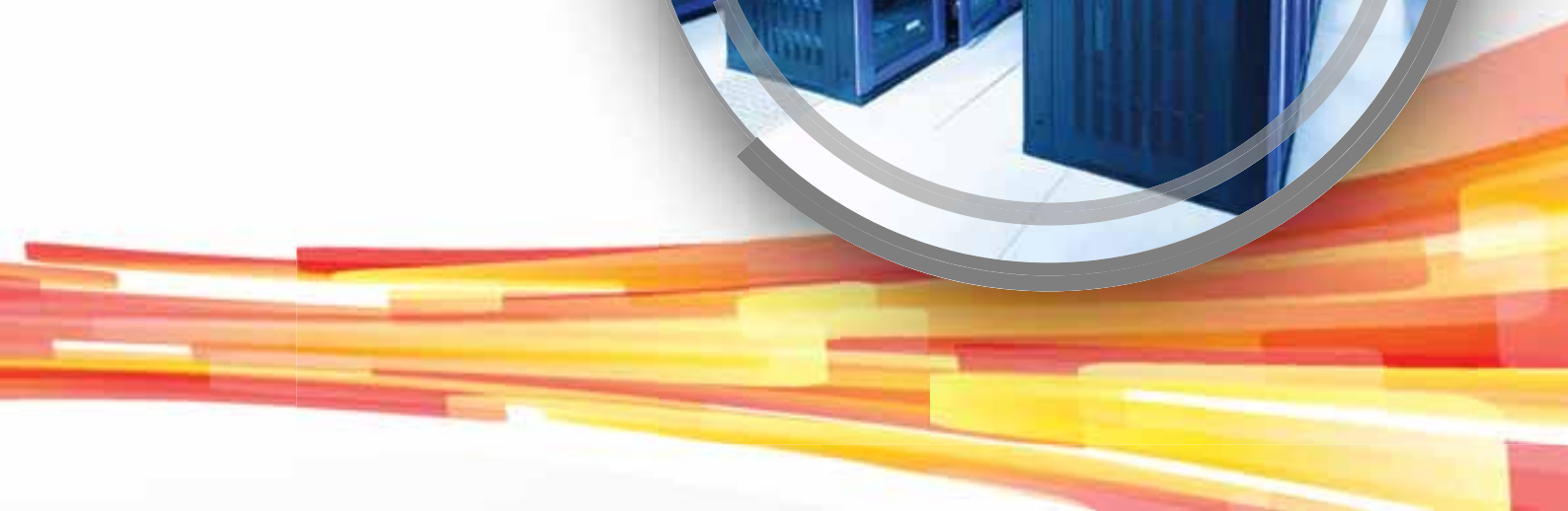
Enterprise Systems

Driving the Digital Economy

We aim to empower enterprises today to strengthen their core operations with robust capabilities for the challenges of tomorrow.

Building a solid ICT infrastructure will create a strong foundation upon which the nation can achieve its goal of attaining high-income status in a knowledge-based economy.







Dato' Teo Chiang Quan

chairman's statement

Dear Shareholders,

2012 was a year of transition for the local ICT distribution industry, which came with opportunities and challenges. At the same time, however, the industry and the Group witnessed fundamental changes in end-user trends, chiefly the increasing consumer preference for smart devices like tablet PCs and smartphones over notebook PCs.

The corporate sector also faced uncertain times, brought about by the economic woes on a global scale. The cautious “wait-and-see” strategy adopted by many public and private sector firms for the year affected the implementation of many enterprise ICT projects. Fortunately, with our comprehensive portfolio of products and strong system integration partners, we were able to secure several projects in the telecommunication and financial services industries.

Nonetheless, we persevered through these challenges, thanks to our foresight in evolving through ever-changing ICT trends. This certainly helped the Company to grasp opportunities within the market while our strong fundamentals - built upon a nationwide network of more than 3,000 resellers and a solid balance sheet – provided the bedrock for our continued growth.

Against this backdrop, on behalf of the Board of Directors, I am honoured to present to you the Annual Report of ECSB, or the Group, for the financial year ended 31 December 2012 (“FY2012”).

FINANCIAL PERFORMANCE

ECSB has been able to sustain another year – indeed, the Group's fifth – where topline breached RM1.0 billion to record RM1.28 billion from RM1.25 billion a year ago.

This was achieved on the back of growing contribution from our Enterprise Systems division – no mean feat under these trying circumstances – as well as increased sales of tablet PCs, which made up the shortfall in notebook PC sales. We are heartened by these twin developments, as they aptly demonstrate the fruit of our strategies in previous years.

Despite higher distribution and administrative expenses, ECSB still maintained our bottomline, with profit before tax (“PBT”) and net profit of RM40.3 million and RM29.9 million respectively. By comparison, the Group posted PBT of RM40.9 million and net profit of RM30.1 million in FY2011.

Our basic earnings per share (“EPS”) was in line with this trend, posting basic EPS of 16.6 sen in FY2012 versus 16.7 sen previously, based on the share capital of 180.0 million shares of RM0.50 par value.

The Group remains in a solid financial position, with cash and cash equivalents totalling RM73.0 million and zero borrowings as at end-December 2012. With this, we are well primed with available resources to undertake business expansion initiatives going forward.

ECSB has also maintained our “high-return” proposition to our investors. Return on Equity (“ROE”) stood at 16.6% while Return on Assets (“ROA”) was 9.1%. By comparison, in FY2011, ROE and ROA stood at 18.8% and 10.2% respectively.

DIVIDEND

In line with ECSB's dividend policy of distributing 30% of group net profit to shareholders, the Board has proposed a final single tier dividend of 2.5 sen per share in respect of FY2012, subject to shareholders' approval at our Annual General Meeting.

Together with the Group's interim single tier dividend of 3.0 sen per share paid out on 12 December 2012, this takes our total dividend payout in respect of FY2012 to RM9.9 million, representing 33.2% of group net profit. We wish to thank our shareholders for their continued support of ECSB.

CORPORATE DEVELOPMENTS

On 31 October 2012, the Group completed a 1-for-2 Bonus Issue, which involved the issuance of 60.0 million new ordinary shares of RM0.50 par on the basis of one bonus share for every two existing shares.

Thus, our share capital increased to RM90.0 million, comprising 180.0 million shares of RM0.50 par. Prior to this, our share capital stood at RM60.0 million, comprising 120.0 million shares of RM0.50 par.

The Board opines that the Bonus Issue not only enlarged our share capital to reflect the Group's current level of operations, but also rewarded our shareholders for their support. The corporate exercise was also aimed at improving the trading liquidity and marketability of ECSB's shares on the market.

PROSPECTS

Going forward, ECSB sees much to be positive about in 2013. Leading ICT market research firm International Data Corporation ("IDC") recently forecasted that the growth momentum of Malaysia's ICT spending levels could be sustained, propelled by increasing consumer demand for smart devices as well as the Malaysian Government projects in tandem with developing a high-income nation with a knowledge-based economy.

It is also inevitable that cloud computing will gain traction in 2013, given the headway it has made in neighbouring countries like Japan, Hong Kong and Singapore, as well as higher awareness of its benefits across large- and mid-sized corporations.

In light of these factors, ECSB has already set into place several initiatives to tap into these market opportunities.

Firstly, the Group will continue to widen its ICT Distribution product portfolio, especially within the tablet PC market.

Secondly, having ventured into smartphone distribution in late 2012, this year will also see further expansion into this segment. We intend to cement our position in the market by widening our product offerings – in terms of brands and product variants – as well as diversifying our customer base by looking at the enterprise space in addition to the consumer market.

Finally, ECSB is also looking at establishing a foothold in the cloud computing sphere and are in talks with leading players to develop a win-win scenario for all parties concerned. We are certain that this move will be a game-changer not only for our business model, but also for ECSB's earnings sustainability down the road.

With all these strategies in place, the prospects for the Group are certainly very positive in the coming years.

ACKNOWLEDGEMENTS AND APPRECIATION

A chain is only as strong as its weakest link, and the Board is pleased that ECSB has been blessed with strong links. We recognise the unceasing efforts of everyone within the Group, which has allowed us to withstand the challenges faced in 2012 and grasp the opportunities inherent within the local market.

Such dedication deserves to be mentioned, and I would like to begin by thanking the Board of Directors and management team of ESCB for navigating the Group to where we are now, the ICT distribution market leader in Malaysia. I would also like to thank our employees, who have strived with professionalism and demonstrated strong work ethic. Our success today is testament to their commitment.

A big hand of applause must also go out to our principals and resellers who have continued to support us, year after year. We look forward to reinforcing ECSB's stand as the leading ICT Distributor in Malaysia.

DATO' TEO CHIANG QUAN

Non-Executive Chairman



Foo Sen Chin

Review of Operations by Managing Director

With the fast-paced evolution of the ICT industry, we at ECSB have continuously strived to strengthen our product portfolio in tandem with the changing trends of technologies and market demands. In the past year, we have secured a total of four new distributorships, one of which saw the Group ventured into smartphone distribution.

REVIEW BY BUSINESS SEGMENT

ICT Distribution

The Group's ICT distribution segment maintained its position as the main revenue contributor and fared favourably with RM787.2 million in FY2012 group revenue, compared to RM797.5 million previously. Though affected by declining sales of notebook PCs in general, it is noteworthy that this was mitigated by increased sales of tablet PCs in the year under review.

In further strengthening our foothold in the tablet PC space, our wholly-owned subsidiary ECS Astar was appointed by ASUS Malaysia to distribute two of its innovative and futuristic products – the PadFone and Google Nexus 7 tablet PC – to the Malaysian market in July and September 2012 respectively.

At this juncture, I am pleased to note that ECS Astar not only expanded our product range, but also broadened the breadth of our distribution channel to allow our principals deeper access to their intended target markets. To date, our reseller network numbers more than 3,000 nationwide, compared to about 2,500 just three years ago.

More excitingly, ECSB also marked another historic milestone in our growth story as we made our first foray into smartphone distribution. ECS Astar signed a partnership with Huawei Malaysia in September 2012 to distribute its flagship dual-core smartphone, Ascend P1 in Malaysia.

We are confident that the launch of this new distribution is a significant step for ECSB to remain in the forefront of the burgeoning ICT industry.

Apart from the smartphone distribution agreement, the Group also extended our partnership with Huawei the following month to oversee the distribution of Huawei's entire range of enterprise products and solutions for the Malaysian corporate market.

With these exciting developments – and more to come – the Group strongly believes that our ICT distribution segment is in good stead to overcome the challenges in the coming years.

Enterprise Systems

Despite the cautious sentiment amongst the local business community, due to the continued uncertainty from the Eurozone crisis and slowdown in the global economy, the Group's Enterprise Systems segment still managed to achieve better performance in FY2012, largely due to the initiatives implemented in previous years.

Our Enterprise Systems segment continued its uptrend in FY2012, with commendable 8.2% revenue growth to RM475.5 million in the year under review, compared to RM439.4 million previously. Although this segment made up 37.3% of the overall group revenue in FY2012, it contributed as much as 56.1% or RM47.7 million of total gross profit of the Group due to its favourable margins.

In the year under review, ECS' wholly-owned subsidiary ECS Pericomp signed an agreement with Novell Suse to distribute its enterprise software, effective from July 2012.

The setting up of a Technology Centre at our headquarters has provided our resellers with the technology infrastructure necessary to showcase product demonstrations and proof-of-concept developments to their corporate clients. This value-added service helped ECS Pericomp boost sales of Enterprise Systems products.

Of course, the extensive range of Enterprise Systems products, supported by our technical services, enabled us to cater to increasing demand from the corporate sector to result in commendable performance in this segment in FY2012.

ICT Services

ECSB's complementary business unit of ICT Services contributed the remaining RM13.4 million in group revenue for FY2012, a marginal decline from RM13.8 million recorded in the previous year.

The Group takes a long-term view of this potentially-rewarding business segment, given its inherent correlation with the expanding Enterprise Systems unit. Backed by our ICT services personnel team who are accredited with more than 200 certifications from 15 principals, we are more than capable of providing our customers with best level support.

AWARDS

We are pleased that throughout FY2012, the Group's efforts to grow the business have not gone unnoticed; evidenced by the numerous awards conferred by our principals. These awards include:

For ECS Astar:-

- "Distributor of the Year 2012" from ASUS
- "Distributor of the Year 2012 (Consumer)" from Dell
- "The C.E.O. Award Wholesaler Category" from Hewlett Packard (HP)
- "Industry Standard Server Broadbase Category Top Wholesaler" from HP
- "HP Storage Division Top Wholesaler" from HP
- "Industry Standard Server Top Wholesaler" from HP
- "Best Consumer Distributor for Hardware (Printing) Sell-Thru in FY2012" from HP
- "Best Consumer Distributor for Hardware (PC) Sell-Thru in FY2012" from HP

In addition to that, ECS Pericomp was also conferred the "Distributor of the Year 2012" award by Cisco and the "Partner of the Year FY12 Remarketer" award by Oracle.

We at ECSB, regard these honours awarded to us not only as recognition of our hard work but also as a confidence boost to take the Group further in our growth story. With this, we would like to extend our sincerest gratitude to the ECSB team for their determination and dedication that enabled us to attain these accolades.

BUSINESS OUTLOOK

Going forward, we are optimistic of our prospects and are confident of taking the Group to the next level in FY2013.

The IDC stated in a recent report that Malaysia's ICT spending is set to surpass USD10.0 billion in FY2013 and IDC also forecasted the ICT spending to hit USD12.7billion by 2016.

We believe that such statistics underscore the favourable outlook for the Group. Therefore, we will continually endeavour to augment our portfolio with new products to fulfil the market demand.

ECSB's recent foray into smartphone distribution will also see us working hard to secure more brands especially from top players in the smartphone industry. Besides targeting the consumer market, the Group is also keen to distribute our mobility products to the corporate sector as a potential income driver in the future.

The Group is also poised to expand our range of Enterprise Systems' products and services. We are currently seeking potential brands to add to our already comprehensive line-up of enterprise hardware and software solutions.

Also in the pipeline, ECSB plans to invest more deeply into cloud computing as the next phase of transformation to provide "click and mobile" solutions. Already, we are currently providing hardware products and software licenses to our channel partners for building their cloud solutions. We shall be partnering with industry leaders to establish our position in this fast-evolving market to provide cloud computing services.

In line with this plan, we have recently signed a business partnership agreement with IBM, to become IBM's first business partner in Malaysia under the IBM SmartCloud Solutions that will see ECSB distribute cloud services and solutions provided by IBM. We are confident that this agreement will take our cloud computing capabilities to the next level.

All in all, FY2013 is set to be an exciting year for the Group and we are well prepared to face the challenges ahead. We eagerly anticipate what is in store and trust in the close cooperation of our stakeholders to chart yet another momentous year.

FOO SEN CHIN
Managing Director



Mobility

Technology on the Go

The advent of the Internet has transformed the way we work, play and live. Mobility solutions ensure continuous connectivity for people to be online anytime, anywhere.



board of directors' profile



01



02



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04



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08



09



10



01 Dato' Teo Chiang Quan
02 Foo Sen Chin
03 Soong Jan Hsung
04 Tay Eng Hoe
05 Wong Heng Chong

06 Eddie Foo Toon Ee
07 Quah Chek Tin
08 Ahmad Subri Bin Abdullah
09 Ho Chee Kit
10 Narong Intanate



Dato' Teo Chiang Quan

Non-Independent Non-Executive Chairman
63 years of age – Malaysian

Dato' Teo was the co-founder of ECSB. He resigned as a Director in 5 September 2001 and was re-appointed to the Board of ECSB on 2 January 2003. He is a substantial shareholder of ECSB through his substantial shareholdings in Oasis Hope Sdn. Bhd. Dato' Teo is a third generation businessman who has been active in the Malaysian corporate arena for more than 30 years. He holds an honorary doctorate from Middlesex University, United Kingdom.

Dato' Teo has provided to ECSB Group valuable advice and guidance on good corporate governance, strategies and direction in ensuring sustainable profitable growth to create shareholders' value.

He is also the Executive Deputy Chairman of the Board of Directors and a substantial shareholder of Paramount Corporation Berhad ("Paramount"). He is widely acknowledged as the driving force behind the growth and success of the Paramount Group in its core businesses of property development and educational services.

Dato' Teo also serves as a member of the Nominating Committee.

Dato' Teo attended all the 4 board meetings.



Foo Sen Chin

Managing Director
65 years of age – Malaysian

Foo is the co-founder of ECSB and assumed the position of Managing Director in 2000. He is a substantial shareholder of ECSB through his substantial shareholdings in Sengin Sdn. Bhd. He is also a Director of ECSH, which is listed on the Singapore Stock Exchange since 2001.

He began his career as an Engineer in 1972 with a commercial organisation in the electrical industry for 4 years in Ipoh. In 1977, he joined a multinational company in marketing technical products that included office automation and computer products. In 1982, he was appointed the General Manager of a computer bureau services company in Kuala Lumpur.

Foo has been active in the ICT industry in Malaysia for more than 30 years. He has served as a Councillor, Treasurer and Deputy Chairman in the Association of the Computer & Multimedia Industry of Malaysia ("PIKOM") from 1995 to 2005, and was appointed as an Advisor of PIKOM from 2006 onwards.

Foo has played a pivotal role in growing ECSB Group to become one of the largest ICT distributors in Malaysia. As the Managing Director, his vision is to establish ECSB Group to be the leading distribution hub in supplying ICT products for Malaysia's knowledge based economy.

Foo also serves as a member of the Remuneration Committee.

Foo attended all the 4 board meetings.



Soong Jan Hsung

Executive Director

49 years of age – Malaysian

Soong joined the Board of ECSB on 21 February 1997. He is primarily responsible in overseeing ECSB Group's sales and service activities. Soong graduated with a Bachelor of Science (Honours) majoring in Mathematics from the University of Malaya in 1987. He began his career as a Sales Executive with ECS Pericomp in 1987. He was promoted to Product Manager and took charge of a sales team to market a brand of computer hardware. His hard work and dedications led to further promotions as Marketing Manager in 1991, Business Manager in 1992 and General Manager in 1994.

Soong has more than 20 years of experience in the ICT distribution market. He is also an Executive Director of the subsidiary companies, namely, ECS Pericomp, ECS Astar, ECS Ku and ECS Kush Sdn. Bhd. ("ECS Kush"), primarily responsible for the development of new sales and marketing strategies as well as the ICT product distribution and enterprise systems operations in ECS Pericomp and ECS Astar.

Soong has contributed significantly to ECSB Group in becoming the leading ICT hub in Malaysia.

Soong attended all the 4 board meetings.



Tay Eng Hoe

Non-Independent Non-Executive Director

61 years of age - Singaporean

Tay joined the Board of ECSB on 17 December 2009. He holds a Bachelor of Science (Honours) Degree from The LaTrobe University, Australia and a MBA from University of Melbourne, Australia. He is currently the Group Executive Chairman of ECSH.

He is the founder of ECSH and also ECS Computers (Asia) Pte Ltd, a Singapore-based subsidiary. He brings with him more than 25 years of experience in the ICT business. Tay is also the Non-Executive Chairman of VST Holdings Limited. In August 2005, he was conferred the Public Service Medal by the President of the Republic of Singapore in recognition for his public services to the country. He is a representative of ECSH on the Board of ECSB.

Tay also serves as a member of the Nominating Committee.

Tay attended all the 4 board meetings.

board of directors' profile
cont'd



Wong Heng Chong

Independent Non-Executive Director
62 years of age – Malaysian

Wong joined the Board of ECSB on 17 December 2009. He is a Chartered Accountant and a member of the Institute of Chartered Accountants in Australia and the Malaysian Institute of Accountants. He holds a Diploma in Management Studies from University of Chicago Graduate School of Business.

Wong began his working career in Coopers & Lybrand in Australia and in Malaysia. He had previously served as an Executive Director of ECSH, Boustead Singapore Limited, QAF Limited and Sunshine Allied Investments Limited. His working experience during the last 35 years spanned over diverse industries including Information Technology, engineering, food-manufacturing, retail and wholesale, trading and auditing.

Wong also serves as a member of the Audit Committee.

Wong attended all the 4 board meetings.



Eddie Foo Toon Ee

Non-Independent Non-Executive Director
41 years of age – Singaporean

Eddie joined the Board of ECSB on 17 December 2009. He holds a Bachelor Degree in Accountancy from Nanyang Technological University and is also a member of the Institute of Certified Public Accountants of Singapore.

He is also the Group Chief Financial Officer and the Group Company Secretary of ECSH. Eddie is responsible for the financial strategy, corporate finance and treasury management, reporting, accounts, tax and investor relations of ECSH group of companies and is also a Director on the boards of various ECSH group of companies. He has several years of financial management and audit experience in multinational and public accounting firms.

Eddie also serves as member of the Remuneration Committee.

Eddie attended all the 4 board meetings.



Quah Chek Tin

Senior Independent Non-Executive Director
61 years of age – Malaysian

Quah joined the Board of ECSB as an Independent Non-Executive Director on 17 December 2009. He holds a Bachelor of Science (Honours) Degree in Economics from the London School of Economics and Political Science and is a Fellow of the Institute of Chartered Accountants in England and Wales and a member of the Malaysian Institute of Accountants.

He began his career with Coopers & Lybrand in London. After returning to Malaysia, he joined the Genting Group in 1979 and was the Executive Director of Genting Berhad as well as the Executive Director and Chief Operating Officer of Genting Malaysia Berhad upon his retirement in 2006.

Quah also serves as Chairman of the Nominating Committee and is also a member of the Audit Committee.

Current directorships in public companies include Genting Malaysia Berhad, Genting Plantations Berhad, Batu Kawan Berhad and Paramount Corporation Berhad.

Quah attended all the 4 board meetings.



Ahmad Subri Bin Abdullah

Independent Non-Executive Director
63 years of age – Malaysian

Subri joined the Board of ECSB as an Independent Non-Executive Director on 17 December 2009. He is a Fellow of the Chartered Insurance Institute in the United Kingdom and the Malaysian Insurance Institute. He is also a Director of KDU Management Development Centre Sdn. Bhd., Chairman of RCL International Sdn. Bhd., Director of SBI Offshore Limited, Singapore and acts as an Advisor to Emerio (Malaysia) Sdn. Bhd., an NTT Communications Company.

Subri has more than 30 years of experience in the Insurance and Financial Services industry and has previously served as Chairman of the General Insurance Association of Malaysia, a Director of the Malaysian Insurance Institute and Malaysia Export Credit Insurance Bhd.

Subri also serves as the Chairman of the Remuneration Committee and is also a member of the Nominating Committee.

Subri attended 3 out of the 4 board meetings.



Ho Chee Kit

Independent Non-Executive Director
65 years of age – Malaysian

Ho joined the Board of ECSB as an Independent Non-Executive Director on 17 December 2009.

After completing her Arts course relating to social science at the University of New England, Australia in 1971, she worked as an audit assistant in a commercial company in Sydney before returning to Malaysia in 1972. She was attached with a property company in Kuala Lumpur before proceeding to read law at Inner Temple, England in September 1975. She was called to the English Bar and Malaysian Bar in June 1978 and September 1979, respectively. Since then, she has been in private legal practice in Malaysia and is the senior partner of a legal firm in Kuala Lumpur. She is an experienced lawyer specializing in corporate, banking and property law.

She has previously served as an Independent Director and member of the audit committee of Fiamma Holdings Berhad.

She is the Chairperson of the Audit Committee and a member of both the Nominating and Remuneration Committees.

Ho attended all the 4 board meetings.



Narong Intanate

Non-Independent Non-Executive Director
55 years of age – Thai

Narong joined the Board of ECSB as a Non-Independent Non-Executive Director on 26 August 2010. He holds a Bachelor of Science in Business Administration and a Master of Business Administration from California State University. He is currently an advisor of the Hatyai University, and also the Board of Governors of The Bangkok Club.

Narong was appointed as an Executive Director of ECSH on 15 December 2000 and subsequently appointed as the Group Chief Executive Officer of ECSH Group to focus on overall business growth opportunities from 1 July 2010 to 31 December 2012. Presently, he is a Non-Executive Director of ECSH effective from 1 January 2013.

Narong is also the Founder and Executive Chairman of The Value Systems Co., Ltd., a subsidiary of ECSH since 1988. Prior to forming The Value Systems Co., Ltd., he was the Marketing Manager of Sahaviriya Infortech Computers Co., Ltd. from 1982 to 1983 and the Marketing Director of Sahaviriya OA from 1983 to 1988.

Narong is also the Founder and Chairman of Vnet Capital Co., Ltd., a leading private equity and venture capital firm in Thailand.

Narong attended all the 4 board meetings.

Saved as disclosed, none of the Directors have any family relationship with any Directors and/or major shareholders nor conflict of interest with ECSB.

None of the Directors have been charged for any offence.



Cloud

The New Frontier

Within the cloud, our business components ultimately come together, creating a powerful synergy where computing systems operate with unparalleled performance, accessibility and versatility.



profile of senior management team



- 01 *Foo Sen Chin*
Managing Director
- 02 *Soong Jan Hsung*
Executive Director
- 03 *Tee Ang Kuan*
General Manager of ECS Astar
- 04 *Tan Say Meng*
General Manager of ECS Ku
- 05 *Chan Puay Chai*
Financial Controller



Foo Sen Chin

Foo is the co-founder of ECSB and assumed the position of Managing Director in 2000. He is a substantial shareholder of ECSB through his substantial shareholdings in Sengin Sdn. Bhd. He is also a Director of ECSH, which is listed on the Singapore Stock Exchange since 2001.

He began his career as an Engineer in 1972 with a commercial organisation in the electrical industry for 4 years in Ipoh. In 1977, he joined a multinational company in marketing technical products that included office automation and computer products. In 1982, he was appointed the General Manager of a computer bureau services company in Kuala Lumpur.

Foo has been active in the Information and Communications Technology industry in Malaysia for more than 30 years. He has served as a Councillor, Treasurer and Deputy Chairman in PIKOM from 1995 to 2005, and was appointed as an Advisor of PIKOM from 2006 onwards.

Foo has played a pivotal role in growing ECSB Group to become one of the largest Information and Communications Technology distributors in Malaysia. As the Managing Director, his vision is to establish ECSB Group to be the leading distribution hub in supplying Information and Communications Technology products for Malaysia's knowledge based economy.



Soong Jan Hsung

Soong joined the Board of ECSB on 21 February 1997. He is primarily responsible in overseeing ECSB Group's sales and service activities. Soong graduated with a Bachelor of Science (Honours) majoring in Mathematics from the University of Malaya in 1987. He began his career as a Sales Executive with ECS Pericomp in 1987. He was promoted to Product Manager and took charge of a sales team to market a brand of computer hardware. His hard work and dedications led to further promotions as Marketing Manager in 1991, Business Manager in 1992 and General Manager in 1994.

Soong has more than 20 years of experience in the Information and Communications Technology distribution market. He is also an Executive Director of the subsidiary companies, namely, ECS Pericomp, ECS Astar, ECS Ku and ECS Kush, primarily responsible for the development of new sales and marketing strategies as well as the Information and Communications Technology product distribution and enterprise systems operations in ECS Pericomp and ECS Astar.

Soong has contributed significantly to ECSB Group in becoming the leading Information and Communications Technology hub in Malaysia.