ARB EXPANDS INTO SINGAPORE
Via the Partnership with Asterisk Computer

Kuala Lumpur, 3 June 2020 – **ARB Berhad** ("ARB"), primarily an IT software and platform provider, announced that its indirect wholly-owned subsidiary, Databook Pte Ltd ("**Databook**") has today entered into two separate partnership agreements with Asterisk Computer (Far East) Pte Ltd ("**Asterisk Computer**") to support the accelerated deployment of the enterprise application software ("EAS") solutions in Malaysia and Singapore.

The *Business Partnership Agreement* was executed with the objective of promoting the collaboration between Databook and Asterisk Computer to explore and undertake business opportunities in the area of EAS solutions and any related information technology ("IT") consultancy services. Under the *Outsourcing Partnership Agreement*, Asterisk will engage Databook to design, develop and implement EAS solutions and to provide enterprise solutions related consulting services to Asterisk on project basis. Databook will be the sole and exclusive owner of the whole development of the solutions and shall be responsible for the implementation of its business applications for Asterisk Computer.

Commenting on the partnership, Dato' Sri Larry Liew Kok Leong, the Executive Director of ARB said, "The partnership with Asterisk Computer fits our strategy of expansion, as we expand our regional presence in Singapore. We are definitely thrilled with this strategic partnership as it provides growth for ARB and opens opportunities for us to create synergistic business prospects in the EAS solutions under the umbrella of various industries. The partnership with Asterisk is important for several of ARB's focus industries, where EAS solutions are often used. Our attempt to expand market share in this region has been very positive so far, and we look forward to creating long-term business relationship with our partners. Asterisk Computer has proven that they have the best capabilities and expertise to provide and deploy EAS solutions, with their extensive experience of over 30 years. This partnership presents opportunities for us to provide a platform to implement the EAS solutions in Malaysia and Singapore. At the same time, it also allows us to exchange our views, expertise, strengths and technical capabilities know-how with each other, which will ultimately enhance our ability to service and compete in the competitive IT industry. Through this partnership, we are also able to leverage on Asterisk Computer's wide customer base by cross selling the EAS solutions. Looking ahead, various businesses can now take advantage of EAS solutions to support their operational processes and I believe that this system will soon become a business necessity. Overall, this partnership will bring great benefits to ARB and will further strengthen ARB's position and market share in the software solutions industry."

EAS solutions is a software platform aiming to improve productivity and efficiency to support its process functionality by solving operational processes problem. EAS solutions includes Enterprise Resources Planning (ERP), Customer Relationship Management (CRM), Business Intelligent (BI), Internet of Things (IOT), Artificial Intelligence (AI) and Machine Learning.

"It is undeniable that technology today plays an imperative role in the business world. Through technology, work has slowly become easier and manageable. Technology, through the deployment of EAS solutions has supported and solved problems faced by many businesses by increasing work productivity. It is true that at times it is overwhelming to keep up with the technology as it evolves as fast as it become obsolete. Nevertheless, it is important that we embrace the use of technology, where it integrates the majority of the business operations and automates the business processes," added Dato' Sri.

Incorporated in Singapore, Asterisk Computer is principally involved in the provision of IT consultancy and related IT professional services. Asterisk Computer is a recipient of the Microsoft Dynamics ERP Partner of the year. With more than 2,000 licensed customers, 50 experienced consultants and global committed partners, Asterisk Computer has been providing integration software solution and IT consulting business, especially in the implementation and deployment of EAS solutions to various industries ranging from manufacturing and distribution, marine, telecommunication, retail, healthcare, restaurants and oil trading industries. Asterisk Computer also provides software solutions in Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Online Media, Mobility and Business Intelligence (Jet Reports).

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ABOUT ARB BERHAD

ARB Berhad was incorporated in Malaysia in October 1997 and was listed on the Main Market of Bursa Malaysia Securities Berhad in February 2004. In 2020, ARB is listed under the 'Technology' sector, with 'Software' being its sub-sector on Bursa Malaysia. ARB is an IT software and platform provider that aspires to transform traditional enterprises into cloud and technology enterprises via its unique ecosystem partnership model.

ARB is listed under the Technology sector (Name & Code: ARBB & 7181). The market capitalisation is RM113.34 million as at 2 June 2020.

For more information about ARB Berhad, please visit https://www.arbberhad.com.

Issued by ARB Berhad

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