

# E=MAX

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PASSION

FOCUS

RESPONSIBILITY



## ENOVAX BECOMES A MEMBER OF PUC FOUNDER (MSC) BERHAD

“A Whole New  
World Ahead”



In line with our recent corporate developments, ENOVAX PTE LTD has been actively seeking growth opportunities to increase our value chain. Our aim is to ensure greater management efficiency and improving service delivery. Going forward, we envisage developing more innovative business acceleration solutions to grow our clients' potential.

In this connection, we are pleased to officially announce that **ENOVAX PTE LTD** is now part of **PUC FOUNDER (MSC) BERHAD** ([www.founder.com.my](http://www.founder.com.my)), listed on the Malaysian's Bursa (Kuala Lumpur Stock Exchange). As a member of a much enlarged entity, we are confident of serving our esteemed organization more efficiently. This development has also paved the way for the ENOVAX brand to quickly mark new foot prints and physical presence in regional markets like Malaysia and China.

Whilst structurally ENOVAX is bigger as a fully owned subsidiary of PUC Founder, we are fundamentally the same organization that have served our clientele since our inception in 2010. Our Management and Staff remain unchanged and we will continue to commit ourselves to the betterment of the IT industry's best practices to enhance our service level and quality standards.

As we continue to leverage on our experience and strength in our primary IT business solution services, we will also enhance our combined efforts under the PUC Founder's umbrella to develop more partnerships and strategic alliances and seek new ways and opportunities like developing the fintech industry to grow ENOVAX and create substantially greater value for our stakeholders.

ENOVAX's principal activities in software development of customized information technology solutions and services for enterprise businesses, electronic commerce solutions and internet-driven applications and services such as online ticketing, payment gateway across web, mobile, kiosks and gantries for various industries abode well with the business fundamentals of PUC Founder.

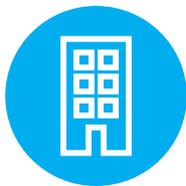
ACE-Market listed PUC Founder (MSC) Bhd acquired Singapore-based IT business solutions provider Enovax Pte Ltd for SG\$2 million (RM6.29 million). PUC Founder's 100% acquisition of ENOVAX is in line with the long term strategic plans of PUC Founder to expand aggressively into its technology business, particularly in electronic commerce and payment, advertising and media and related businesses.

Apart from adding value to PUC Founder from the immediate acquisition of ENOVAX's expertise and domain knowledge, PUC Founder is able to quickly tap a ready pool of vital human resources and expertise to expedite its expansion plans for its technology business which is expected to contribute positively to the revenue and earnings of the PUC Founder Group.

As part of the MoU leading up to the acquisition, Enovax CEO and chairman Erwin Foo was made Chief Technology Officer of PUC Founder for a minimum of three years.

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## PUC FOUNDER (MSC) BERHAD - CORPORATE OVERVIEW



Incorporated in Malaysia on 3rd November 1997 by China Founder Group, PUC Founder (MSC) Berhad ("**PUC Founder**") is the first China government linked company to list on the ACE Market of Bursa Malaysia Securities Berhad (formerly known as MESDAQ Market of Kuala Lumpur Stock Exchange) on 8th April 2002.

PUC Founder is also one of the first companies to be awarded the Multimedia Super Corridor ("**MSC**") status in Malaysia. PUC Founder's businesses has aggressively expanded throughout Asia in cities like Shanghai, Kuala Lumpur and Singapore.

RedHot Media Group ("**RMA**"), a small Malaysian business with a startup capital of RM3million in 2004, has grown by leaps and has its business operations in Malaysia, Shanghai, Beijing and Guangzhou. Its wholly owned subsidiary, Redhot Media Sdn Bhd, is the biggest home grown media agency in Malaysia by revenue in its category. Its open and standardized capital platform has attracted direct and/or indirect notable investments from Shinhan Investment Corporation, Korea; Founder Group China; Kumpulan Modal Perdana, Ministry of Finance and Mavcap Biotech Sdn Bhd, Ministry of Finance.

In January 2014, the acquisition of RHM's businesses is completed and had been announced. After the acquisition, PUC Founder is principally engaged in three business segments namely, Technology, Media and Telecommunication segment ("**TMT**"), Financial Technology segments ("**FinTech**") and Renewable Energy segment ("**RE**").

We categorize these businesses into two groups, namely the high-growth businesses and the recurring income businesses. High-growth businesses include TMT and FinTech while the recurring income business focuses on RE.

PUC Founder is currently expanding its RE business to become the RE Project Owner, Engineering Procurement Construction Contractors ("**EPCC**") and Domestic Distributor for equipment of RE.

Being a member of 4As (Associated of Accredited Advertising Agents Malaysia), RHM is specialized in media planning and execution, help advertisers to build their brand and achieve their marketing objectives. RHM is a unique outfit that offers real One Stop Solutions for advertisers. At a single point, an advertiser is able to obtain branding strategy, creative design, production of advertising materials, media planning and advisory, media execution, public relations, public affairs as well as to take the campaign to the ground event to engage with the intended consumers.

RHM works hand in hand with all types of media owners that include but not limited to conventional television, radio, newspaper and many others as well as the emerging popular media of outdoor & indoor digital displays, mobile platforms and social media.

We have a team of talented human capital with strong passion to relentlessly work their best to make every client's campaign a success. They have been the driving force behind the growth of RHM business all these years. RHM will continue to invest in this success formula, expand the team as well as infusing the right training from time to time that adapts to changing technology, to drive the business to the next level of growth.

We also specialise in providing electronic payment processing service that enable businesses to be conducted over the internet, mobile or selected "over-the-counter" at physical stores (of RHM business partners). We serve clients of any size to securely process credit card account transactions in real time, 24 hours a day. Our subsidiary who specialise in the provision of electronic payment is regulated by Bank Negara of Malaysia, and is a member of the Malaysian Digital Association.

Currently, we are focusing on improving the e-payment service for better user experience and to enhance growth in the market. We will continue to expand our network of clients and grow the Group's earnings from the enlarged market penetration, locally and abroad.



## ENOVAX WINS SBR NATIONAL BUSINESS "IT SERVICES" AWARD



On 8th June 2017, our CEO Mr. Erwin Foo was honored once again at the Singapore Business Review (SBR) National Business Awards when ENOVAX PTE LTD won the "IT Services" Award.

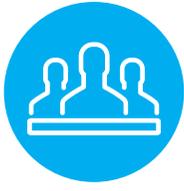
The Award presentation ceremony was held at Conrad Centennial Singapore where 180 industry captains and key business representatives attended the glitzy event. Presented by Singapore Business Review, the Awards seek to recognize and acknowledge local and international companies who strive to innovate amidst the uncertainties on both the local and global markets and excelled despite market challenges and rising competition.

ENOVAX won the "IT Services" Award in the National Business Awards category. The other categories presented that evening included International Business Awards and Listed Companies Awards. On receiving the much-coveted Award from the Editor-in-Chief & Publisher of the Singapore Business Review magazine, Mr. Tim Charlton, Mr. Erwin Foo shared with the audience that he started off the company seven years ago alone and grew ENOVAX into a 30 men team, now a fully integrated "one-stop" customized IT business solutions and internet-driven services via seamless web, mobile and kiosk/gantry applications.

ENOVAX's capabilities and reputation on customer focus and service quality have earned industry's recognition and respect for the ENOVAX brand. Our commitment and dedication to ensuring that our business model is relevant to changing market trends and life-style changes in Singapore also demonstrate our emphasis on service and product innovation. Going forward, we will stay true to our commitment to our core competency & value proposition, management best practices, efficiency, innovation and company differentiation.

With our building blocks of growth in place and in view of the growing demand for IT applications via web, mobile app, kiosk & gantry in our Singapore's eco-system, we hope the National Business Award will further support and inspire ENOVAX's future growth pillars in the areas of strategy & system development, Branding & Marketing, Business (Technology Investment & Operations), and Financial Management Competency.





## CEO ERWIN FOO SITS ON JUDGING PANEL AT NTU

On Saturday, 11 March 2017, our CEO Erwin Foo joins a panel of 20 industrial gurus as judges at Nanyang Technological University (NTU) Singapore Business Cases Competition.

Held at NTU School of Humanities and Social Sciences (HSS) Auditorium, the Singapore Business Case Competition 2017 (SBCC) is a national event organized annually by Business Solutions, Nanyang Business School's student-run case-consulting club.

The SBCC is a premier competition focused on entrepreneurship and innovation. It is one of the rare case competitions revolving around this theme that gathers the best minds from across Singapore. This year, SBCC has the honor of partnering with the leading financial service institution, Development bank of Singapore (DBS).

Our CEO Mr. Erwin Foo was invited to sit on the judging panel as the central theme of the competition revolves around technology and innovation in the local and international arenas. The Competition Directors Mr. Edison Hon and Ms Sun Jia Yi highlighted that Mr. Erwin Foo, with his IT business solutions experience, was most qualified to add immense value to their judging panel by providing insights from which their participants would gain tremendously.

After a grueling morning of judging at the completion, Mr. Erwin Foo looked back with gratification on the new experience interacting with the student competitors, fellow judges and academia. The networking opportunity was also good leverages for future business developments for ENOVAX.



## AXON IVY & ENOVAX PRESENT BREAKFAST & NETWORKING EVENT

On May 31st 2017, AXON IVY invited its local partner ENOVAX to to make a joint presentation at its annual Breakfast & Networking Event at the Hardrock Café in Singapore. The theme, "How To Rock Your Business" focused on what are the benefits of Digital Transformation and Process Automation.

Digitalization is on everyone's mind when it comes to business solutions but what does digital transformation mean for "run of the mill" domestic companies that rely on proven technology and established business models? Attended by more than 20 key representatives from various industries, AXON IVY, together with ENOVAX provided tangible answers and practical examples as AXON IVY's Mr. Oliver Deutsch (Head of partner Management), and ENOVAX's Mr. Erwin Foo (CEO) took the participants through a tour of our client's base and presented these exemplary and successful digitalization projects during the Breakfast Event.





## NS50 PROJECT UPDATE

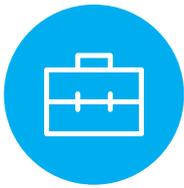
### NS50 for Nsmen 50th Anniversary Celebration (SAFRA)



This year, Singapore commemorate 50 years of National Service (NS50). For 50 years now, NS has fulfilled Singapore's critical need for defence and security, and provided the peace and stability upon which we have built our nation. NS50 is thus an important milestone in Singapore's history. It is an opportune time for us to recognise and acknowledge the contributions of past and present national servicemen.

ENOVAX is privileged to be entrusted, in the capacity of a sub-contractor, to work on the NS50 celebrations. Here's an update on the deliverable :

- Selected Pioneer Generation and VVIP will be the first batch of receiving complimentary SAFRA membership and 100-dollar NS50 vouchers by May 2017
- NSmen whom are SAFRA members will be receiving complimentary membership with 100-dollar NS50 vouchers and should roll out in June 2017
- The remaining group of NSmen will be receiving notification letter from SAFRA that NS50 portal (where Enovax provides), and NSmen shall opt-in using the portal and membership upsell will be offered. Such portal would be open to public at the end of July 2017



## AXON IVY CHIEF VISITS ENOVAX

### Nothing beats a personal visit to ENOVAX office in Singapore

Following the deal signed between ENOVAX and AXON IVY to provide more digital business solutions to companies and accelerate the business transformation in Asia, efforts are made to reinforce the collaboration and partnership.

ENOVAX CEO Mr. Erwin Foo made a special trip to AXON IVY Headquarters in Lucerne in October 2016 and in return, AXON IVY's CEO also came a-calling at ENOVAX office on 10 March 2017 to further strengthen the business



## LIANHE ZAobao INTERVIEWS ENOVAX CEO

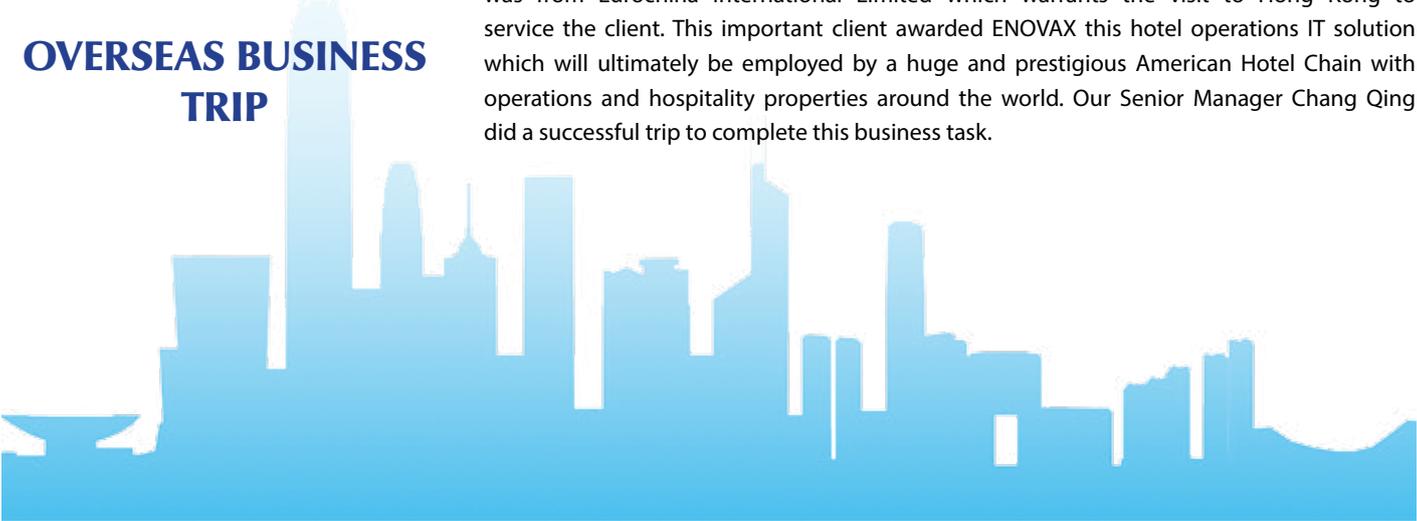


Following the acquisition of ENOVAX by PUC Founder (MSC) Berhad, Lianhe Zaobao (local Chinese daily) featured an article on Mr. Erwin Foo, CEO of EOVAX on his life philosophy and the types of books that he reads for inspiration, pleasure and business directions. Mr. Foo shared that growing up, he read different types of books - from primary school to Secondary schools and university. These days he prefers reading books by successful educationalists, industrialists and businessmen on their life journeys, business decisions and life experiences which he felt helped him draw inspirational energies and balance in life pursuits.



## OVERSEAS BUSINESS TRIP

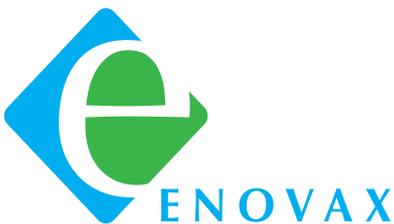
Serving overseas clientele is getting more frequent as international customers entrust ENOVAX with special IT services to meet their business obligations. One such projects was from Eurochina International Limited which warrants the visit to Hong Kong to service the client. This important client awarded ENOVAX this hotel operations IT solution which will ultimately be employed by a huge and prestigious American Hotel Chain with operations and hospitality properties around the world. Our Senior Manager Chang Qing did a successful trip to complete this business task.



## BIRTHDAY CELEBRATIONS – COMPANY MONTHLY TRADITION

At ENOVAX, our monthly tradition of celebrating management and staff birthdays is well entrenched in our corporate culture as a form of social bonding. This is an important human resource practice which we hold dear to our hearts as every member of the ENOVAX family is well treasured in the company.

In March 2017, our colleagues K.C. Koh & Adrian Loo celebrated their birthdays, followed by Erwin Foo & Ying Foong in May.



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