

General AnnouncementReference No **PH-110406-38333**

Company Name : **PENSONIC HOLDINGS BERHAD**
 Stock Name : **PENSONI**
 Date Announced : **19/04/2011**

Type : **Announcement**
 Subject : **OTHERS**

Description : **PENSONIC HOLDINGS BERHAD (“PHB”) TO ESTABLISH MANUFACTURING HUB AND INTERNATIONAL DISTRIBUTION NETWORK OF ELECTRICAL HOME APPLIANCES (“EHA”), AN ENTRY POINT PROJECT (“EPP”) UNDER THE ECONOMIC TRANSFORMATION PROGRAMME (“ETP”)**

Announcement Details/Table Section :

We wish to announce that PHB will lead an Entry Point Project (“EPP”), to establish a Manufacturing Hub and International Distribution Network of Electrical Home Appliances (“EHA”) under the Economic Transformation Programme (“ETP”) as announced by the Prime Minister on 19 April 2011.

The Manufacturing Hub aims to build manufacturing facilities to consolidate the entire supply chain, in order to ensure sufficient output capacity to support current and future growth whereas the International Distribution Network aims at building a strong Malaysian presence in the fast-growing ASEAN and Middle East markets on a multi-brand marketing platform.

The targeting of the said ASEAN and Middle East Market, together with the steady expansion of domestic market is expected to generate a fast paced growth of the said Project which will also bring significant spillover effect to benefit the Malaysian small and medium industries and enterprises (“SMI/SME”) through outsourcing opportunities. The Project also includes a significant Product Research and Development element that will strengthen the identity of the product range and this will give further boost to the Branding initiatives.

This vision of the Project creates a Major Malaysian Player in EHA which will compete at par with other regional and global players in the targeted markets and through this business endeavor, contribute significantly to Malaysia’s Economic Transformation Programme that aims at bring Malaysia to become a high income nation by the year 2020.

This announcement is dated 19 April 2011.

© 2011, Bursa Malaysia Berhad. All Rights Reserved.