

PRESS RELEASE

IMMEDIATE RELEASE

**Pertama Digital announces the appointment
of two industry heavyweights to its board**

KUALA LUMPUR, 11 NOV 2020 – Pertama Digital Berhad, an investment holding company listed on Bursa Malaysia’s Main Market, today announced the appointment of two industry heavyweights to its board of directors as it intensifies efforts to challenge the mobile and digital space related to e-government services.

The two new directors are Independent Non-executive Director Dato’ Ts Dr Suhazimah Dzazali and Executive Director Sabri Ab Rahman.

Dato’ Ts Dr Suhazimah had spent almost 35 years in public service, last holding the post of Deputy Director General (ICT) / Government Chief Information Officer (GCIO) in the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU), Prime Minister’s Department. She was also previously the Public Sector ICT Consultant (Information Security Management) and was responsible for several transformative programmes in the Malaysian Government including the computerisation and modernisation of the Immigration Department.



She has been recognised as among the World’s 100 Most Influential People in Digital Government 2019 (by the entrepreneur-government cooperation platform Apolitical) and as the Information Security Professional of the Year 2013 (by Cyber Security Malaysia - Awards, Conference & Exhibition).



Meanwhile, Sabri Ab Rahman has worked in several industries including banking and finance, automobile, outdoor advertising, TV programme production and distribution, trading and sales and broadcasting. He has been actively involved in the development of private television operations in Malaysia since the inception of TV3, which subsequently acquired Metrovision in 1996 and was involved in consolidation of the TV3 group into Media Prima Berhad in 2000.

In that same year, Sabri founded DAPAT Vista (M) Sdn Bhd (in which Pertama Digital has invested) to expand government services through mobile technology. Now, as Executive Director in both Pertama Digital and DAPAT Vista, Sabri oversees the implementation of mobile and digital solutions for e-government services.

The two appointments are the latest signal of Pertama Digital's serious focus on its pivot from the textile business under its former name, Sinotop Holdings Berhad, into the mobile and digital space.

As recently as in April, Pertama Digital had also welcomed former Chief Justice, Tun Dato' Seri Zaki Tun Azmi onto its board. Tun Zaki is renowned for successfully resolving age-old backlog problems faced by the Malaysian courts, ensuring almost all new cases are resolved within 9 months of registration - the fastest in any common law country. Pertama Digital pointed out that a lesser known fact is that Tun Zaki is also a savvy user of the latest technology, with a passion to improve government efficiency through digitalisation of services. It is understood that Pertama Digital's succession plan involves Tun Zaki assuming chairmanship of the company in the near future.



Pertama Digital's investee, DAPAT Vista, is a tech-driven Malaysian company that provides solutions in mobile and web apps; mobile payment; messaging; business empowerment APIs; and other customised digital services and products. DAPAT also owns and operates the mySMS gateway and the MyPay and eJamin apps.

DAPAT's Chief Executive Officer, Amanda Sabri, is a true technopreneur. Since her student days in London, she has honed her analytical and systematic approach to business through co-founding a successful e-commerce business exporting luxury consumer goods from the UK to South East Asia; transforming a Malay cuisine fine company into an award-winning business; contributing to the pioneer e-hailing ecosystem in Malaysia; and co-founding an online solution for the short-term residential rental market for young executives and expatriates, which received seed investment from Telstra Australia. Amanda's businesses have received international investments and accolades, including two-times winner of the UK Department of International Trade's Great Entrepreneur Games. She now gives her full-time focus to growing DAPAT.



Pertama Digital said: "These highly sought-after individuals in Malaysia's mobile and digital space will complement our mission to fuel impactful, inclusive govtech and fintech initiatives across Malaysia. They bring with them a wide range of experience and accomplishments, which is exactly what we need in our current exciting growth phase."

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