

A low-angle shot of two young children, a girl on the left and a boy on the right, looking up with expressions of awe and wonder. They are positioned in the foreground, with their heads tilted back. The background is a blurred, brightly lit interior space with a large, curved, metallic structure that resembles a futuristic architectural element or a large light fixture. The lighting is warm and golden, creating a sense of optimism and future-oriented vision.

#PERTAMADIGITAL

Annual Report
2023

pertamadigital.com

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Explore the comprehensive Table of Contents for an organized guide to Pertama Digital Berhad’s Annual Report 2023. Delve into the key sections, from the Chairman’s Statement to Strategic Reports, and chart the course of our journey through milestones, challenges, and strategic initiatives. This navigational roadmap is designed to provide a seamless reading experience, offering a clear overview of the significant aspects that define our year.



The Malaysian flag embodies unity and digital ambition, seamlessly blending tradition with technology, propelling the nation towards an innovative digital future

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Fostering a Better Tomorrow Where Our Rakyat Flourishes as One

Strength in Unity : Malaysia's multiracial tapestry sparks digital solidarity, igniting collective progress

The Story of Pertama Digital Berhad

Empowering Malaysia's Digital Revolution: Pertama Digital Berhad's Vision for Dynamic Advancement



In the vibrant tapestry of Malaysia's dynamic landscape, a pioneering force is at work, shaping the future of essential services engagement. Enter Pertama Digital Berhad ("Pertama Digital" or "the Company") – a relentless innovator committed to seizing digitalization opportunities and fostering inclusive progress for all Malaysians.

"For the Rakyat, By the Rakyat" – more than a mere slogan, it encapsulates our steadfast commitment to serving every Malaysian. With a profound sense of duty and empathy, our team spearheads the digitalization drive, ensuring that every citizen is empowered to partake in the nation's progress.

Every journey of a thousand steps forward begins with one – one daring idea, one bold innovation, one relentless pursuit of progress. It's about taking that crucial first step towards a brighter, more connected future for Malaysia and its people.

Pertama Digital thrives in a world of dynamic consumer demand, where innovation knows no bounds. In a landscape ripe with opportunity, we aim to enhance and streamline government procedures and banking protocols. Our vision is fueled by a collective longing for seamless and efficient services, igniting our passion to drive positive change.

Inspired by the ethos of the world's most innovative tech giants, we are not just meeting user needs; we are redefining expectations and exploring new horizons.

Pertama Digital is not merely a business venture; it is a heartfelt endeavor crafted to make a tangible impact in Malaysian lives. Armed with cutting-edge technology and a deep understanding of user dynamics, we are demolishing barriers to progress, ushering in a future defined by seamless, user-centric experiences.

As we propel Malaysia's digital financial future forward, we look ahead to the exciting prospects of the coming year. Our sights are set on larger transformations, anticipating greater adoption by a public increasingly comfortable with embracing the digital space. In 2024 and beyond, Malaysia will witness the emergence of more such innovations, with Pertama Digital at the forefront.

With a focus on expansion, Pertama Digital is working tirelessly to enhance our current services. As we continue to innovate and expand, the Rakyat stands to gain immeasurably from our efforts.

The potential is immense – with over 300 government agencies serving 30 million Malaysians, the benefits are clear.

As we continue to innovate and expand, the Rakyat stands to gain immeasurably from our efforts.



Transforming Lives, One Solution at a Time: Our Products Address Real-World Challenges

| eJamin's Trailblazing Journey



In the dynamic arena of justice, eJamin emerges as a trailblazer, embodying resilience and visionary spirit. At its core lies a steadfast dedication to levelling the playing field and fostering a more equitable society.

Born out of a deep-seated understanding of the pitfalls within the bail system, eJamin represents a paradigm shift in how we approach legal proceedings.

Through innovative technology, it simplifies and expedites the bail payment process, granting individuals newfound agency in their pursuit of freedom.

From its modest beginnings, eJamin has blossomed into a symbol of hope—a lifeline for those ensnared in the complexities of the legal realm.

Its journey is one of constant evolution, fueled by a relentless commitment to social impact and the pursuit of justice for all.

Guided by Pertama Digital, eJamin continues to push the boundaries of possibility, reshaping the very fabric of our legal landscape. Its narrative serves as a potent reminder that with innovation, determination, and compassion as our guiding forces, we can build a world where fairness and opportunity reign supreme.

Unlocking Value, One Sen at a Time : The KOCEK Revolution



Picture the myriad jars adorning Malaysian households, brimming with neglected coins – a hidden treasure waiting to be unleashed. Here steps in KOCEK, with its simple yet profound mission: making **every sen count**. By transforming dormant coins into digital currency, KOCEK not only amplifies individual purchasing power but also fuels the nation's economy by reintegrating these overlooked currencies into circulation.

The saga of KOCEK is one of empowerment and efficacy. No longer shall loose change languish in obscurity, tucked away in drawers or hidden beneath sofa cushions; with KOCEK, every sen finds renewed purpose and significance. It marks a modest yet monumental leap, revolutionising how Malaysians interact with their finances and reimagining the landscape of financial inclusivity.

But KOCEK represents more than a mere coin conversion service; it embodies Pertama Digital's unwavering dedication to the welfare of every Malaysian.

In a nation where the economic strength lies in the collective efforts of its people, KOCEK serves as a poignant reminder that even the most modest change can ignite transformative progress.

As Pertama Digital continues to diversify its array of solutions, each product becomes a testament to the resolute belief that, united, we can forge a future where every Malaysian thrives, and every sen holds immense value.

In a world rapidly transitioning into the digital realm, the migration of unused coins into digital usable currency signifies a pivotal shift. Pertama Digital's initiatives inspire individuals to embrace the digital frontier, envisioning a future where physical coins fade into obsolescence. This journey toward a digital financial future promises a revolutionized landscape, offering unparalleled convenience, accessibility, and efficiency for all Malaysians.

From the Office of the Chairman of The Board

Breaking Barriers, Building Bridges : Pertama Digital's Path to Inclusive Transformation



Datuk Ahmad Nazri Bin Abdullah
Non-Independent Non-Executive Chairman,
Pertama Digital Berhad

Dear Esteemed Shareholders,

With unwavering optimism and boundless determination, I extend to you my heartfelt greetings in this Annual Report, a testament to the resilience and spirit of Pertama Digital in the face of dynamic opportunities and evolving landscapes. As we embark on this reflective journey through the annals of our endeavours, I am reminded of the profound privilege and responsibility we bear as stewards of progress in our beloved Malaysia.

In the ebb and flow of time, 2023 tested the mettle of our resolve and the depth of our commitment to the betterment of the nation. Yet, it is precisely amidst such tempestuous seas that the true essence of Pertama Digital shines brightest - a beacon of hope, a bastion of innovation and a vanguard of change.

As we navigate through the labyrinthine intricacies of the digital landscape, we remain guided by an unwavering dedication to our nation and its people. Rooted in the timeless ethos of "For the Rakyat, By the Rakyat", our journey is imbued with a profound sense of purpose - to harness the transformative power of technology for the collective upliftment and empowerment of every Malaysian.

The challenges of 2023 have served as catalysts for introspection and growth, propelling us forward with renewed vigour and resolve. We have forged bonds of solidarity and fortitude, laying the groundwork for a future defined by resilience, innovation, and unwavering determination.

At the heart of Pertama Digital's mission lies a solemn promise – to serve as agents of positive change, architects of progress, and champions of hope in the tapestry of our nation's evolution.

Our products and services, meticulously crafted with the everyday struggles of our fellow Malaysians in mind, stand as a testament to this enduring commitment – each innovation an attestation to our unwavering belief in the transformative power of technology to catalyze meaningful change.

We continue our journey to strengthen Pertama Digital by identifying internal growth drivers, preparing ourselves to be even more resilient to market uncertainties and business challenges. In short, we have diligently prepared ourselves to grasp the opportunities that tomorrow holds.

As we reflect on the trials, tribulations and triumphs of the past year, let us draw some inspiration from the indomitable spirit of our nation – a spirit characterized by resilience, optimism, and unwavering determination. Together, let us seize the opportunities that lie ahead, emboldened by the knowledge that, in unity and solidarity, we possess the power to shape a future of boundless possibilities.

In closing, I extend my deepest gratitude to our shareholders, stakeholders, and the entire Pertama Digital family for their unwavering support and dedication. With unwavering faith in our shared journey and the boundless potential of our nation, let us march forward, hand in hand, towards a future illuminated by progress and prosperity.

With profound optimism and unyielding determination,

Datuk Ahmad Nazri Bin Abdullah

*Non-Independent Non-Executive Chairman,
Pertama Digital Berhad*

Cultivating national pride through digital advancements



A Message from the Acting Chief Executive Officer

Empathy in Innovation : Addressing Pain Points Through Cutting-Edge Tech and Insightful Innovation



Mohd Reza Bin Mohd Hatta

Acting Chief Executive Officer,
Pertama Digital Berhad

Dear Valued Shareholders,

As I reflect on my recent journey with Pertama Digital, I am profoundly inspired by the pivotal role innovation plays as the driver of our current and future daily lives. The unparalleled creativity and ingenuity displayed by our team have underscored the transformative impact of innovation on every facet of our operations.

At the core of our success lie our most valuable assets - our people. Their unwavering commitment, expertise, and collaborative spirit have been instrumental in propelling our company forward. I am continually impressed by their dedication and the exceptional talent that fuels our innovative culture.

We are acutely aware that shareholder confidence is fundamental to our continued growth and success. We will remain steadfast in our dedication to maintaining transparent communication, delivering sustainable value, and upholding the trust placed in us by our shareholders.

As we navigate the ever-evolving digital landscape, we recognize that opportunities abound for those bold enough to seize them.

We are poised to embrace these opportunities, leveraging our innovative ethos to chart new paths and drive meaningful progress in our industry. We remain focused on our end-goal of bridging the digital gap between the Rakyat and service providers, namely the Government, its agencies and private sectors alike. And together, we will achieve our dreams of a more connected society in a collaborative economy.

Looking forward, I see a world brimming with opportunities and we are poised to embrace them, armend with a spirit of relentless innovation and collaborative entrepreneurialism.

These offerings stand as a testament to our enduring pledge to stay at the vanguard of innovation and to craft meaningful solutions that transcend expectations.

What we do at Pertama Digital daily exemplifies our commitment to thinking outside the box and delivering pioneering solutions that meet the evolving needs of our customers and the dynamic demands of the digital sphere.

With deep gratitude, I extend my sincere appreciation to the former management team for their invaluable contributions in laying the groundwork for our Group's transformative digital odyssey. Their dedication has paved the way for us to propel forward, embracing ESG principles and fostering stronger ties with our partners.

In conclusion, I am deeply optimistic about the road ahead, fueled by the power of innovation, the unwavering dedication of our people, and the trust and confidence of our shareholders. Together, we stand on the cusp of a future brimming with promise and endless opportunities.

With heartfelt gratitude and steadfast determination,

Mohd Reza Bin Mohd Hatta
*Acting Chief Executive Officer,
Pertama Digital Berhad*



Acting Chief Executive Officer: Question and Answers



Q&A

with Mohd Reza Bin Mohd Hatta, Acting Chief Executive Officer

What sets Pertama Digital apart from its competitors?

We have effectively implemented a proven solution, exemplified by eJamin, which optimizes the bail payment process. The reliability of such a solution is essential in reducing time-to-market for service providers seeking a dependable digital interface for their users, complete with reconciliation capabilities with financial institutions.

Leveraging this product model, we aim to onboard additional service providers, facilitating their digitalization journey. Our commitment to quality is underscored by rigorous testing through Proof of Concept, ensuring outcomes meet or exceed expectations.

How has Pertama Digital adapted to changes in the market landscape and emerging markets?

To establish a significant presence in the digitalization and IT solutions sector, we actively engage with the government's digital agenda. This commitment is evident through our participation in Malaysia's Digital Catalytic Programmes, facilitated by Malaysian Digital Economy Corporation (MDEC).

These programs target the growth of the digital ecosystem across nine key sectors, fostering digital adoption and creating opportunities within the digital economy. We are strategically aligning our talent, capabilities, and infrastructure to meet the increasing demand for digital solutions, thus contributing to the advancement of Malaysia's digital landscape.

Acting Chief Executive Officer: Question and Answers (cont.)

Q&A

with Mohd Reza Bin Mohd Hatta, Acting Chief Executive Officer

Can you highlight any notable partnerships or collaborations that have contributed to Pertama Digital's success?

We are both thrilled and honoured by the opportunity to offer our digital solutions to streamline the bail payment process.

This experience positions us well to extend similar solutions to other service providers seamlessly, benefiting from the knowledge gained without having to start from scratch.

Our commitment to reliability is reflected in the thorough learning process we've undertaken. We are grateful for the invaluable support from financial institutions throughout our digital solution journey.

For our coin conversion product, KOCEK, we continue to refine our business model. We've observed that locations with consistent retail foot traffic yield greater profitability, thus guiding our focus for new outreach initiatives.

What are the strategic priorities for Pertama Digital in the upcoming year?

Our focus lies on key areas: enhancing revenue drivers, streamlining costs to boost profitability, fortifying governance and risk management, and strategic talent management.

We continuously evaluate whether to develop solutions internally or seek more cost-effective routes to market, balancing our service portfolio accordingly. For existing solutions like eJamin, KOCEK, MyPay, and MySMS, scaling their outreach to additional service providers is a priority.

However, our ambitions extend further—we actively pursue opportunities in IT solutions from government entities, agencies, and private sectors, ensuring proactive engagement in suitable ventures.

Corporate Information

Building Tomorrow's Connected Communities :
Innovating infrastructure for a digital Malaysia

Corporate Information

Board of Directors

Datuk Ahmad Nazri Bin Abdullah
NON-INDEPENDENT NON-EXECUTIVE CHAIRMAN
(appointed on 22 June 2023)

Sabri Bin Ab. Rahman
EXECUTIVE DIRECTOR

Chan Kah Hong
EXECUTIVE DIRECTOR
(appointed on 1 February 2024)

Mohd Reza Bin Mohd Hatta
EXECUTIVE DIRECTOR
(appointed on 1 February 2024)

Dato’ Dr. Suhazimah Binti Dzazali
INDEPENDENT NON-EXECUTIVE DIRECTOR

Wong Yoke Nyen
INDEPENDENT NON-EXECUTIVE DIRECTOR

**Yang Teramat Mulia Tunku Syed Razman
Bin Tunku Syed Idrus**
INDEPENDENT NON-EXECUTIVE DIRECTOR

Datuk Wira Shahrul Nazri Bin Abdul Rahim
INDEPENDENT NON-EXECUTIVE DIRECTOR
(appointed on 23 August 2023)

Dato’ Faisal Zelman Bin Abdul Malik
INDEPENDENT NON-EXECUTIVE DIRECTOR
(appointed on 23 August 2023)

Tun Dato’ Seri Zaki Bin Tun Azmi
NON-INDEPENDENT NON-EXECUTIVE DIRECTOR

Tan Sri Dr. Nik Norzrul Thani Bin Nik Hassan Thani
NON-INDEPENDENT NON-EXECUTIVE DIRECTOR

Audit Committee

Wong Yoke Nyen
CHAIRMAN

Dato’ Dr. Suhazimah Binti Dzazali
MEMBER

Tun Dato’ Seri Zaki Bin Tun Azmi
MEMBER

Nomination and Remuneration Committee

Dato’ Faisal Zelman Bin Abdul Malik
CHAIRMAN

**Yang Teramat Mulia Tunku Syed Razman
Bin Tunku Syed Idrus**
MEMBER

Dato’ Dr. Suhazimah Binti Dzazali
MEMBER

Wong Yoke Nyen
MEMBER

Datuk Wira Shahrul Nazri Bin Abdul Rahim
MEMBER

Company Secretaries

Chua Siew Chuan
(MAICSA 0777689)
SSM Practicing Certificate No. 201908002648
Tan Ley Theng
(MAICSA 7030358)
SSM Practicing Certificate No. 201908001685

Auditors

Mazars PLT (AF 001954)
Chartered Accountants
Wisma Golden Eagle Realty, 11th Floor, South Block,
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Tel: +603 2702 5222

Share Registrar

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Tel: +603 7784 1988
Email: binawin@binamg168.com

Corporate Information

Registered Office

Level 7, Menara Milenium,
Jalan Damanlela, Pusat Bandar Damansara,
Damansara Heights,
50490 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur.

Tel: +603 2084 9000

Fax: +603 2094 9940

Email: info@sshbs.com.my

Principal Bankers

AmFunds Management Berhad

Malayan Banking Berhad

Stock Exchange Listing

Main Market of Bursa Malaysia Securities Berhad

Date of Listing: 26 April 1999

Stock Name: PERTAMA

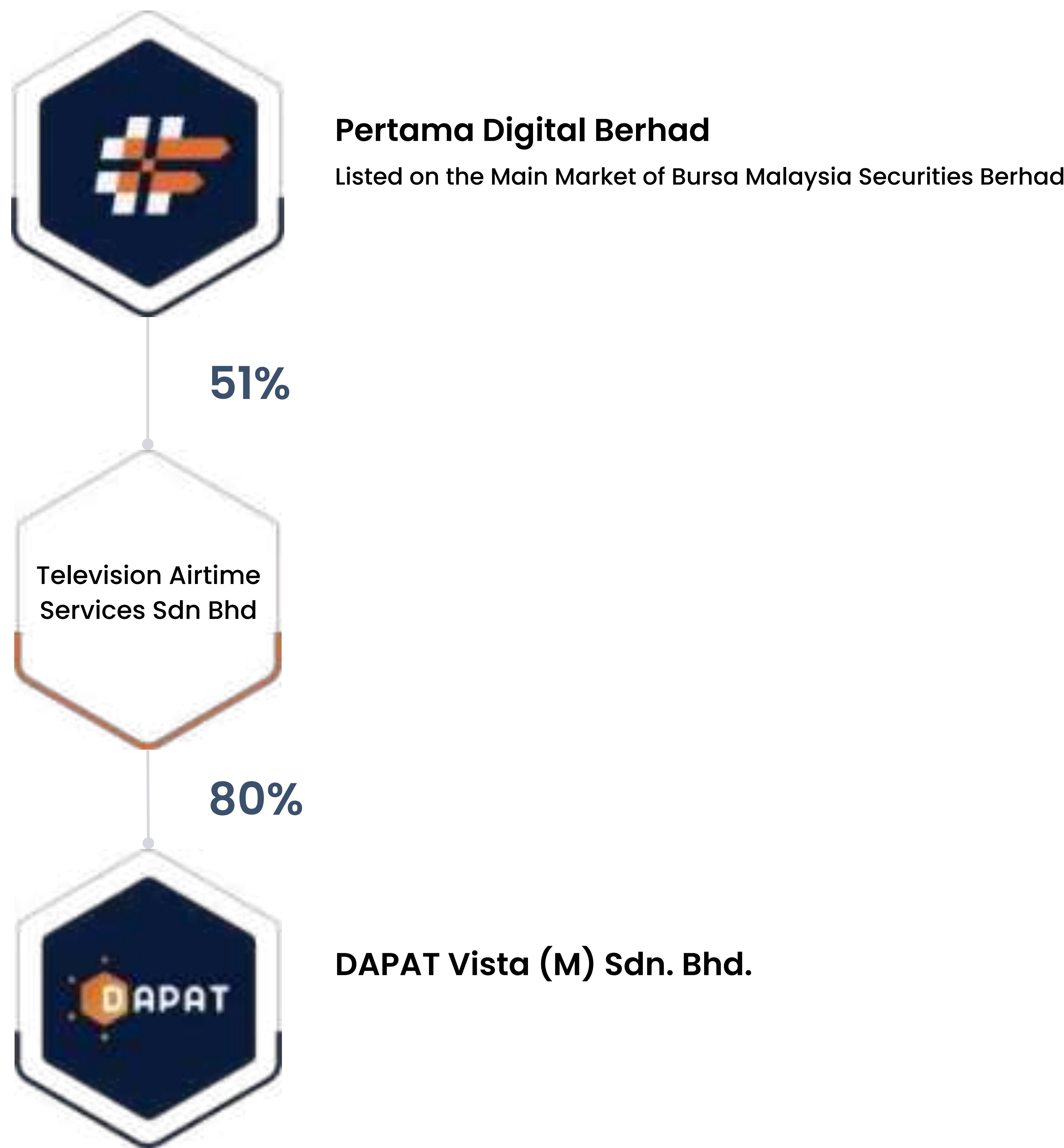
Stock Code: 8532

Website

www.pertamadigital.com

Corporate Structure

Pertama Digital's strategic move: Divesting foreign shareholding, becoming a wholly owned Malaysian counter. Now positioned for Shariah-compliance, we focus on innovating digital solutions for government and enterprises. Our pay-for-performance model ensures agility and client-centricity. Committed to ethical practices, we drive local empowerment and global innovation.



Our Board of Directors

Our Board of Directors

Non-Independent Non-Executive Chairman

Datuk Ahmad Nazri Bin Abdullah



Profile Overview

Age

70 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

22 June 2023

Position in Pertama Digital

Non-Independent Non-Executive Chairman

Datuk Ahmad Nazri Bin Abdullah (“Datuk Nazri”) is a distinguished professional with a robust educational background. He earned a Master of Business Administration from Middlesex University, United Kingdom in 1999, following a Master of Arts in History from the University of Malaya in 1980, specializing in Malay Reservation Land history. His academic journey commenced with a Bachelor of Arts (Honours) from the University of Malaya in 1975.

After retiring from roles at the News Straits Times Press (“NSTP”) Group and Malaysian Resource Corporation Berhad (“MRCB”) in 1998, Datuk Nazri redirected his focus to the family business, Aypz Malaysia Sdn Bhd, where he has been serving as the Chairman since 1995. Originally known as Asialab Malaysia, the company, licensed by the Atomic Energy Licensing Board, specializes in radioactive protection consultation and the management of radiation facilities and materials, evolving under his leadership into a leading Health Safety Environment provider in the region.

Since 2000, Datuk Nazri has been a Director at Radicare Sdn Bhd, playing a pivotal role in steering the company to provide comprehensive hospital support services in various regions. These services include Healthcare Waste Management, Facilities Engineering Maintenance, Biomedical, Linen and Laundry Services, and Cleansing Services.

Currently, as Chairman of UM Plantation since 2018, Datuk Nazri holds directorship roles in University Malaya's companies, overseeing palm oil estates and the farming industry. Additionally, he serves as a Director on the board of the University Malaya Specialist Centre since 2019, where he oversees operations for the private wing of the University Malaya Medical Centre.

In the earlier stages of his illustrious career, Datuk Nazri served as Group Editor of Berita Harian and a member of the NSTP Board from 1988 to 1998. His achievements include the successful production of Harian Metro and the management buyout of the NSTP Group, TV3, and Bank of Commerce through MRCB in 1993. Subsequently, he continued his strategic oversight at MRCB as Deputy Chairman from 1998 to 2000. As a board member for TV3 from 1993 to 1998, Datuk Nazri provided strategic guidance, marking a significant contribution to this leading television network.

Datuk Nazri's wealth of experience, strategic acumen, and commitment to ethical leadership make him a valuable addition to Pertama Digital's Board of Directors ("Board"). His expertise in steering companies through growth and his understanding of the intersection between the public and private sectors position him to contribute significantly to Pertama Digital's multifaceted growth and strategic initiatives.

Datuk Nazri's leadership and governance skills align seamlessly with Pertama Digital's commitment to excellence and dynamic progress, reinforcing the company's dedication to ethical leadership in the digital landscape.

Others:

- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of Board meetings attended in the financial year: 3 out of 5 meetings, as he was appointed on 22 June 2023.

Our Board of Directors

Executive Director

Sabri Bin Ab. Rahman



Profile Overview

Age

64 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

11 November 2020

Position in Pertama Digital

Executive Director

Sabri Bin Ab. Rahman (“Encik Sabri”) is an Executive Director at Pertama Digital, bringing a wealth of experience and visionary leadership to the company. His dynamic career spans diverse industries, showcasing a remarkable ability to navigate and excel in various sectors.

Encik Sabri has left an indelible mark in banking and finance, automobile, outdoor advertising, TV programme production and distribution, trading and sales, and broadcasting. Recognized for his multifaceted expertise, he has collaborated with prominent experts and specialists in Malaysia —

and the broader ASEAN region, establishing himself as a key figure in broadcasting and communications.

In 1992, Encik Sabri manifested his entrepreneurial spirit by founding Television Airtime Services Sdn Bhd (“TAS”), a Group providing TV program content, advertising, and broadcasting services (currently dormant). He played a pivotal role in the development of private television operations in Malaysia, starting with TV3.

In 1996, he acquired Metrovision and contributed significantly to consolidating the TV3 group into Media Prima Berhad in 2000, shaping the media landscape in Malaysia.

Beyond the media industry, Encik Sabri is the founder of DAPAT Vista (M) Sdn Bhd (“DAPAT Vista”), wherein TAS holds an 80% equity interest. This venture focuses on expanding government services through mobile technology, showcasing his commitment to innovation and societal development.

Additionally, his dedication to philanthropy is evident through his role as a director of Pintar Foundation, emphasizing his commitment to social responsibility and community empowerment.

As the Executive Director of Pertama Digital’s group of companies (“Group”), Encik Sabri plays a crucial role of steering the Group towards success. His strategic insights and vast experience across industries contribute to the Group's growth and innovation.

Encik Sabri’s diverse expertise, visionary leadership, and commitment to innovation make him an invaluable asset to Pertama Digital. His multifaceted career and current engagements underscore his dedication to shaping industries and making a positive impact on society.

Others:

- Other directorship in public companies and listed issuers: Pintar Foundation.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of Board meetings attended in the financial year: 8 out of 8 meetings.

Our Board of Directors

Executive Director

Mohd Reza Bin Mohd Hatta



Profile Overview

Age

47 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

1 February 2024

Position in Pertama Digital

- 1) Executive Director
- 2) Acting Chief Executive Officer
- 3) Chief Strategy Officer

Mohd Reza Bin Mohd Hatta (“Encik Mohd Reza”) is a distinguished professional with a solid educational foundation, proudly holding membership in the Association of Chartered Certified Accountants (ACCA). He earned a Bachelor's degree in Accounting with Honors from Universiti Utara Malaysia, where he was also a recipient of the Unilever Scholarship. His early leadership qualities were showcased during his SRP & SPM years at The Malay College Kuala Kangsar, where he served as the President of the Student Union.

In his recent role as the Chief Operating Officer at Agensi Pelaksanaan Ekonomi dan Koordinasi Strategik Nasional (“LAKSANA”), an agency under the Ministry of Finance, since 2020, Encik Mohd Reza oversees the daily operations of the company. He plays a crucial role in supporting strategies led by the Chief Executive Officer and approved by the Board, ensuring all LAKSANA deliverables to external stakeholders are accurately prepared and reported in a timely manner.

From 2017 to 2020, Encik Mohd Reza held a significant position at Credit Guarantee Corporation Malaysia Berhad (“CGC”), overseeing Strategic Data Analytics, Research and Planning, Innovation and Product Development, and Corporate Communication Departments. His leadership contributed to the Annual Business Plan and Medium Term Strategic Plan Reviews, international profiling of CGC, and the formulation of product roadmaps.

He served as the Acting Chief Executive Officer at Al-Khair International Islamic Bank from 2015 to 2017, balancing the asset and liability of the bank and building new business ventures. Earlier, from 2010 to 2015, Encik Mohd Reza was the Vice President of Strategic Planning & Special Assistant to the President/CEO at Export-Import Bank Malaysia Berhad (EXIM Bank), leading strategic discussions involving external stakeholders.

Between 2008 and 2010, he held the role of Logistic Coordinator and Cost Accountant at MITCO and Petronas Carigali Sdn Bhd, respectively. His tasks involved reducing handling costs, establishing effective logistics arrangements, and implementing a collateral management agreement for MITCO. In Carigali, his focus was on timely cost monitoring and analysis to prevent leakages and surplus supplies.

Encik Mohd Reza's extensive expertise, particularly in strategic planning, financial oversight, and international profiling, positions him as an invaluable asset to Pertama Digital. His leadership experience aligns seamlessly with Pertama Digital's commitment to multifaceted growth and strategic leadership.

As Pertama Digital's Chief Strategy Officer and Acting Chief Executive Officer, Encik Mohd Reza's skills will contribute significantly to the Company's vision, driving sustainable operations, fostering high performance, and ensuring Pertama Digital's continued success in the dynamic digital landscape.

Others:

- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of Board meetings attended in the financial year: None, as he was recently appointed on 1 February 2024.

Our Board of Directors

Executive Director

Chan Kah Hong



Profile Overview

Age

50 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

1 February 2024

Position in Pertama Digital

- 1) Executive Director
- 2) Chief Financial Officer

Chan Kah Hong (“Mr. Chan”) is a distinguished finance and management professional boasting over 18 years of extensive experience. His journey reflects exceptional leadership and expertise across diverse industries, establishing him as a dynamic and forward thinking leader adept at navigating complex business landscapes.

With an impressive academic background, Mr. Chan holds a Master of Business Administration with Distinctions from the University of Strathclyde, Glasgow.

He is also a Certified Practising Accountant (CPA) accredited by CPA Australia. Additionally, he earned a Bachelor of Commerce, majoring in Finance and Accounting from the University of Southern Queensland.

Mr. Chan’s professional journey began at Deloitte in Selangor in 1997 till 2022, where he progressed from a staff assistant to a senior consultant, honing his skills in financial and operational management.

Later at Leeden Limited in Singapore, a subsidiary of Taiyo Nippon Sanso Corporation, he served as financial manager, playing a pivotal role in financial strategy and operations, contributing significantly to the company's growth and efficiency from 2004 till 2006.

Subsequently, at Asterasia Industries Sdn Bhd, Mr. Chan served as Group Finance and Administration Manager, overseeing crucial aspects of finance and administration, enhancing organizational performance.

Mr. Chan's expertise spans critical business functions, including financial and operational management, strategic corporate planning and restructuring, business planning and budgeting, investments evaluation, mergers and acquisitions, treasury management, feasibility studies, project risk management, process costing, financial analysis and reporting, ERP system management, organizational planning and structuring, performance indicators management, risk management and business model development.

Mr. Chan's career showcases diverse industry exposures, managing business segments from Business-to-Business (B2B) to Business-to-Customer (B2C) in industries such as palm oil (commodities trading, refineries, and oil mill, oil and gas, electronics, engineering, investment property development, construction, firefighting, financial institutions, services and global trading.

With his extensive experience and a broad spectrum of skills, Mr. Chan stands as a testament to effective leadership in complex business environments. His contributions to every organization he has been part of are marked by innovative solutions, strategic thinking, and a deep understanding of both financial and operational nuances across varied industries.

Others:

- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of Board meetings attended in the financial year: None, as he was recently appointed on 1 February 2024.

Our Board of Directors

Independent Non-Executive Director

Dato’ Dr. Suhazimah Binti Dzazali



Profile Overview

Age

61 years old

Gender

Female

Nationality

Malaysian

Date of Appointment

11 November 2020

Position in Pertama Digital

- 1) Independent Non-Executive Director
- 2) Member of the Audit Committee
- 3) Member of the Nomination and Remuneration Committee

Dato’ Dr Suhazimah Binti Dzazali (“Dato’ Dr. Suhazimah”) is a distinguished academic with a Doctor of Philosophy in Information Security Management from the University of Malaya. Her academic accomplishments also include a Bachelor’s Degree in Computer Science and a Master’s Degree of Science in Computer Science, both from Northrop University, California, USA.

Additionally, she holds certifications as a Certified Disaster Recovery Professional from the Cybersecurity Certifying Body, EC Council, and a Certified Tester Foundation Level from the Malaysia IT Software Quality Board.

Dato' Dr Suhazimah retired in October 2020 after nearly 35 years in public service, culminating in her role as Deputy Director-General (ICT) / Government Chief Information Officer in the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU), Prime Minister's Department, since August 2014.

Her contributions were instrumental in transformative programs within the Malaysian Government, including the computerization and modernization of the Immigration Department. She played a pivotal role in the formulation of the Public Sector ICT Strategic Plan 2016-2020 and the more recent Public Sector Digitalisation Strategic Plan 2021-2025. Achievements from the former strategic plan implementation include the establishment of Public Sector Private Data Centres and Cloud Services, Malaysia Government Data Exchange Platform, Government Online Services Gateway, Digital Document Management Services, and increased open-source adoptions for in-house system developments.

Dato' Dr Suhazimah has been recognized globally, named among the World's 100 Most Influential People in Digital Government 2019 by Apolitical and awarded the Information Security Professional of the Year 2013 by Cyber Security Malaysia - Awards, Conference & Exhibition.

In her role as an Independent Non-Executive Director in Pertama Digital, Dato' Dr Suhazimah brings a wealth of expertise in information security and digital governance. Her membership in the Nomination and Remuneration Committee, and Audit Committee further underscores her commitment to governance and strategic oversight.

Her extensive background in public service, coupled with her global recognitions, positions her as a valuable asset to Pertama Digital as it navigates the evolving landscape of digital technology.

In conclusion, Dato' Dr Suhazimah's exceptional academic achievements, extensive professional experience, and global recognitions make her a key contributor to Pertama Digital's commitment to excellence and innovation. Her presence on the Board exemplifies the company's dedication to ensuring robust governance and information security practices.

Others:

- Other directorship in public companies and listed issuers: KESM Industries Berhad.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of board meetings attended in the financial year: 8 out of 8 meetings.

Our Board of Directors

Independent Non-Executive Director

Wong Yoke Nyen



Profile Overview

Age

64 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

4 April 2022

Position in Pertama Digital

- 1) Independent Non-Executive Director
- 2) Chairman of the Audit Committee
- 3) Member of the Nomination and Remuneration Committee

Wong Yoke Nyen (“Mr. Wong”) is a distinguished financial professional, certified as a member of the Institute of Chartered Accountants in England and Wales (Corporate Finance Faculty). He holds a Bachelor of Arts degree from City of London Polytechnic (now known as London Metropolitan University) and an Advanced Diploma in Corporate Finance from the Institute of Chartered Accountants in England and Wales and the Chartered Institute for Securities Investment.

Mr. Wong's illustrious career commenced in 1981 at Baker Rooke, a prominent firm of Chartered Accountants in London, United Kingdom. During his tenure, he gained extensive experience and exposure in auditing, accountancy, and management consultancy work. His journey continued in 1983 when he joined Aseambankers Malaysia Berhad (now Maybank Investment Bank Berhad). His last position held at Aseambankers was the Executive Vice President cum Head of Corporate Finance division.

Dedicated to the financial sector, Mr. Wong served as an honorary advisor to the Master Builders Association Malaysia from July 2008 to June 2010. Currently, he is the Founder & Managing Director of WYNCORP Advisory Sdn. Bhd., a licensed corporate finance advisory Group.

His wealth of experience is further highlighted by his past and current directorships in public listed companies, including Hap Seng Consolidated Berhad, Focus Lumber Berhad, Sentoria Group Berhad, and Export-Import Bank of Malaysia Berhad.

In his role as an Independent Non-Executive Director and Chairman of the Audit Committee at Pertama Digital, Mr. Wong contributes his financial acumen and strategic insights to the Board. His extensive experience in corporate finance and governance aligns with the company's commitment to excellence and transparency.

Mr. Wong's multiple directorships in public listed companies showcase his continued influence and leadership in the business community, further enhancing Pertama Digital's governance framework.

Mr. Wong's exceptional financial expertise, diverse professional background, and current engagements make him a valuable asset to Pertama Digital. His presence on the Board reinforces the company's dedication to financial integrity, strategic leadership, and corporate governance.

Others:

- Other directorship in public companies and listed issuers: Hap Seng Consolidated Berhad.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of board meetings attended in the financial year: 8 out of 8 meetings.

Our Board of Directors

Independent Non-Executive Director

**Yang Teramat Mulia Tunku Syed Razman
Bin Tunku Syed Idrus**



Profile Overview

Age

61 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

13 October 2022

Position in Pertama Digital

- 1) Independent Non-Executive Director
- 2) Member of the Nomination and Remuneration Committee

Yang Teramat Mulia Tunku Syed Razman Bin Tunku Syed Idrus (“YTM Tunku Syed Razman”), the 7th Tunku Besar of Tampin, brings a rich tapestry of leadership and commitment to Pertama Digital. Appointed as an Honorary Colonel in the Malaysian Territorial Army (Wataniah) in 2020, he exemplifies a commitment to service.

Educated in Business Administration and Marketing at Lansdowne College and the Institute of Modern Training in Management Studies (MYTMS), London, YTM Tunku Syed Razman combines academic excellence with practical leadership.

His dedication extends beyond business, serving as the Royal Patron of the International Islamic College and Patron of the Tunku Besar Tampin Foundation. In the realm of community and international relations, he chaired the Malaysia-Saudi Arabia Business Council (MSBC) from 2017 to the present.

A sports enthusiast, YTM Tunku Syed Razman presides over various sporting associations in the district, including the Tampin District Hockey Association and serves as the Co-Patron for The Negeri Sembilan Cricket Council. Notably, he holds the position of President in the Negeri Sembilan Football Association and Negeri Sembilan Football Club from 2018 to date, emphasizing his contribution to sports development.

Actively involved in business, YTM Tunku Syed Razman serves as Chairman and shareholder of companies in the car dealership, property development, tourism, and laboratory services and healthcare sectors.

As an Independent Non-Executive Director at Pertama Digital, YTM Tunku Syed Razman brings a unique blend of leadership, community service, and business acumen to the Board. His diverse experience aligns with the company's ethos of multifaceted growth.

His involvement in various sectors and organizations reflects a commitment to holistic development, enhancing Pertama Digital's strategic vision and community engagement.

In conclusion, YTM Tunku Syed Razman's multifaceted leadership, commitment to community service, and active involvement in business make him an invaluable addition to the Board. His appointment underscores the Company's dedication to inclusive growth, strategic leadership, and community impact.

Others:

- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of board meetings attended in the financial year: 6 out of 8 meetings.

Our Board of Directors

Independent Non-Executive Director

Dato’ Faisal Zelman Bin Abdul Malik



Profile Overview

Age

50 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

23 August 2023

Position in Pertama Digital

- 1) Independent Non-Executive Director
- 2) Chairman of the Nomination and Remuneration Committee

Dato’ Faisal Zelman bin Datuk Abdul Malik (“Dato’ Faisal”) holds a Business Administration degree from Western Michigan University (1996) and a Master of Business Administration from Twintech International University College of Technology (2020).

A seasoned professional known for effectiveness and accountability, Dato’ Faisal navigates complex business challenges with experience-backed judgment, a robust work ethic, and unwavering integrity.

In his current role as Chairman at Central Global Berhad, listed on Bursa Malaysia Securities Berhad (“Bursa Securities”), he provides strategic leadership in the manufacturing and construction sector, specializing in industrial tapes and label stocks.

Dato’ Faisal’s diverse career includes serving as an Independent Non-Executive Director at global service provider Scomi Group Berhad and Vizione Holdings Berhad, an integrated construction outfit.

He also held the position of Managing Director at Ciscorp Sdn Bhd, overseeing armed security, static security, maintenance, and vendor management services.

In the realm of travel, he significantly contributed as Managing Director of Urban Glory Travel Sdn Bhd, achieving an annual turnover of RM2 million and establishing strong partnerships in inbound-outbound travel packages.

Noteworthy is his involvement in motorsports as Team Principal and Driver for Fugazi Racing Team, managing sponsorships and assets valued at RM4 million, and securing numerous victories.

Dato' Faisal's career started with a marketing executive role at RMT Metals Sdn Bhd, involving the trading of ferrous and non-ferrous metals. He began as a Floor Trader Assistant at Future Trading Sdn Bhd in 1992, providing investment servicing and gaining training in options and algorithmic analysis.

Presently, Dato' Faisal serves as the Chairman of the Nomination and Remuneration Committee at Pertama Digital.

Additionally, he holds a crucial position on the Board as an Independent Non-Executive Director, highlighting his commitment to the Company's strategic vision and governance, aligning seamlessly with Pertama Digital's dedication to excellence and dynamic progress.

Others:

- Other directorship in public companies and listed issuers: Central Global Berhad.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of board meetings attended in the financial year: 2 out of 2 meetings, as he was appointed on 23 August 2023.

Our Board of Directors

Independent Non-Executive Director

Datuk Wira Shahrul Nazri bin Abdul Rahim



Profile Overview

Age

49 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

23 August 2023

Position in Pertama Digital

- 1) Independent Non-Executive Director
- 2) Member of the Nomination and Remuneration Committee

Datuk Wira Shahrul Nazri Bin Abdul Rahim (“Datuk Wira Shahrul”) boasts a distinguished academic background with a Bachelor of Laws (LLB HONS) from Anglia University, United Kingdom, earned between 1992 and 1996. His academic journey began at Malay College Kuala Kangsar, Malaysia, where he laid the foundation for his future success between 1987 and 1991.

Datuk Wira Shahrul furthered his education with notable courses, including the Harvard 20 Conversation in Boston, USA (2012), the e-Business Executive Programme at Columbia Business School in New York, USA (2001), and the Managing Business Impact program by Dale Carnegie in 2001. Additionally, he attended the Certificate of Legal Practice at the University Malaya, Kuala Lumpur, in 1996.

In his role as Director of LAKSANA in the Ministry of Finance, Datuk Wira Shahrul oversees the implementation and coordination of national agencies for economic stimulus packages under the Ministry of Finance. Additionally, he serves as the Board Chairman for Penjana Kapital Sdn Bhd since October 2020, providing strategic directions and overseeing the development of strategies aligned with short-term and long-term objectives.

Datuk Wira Shahrul served as the President/Chief Executive Officer of Export and Import Bank of Malaysia Berhad (EXIM) from July 2019 to June 2021, contributing significantly to the promotion of reverse investment and export in strategic sectors. He held a concurrent position as a Board Member at Malaysia External Trade Development Corporation (MATRADE) from August 2019 to the present, showcasing his commitment to trade development.

Datuk Wira Shahrul played pivotal roles within CIMB Group, a leading ASEAN universal bank. From January 2014 to June 2019, he served as the Group Head of Corporate Development and Senior Managing Director in the Group CEO Office. His board memberships include CIMB Holdings Sdn Bhd, CIMB Cambodia Bank, and CIMB Vietnam Bank, illustrating his substantial contribution to CIMB's growth and success.

Datuk Wira Shahrul's extensive academic background and diverse professional experience align seamlessly with Pertama Digital's commitment to multifaceted growth. His strategic vision, leadership skills, and dedication to excellence make him a valuable addition to the Board, reflecting Pertama Digital's dedication to inclusive growth and community impact.

Others:

- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of Board meetings attended in the financial year: 2 out of 2 meetings, as he was appointed on 23 August 2023.

Our Board of Directors

Non-Independent Non-Executive Director

Tun Dato’ Seri Zaki Bin Tun Azmi

A portrait of Tun Dato’ Seri Zaki Bin Tun Azmi, an elderly man with glasses, wearing a dark blue short-sleeved button-down shirt. He is smiling and looking towards the camera. He is sitting on a balcony or terrace with a city skyline in the background. The background is slightly blurred, showing various buildings and a clear sky.

Profile Overview

Age

78 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

21 April 2020

Position in Pertama Digital

- 1) Non-Independent Non-Executive Director
- 2) Member of the Audit Committee

Tun Dato’ Seri Zaki bin Tun Azmi (“Tun Zaki”) stands as a distinguished figure with a rich history in legal service and leadership. Graduating from Lincoln’s Inn, London, he earned his Barrister-at-Law Degree in 1969, laying the foundation for a remarkable career.

His journey commenced in the Malaysian Judicial and Legal Services, where he served as a Magistrate. His dedication and prowess led to a transition to the Attorney General’s Chambers, —

where he held various key positions over a span of 15 years, demonstrating an unwavering commitment to the legal domain.

Elevating his career, Tun Zaki took on the prestigious role of a Federal Judge before being appointed as the President of the Court of Appeal, the second-highest judicial office in the country.

Notably, in 2008, he assumed the position of the 12th Chief Justice of Malaysia, a testament to his exceptional legal acumen and leadership capabilities.

His contributions extended beyond the courtroom, as Tun Zaki held the distinction of being the inaugural Chairman of the Judicial Appointment Commission. This role showcased his commitment to fostering excellence within the legal system, ensuring the appointment of deserving individuals to key positions. His term as Chief Justice concluded in September 2011, marking a significant chapter in Malaysia's legal history.

Post-retirement, Tun Zaki's global influence expanded when he was appointed as the Chief Justice of the Dubai International Financial Centre Courts in November 2018.

This role highlighted not only his national prominence but also his international standing in the legal community.

In addition to his legal contributions, Tun Zaki has played pivotal roles in academia, serving as the Chancellor of Multimedia University and MAHSA University, as well as the Pro-Chancellor of Universiti Sains Islam Malaysia. This demonstrates his commitment to nurturing the next generation of leaders and professionals.

Presently, Tun Zaki holds the position of Non-Independent Non-Executive Director at Pertama Digital. His wealth of experience and strategic insight undoubtedly adds immense value to the Board, contributing to the Group's growth and success.

In conclusion, Tun Zaki's illustrious career, marked by a relentless pursuit of excellence, leadership, and service, continues to inspire and shape the legal and corporate landscape. His presence on the Board reflects the Group's commitment to governance, expertise, and sustained growth.

Others:

- Other directorship in public companies and listed issuers: Music Rights Malaysia Berhad, Yayasan Astro Kasih, Eramas Trustee Berhad, and Pintar Foundation.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of Board meetings attended in the financial year: 8 out of 8 meetings.

Our Board of Directors

Non-Independent Non-Executive Director

Tan Sri Dr. Nik Norzrul Thani Bin Nik Hassan Thani



Profile Overview

Age

63 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

7 September 2022

Position in Pertama Digital

Non-Independent Non-Executive Director

Tan Sri Dr. Nik Norzrul Thani Bin Nik Hassan Thani (“Tan Sri Dr. Nik Norzrul”), an eminent legal scholar, holds a Doctorate in Philosophy in Law from the School of Oriental and African Studies (SOAS), University of London. His academic journey includes a Master in Law from Queen Mary College, University of London, and a Degree in Bachelor of Laws from the University of Buckingham. Additionally, he is a Barrister-at-Law from Lincoln’s Inn, showcasing a robust foundation in legal academia.

Currently serving as the Chairman and Senior Partner of Zaid Ibrahim & Co. (ZICO), Tan Sri Dr. Nik Norzrul is a distinguished figure in the legal landscape. His leadership extends to ZICO Law, the premier ASEAN law network, strategically present across key locations in the region.

Before joining ZICO, Tan Sri Dr. Nik Norzrul practiced law with the esteemed international law firm, Baker & McKenzie, enriching his global perspective.

His professional journey includes experiences with an audit firm and a bank in Kuala Lumpur, reflecting a comprehensive understanding of the corporate and financial sectors.

In 2017, the Ministry of International Trade & Industry appointed him as the Chairman of the Malaysia-Singapore Business Council, a testament to his strategic acumen and diplomatic skills.

Tan Sri Dr. Nik Norzrul's multifaceted role in Pertama Digital underscores his commitment to governance and strategic direction. As a Non-Independent Non-Executive Director, he brings a wealth of legal and corporate expertise to the Board.

In conclusion, Tan Sri Dr Nik Norzrul's exceptional academic background, diverse professional experiences, and current engagements highlight his invaluable contributions to Pertama Digital. His presence on the Board reflects the company's dedication to robust governance and strategic leadership.

Others:

- Other directorship in public companies and listed issuers: Sime Darby Plantation Berhad, T7 Global Berhad, Malaysian Rating Corporation Berhad, Amanah Saham Nasional Berhad, Cagamas Holdings Berhad and MARC Ratings Berhad.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.
- Number of board meetings attended in the financial year: 8 out of 8 meetings.

Our Key Management Personnel

Acting Chief Executive Officer and Chief Strategy Officer

Mohd Reza Bin Mohd Hatta



Profile Overview

Age

47 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

1 February 2024

Position in Pertama Digital

- 1) Executive Director
- 2) Acting Chief Executive Officer
- 3) Chief Strategy Officer

Mohd Reza Bin Mohd Hatta (“Encik Mohd Reza”), an accomplished professional, is a proud member of the Association of Chartered Certified Accountants (ACCA), backed by a Bachelor’s Degree in Accounting with Honors from Universiti Utara Malaysia.

In his recent role as Chief Operating Officer (“COO”) at Agensi Pelaksanaan Ekonomi dan Koordinasi Strategik Nasional (LAKSANA) since 2020, Encik Mohd Reza oversees daily operations, supporting strategies led by the CEO and ensuring timely delivery of all LAKSANA commitments to stakeholders.

Prior to this, from 2017 to 2020, he played a pivotal role at Credit Guarantee Corporation Malaysia Berhad (“CGC”), overseeing various departments and contributing significantly to strategic planning and international profiling.

His tenure as Acting Chief Executive Officer at Al-Khair International Islamic Bank from 2015 to 2017, and as Vice President of Strategic Planning & Special Assistant to the President/CEO at Export-Import Bank Malaysia Berhad (EXIM Bank) from 2010 to 2015, further underscore his leadership prowess.

Encik Mohd Reza’s expertise extends to logistic coordination and cost accounting, where his roles at MITCO and Petronas Carigali Sdn Bhd from 2008 to 2010 were marked by efficiency improvements and cost management initiatives.

With a wealth of experience in strategic planning, financial oversight, and international profiling, Encik Mohd Reza is set to play a pivotal role as Chief Strategy Officer and Acting Chief Executive Officer at Pertama Digital, driving sustainable operations and ensuring continued success in the digital landscape.

Others:

- Details of any interest in the securities of the listed issuer or its subsidiaries: None.
- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.

Our Key Management Personnel

Chief Financial Officer

Chan Kah Hong



Profile Overview

Age

50 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

1 February 2024

Position in Pertama Digital

- 1) Executive Director
- 2) Chief Financial Officer

Chan Kah Hong (“Mr Chan”), renowned in the finance and management realm, boasts over 18 years of rich experience, showcasing exceptional leadership and expertise across diverse industries.

Armed with a Master of Business Administration with Distinctions from the University of Strathclyde, Glasgow, and a CPA accreditation from CPA Australia, Mr. Chan's professional journey began at Deloitte in 1997, where he steadily climbed the ranks to senior consultant, refining his financial and operational acumen.

During his tenure at Leeden Limited from 2004 to 2006, a subsidiary of Taiyo Nippon Sanso Corporation, he spearheaded financial strategy and operations, significantly enhancing the company’s growth and efficiency. Subsequently, at Asterasia Industries Sdn Bhd during the same period, Mr. Chan excelled as Group Finance and Administration Manager, elevating organizational performance through astute financial oversight.

Mr. Chan's expertise spans a wide array of critical business functions, from strategic corporate planning to investments evaluation, and from project risk management to ERP system management. His career trajectory traverses various industries, from palm oil to electronics, showcasing his adaptability and proficiency in diverse business segments.

With an illustrious track record marked by innovative solutions and strategic foresight, Mr. Chan Kah Hong stands as a beacon of effective leadership in complex business environments, leaving an indelible mark of success in every organization he has served.

Others:

- Details of any interest in the securities of the listed issuer or its subsidiaries: None.
- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.

Our Key Management Personnel

Chief Executive Officer of DAPAT Vista (M) Sdn Bhd

Joshua Samuel Smith



Profile Overview

Age

35 years old

Gender

Male

Nationality

Malaysian

Date of Appointment

1 November 2023

Position in Pertama Digital

Chief Executive Officer of DAPAT Vista

Joshua Samuel Smith (“Mr. Joshua”), a seasoned technology entrepreneur, holds a Bachelor of Science degree in Mechanical Engineering from the University of Sunderland, complemented by a Master of Science and Engineering from Cornfield University. His expertise encompasses Technology and Innovation, Research and Development, Software and Product Development, and IT Infrastructure and Operations Management.

Embarking on his career journey in 2011 as an analyst at Citibank, Mr. Joshua’s trajectory led him through pivotal roles at Accenture, serving as a Technology Consultant from 2012 to 2014. Expanding his horizons, he assumed the role of Analytics Consultant at Oxis Energy in the UK from 2015 to 2016.

In 2016, he took on the role of Vice President of Technology at UBER, effectively managing a monthly budget of USD1 million and enhancing the application's back-end systems until 2018.

Mr. Joshua's leadership prowess further manifested in senior management roles, including Fractional Chief Data Officer at TheLorry, a technology-empowered logistics platform in Southeast Asia, from 2017 to 2018. As the Chief Technology Officer at DAPAT Vista from 2018 to 2020, he spearheaded a dynamic team, collaborating closely with the Malaysian government, and developed successful products—MyPay and eJamin—processing over RM5 million in 2020.

Continuing his impact in the digital realm, Mr. Joshua assumed roles at HeiTech Padu Berhad and Etaily, a Philippines-based e-Commerce solutions provider, where he served as Vice President of Technology from 2021 to 2023.

In 2020, he founded Tekkis, propelling the company to RM5 million within three years before rejoining DAPAT Vista as the Chief Executive Officer.

In his current capacity, Mr. Joshua oversees products he initially developed, focusing on enhancing profitability and introducing innovative products for Pertama Digital. Renowned for meticulous attention to detail and a strategic mindset, Mr. Joshua's extensive expertise positions him as a valuable asset in navigating technological complexities, driving sustained growth, and fostering innovation within the industry.

With over a decade of multifaceted experience, Mr. Joshua continues to play pivotal roles in shaping the landscape of technology start-ups, delivering financially viable solutions, and advancing innovation to new heights.

Others:

- Details of any interest in the securities of the listed issuer or its subsidiaries: None.
- Other directorship in public companies and listed issuers: None.
- Any family relationship with any director and/or major shareholder of the listed issuer: None.
- Any conflict of interest that the person has with the listed issuer: None.
- Other than traffic offences, the list of convictions for offences within the past 5 years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year, if any: None.

Management Discussion and Analysis

Community Bonds : Forging deep connections through shared experiences and mutual respect, strengthened by digital networks

Management Discussion and Analysis

The Management Discussion & Analysis provides an insight of Pertama Digital's performance for the financial year ending 31 December 2023. It is imperative that this document be reviewed in conjunction with the audited financial statements to acquire a thorough comprehension of Pertama Digital's performance and prospects.

Background

Pertama Digital, a leading investment holding company, has transitioned its focus from traditional fabric production and sales to embrace the rapidly expanding mobile and digital solutions sector. This strategic shift has been led by its subsidiary, DAPAT Vista as Pertama Digital adapts to the changing landscape of digital innovation, its goal remains to provide modern solutions that meet the evolving needs of its customers and the market. Pertama Digital and the Group have been dedicating their attention and efforts towards realising their digital innovation goals even more following the completion of the disposal of the entire equity interests held by Pertama Digital in Be Top Group Limited and its wholly owned subsidiary, Top Textile (Suzhou) Co. Ltd. ("Disposal of Be Top") to Gifted Investment Limited ("GIL") on 10 August 2022.

Having been classified as an affected listed issuer under Paragraph 8.03A of the Main Market Listing Requirements ("MMLR") issued by Bursa Securities, Pertama Digital continues to focus its efforts in effectively addressing and evaluating the viable solutions, as well as in formulating and finalising a comprehensive regularisation plan for its submission within the set timeframe.

Operational Review

eJamin

eJamin is a pioneering solution aimed at modernising the bail payment process within Malaysia's judicial system. By leveraging digital technology, eJamin makes bail payments more efficient for the Malaysian courts' bail process. Since its inception in January 2020, eJamin has successfully processed over RM100 million bail collections, improving the overall effectiveness of the bail system. Pertama Digital also perseveres in delivering the best product in the market when it continues to improve its product by introducing eJamin 3.0, a comprehensive upgrade aimed at simplifying and enhancing bail payments. Going forward, Pertama Digital plans to expand eJamin's reach across more courts in Malaysia (currently over 188 court locations) and venture into further integration with the court systems, ensuring greater convenience for all involved.



KOCEK

KOCEK offers a valuable service by converting physical coins into digital currency; this product went through a rebranding exercise in 2023 to attract more of the public's interests. While initially aiming for rapid growth, Pertama Digital realised the importance of locating these services where demand is high. Therefore, efforts have been focused on identifying areas with significant demand for coin conversion services. By strategically positioning these services, Pertama Digital aims to maximise their impact and profitability in the long term. In 2023 alone, KOCEK services were offered at more than 17 locations within Klang Valley and KOCEK Out was also introduced where the public gets to purchase coins. An aggressive agent model expansion was also being implemented, driving the growth trajectory of KOCEK.

MyPay

MyPay is a comprehensive digital payment solution designed to simplify financial transactions for individuals and businesses, which is being used by 100 Government agencies to date. Through an easy-to-use platform, users can pay bills, transfer funds, top up mobile phones, and make online purchases. Security is a top priority for MyPay, with robust encryption and authentication measures in place to protect users' information. Pertama Digital strives for continual innovation for MyPay by aiming to regularly introduce new features and enhancements to meet users' evolving needs.

Future Prospects

Moving forward, Pertama Digital continues to proactively engage with various counterparties through collaborations to promote development of digital solutions for the Rakyat. In summary, there are 4 key areas that Pertama Digital is focusing on, namely enhancement to revenue drivers, cost streamlining to drive profitability supported by strengthening of governance & risk management as well as strategic talent management. All these efforts are aimed at regularising its affected issuer status.

(i) Enhancement to Revenue Drivers

Pertama Digital may pursue various innovative strategies to bolster revenue streams and maximise profitability. One approach involves diversifying its market reach by identifying and tapping into new markets or segments. By expanding its customer base, Pertama Digital can increase its revenue potential and reduce dependency on specific market segments. Additionally, continuously innovating and expanding product offerings to meet evolving customer needs and preferences can drive revenue growth. This could involve developing new digital solutions or enhancing existing products to add value for customers.



Forming strategic partnerships is another avenue for revenue enhancement. By collaborating with complementary businesses, Pertama Digital can access new markets, technologies, or distribution channels. Strategic alliances can facilitate market expansion and increase brand visibility, ultimately driving revenue growth. Moreover, implementing customer retention strategies such as loyalty programs, personalised marketing initiatives, and exceptional customer service can help retain existing customers and enhance their lifetime value. This can lead to recurring revenue streams and sustained profitability.

(ii) Cost Streamlining

To optimise operational efficiency and drive bottom-line growth, Pertama Digital can implement measures to streamline costs. Process optimization is key, involving the identification and elimination of inefficiencies in internal processes and workflows. By streamlining operations, it will reduce overhead costs and improve resource utilisation. Additionally, leveraging technology solutions such as automation, artificial intelligence, and data analytics can automate repetitive tasks, enhance productivity, and reduce labour costs.

(iii) Governance and Risk Management Strengthening

To safeguard stakeholder interests, Pertama Digital acknowledges that it must prioritise robust governance frameworks and risk mitigation strategies. This involves enhancing compliance policies and procedures to ensure adherence to regulatory requirements and mitigate legal risks. Strengthening internal controls is crucial, as it helps prevent fraud, errors, and misuse of resources. Regular risk assessments should be conducted to identify potential threats and vulnerabilities, followed by the development and implementation of risk mitigation strategies.

Effective Board oversight is essential for governance and risk management. This can be done by enhancing Board oversight and governance structures to provide effective supervision and guidance on strategic decision-making and risk management. Additionally, engaging with stakeholders, including shareholders, employees, customers, and regulators, fosters transparency, trust, and accountability. By maintaining open communication channels with stakeholders, Pertama Digital may address concerns proactively and build stronger relationships based on mutual respect and understanding.

(iv) Strategic Talent Management

Investing in talent acquisition and development initiatives is crucial for nurturing a skilled workforce capable of driving sustained organisational success. Pertama Digital has been implementing and will continue to implement a rigorous recruitment process to attract top talent with the right skills, experience, and cultural fit. Employee development programs, including training and upskilling initiatives, can enhance employees' capabilities to meet evolving business needs and drive innovation.



Succession planning is another aspect of strategic talent management. By identifying and grooming high-potential employees for key leadership positions, Pertama Digital is able to ensure continuity in leadership and maintain organisational stability. Implementing performance appraisal systems and providing regular feedback to employees promotes accountability and drives continuous improvement. Moreover, creating a positive work environment, promoting work-life balance, and recognising and rewarding employee contributions foster high levels of engagement and retention. By prioritising strategic talent management initiatives, it will create a motivated and resilient workforce capable of achieving its long-term goals.

Risk and Mitigation Assessment

Pertama Digital acknowledges the presence of a diverse range of risk factors that have the potential to impact its financial and operational performance. These risks permeate various levels of its operations. In response, Pertama Digital has been and is committed to mitigating its exposure by implementing effective risk management strategies and internal control processes, with the goal of minimising uncertainties and maximising potential opportunities within its business landscape.

(i) Market and Competition

Hurdling through the fiercely competitive landscape of digital solutions, Pertama Digital faces challenges related to market saturation and intense competition. As the market matures, acquiring new users becomes challenging, intensifying competition among digital solution providers and emphasising the need for robust customer retention strategies and product differentiation. Pertama Digital endeavours to stand out through product quality, innovation, and strategic marketing efforts. Price competition may impact profit margins, prompting Pertama Digital to innovate and maintain a competitive edge. Additionally, shifting customer preferences pose a risk, necessitating the utilisation of data analytics for tailored offerings to mitigate customer retention risks.

(ii) Human Resources

Loss of key management or challenges in attracting and developing talent can impact the Group's operations. The scarcity of digital and technology expertise, combined with rising acquisition costs, is a concern in the digital solutions industry. Pertama Digital is steadfast in its belief that sustained growth requires a diverse, sustainable workforce. To address talent shortages, Pertama Digital is committed to investing in attracting, developing, and retaining skilled professionals. Focus on upskilling aligns with digital transformation, fostering engagement for a dynamic and innovative workplace, essential for staying at the forefront of industry advancements.



(iii) Technology

In the rapidly evolving landscape of digital solutions, Pertama Digital is confronted with multifaceted challenges related to technology disruption, infrastructure limitations, and the emergence of substitute technologies. The rapid pace of technological advancements demands substantial investments to stay at the forefront. Infrastructure challenges such as maintenance issues or delays in development projects pose threats to the quality and reach of its products. Pertama Digital needs to navigate these challenges to ensure seamless product functionality and meet the increasing demands of tech-savvy consumers. Furthermore, the rise in substitute technologies poses competition, necessitating strategic positioning to align offerings with evolving consumer preferences and technological shifts for sustained competitiveness.

(iv) Cybersecurity and Data Privacy

Another risk concern of Pertama Digital is the challenges posed by cybersecurity amidst rapid digitisation and ensuring robust data protection. To mitigate these risks, Pertama Digital prioritises comprehensive cybersecurity strategies, incorporating advanced threat detection, encryption, and regular security audits. Adherence to strict data protection regulations is crucial, emphasising secure handling of customer data. Proactive cybersecurity, aligned with stringent data protection, safeguards against breaches, preserving customer trust. By investing in advanced technologies and complying with data protection standards, Pertama Digital fortifies its defences, ensuring customer data confidentiality and integrity.

(v) Regulatory and Compliance

In the dynamic landscape of digital solutions, Pertama Digital faces challenges and opportunities due to evolving regulations. Adapting swiftly to changes in data protection, privacy, and industry practices is crucial. Staying abreast of regulatory shifts, engaging with stakeholders, and proactively influencing policy changes are essential for the Group to thrive compliantly. This approach ensures stability and sustained growth in the ever-changing regulatory landscape.



Market Overview

Pertama Digital's Transformation in Digital Services for Malaysia's Future



Emerging technologies are reshaping our way of life, with digital tools and platforms rapidly supplanting conventional processes

In the midst of this digital revolution, Pertama Digital emerges as a pioneering force, spearheading a transformative journey that transcends conventional boundaries.

This momentum is underscored by recent insights from the Ministry of Communications, which highlights the pivotal role of digital and digitally-transformed enterprises in today's global economy. With more than half of the world's economic activity now driven by digital means, the transformative power of technology has become undeniable.

As we navigate this digital-first landscape, it's evident that the future belongs to those who embrace the digital economy. Forecasts indicate that 70% of all new value will be created in this space over the next decade, underscoring the imperative for growth. Recognizing this, the Government has prioritized the expansion of Malaysia's digital economy, now constituting nearly 25% of the nation's GDP.

The landscape of digital transformation is evolving at an unprecedented pace. Emerging technologies are reshaping our way of life, with digital tools and platforms rapidly supplanting conventional processes for engagement, interaction, and countless other activities.

Market Overview

Our journey is marked by a relentless pursuit of excellence, fueled by a steadfast commitment to dismantling barriers

As these advancements continue to redefine the digital landscape, Pertama Digital remains steadfast in our commitment to innovation, adaptability, and driving positive change in the digital sphere.

Our mission, initiated in 2020, is resolute: to redefine the digitalization paradigm for emerging markets, delivering agile, efficient, and user-centric solutions that empower individuals, the private sectors, and governmental bodies alike.

At the core of our ethos lies a commitment to disruption, catalyzed by an innovative pay-for-performance revenue model forged in close collaboration with government entities and private sectors.

This model promises swift, lean, and invaluable digital services, addressing longstanding deficiencies in procurement protocols and ushering in a new era of efficiency and value creation.

Our journey is marked by a relentless pursuit of excellence, fueled by a steadfast commitment to dismantling barriers hindering successful digitalization. As advocates for inclusive progress, we are committed to leveraging digital platforms and business models to empower every segment of society.

As the digital landscape continues to evolve, Pertama Digital remains steadfast in our dedication to innovation, adaptability, and driving positive change in the digital sphere.

Strategic Report: Our Strategy

Pertama Digital is dedicated to revolutionising essential services through technology at the forefront of innovation.

In our pursuit of excellence, we are driven by the strategic roadmap that focuses on employing cutting-edge applications to optimise and improve these services which includes payments, communications and enabling services.

Investing in Tomorrow : Digital empowerment for the next generation



Strategic Report: Our Strategy

Our value proposition

At Pertama Digital, we consistently promote a culture of continual improvement for products, services, and processes and as the innovations are implemented in our solutions, they help to promote consumer happiness and loyalty.

We engage with our customers on a frequent basis to build solid relationships. From these engagements, our satisfied consumers became champions, resulting in more referrals and a larger client base for our offering.

In remaining competitive, Pertama Digital cultivates an innovative culture drawing new clients, resulting in a virtuous cycle of growth.

Our emphasis is on the quality and dependability of our products or services which are aimed to achieve favourable customer experiences with high-quality offers resulting in customer loyalty.

Additionally, we have invested in creating a powerful brand for MyPay, MySMS, KOCEK and the payment gateway services that speak to our target demographic and the positive brand image helps to build customer trust, attract new customers, and retain existing ones.

We use data to make informed decisions and improve operations, in which the data-driven insights can help to improve our products, services, and customer experiences for our esteemed customers.

Strategic Report: Our Strategy

Our approach

Innovation Leadership

We maintain our thought leadership position by enabling service applications through investments in Research & Development (R&D) by regularly introducing new solutions to developing challenges in management and administration.

User-Focussed Design

Prioritise user experience by applying human-centered design concepts to ensure that our applications are user-friendly, accessible, and tailored to the needs of the company, its community and the general public.

Cybersecurity Reinforcement

Improve the security aspects of our applications to match the highest industry standards and build trust with companies and agencies by offering strong protection against cyber threats, data breaches, and unauthorised access.

Interoperability

By making our applications interoperable, we encourage collaboration between different companies and agencies by enabling smooth data interchange and integration to streamline operations and increase overall efficiency.

Data Analytics and Insights

Leverage on data analytics to deliver actionable insights to decision-makers in the organisations which enable data-driven decision-making to optimise resource allocation, improve service delivery, and increase customer satisfaction.



Strategic Report: Our Strategy

Our implementation strategies

Agile Development

We use agile approaches to improve flexibility and responsiveness to iteratively deliver updates and improvements based on user feedback to keep our applications at the forefront of technical breakthroughs.

Capacity Building

We invest in development and training initiatives for users to ensure that our applications are adopted and used effectively which provides continuing support to ensure that the system integrates seamlessly with existing workflows.

Strategic Partnerships

We work with companies and agencies, technological partners, and industry professionals to co-create solutions to form solid ties to acquire insight into changing the organisation’s needs and develop a collaborative ecosystem.



Strategic Report: Our Products

Empowering Progress Through Innovative Core Business Lines



At the heart of Pertama Digital lies a powerful stack that propels our four core business lines—Currency Circulation, Communications, Payments, and Centralised Application.

These pillars form the foundation of our innovative Core Product offerings, each designed to meet specific needs and drive positive impact.

Strategic Report: Our Products

eJamin: Transforming Bail Application Processes in Malaysian Courts



Digital Solutions for Judicial Efficiency



Identifying inefficiencies in the bail application payment process within Malaysian courts, DAPAT Vista collaborated with the Office of the Chief Registrar of the Federal Court of Malaysia to develop **eJamin**.

Launched in January 2020, eJamin has proven to be a resounding success, reducing the bail payment process from approximately 3 hours to a mere 15 minutes.

Operational at over 188 court locations across Malaysia, eJamin has facilitated efficient bail collections exceeding RM100 million.

Its widespread implementation underscores its adaptability and effectiveness in optimizing court processes and advancing the digitization agenda within the judicial system.



Scan QR Code
To visit our **eJamin** bail application

Strategic Report: Our Products

KOCEK: Revolutionizing Currency Circulation



Unlocking Value from Unused Coins

KOCEK, formerly known as Coin Conversion, stands as a trailblazing solution, seamlessly converting unused coins into digital cash value directly deposited into bank accounts.

Beyond providing unparalleled convenience for individuals, KOCEK extends its utility to merchants and traders, facilitating the acquisition of coins essential for business needs.

Aligned with our commitment to Bank Negara Malaysia's currency circulation agenda, KOCEK embodies innovation at the forefront.

By addressing a prevailing pain point for the Rakyat and enhancing their spending power, this service significantly contributes to broader economic objectives set forth by Bank Negara Malaysia.

Through forward-thinking technology, KOCEK plays a crucial role in streamlining financial transactions and fostering economic efficiency in line with the national agenda.



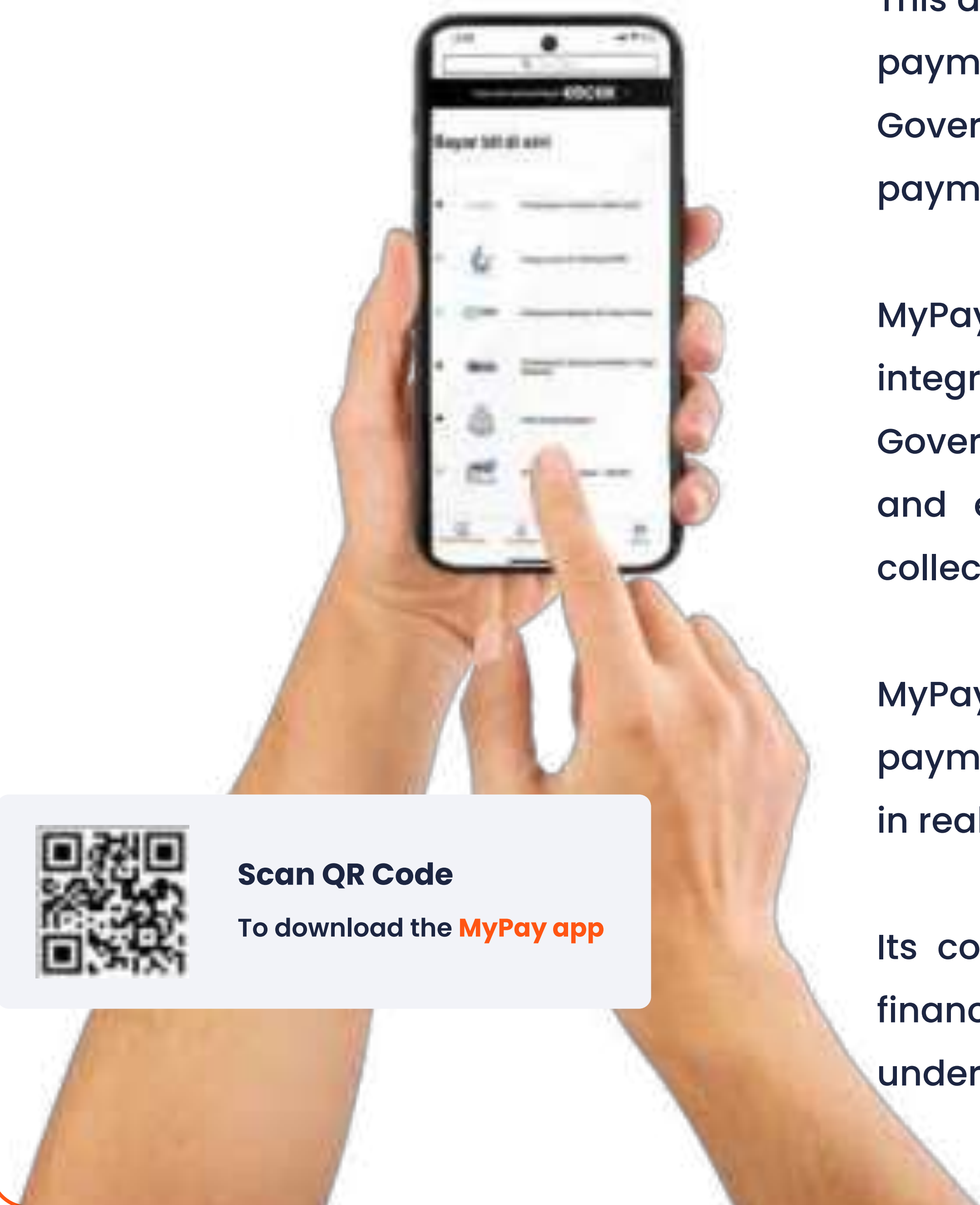
Scan QR Code
To visit our **KOCEK.com**

Strategic Report: Our Products

MyPay: Streamlining Online Payments for Government Agencies



A Versatile Solution for Efficient Transactions



Scan QR Code
To download the **MyPay app**

In response to a critical gap within the public sector, DAPAT Vista introduced MyPay in 2019.

This dedicated mobile channel facilitates online payments, offering a versatile solution for any Government agency seeking to modernize their payment processes.

MyPay's swift activation and seamless integration empower more than 45 Government agencies, exemplifying simplicity and efficiency in executing online payment collections.

MyPay is the preferred integrated digital payment channel, processing public payments in real-time.

Its commitment to expeditious and seamless financial transactions within the public sector underscores its role as a catalyst for efficiency.

Strategic Report: Our Products

MySMS: Evolving Communications and Broadcast Services



Adaptable Communication Solutions for Government Agencies

The Government SMS Gateway Service 15888, initiated by MAMPU, has been entrusted to DAPAT Vista, serving as the primary service provider for MySMS. Responsible for development, maintenance, and operation, DAPAT Vista has evolved to meet the changing landscape, adapting to the recent direction by the Government to allow links through WhatsApp messages.

This adaptive approach showcases the agility and flexibility of our system to meet current needs, ensuring continued efficacy and relevance in facilitating seamless communication between Government agencies and the public.

As we navigate the digital landscape, Pertama Digital remains committed to innovation, efficiency, and transformative solutions that empower individuals, businesses, and government agencies across Malaysia.



Strategic Report: Our Infrastructure

Pertama Digital is dedicated to leading the charge in tech and digital infrastructure innovation.

With an unwavering dedication to progress, we navigate our path with a strategic roadmap aimed at deploying cutting-edge applications to elevate essential services, spanning digital payments, communications and enabling technologies.

Riding the Digital Wave: Accelerating development in the digital age

Strategic Report: Our Infrastructure

We Build to Serve the Rakyat

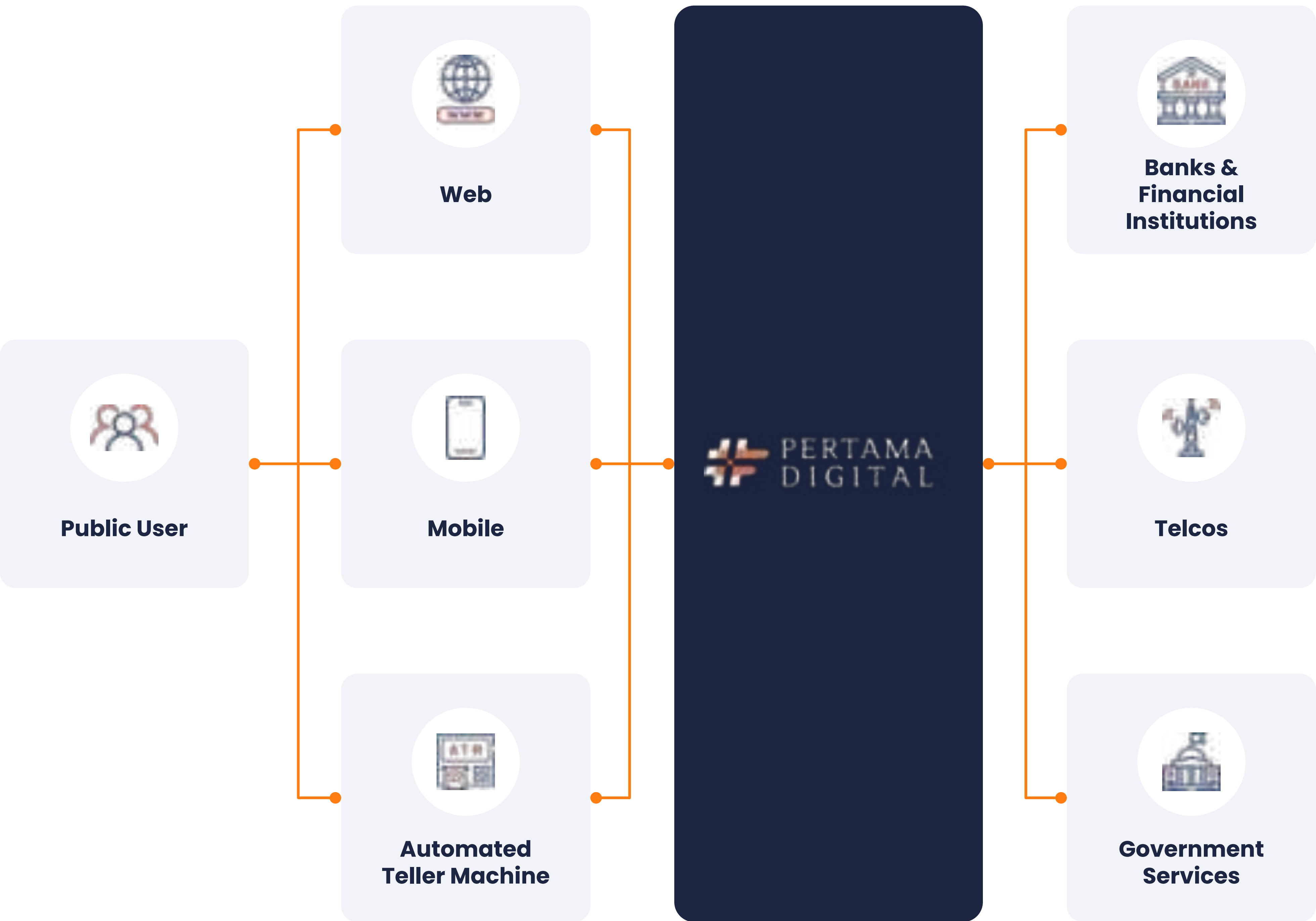
We provide fast paced solutions and interfaces with even-faster paced payment solutions and communications products. Things here are viewed in seconds. Anything less is not enough.

Payment Product

Our infrastructure handles millions of transactional value per month. The public transacts payments for government services such as taxes, utility bills, loans, penalties, examinations, certifications and professional courses from different platforms including web, mobile application and physical machines.

Communication Product

Our infrastructure processes hundreds of thousands of Short Message System (SMS) per month.



Strategic Report: Our Infrastructure

Our Unique Infrastructure

Payment Product : Touch Points

Users are able to pay through various payment methods covering Financial Payment Exchange (FPX / Online banking), Cards (debit and credit) and Self Service Terminal (Cash Deposit Machine (CDM) and Auto Teller Machine (ATM)).

Communication Product : Coverage

Our infrastructure is integrated with the main Mobile Network Operators (MNO) and Mobile Virtual Network Operators (MVNO) in Malaysia & capable of broadcasting SMS to international territories.

Package and standalone solution

Our product variants make it easy for the clients to plug into their environment.

Both payment and communication products offer website, mobile application, as well as Application Programming Interface (API) as the solutions for the clients.

Data Source

Pertama Digital infrastructure is connected / integrated with the right data sources of government agencies such as the Royal Malaysian Police, National Registration Department, Road Transport Department, other ministries / agencies and local councils.

Scalable an secure system

Pertama Digital infrastructure goes through regular and strict vulnerability assessment and penetration testing (VAPT) to ensure that the products are always free from potential threats and breaches. Data transmission between users devices and server is secured with Secure Socket Layer (SSL).

Highly capable IT Operation Team

The Engineering team that developed and maintains the architecture and product ecosystem are fully capable as well as operates cross functionally and is ever agile.

Our Product Support team facilitates users on different platforms such as customer service tools, social media, over the top applications (WhatsApp), emails, calls and emails.

Around 80% - 90% of the inbound communication received from users are configured with automation such as categorisation and response.

Integrability

Pertama Digital infrastructure is built with API-driven in mind. Each of the API endpoints has been processing hundreds of requests per minute and consistently providing responses with an average of less than 5 seconds.

Highlights of Pertama Digital

Digital Foundations for Malaysia's Youth :
Equipping Malaysia's future leaders for
success

Highlights of Y2023

Elevating Our Services



Pioneering Bail Payment Solutions

- Continues to stand as the **preferred choice** for online bail payments.
- Introduced **eJamin 3.0**, a comprehensive upgrade aimed at simplifying and enhancing bail payments.
- Proven to **streamline workflows** for Court Officers, contributing to increased efficiency.
- **Planned integration** with various branches of Malaysian courts to expand online payment capabilities.
- Achieved a remarkable **total collection of over RM100 million** since inception.
- Currently available in **over 188 courts nationwide**, with plans for further expansion.



Transformative Growth

- Successfully **rebranded MyPay Coin to KOCEK**, marking a significant evolution.
- Expanded our reach to **over 17 strategic locations** in 2023.
- Formed a **strategic collaboration with POS Malaysia**, enhancing services at selected POS branches.
- Implemented an aggressive **Agent model expansion**, driving the growth trajectory of KOCEK.
- **Launched KOCEK Out**, a targeted solution tailored for business operators.
- Leveraged an extensive **digital marketing campaign** for the promotion and introduction of KOCEK services.

Highlights of Y2023

Elevating Our Services



Government Agencies' Trusted Payment Channel

- Emerged as the **preferred integrated digital payment channel** for more than 100 Government agencies.
- Facilitates real-time payments, ensuring efficient management of public payments.
- Seamless integration with the existing IT frameworks of agencies, minimizing downtime and facilitating efficient roll-outs.
- No intricate "coding activities" required, **simplifying the payment process** for both agencies and the public.



Adaptive Communication Solutions

- Successfully evolved the service to WhatsApp messaging following the Government's decision to disallow links in SMS messages.
- Demonstrated **agility in adapting to current trends** and changing requirements.
- Continues to be the **primary communication platform** for interactions between agencies and the public.

In 2023, our commitment to innovation and adaptability has propelled us to new heights, providing enhanced services and solutions across our diverse portfolio.

Event Gallery



Digital Diversity : Harnessing digital platforms to celebrate Malaysia’s multifaceted society

Event Gallery

KOCEK Activities

Official Launch by Yang Berhormat Datuk Seri Haji Ahmad bin Haji Maslan

With the official launch of KOCEK on 17 October 2023 in Kuala Lumpur, we are excited to introduce KOCEK In and KOCEK Out services. These commercial applications empower small and medium businesses to seamlessly purchase coins for their daily operations. We act as a reliable platform for coin acquisition and reselling, providing a crucial service to energize the SME market. We are now collaborating with MYDIN Hypermarket to further increase our reach to the masses.



YB Datuk Seri Haji Ahmad bin Haji Maslan



Event Gallery

Annual General Meeting 2023

Held on 22 June 2023 at One World Hotel in Petaling Jaya, shareholders and stakeholders were presented with a comprehensive report detailing our progress and substantial growth throughout the past year's activities. Furthermore, strategic plans for the future were deliberated upon, poised to direct the company's trajectory for the upcoming year.



Event Gallery

Product Development Conference

Tech in Asia 2023 – Jakarta, Indonesia

We gained valuable insights into global emerging trends and development processes during the conference, which we are now applying to establish internationally accepted standards in programming and coding. This enables us to develop future-proof applications across the entire digital landscape, ensuring relevance and effectiveness in the Malaysian context. Lessons were learnt from established industry players such as Bukalapak, Figma, Hypotenuse AI, Amarthia, Shopback, Tokopedia and many others on how they develop products, enhance process efficiency and use the latest technology.

