



TELECHOICE INTERNATIONAL LIMITED
(REG. NO. 199802072R)

FOR IMMEDIATE RELEASE

TeleChoice Secures Significant S\$500 Million 4PL Managed Services Contract with Leading Telco U Mobile in Malaysia

- **Contract spanning over three years, marks TeleChoice's strategic foray into expanding its managed services business beyond Singapore, paving the way for further market expansion**

Singapore, 7 February 2024 – SGX mainboard-listed TeleChoice International Limited ("TeleChoice" or the "Group"), a regional diversified provider and enabler of innovative info-communications products and services, is pleased to announce that through its wholly-owned subsidiary, Planet Telecoms Managed Services Sdn. Bhd. ("PTMS"), it has successfully acquired a Fourth Party Logistics ("4PL") managed services contract from one of Malaysia's major telcos, U Mobile Sdn. Bhd. ("U Mobile").

The contract, estimated at S\$500 million over a three-year duration, involves the provision of 4PL managed services, providing a comprehensive suite of solutions for supply chain management. PTMS's role includes:

- **Device Procurement:** PTMS will act as a buying house, and manage the sourcing and inventory of new devices, aligning with market demand.
- **Warehousing, Storage and Distribution:** PTMS will oversee the warehousing, logistics and distribution of devices, including last mile delivery, ensuring timely delivery across Malaysia.
- **Inventory Management:** PTMS will implement real-time inventory systems to allow U Mobile to respond quickly to market needs.
- **Customer Experience:** As PTMS will take on comprehensive management of U Mobile's extensive distribution network consisting of over 600 retail and

channel touchpoints across Malaysia, they will use their expertise to provide a consistent and smooth experience for customers, from online ordering to in-store pickups.

"We are excited to be U Mobile's strategic partner for their next growth phase, marking a significant opportunity for TeleChoice to enhance our capabilities and performance. This collaboration reaffirms our commitment to maintaining a leading position in this competitive market. As a dedicated ally in the dynamic telecommunications landscape, TeleChoice is committed to providing U Mobile with a streamlined and resilient supply chain, optimising operational efficiency to thrive in this fiercely competitive market.

"Our journey, starting as a 4PL partner for StarHub, has evolved into a full-fledged managed services and fulfillment partner in the telecommunications sector. Building on recent success with global smart devices manufacturer HONOR in Singapore, our collaboration with U Mobile signifies our expansion into the broader managed services sector beyond Singapore. We are confident that our discipline and strong execution focus position us well to anticipate and adapt to future challenges for our customers." said Ms Pauline Wong, President, and CEO of TeleChoice.

"At U Mobile, we are driven by our commitment to improve overall customer experience for our growing base. Through this partnership with TeleChoice and PTMS, we will be able to enhance and expand the range of devices made available to our customers by leveraging on their expertise and experience as an end-to-end 4PL managed services provider. From initial touchpoints to final service delivery, the integration of technologies and streamlined processes will deliver efficiency and reliability within our supply chain, resulting in a seamless and positive experience for our customers. We believe this partnership brings us closer to our vision of being Malaysia's favourite mobile and digital services provider, offering our customers a quality network experience, innovative 5G products and services, as well as access to the latest devices at affordable prices," remarked Wong Heang Tuck, CEO of U Mobile.

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This release may contain forward-looking statements that involve risks and uncertainties. Actual future performance, outcomes and results may differ materially from those expressed in forward-looking statements as a result of risks, uncertainties and assumptions. Representative examples of these factors include (without limitation) general industry and economic conditions, interest rate trends, cost of capital and capital availability, competition from other companies and venues for the sale/distribution of goods and services, shifts in customer demands, customers and partners, changes in operating expenses, including employee wages, benefits and training, and governmental and public policy changes. You are cautioned not to place undue reliance on these forward-looking statements which are based on the current view of management on future events.

About TeleChoice International Limited (Co. Reg. No. 199802072R)

TeleChoice International Limited (“TeleChoice”) is a regional diversified provider and enabler of innovative info-communications products and services. It is a portfolio company of ST Telemedia, a strategic investor focused on communications and media, data centers and infrastructure technology businesses across Asia, the US and Europe.

Incorporated in Singapore on 28 April 1998 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited on 25 June 2004, TeleChoice offers a comprehensive suite of info-communications services and solutions for the Consumer and Enterprise Groups under three business divisions.

For more information, please visit our website at www.telechoice.com.sg

About U Mobile

U Mobile is committed to being Malaysia's preferred digital services provider by offering quality connectivity and fast 5G speeds without extra cost. Our services aim to reduce the digital divide by providing access to necessary digital tools and skills.

For more information, visit www.u.com.my

Issued by 29 Communications LLP for and on behalf of TeleChoice International Limited

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