



BRAND NEWS

Corporate Newsletter 2011 .



Thank you!

From its humble origin as a small retailer cum workshop for electrical home appliances, Pensonic is now one of the leading electrical companies in Asia. Through decades of brand-building and with high quality products, the Penang-based company is recognised as the premier Malaysian brand for electrical home appliances. Being the only electrical home appliances brand selected by the Malaysia External Trade Development Corporation (MATRADE) as one of the 20 leading and most prominent brands in Malaysia, Pensonic continues to reach for greater achievements. And this year, Pensonic adds three more prestigious awards to its impressive repertoire.

On the 11th March, Pensonic won the Putra Brand Awards 2011 Special Mention Award in the "Personal Household & Outdoor Appliances" category. This is the highest brand recognition event in the country. The winners are determined via a consumer research methodology using surveys of some 6,000 people. The awards stands as the only authority on brand equity measurement in Malaysia stewarded by the MMVB board of governors and endorsed by the Malaysia External Trade Development Corporation (MATRADE), also Chairman of the Board of Governors and well-known brand leaders from various industries. The strategic partnership with MATRADE, PULSE, Malaysian Advertisers Association (MAA), the Media Specialists Association (MSA) and the Branding Association of Malaysia

Winning the BrandLaureate Awards 2010-2011 for Corporate Branding – Best Brands in Consumer – Electrical Home Appliances on the 23rd March is a testament of the Pensonic's success and strength.

Conceptualised to honour brand excellence amongst local and international brands, it is awarded to deserving brands from multinationals, public-listed and government-linked companies that have shown best practices in branding. The BrandLaureate Award is first of its kind to be endorsed by His Royal Highness Duli Yang Maha Mulia Seri Paduka Baginda Yang di-Pertuan Agong Tuanku Mizan Zainal Abidin. The patron is Malaysia's former Prime Minister Tun Dr. Mahathir Mohamad.

Pensonic ends its triumphant first quarter of 2011 by winning the Certificate of Excellence issued by the Ministry of International Trade & Industry (MITI). The award honours Malaysian brands which have performed exceptionally well in the global marketplace during the year 2010. Established in 1956, the Ministry's mission is to promote and strategise Malaysia's global competitiveness in international trade by supporting local high value added goods and services, therefore placing Pensonic on the international stage.

It is safe to say that Pensonic is at the top of its game. As it enters the globalisation era, the company endeavours to transform its name into a global brand in the near future by strengthening its capability in product innovation, design and the development as an international brand. Committed to delivering quality products and services, Pensonic strives not just to meet but exceed consumers' expectations. Through unabated improvement in its quality management system, the home-grown brand consolidates its position as a leader for quality and reliability.



Brand Excellence Award (Merchandise) Industry Excellence Awards
Putra Brand Award 2011 Special Mention Award in Personal Household & Outdoor Appliances by Matrade
The Best Brands in Consumer in Electrical Home Appliances by The BrandLaureate Awards

ETP (Economic Transformation Program)

Pensonic Holdings Bhd, will invest RM250million to set up a home appliance manufacturing hub and international distribution network!

. Putrajaya International Convention Center .19th April 2011

ECONOMIC TRANSFORMATION PROGRAMME



"Pensonic Holdings Bhd will spearhead an initiative to establish a manufacturing hub and international distribution network of Electrical Home Appliances [EHA] and an international distribution network. This initiative aims to capture the rising market opportunities in the Southeast Asian region and the Middle East. It emphasises strong product branding and product R & D, and will enhance the position of Malaysia in the regional EHA sector, particularly in own branding manufacturing [OBM] and the original design manufacturing [ODM] regimes. With a strong human resources development program to be put in place and a commitment to local sourcing, the project is expected to play role in developing more SMI suppliers and providing quality jobs to people at large," announced by the Prime Minister Dato' Sri Najib Tun Razak today at the PICC for ETP Progress update #5!

"Pensonic Holdings Bhd has always been an active participant with the Government in promoting Industrial Development in Malaysia, especially in offering opinion and suggestions on the support of the SMI/ SME and also assist the Government in formulating strategies in brand building", said Dixon Chew, the Group Managing Director.

To eventually involved in the ETP [Economic Transformation Program] Pensonic started with the invitation to be a member for E & E lab in the NKEA workshops back in May 2010. Then Pensonic has shared its experiences in brand management, supply chain management, and international marketing and also revealed to the labs on the 5- year corporate expansion plan that aims to increase the sale to 3 folds in 5 years' time. This project with an investment of RM250mil over the next 10 years is expected to grow more

SMI/SME suppliers and have a GNI contribution of about RM500 million and create 850 incremental employment opportunities by 2020. For Pensonic, the vision of this project is also to create a Major Malaysian Player in EHA, which will compete at PAR with other regional and global players in the targeted markets and through this business endeavor, contribute significantly to Malaysia's ETP that aims to bring Malaysia to become a high income nation by the year 2020!





Pensonic was awarded the Best Brands for Consumer (Electrical Home Appliances) Award under the Corporate Branding category at the BrandLaureate Awards 2011. Pensonic Friend Anita Sarawak was awarded the

BrandLaureate Country Branding Awards for her contribution in promoting and enhancing brand Malaysia. It was a victorious night for Pensonic indeed.

Adding glamour to the night and showing support for the event, Pensonic Friends Amber Chia, Alan Yun and partner, Anita Sarawak and husband were sighted in their formal best.

The award night was held at Shangri-La Hotel, Kuala Lumpur and it was a memorable and meaningful night to Pensonic. The BrandLaureate Awards is the only Brand

Awards endorsed by His Royal Highness Duli Yang Maha Mulia Seri Paduka Baginda Yang di-Pertuan Agong, Tuanku Mizan Zainal Abidin.

This awards recognizes and pays tribute to the best brands in Malaysia.

For details on BrandLaureate:
<http://www.thebrandlaureate.com/tbl/>



THE BRANDLAUREATE AWARDS
2006 - 2007



THE BRANDLAUREATE AWARDS
2007 - 2008



THE BRANDLAUREATE AWARDS
2008 - 2009



THE BRANDLAUREATE AWARDS
2009 - 2010



THE BRANDLAUREATE AWARDS
2010 - 2011

310Kelvin Launch . Pavillion KL . 23rd November 2010



PAVILION
KUALA LUMPUR



310Kelvin
Fashionably Warm

No longer will one be weighed down with thick, bulky, bulbous and heavy winter coats, ski jackets or woollen overcoats to keep warm as Pensonic recently launched 310Kelvin at Parkson @ Pavillion. The heat was off the Kelvin scale as the launch of 310Kelvin sizzled by the attendance of star

studded guests with the likes of Amber Chia, Angel Wong, Chui Ling, Kelly Jagan, Peter Davis, Joey G. Actor and youngest Wushu champion from Hong Kong, Dennis To Yu-Hang, who starred in the movie - Ip Man: The Legend is Born, was one of the acts for the grand launch. Autumn and winter wear will never be the same again as Pensonic presented the newly perfected CBH Technology to the fashion industry via the stylish heated garments ranging from hat, gloves,

jackets, vests and insoles as proven by sexy fashion show. Officially launching the counter store were Dixon Chew; Managing Director of 310Kelvin Sdn Bhd, Nelson Chew; Creative Director of 310Kelvin Sdn Bhd and Natalie; GM of Parkson. Aiming to be the world's #1 brand in winter outerwear and fashionable apparel industries, Pensonic's revolutionary 310Kelvin will be the pioneer with its trailblazing qualities like strength, lightweight and resilience.

AGM & EGM

. Penang G Hotel, Ballroom 1 . 26th November 2010



HOTEL

PENSONIC Holdings Berhad presented to the shareholders the group's 2010 financial results at their 16th Annual General Meeting (AGM). 2010 was a great year for

Pensonic. Financial results have shown positive growth in all key financial areas. Revenue has increased 8.6% from RM280mil (2009) to RM304mil (2010). With the strong fundamentals managed and evolved under a strong and experience commanding crews, we are confident in achieving our vision of becoming a more significant global player in EHA.

Chief Executive Officer and Group Managing Director, Dixon Chew, at the 16th AGM of

PENSONIC Holdings Berhad said, The Group has entered into a significant ODM contract with a global electrical home appliances brand for the manufacturing of its small appliances for its subsidiaries in 100 countries in the world.



Pensonic staff along with the organization's dealers and suppliers gathered for the yearly prosperous reunion dinner. The dinner themed Gong Xi Fa Cai also celebrated employees who were with the company for 10 years and above. The long service awards were always greeted with much cheer. The dinner has always been an event that the staff looked forward to.



988 Boss Talk

Full House, KL Sunway Giza . 25th March 2011



Radio Station 988 morning session 6am to 12pm "Street Up" is an infotainment program aims to present news in an objective and professional manner while to discuss various issue openly. The program is hosted by the top popular 988 DJ Sam, Anson, May, Kian and Yi Hui.

"Morning Up Boss" is a new plan for this program and invited 4 Malaysia's successful entrepreneurs to share their stories and experiences with the listeners. Pensonic Holdings Berhad CEO, Dixon Chew was one of the invited guests.

The event was held in Sunway Giza Full House Cafe. Dixon was there to share his personal experiences of his working life and also the branding exercise of Pensonic.

During the event, Pensonic also gave away RM 6000 worth of prizes for audiences in the interaction session. The grand prize was the latest product Nutri De Blender worth RM 2288.00.

The interview was recorded and broadcasted during Street Up 9am session on the following Monday to share with all the listeners of 988.

Mariah Carey "Merry Christmas II You" Went GOLD in Malaysia by Pensonic

. Maison, KL . 23rd December 2010



mariah carey
Merry Christmas II you

Pensonic alongside Universal Music Malaysia donned on festive red hats and get down to party at the Mariah Carey Christmas Party! To make true to the promise of

sharing is caring, Pensonic partnered with Universal Music Malaysia in the nation-wide "Mariah Carey Merry Christmas II You" Album Cover Contest. Participants of the contest and Facebook fans of Pensonic were the exclusive guests of this Christmas do.

The night was buzzing with excitement as games and great prizes were announced. Pensonic Friend

Amber Chia was given a special birthday surprise. She was invited on stage for a cake-cutting ceremony which delighted her and guests alike. Singers and dancers were there to entertain and to ensure that the party went full swing.

Mariah's latest tunes filled the airwaves and it was a party that the diva herself would approve!

Mariah Carey Press Conference . KL Hilton . 25th November 2010



mariah carey
Merry Christmas II you

PENSONIC proudly presents Mariah Carey Merry Christmas II You in Malaysia. A follow up of her holiday multi platinum selling

album 16 years ago! We are honored to present this top selling female artist of all time, who has sold more than 180 millions album worldwide with 18 #1 hit singles in USA, surpassed Elvis, and just behind Beatles!

Universal Music Malaysia awarded "Pensonic" a gold certification plaque for supporting this album

"Merry Christmas II You" to achieve gold status in Malaysia.

Pensonic launched a nationwide sales campaign with this album through radio ads, TV commercials, billboards, newspapers & magazines adverts.

Sponsored Programs on Air!

Joey Yap's Feng Shui Voyage 2011 . Astro Wah Lao Toi . 28th January - 17th February 2011



Chui Ling is back with Joey Yap again this year of Rabbit to teach you more of how to enhance yourself better for health, wealth and luck!

It is a program to forecast your zodiac and even share the tips to enhance your luck and prosperity this lunar year. This program was hosted by the famous feng shui master Joey Yap and Angel Wong Chui Leng and sponsored by Pensonic.

Channel : 311, **Astro Wah Lao Toi**

astro
華麗台

Astana Anita Sarawak . Astro Ria . 6th December 2010 - 7th March 2011



Astana was a high rating Malay TV show. The show will focus on the Malaysia's extravagant mansion & bungalows with their proud owner. Their Indulgence, flamboyance, great attention to latish details & money is not an issue attitude help to make their residence among the country's famous home this TV show is brought to you by Pensonic & host by our talented Pensonic Friend Anita Sarawak.

Channel : 104, **Astro Ria**



The Million Star . TVBS Asia . 18th October 2010 - 22nd January 2011



The famous Taiwan popular singing fun filled game show where inneted guest artist attempt to outdo each other by spotting song lyrics from memory to gain a million dollar! This program is hosted by the famous music genius Harlem Yu and sponsored by Pensonic.

Channel : 317, **Astro TVBS Asia**



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Channel : 317, **Astro TVBS Asia**



100 Years Kwong Wah Yit Poh Round Island Cycling 2010

. Penang Youth Park . 26th September 2010



In conjunction with the world's car-free day, which strongly promoted by the island's local authorities, Pensonic has

sponsored this healthy & meaningful event. This event is born to encourage sustainable lively and promoting the tourism industry of Penang.

This ride was one of the serial events organized by Kwong Wah Yit Poh & Sponsored by Pensonic in conjunction with the celebration of its 100th anniversary. Event organizers include Majlis Sukan Negeri Pulau Pinang, Penang Cycling Lifestyle

Society and Knights of The Round Table (KOTRT). The 100 KWYP Round Island Ride kicked off as early as 7 in the morning, at Youth Park, Penang. KWYP took the lead in responding to the green campaign together they cycle round the town, admiring the scenic views through a 100km route.

International Ballroom Dancing

. Bayview Beach Hotel . 27th November 2010



The 17th chapter of the International Ballroom Dance took place at the Bayview Beach Hotel.

Pensonic has been a sponsor of this event for more than 10 years. This year the contest had an overwhelming number of entries, the highest in history - 352 couples in total.

This successful event is organized by the Malaysian Dancers Association (MDA) which is headed by Dato Dr Henry Ooi, the President of MDA (Malaysia Dancing Association) together with the Penang

State Government Tourism Board. This year the championship also included the first Penang ADC Amateur League Open Championship as part of its events.

Its main sponsors were Penang State Government, SP Setia Bhd Group, Pensonic, Da Ma Cai, Astro and The Hour Glass.

I Love Wing Chun Press Conference

. Pavillion KL . 23rd November 2010



PAVILION
KUALA LUMPUR



Pensonic is proud to be an investor for this international martial arts comedy movie I love Wing Chun. The Hong Kong cast was present in KL for a press conference. This action-packed movie is a cross-over effort between well-

known Hong Kong artists and local Malaysian artists.

The film is directed by Lex Choi Lik and has a cast including Yuen Wah, Yuen Qiu, Nat Chan, Gan Mei Yan, Jeff Chin, Royce Tan, Angel Wong, Vivian Tok and the olympic Gold medels Tian Liang, who is also the lead actor in this movie. Pensonic Friends Amber Chia and Kelly Jagan will also be a part of the movie.

Premier date : 22nd July 2011

Venue : Genting International Showroom

For more information please visit our facebook www.facebook.com/pensonic to find out how you can be part of the audience to hang out with the celebrities!

Destiny in Her Hands



STAY TUNED!

It is said that men with broken palms control the law, whereas women with broken palms sleep alone in the dark. Women with broken line on palms bring a cursed fortune upon their spouses and themselves.

This kind of women has it rough with regards to love and marriage, they also has weak ties with their family. Their life is fraught with obstacles and endless struggles.



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10pm - 11pm

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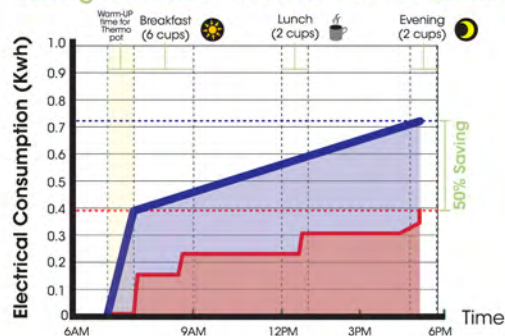
PET-4000L / PET-2000L

Specifications:

- 4.0 Litre / 2.0 Litre
- One touch auto dispense
- Full cup within seconds
- With stop button
- With dispensing volume control for consistent and smooth water delivery
- LED light indicating when boiling
- Comes with integrated tank and drip tray
- Suitable for making all hot beverages
- Laboratory tested result

★ Fresh water - water at water reservoir is fresh will be boiled only when needed.

Average Domestic Use Over 12 Hour Period



— Eco Thermo
— Thermo Pot



Consistent and smooth
water delivery

Bigger capacity of
2.0 litre / 4.0 litre
integrated tank

With stop button

With dispensing
volume control

DOMESTIC DIVA AWARDS 2010

Pensonic was awarded again with the Domestic Diva Awards in 2010 by
The Malaysian Women's Weekly in the category of
Best Slow Cooker (PSC-353T), Best Toaster (PT-924) and Best Kettle (PAK-24N).

The results have been compiled and are purely nominated by readers of
The Malaysian Women's Weekly with readership of 60,732 in 42,000 circulation.



Kettle PAK-24N

- 2400W • 4.8L
- High Grade Polished Stainless Steel Body
- Auto Switch Off
- Cool-Touch Base
- Built-In Thermal Fuse
- Original UK Strix Control

Toaster PT-924

- 900W • 2 Slices • Cool-Touch Housing
- Auto Pop-up • Browning Control Knob
- Cancel Button • Auto Centering Tray
- Cord Storage Compartment
- Removable Crumb Tray for Easy Cleaning



Slow Cooker PSC-353T

- L-180W H-250W • 3.5L
- With Indicator Light • With Glass Lid
- High Quality Transparent Plastic Body
- 3 Temperature Setting:
- Low / High / Auto
- Locking Storage Lid For Glass Bowl





Table Fan • PF-315

- 45W • 300mm (12") • 3-Speed Rotary Control
- Motor with Safety Fuse • Wide Angle Automatic Swing
- 4 Metal Blades • Two-Tone Stainless Steel Body
- Heavy Base for Stability • Energy Saving
- Spider Fan Guard • Classic Design

Stand Fan • PSF-465

- 60W • 400mm (12") • 3-Speed Rotary Control
- Motor with Safety Fuse • Wide Angle Automatic Swing
- 4 Metal Blades • Two-Tone Stainless Steel Body
- Heavy Base for Stability • Energy Saving
- Spider Fan Guard • Classic Design
- Height Adjustment • Air Delivery: 66.012m³/min



Air Cooler • PAC-100M

- 65W • 3 Fan Speed (Hi/Med/Low) • 2 Hours Timer
- Excellent Ionizer Function & Water Pump Sprinkling
- Cyclic System for Effective Humidity, Cooling & Fresh Air
- Horizontal Auto Swing & Manually Adjust Vertical Air Flow Direction
- With Honeycomb Filter, Dust Proof Filter & Removable Water Tank
- Inclusive of 2 Ice Pack (for Freezing) for Better Cooling Effect
- Mechanical Control Panel



Portable Air Conditioner

PPA-109 PPA-159
1.0HP 9000Btu 1.5HP 12000Btu

- Dehumidifier
- Sleep Mode & Memory Function
- Timer Setting & Self-Diagnosis Function
- Vertical Auto Swing & Air Flow
- LED Display • Auto Fan
- No installation Required
- Easy to Move



Air Conditioner

- Dehumidifier
- Sleep Mode & Memory Function
- Timer Setting & Self-Diagnosis Function
- Vertical Auto Swing & Air Flow
- LED Display
- Rapid & Turbo Cooling
- Dry Anti-Mildew Design*
- New Defrost System*

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1.0HP 9000Btu

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2.0HP 18000Btu

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2.5HP 22000Btu

* Only for PSW/PCU-269

Tower Fan • PTW-200/200R

- 45W • Height: 40" • 3-Speed Setting Selector (Hi/Med/Low)
- 2-Hour Timer Function • Easy Operation Control Panel
- Wide Angle Automatic Swing • Space Saving Design
- Energy Saving
- Removable Rear Cover for Easy Cleaning



Blender • PB-801

- 250W
- Jug 1L (with Stirrer)
- Powerful Motor
- Stainless Steel Blade
- Dual Safety Function
- Mill Attachment



Mini Thermo Kettle • PMK-1400

- 1.4L • Cordless with 360° Swivel Base
- Concealed Stainless Steel Heating Element
- Optional Keep Warm Function
- Water Level Gauge with Night Light
- Detachable Lid for Easy Cleaning
- Cool-Touch Body • Boil-Dry Protection

DVD Player • PDVD-8203

- 18W • Digital DVD Player & USB Player • Play DVD / SVDC / CD / MP3 / MP4
- PAL / NTSC Compatibility • Support 32 Subtitles • 8 Languages
- Full Karaoke Functions • Dolby Digital AC-3 • Screen Saver
- 2.0ch Analog Audio Output • Multi Zone Code & Parental Lock
- CD-R / CD-RW / MPEG Decoder • Full Remote Control System



Vacuum Cleaner • PVC-211

- 1200W • 32 Litre
- Dry / Wet / Blow Vacuum Cleaner
- Powerful Suction for Waste Water with Accessories
- Strong Blowing Function
- Washable Filter
- Durable Plastic Blow ank Material
- Accessories: Master Nozzle, Squeeze Nozzle, Crevice Tool, Ellipse Brush and Extension Wands



Vacuum Cleaner • PVC-2200

- 1220W • 1.5L
- Powerful motor
- Bagless Cyclonic system
- Swivel front wheel for easy movement
- Power regulator
- Safety valve
- Strong suction power
- Accessories: plastic tubes, plastic floor brush, flexible hose and dust bag



DVD Boom Box • PCD-901

- AC / DC Dual Operation
- DVD / VCD / CD / MP3
- Uses 8 Pcs UM-2 Batteries
- With USB & SD Slot
- AM / FM Tuner
- Bass Boost System
- Built in Microphone
- Cassette Player

Pensonic Sales & Service Centre

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Tel.Fax (848) 3829 1363 / 3829 5480

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Tel.Fax (95) 0153 9656

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Tel.Fax (632) 334 1212

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AIWO Nauru Central Pacific Islands
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Post Box No. 4393 Kathmandu, Nepal
Tel.Fax (977) 4222 529

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260/ 3, Victoria Place, Elvitigala Mawatha, Colombo, Sri Lanka
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35C, Nawama Road, Nugegoda, Sri Lanka

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Republic of Maldives
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Addu Atoll Maldives
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SAUDI ARABIA

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12 Rue 44
18 BP 1800 Abidjan 18
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PENANG HEAD OFFICE & SHOWROOM

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11700 Gelugor, PENANG

PENANG

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PT-621, Ground Floor, Batu 2 Jln Pengkalan
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Ah Jang, 25100 Kuantan, PAHANG

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SELANGOR DARUL EHSAN
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Customer Care Centre
Tel.Fax (603) 7954 5221 / 7954 5706

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75400 MALACCA

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SARAWAK

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