



ICRON BUSINESS SOLUTIONS SDN BHD (ICRON)

ABOUT ICRON

ICRON is a Malaysian-incorporated JV company with Malaysian and Australian interests. ICRON is focused on providing best-in-class solutions and consultancy services in strategic management areas like decision-support, management information systems, business planning and business performance analysis through its technical partnership with Australian companies with proven track records.

The directors and management of ICRON consist of people who are academically and professionally qualified with extensive experience in financial management, banking, commerce, transportation, advertising and information technology.

ICRON'S VISION

ICRON's vision is to offer intelligent and cost-effective decision-support solutions and its management expertise to forward-looking companies in Malaysia in their quest to enhance their competitive edge in their respective fields of business through a sustained and mutually beneficial relationship.

ICRON believes that a company's investment in the latest technologies is best complemented by the assistance provided by consultants with the right mix of business and technical expertise in the design, development and implementation of the desired systems which are required for strategic decision-making by top management executives.

Apart from its state-of-the-art technology, ICRON further believes the competitive edge of a company depends on a strong desire to acquire new sources of knowledge and expertise from external sources and a consistent policy of developing managerial talents.

ICRON builds on these beliefs by endeavouring to bring together solution-providers and consultants with proven solutions in areas of strategic management consultancy, business IT consultancy, selected management training programmes for top decision-makers and senior management executives. The key objective is to assist its clients in optimizing their investments in technologies and in making informed and profitable decisions.

ICRON'S CORE ACTIVITIES

Through its business and technical partnerships, ICRON is involved in the following core activities: -

- Consultancy in corporate and business strategies and financial management planning designed to enhance business performance and risk management through robust reporting and analysis processes.
- Provides solutions to clients in areas of management information processes and systems; more specifically in:
 - Strategic planning
 - Budgeting & forecasting
 - Performance Management & KPIs
 - Executive information systems
 - Economic value added systems
- Offers short management training programmes for top decision-makers and senior management executives in strategic analysis and planning, business and budget planning, development for KPIs and risk management indicators, board and executive reporting design and corporate governance.

ICRON'S BUSINESS & TECHNICAL PARTNERS

ICRON's current business and technical partners are IOPPOLO & ASSOCIATES (I & A) and HARVEY COLLINS & ASSOCIATES (HCA), both Australian companies, operating out of Perth, Western Australia. The two companies business activities are however principally in Sydney, Melbourne and other Australian cities. I & A now has a branch office in Hong Kong to serve the Hong Kong and China clients. In Singapore where it has started business, I & A will initially serve its clients from Hong Kong/Perth. In Malaysia, I & A and HCA will be represented by its local partner, ICRON. Meanwhile, HCA has also commenced expanding its services to the ASEAN region, more notably in Cambodia.

ICRON has also initiated plans to work with other local and international strategic partners to complement its present scope of business offerings.

(A more detailed profile of I & A and HCA are appended)

ICRON'S DIRECTORS

Harvey R Collins, the Principal of Harvey Collins & Associates is the Chairman of the Board of ICRON.

Harvey who is a Fellow of the Australian Society of CPAs, the Australian Institute of Company Directors and the Securities Institute of Australia has extensive executive and board experience. He is an experienced former

banker in Western Australia and currently sits as a non-executive director of several companies in Western Australia including being Chairman of stock exchange listed internet service provider, **iiNet Limited**. Apart from board and banking experience, Harvey has also been involved in the field of management education and consulting.

(More details of Harvey Collins's directorships in companies are given in 'Harvey Collins & Associates – A Business Profile')

Neoh Choo Kean, who is a former senior banker, is the Executive Director.

Neoh, who is trained in economics, has over 25 years of banking experience. He was the sole General Manager of a Penang-based bank for over 10 years, reporting to the Bank's Chairman & Chief Executive. Following the bank's merger with a Kuala Lumpur-based local bank, he was appointed the Chief Operating Officer of the merged entity.

Neoh, who is also an associate of the Institute of Bankers, Malaysia is conversant with all aspects of banking but has devoted much of his senior management career to strategic planning, risk management, business development and human resource management & development. He also served some 15 years as the bank's company secretary. Apart from banking, Neoh was also a director of the bank's wholly-owned subsidiary companies – A Trustee company and a Properties company. He was also an active alternate director of Malaysia's first shared ATM company.

Guy A Ioppolo, the principal partner and consultant of Ioppolo & Associates is a member of the Board.

Guy who is an accountant by training has extensive experience in the banking and the airlines industries. He spent over 7 years in the banking industry in Perth, Australia, holding senior management position in treasury and financial divisions. He then moved on and spent another 7 years with QUANTAS Airways and Australian Airlines Ltd. in the financial and strategic planning divisions. At the bank he worked in, he was responsible for the development of forecasting models used by its corporate customers for IPOs in the Australian Stock Exchange. At the airline companies, he was responsible for designing, developing and implementing the airlines' corporate planning modeling systems.

Guy subsequently went out on his own and with associates established Ioppolo & Associates in 1996.

Mr Ronald Quay is a member of the Board.

Ronald has been involved in the advertising industry for more than 25 years. He set up the RA Advertising Sdn Bhd and is personally spearheading the 'RA

Online' project for his advertising business which will make RA Advertising the only Malaysian advertising agency with an interactive online presence.

Ronald is the Chairman for RQ NET Sdn Bhd, a Malaysian company which invests in important internet-based technologies and has key expertise in website presence and multimedia strategies, develops database design and Internet business applications as well as ICT consultancy. Ronald was also the previous president of the Bangsar Baru Business Council and holds directorships in other established Malaysian and international companies.