



Trek 2000 International Ltd
(Registration Number 199905744N)
30 Loyang Way, #07-13/14/15
Loyang Industrial Estate
Singapore 508769

FOR IMMEDIATE RELEASE

Panasonic invests 15.34 % stake in Trek's revolutionary media and broadcast cloud-based ecosystem

- **Pledge of confidence in Trek's innovation and competencies as Panasonic integrates Cloud Stringers solution to its market-leading professional cameras**
- **Eco system through Cloud Stringers Solution by leveraging on Flucard's® capabilities and Panasonic's leadership in professional cameras to market globally**

SINGAPORE – December 1, 2014 - Trek 2000 International Ltd. ("Trek"), inventor and patent owner of the ThumbDrive™ and FluCard®, board director of SD Card Association¹ and co-chairman of iSDIO forum, today announced that Panasonic Asia Pacific Pte Ltd ("Panasonic") has entered into an agreement to invest 15.34 % in Trek's subsidiary Cloud Stringers (S) Pte Ltd for a cash consideration of S\$400,000. The joint collaboration for the award-winning Cloud Stringers solution was originally announced last year, and the investment by Panasonic today is evident of the commitment in the promising platform for news stringers, broadcasters, media industries and consumers.

Cloud Stringers is a cloud-based platform that is designed to revolutionize the way photos and video footage are transmitted and transacted worldwide. With its leading edge technology, the Cloud Stringers solution allows photos and video footage recorded on professional cameras and camcorders to be uploaded at high speed to a cloud system through the Wi-Fi capabilities of the FluCard® or otherwise the world's first Wi-Fi enabled SD card via mobile networks since 2010.

In addition to customizing the FluCard® which Trek holds global patent to, it is also responsible for engineering the technology support essential for the functionality of the Cloud Stringers solution.

Cloud Stringers will host and sell content for a fee transacted through its Market place.

With the information stored in the online cloud system, Cloud Stringers even allows editors at broadcasting stations located in remote locations to preview the footage. While the uploaded high-resolution videos can be managed conveniently online, it also allows users (Broadcasters, Digital Media Operators, Advertisers, Publishers) to purchase and download them while being assured of the highest

¹ The SD Association is a global ecosystem of companies setting industry-leading memory card standards. (<https://www.sdcard.org/home/>)

News Release: Panasonic invests 15.34% stake in Trek's revolutionary media and broadcast cloud-based ecosystem

levels of security encryption. The online portal will continue to serve as an invaluable ecosystem for professional media content provider and acquisition.

"We look forward to the success of this world's first innovation which is a testimony of Trek's technological capabilities. With Panasonic's pledge of confidence in us, we continue to build on our track record of breakthrough inventions and receive international recognition for our developments and products."

- Mr Henn Tan, Executive Chairman and CEO of Trek 2000 International Ltd

Through this investment, Panasonic will be able to integrate and market the Cloud Stringers solution with its market-leading professional cameras. This will empower media professionals to leverage cloud technologies to push out more content real-time.

"Panasonic has always believed in innovating and creating end-to-end solutions that will be beneficial and efficient to end users. Investing in Trek is our commitment to pioneer solutions that will meet the needs of media professionals in a fast evolving digital-age media scene through cross value innovation."

- Mr Wilfred Wee, Managing Director of Panasonic Systems Asia Pacific

"Singapore companies need to stay ahead of the digital curve. Through IE Singapore's Global Company Partnership, we hope to support Trek in capturing the online opportunities, and innovation of their offline products. Trek's partnership with Panasonic for Cloud Stringers is a great first step forward, as Trek strives to become a technology leader globally."

- Mr Teo Eng Cheong, CEO, International Enterprise (IE) Singapore

-The End -

About Trek 2000 International Ltd

Trek 2000 International Ltd, an industry leader, innovator, original inventor and patent owner of the ThumbDrive® (i.e. USB Flash Drive) and FluCard® offers state-of-the-art design solutions ranging from Mobile Media Solutions, Wireless, Antipiracy, Compression and Encryption to sophisticated Enterprise Solutions all catering to the fast changing digital industry. Trek with its library of granted patents is represented all over the world and has offices in the U.S., Malaysia, Thailand, India, Hong Kong, Singapore, the Netherlands, China, the Philippines, Vietnam, Indonesia and Japan to serve the rapidly expanding markets across all regions.

A public listed company whose shares are quoted on the Singapore Stock Exchange (SGX:Trek), Trek 2000 International Ltd was named by Forbes Global as one of the Best Small Companies in the World of 2000 and 2002. Trek 2000 International Ltd was also ranked as the Best Managed small Company in Singapore by AsiaMoney (of Euromoney). Trek also received the INVENT Singapore AWARD 2008 and the ASEAN BUSINESS AWARDS for Innovation in 2011 and ASIA-PACIFIC ENTERPRISE LEADERSHIP AWARDS for Spirit of Innovation Award in 2013.

News Release: Panasonic invests 15.34% stake in Trek's revolutionary media and broadcast cloud-based ecosystem

Trek®, ThumbDrive®, DivaDrive® and FluCard® are trademarks or registered trademarks of Trek Group of Companies in Singapore and / or other countries.

For more information, visit our website at <http://www.trek2000.com.sg>, <http://www.thumbdrive.com>, <http://www.flu-card.com>, <https://www.cloudstringers.com>

Issued for and on behalf of Trek 2000 International Ltd

Contact Information

Financial PR Pte Ltd	Trek 2000 International Ltd
Mr Kamal Samuel / Ms Stephanie Ka Wai Investor Relations Consultants Tel: (65) 6438 2990 / Fax: (65) 6438 0064 Email: staff@financialpr.com.sg	Mr Gurcharan Singh Chief Financial Officer Tel: (65) 6546 6088 / Fax: (65) 6546 6066 Website: http://www.trek2000.com.sg