PRESS RELEASE

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Supratechnic Appointed Exclusive Distributor for Hidea Outboard Motors in Malaysia and Singapore – Strengthening Regional Market Leadership

Strategic partnership with China's largest outboard motor manufacturer enhances Supratechnic's premium marine offering and expands growth potential across Southeast Asia.

- **Exclusive nationwide distribution rights in Malaysia and Singapore**
- **Full technical support, spare parts ecosystem, and training provided by Hidea**
- **Co-branded marketing and national marine expo activations planned**
- **Positive impact expected on Supratechnic's growth and USP Group Limited's marine segment**



Photo (from left): Chief Executive Officer of Supratechnic (M) Sdn. Bhd., Melvin Tan Wei Yang (陈伟洋) and Founder & Executive Chairman of Hidea Power Machinery Co., Ltd., Zheng Huali (郑华理)

KUALA LUMPUR, 1st JULY 2025 – **Supratechnic (M) Sdn. Bhd.** ("Supratechnic" or the "Company"), a wholly-owned indirect subsidiary of Singapore Mainboard-listed **USP Group Limited**, and **Malaysia's premier distributor of marine engines, hardware, and related maritime services**, today announced the signing of an **exclusive distribution agreement with Hangzhou Hidea Power Machinery Co., Ltd.** ("Hidea"), **China's foremost and leading outboard motor manufacturer**.

Effective from **1 July 2025**, the agreement grants Supratechnic sole distribution rights for Hidea's full range of outboard motors, parts, and accessories across **Malaysia and Singapore**. Under this strategic partnership, Hidea will provide comprehensive technical training and spare parts support, ensuring robust servicing readiness and excellent customer support across Supratechnic's extensive service network.

"**We are honoured to partner exclusively with Hidea**, **a brand that embodies engineering excellence, environmental sustainability, and cost-efficiency,"** said **Melvin Tan (陈伟洋)**, **Chief Executive Officer of Supratechnic**. "This collaboration not only strengthens our market position, but also empowers us to deliver broader, more innovative marine options across Malaysia and Singapore, supported by superior after-sales service and technical expertise."

Hidea operates one of the world's most advanced marine engine manufacturing facilities in Hangzhou, China. Known for its pioneering anti-corrosion technology, robotic automation systems, and high production consistency, Hidea exports **over 70% of its 100,000-unit annual output to more than 80 countries**, including Europe, North America, and Australia. All products meet international standards and certifications including **ISO9001**, **EU CE**, and **U.S. EPA**.

The partnership includes strategic co-branded marketing opportunities and joint participation in national marine expos to enhance Hidea's visibility in the region. Supratechnic will immediately roll out internal training sessions for its sales and technical teams, implement a nationwide launch campaign aligned with the agreement's effective

date, and coordinate logistics, stock planning, and branch allocations based on projected demand.

"We are proud to partner with Supratechnic, one of Southeast Asia's most established and trusted marine distributors," said **Mr. Zheng Huali (郑华理), Founder & Executive Chairman of Hidea.** "Their deep market knowledge and strong after-sales infrastructure make them an ideal partner as we expand our footprint in Malaysia and Singapore. At Hidea, we are committed to delivering highly stable commercial outboard motors, exceptional service, and cost-effective high-horsepower models — engineered to perform reliably in the region's demanding marine conditions."

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About Supratechnic (M) Sdn Bhd

Established in **1968**, Supratechnic is a leading distributor of premium marine engines, equipment, and technical services in Southeast Asia. Headquartered in **Shah Alam, Selangor**, the company operates from **eight regional branches** with a team of **over 80 marine professionals**. Supratechnic serves customers across **Malaysia, Singapore, Brunei, and Indonesia**, and is widely recognised for its commitment to **operational excellence**, **after-sales support**, and **marine innovation**. Supratechnic is a **wholly-owned indirect subsidiary of USP Group Limited**, listed on the Mainboard of the **Singapore Exchange (SGX)**.