



**SMARTFLEX HOLDINGS LTD**  
(Company Registration No. 201003501R)  
Incorporated in the Republic of Singapore

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## **Smartflex Partners PT Cipta Srigati Lestari To Launch A Pilot In Indonesia With Its Patented Technology**

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Further to the announcements on 11 November 2014 and 3 December 2014, the Board of Directors (the “**Board**”) of Smartflex Holdings Ltd (“**Smartflex**” or the “**Company**”) wishes to announce that its joint venture company, Smartflex Innovation Pte Ltd (“**Smartflex Innovation**”) is penetrating into Indonesia market with pilot run using its patented eco.SIM technology.

This pilot launch with new strategic partners follows the mass production of the eco.SIM product for delivery to the India market. The patented eco.SIM technology is gaining acceptance and Smartflex is in collaboration with PT Cipta Srigati Lestari (“**PT CSL**”) to run pilot trial of eco.SIM product together with PT Smartfren Telecom (“**Smartfren**”). Indonesia’s mobile telecommunications sector faces fierce competition with several network service providers but remains attractive as mobile phones are the primary tool for telecommunication, including internet usage with mobile data usage on the rise.

The eco.SIM product uses cost-effective manufacturing process to deliver SIM cards at a price point that offers competitive advantage to customers. “We look forward to working with Smartflex on this avant-garde pilot. This patented eco.SIM technology that Smartflex offers provides an excellent solution for partners like PT CSL to compete in this highly competitive market here in Indonesia where we can deliver customer value,” said Steven Chandra, CEO of PT CSL.

“Ranked fourth as most populated country in the world, Indonesia’s mobile telecommunications sector offers a sizeable business opportunity. PT CSL emerges as the innovative leader in the smart card arena with extensive scale and expertise in Indonesia. We are truly excited about the relationship and together with CSL, we will bring the offerings of eco.SIM solution to Indonesia,” said Dr Eric Ng, CEO of Smartflex.

Further progress on market penetration using its patented eco.SIM technology will be released in due course.

### **About Smartflex Innovation Pte Ltd**

Smartflex Innovation Pte Ltd is a joint venture company in which the Company and SANsystems Sarl each holds 70% and 30% shareholding interest respectively. SANsystems Sarl is a French engineering firm.

### **About PT Cipta Srigati Lestari (PT CSL)**

PT CSL is one of the leading technology providers in Indonesia, providing a broad range of innovative products, solutions, and services for all smart card needs.

More information can be found at <http://ciptasrigatilestari.co.id/about-us.php>

### **About Smartfren**

PT Smartfren Telecom, Tbk (formerly PT Mobile-8 Telecom Tbk (Mobile-8) and PT Smart Telecom (Smart)) is an internet service provider and CDMA cellular operator operating in Indonesia.

More information can be found at <http://www.smartfren.com/ina/home/>

By Order of the Board

TAN TONG GUAN  
EXECUTIVE CHAIRMAN

26 January 2015

*This announcement and its contents have been reviewed by the Company's sponsor, RHT Capital Pte Ltd ("Sponsor"), for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (the "SGX-ST"). The Sponsor has not independently verified the contents of this announcement.*

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