



## **PRESS RELEASE**

### **XPRESS HOLDINGS TO CHANGE NAME AND EXPAND INTO SMART TECHNOLOGIES BUSINESSES TO GROW NEW REVENUE STREAMS AND BOOST PROFITABILITY**

- **Group will also expand into publishing and investment businesses to diversify growth trajectories**

SINGAPORE [October 13, 2016] – In line with its key objective of bringing forth new gamechanging initiatives, SGX Mainboard-listed Xpress Holdings Ltd (“Xpress” or the “Group” or 速印控股集团) has introduced a slew of strategic activities to boost its business growth with new service offerings beyond printing to key Asian economies including Singapore.

The Group will expand its core businesses to include Smart Technologies Businesses, Publishing Businesses, and Investment Businesses (collectively referred as the “New Businesses”). To better reflect the Group’s new profile, business activities and business direction, the Group changed its name from Xpress Holdings to “A-Smart Holdings Ltd” (“A-Smart”). A new logo was also unveiled as part of the new corporate identity.

Said Mr Lim Huan Chiang, Xpress’ CEO said, “The New Businesses will revitalise the Group and bring in more revenue and income streams. In the past months, the Board had been actively exploring opportunities in a number of businesses in various industry sectors.

“We have decided to focus on these three areas - as through them, the Group can access new business opportunities, tap new talent and also reach new prospective customers while maximizing synergies within the Group. With the addition of these new business activities, we are confident we will be well-positioned to achieve long term sustainable growth and to reduce reliance on our existing print and print-related businesses.”

### **New Business Activities**

Under the Smart Technologies Businesses, the Group aims to be a one-stop IT solution and application provider for a wide spectrum of industries, such as the food and beverage (“F&B”) and retail industry, in Southeast Asia. The Group will kick-start this business by launching its one-stop IT solution in the F&B industry.

Through the development of software solutions, mobile applications, and such other activities, the Group can help to boost the productivity level for various kinds of commercial establishments that rely on manpower resources for lower value added activities.



The use of smart processes will enable business managers to make decisions such as procurement and deployment of resources based on real time data information, thus increasing the efficiency of the business.

The Group also plans to develop smart mobile applications for online and/or mobile devices, to enable customers to achieve automation of certain processes and tasks to substantially eliminate time consuming and labour intensive tasks.

The Group shall make its maiden investment into the Smart Technologies business by acquiring a 70% stake in Amplify Me Pte Ltd (“AMPL”), a company specializing in development of e-commerce applications, web-portals and online platforms. AMPL is currently one of Spring Singapore’s few approved vendors for Point of Sales (POS) and Mobile Menu Ordering and Payment Systems currently catering to the food and beverage (F&B) sector.

Going forward, the Group will develop its own online and mobile platform (the “Platform”) to allow customers to use it for various business-related purposes such as marketing and advertising. In the longer term, the Group intends to develop and establish capabilities in the smart technologies area (including developing the back end systems and infrastructure for e-commerce) either establishing its in-house capabilities, M&A or participating in joint ventures and/or strategic alliances.

In addition to the Smart Technologies business, the Group intends to enlarge its current printing business to include editing, publishing, translating and distributing, via print and/or online media, publications for mass readership.

To enable the Group to tap new growth prospects in the region, the Board plans to set up an Investment Business unit to pursue new income streams for the Group. This business, to be spearheaded by the Group’s Chairman, Mr Ma Wei Dong, will scout for new fresh investments opportunities (via M&A, joint-ventures and strategic stakeholdings) to tap new business opportunities and prospective customers for its other businesses through the Group’s investee entities.

Since Mr Ma’s appointment to the Board, the Group has successfully disposed its loss making subsidiaries and placed it on a path of sustainable growth.

Said Mr Ma, “The investment business will allow us to enjoy recurring dividend income and capital gains from investments in quoted and/or unquoted securities of investee entities. This will enable the Group to enhance its profitability, boost shareholder value and returns and improve overall growth prospects.”

The Group’s name change and adoption of new businesses have been approved by shareholders at an EGM held on October 13, 2016.

## **About Xpress Holdings Ltd**



Established in 1986, Xpress was listed on SGX Mainboard on 28 June 1999. The Group serves a wide global base of local and MNC financial and corporate organisations, and provides a complete spectrum of integrated print solutions from pre-press processes to production systems as well as global distribution and delivery.

Its products and services include the design, production and printing of time-sensitive and quick turnaround publications like Annual Reports, IPO prospectuses, shareholder circulars, fund management reports, brochures and newsletters.

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### A-Smart Holdings Logo



### **A-Smart Holdings Ltd**

The A-Smart logo signifies the Group's vision to ride the wave of smart technology that is transforming today's socio-economic landscape, and its relentless strive to pioneer one-stop IT solutions across a wide spectrum of industries.

The grey upward arrow, which also forms the letter "A", represents a person of superior human intelligence. The circle represents our goal of global expansion – the overarching circle suggests universal reach to encompass the world market, and the bottom arch represents connectivity through global networking. The brush strokes at the top of the circle signify the Group's commitment to fast and efficient problem-solving.

The logo's colours are grey and orange – grey represents the Group's focus on **intellect, knowledge, longevity and wisdom**, and orange signifies vibrancy, dynamism, enthusiasm, and creativity.