



FOR IMMEDIATE RELEASE

Info-Tech launches CRM software programme to expand its integrated cloud-based solutions for SMEs

Singapore, 15 January 2026 – Info-Tech Systems Ltd. (“Info-Tech”, the “Company” or together with its subsidiaries, the “Group”), a leading cloud-based human resource management systems (“HRMS”) and accounting software provider, has strengthened its position as a one-stop provider of digital solutions for small and medium-sized enterprises (“SMEs”) with the roll-out of a new integrated cloud-based Customer Relationship Management (“CRM”) software programme.

Expected to roll-out officially on 2 February 2026, the **Info-Tech CRM** solution is designed to complement Info-Tech’s existing HRMS and accounting platforms and empower SMEs to enhance customer engagement, sales pipelines, accounting and workforce management within a unified cloud-based ecosystem.

Chief Executive Officer and Co-founder, Mr Babu Dilip, said: *“Info-Tech CRM is a valuable purpose-built solution that will address challenges faced by SMEs such as lead follow-up inefficiencies and fragmented sales processes. This marks a key milestone in our product expansion strategy and reflects our ongoing investment in innovation, research and development, as well as our commitment to provide businesses with the tools that will support their digital transformation journeys. As SMEs increasingly seek integrated platforms to manage customers, people and finances more efficiently, this solution complements our HRMS and accounting software by enabling greater visibility, operational efficiency and scalability across the organisation.”*

By expanding its product suite, Info-Tech enhances platform integration and value for customers. The Group’s continuous investment in research and development and product innovation, reinforces its commitment to empower SMEs with productivity-boosting digital solutions and supports its position as a trusted provider of innovative digital solutions.

Addressing a Growing Need for Integrated Digital Solutions

Info-Tech's solutions are designed to help SMEs embrace digitalisation that will translate to streamlined operations and enhanced competitiveness. Built with ease of adoption and integration in mind, Info-Tech CRM integrates customer data with HR and accounting functions on a single platform to maintain data consistency and operational transparency.

Key Features and Benefits of Info-Tech CRM

Info-Tech CRM features a clean, task-oriented user interface and minimal setup requirements, allowing businesses to go live quickly without the need for complex configurations or external consultants. The programme offers a suite of features tailored to the needs of SMEs, including:

- **End-to-End Sales Workflow**

Supports a unified workflow from lead management to invoicing and payment collection and integrates natively with Info-Tech Accounting and major third-party accounting platforms, reducing duplicate data entry and administrative workload for SMEs.

- **Integrated Digital Advertising & Communications**

Integrates with Google and Facebook Ads, as well as various communication channels to automatically capture leads and streamline communication and sales activity tracking.

- **Built-in Payments and Faster Cash Collection**

Native payment gateway integration allows SMEs to issue invoices with embedded payment links, supports faster collections and improved cash flow management.

- **Unique Integration with HRMS**

A key differentiator is its unique native integration with Info-Tech HRMS, which syncs staff availability to prevent leads and meetings being assigned to unavailable sales personnel, which improves pipeline visibility and manpower planning.

- **Mobile-First and AI-Enabled**

Includes mobile app for field sales with facial recognition and GPS attendance, alongside AI features for email drafting, lead insights and recommend actions to enable more efficient, data-driven sales.

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About Info-Tech Systems Ltd. (SGX: ITS)

Established in 2007 and listed on the Mainboard of the Singapore Exchange Securities Trading Limited (the “**SGX-ST**”) on 4 July 2025, Info-Tech Systems Ltd. (“**Info-Tech**” or the “**Company**”, and together with its subsidiaries, the “**Group**”) is a leading and award-winning human resource management software (“**HRMS**”) and accounting software provider. The Group’s HRMS and complementary Info-Tech Accounting Software solutions offer user-friendly, productivity-enhancing, accessible, easy-to-adopt and cost-effective solutions that are strategically targeted at Small and Medium Enterprises (“**SMEs**”). Info-Tech HRMS, the Group’s main product line, is a proprietary cloud-based one-stop HRMS solution that helps organisations streamline their processes, improve operational efficiency and enhance workforce management. Info-Tech Accounting Software is a proprietary cloud-based accounting software that enables organisations to efficiently manage accounting and inventory tasks and provides them with a real-time view of their financial position.

Headquartered in Singapore, the Group also operates in Malaysia, Hong Kong and India, and employs more than 500 employees across these markets. As at 13 June 2025, Info-Tech HRMS has over 850,000 active users across 23,000 organisations in various industries. Its customer-centric approach to platform development and comprehensive after-sales services and support have enabled the Group to foster long-term trust and deliver consistent value to customers. This has translated to high levels of recurring subscription revenue and industry leading margins.

Issued for and on behalf of Info-Tech Systems Ltd.

August Consulting

Tel: 65 6733 8873

Janice Ong, janiceong@august.com.sg

Wrisney Tan, wrisneytan@august.com.sg

Joanna Tan, joannatan@august.com.sg

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