



Sen Spirit Technology announces new distributorship of Avaya's digital communications solutions in Hong Kong and Macau

Singapore, 10 June 2020 – Sen Spirit Technology Limited (“**SST**”), a wholly-owned subsidiary of SGX Mainboard-listed Karin Technology Holdings Limited (“**Karin**” or together with its subsidiaries, the “**Group**”), a leading Hong Kong-based electronic and industrial components and IT solutions distributor and outsourcing service provider, has inked an agreement with Avaya Holdings Corp. (“**Avaya**”) to distribute Avaya's full suite of products in Hong Kong and Macau.

Based in Santa Clara in California, USA, Avaya is a leading provider of digital communications software, services, and devices, designed for businesses of all sizes. It aims to help businesses create intelligent communications experiences for their customers and employees with customisable solutions for contact centres and unified communications.

This partnership will broaden and complement SST's existing portfolio of digital communications solutions and enable Avaya to leverage SST's extensive distributorship networks in Hong Kong and Macau to expand its reach in the two markets.

Mr. Marcos Ong, Managing Director of Avaya Hong Kong & Macao, said: *“Sen Spirit Technology is one of the largest value-added distributors and we are proud to have it on board to enhance Avaya's solution in Hong Kong and Macau to grow our presence in a broader market besides major enterprises and financial institutions. With its innovative technology and platform, we will be able to ride on it to provide more cloud based solutions.”*

Mr. Michael Ng, Executive Director of Karin, said: *“Avaya has become the go-to brand for digital communications solutions. The team at SST is both pleased and honoured to have Avaya's vote of confidence in our ability to increase its visibility and reach in Hong Kong and Macau. With this distributorship, we can now offer our customers a complete suite of communications solutions.”*



About Karin Technology Holdings Limited

Listed on the Mainboard of the Singapore Exchange since 2005, Karin is a leading electronic and industrial components distributor and IT solutions integrator and outsourcing service provider in Hong Kong and the People's Republic of China. Established in 1977, Karin has been principally engaged in the electronic and industrial components and computer distribution business for various segments of the electronics industry, including the communications, computer, electrical appliances and utility segments. Karin expanded its business to include the provision of outsourcing services such as IC application design solutions and data storage management solutions, riding on the increasing demand for IC software applications in the 1990s. In 2011, Karin added a retail business arm to its operations under the trade name "In-Smart". To date, the Group has six In-Smart stores in Hong Kong.

For more information, please visit: <http://www.karingroup.com/eng/global/home.php>.

About Sen Spirit Technology

Sen Spirit Technology, a wholly-owned subsidiary of Karin Group, is a reputable IT solutions distributor with a strong track record of distributing a diversified portfolio of solutions to its extensive channel network in both Hong Kong and Macau. Having an extensive product portfolio ranging from infrastructure equipment to network and security solutions as well as applications, SST's carrying solutions includes Alibaba Cloud, Oracle, F5, Arista, Commvault, AlgoSec, and Sandvine.

About Avaya Holdings Corp.

Businesses are built on the experiences they provide, and everyday millions of those experiences are built by Avaya (NYSE: AVYA). For over one hundred years, we've enabled organizations around the globe to win - by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration - in the cloud, on-premise or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.

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