



## NEWS RELEASE

### **KHIND TO CONTINUE GROWING INTERNATIONAL FOOT PRINT**

*New markets in the African Continent represent positive opportunities*

**Shah Alam, May 27<sup>th</sup>, 2015** – **Khind Holdings Berhad (Khind)**, a leading manufacturer and marketer of home electrical and electronic appliances; and industrial electrical equipment solutions will continue to focus its on-going journey of growing its international foot print in 2015.

Speaking on the sidelines at the Company’s recently concluded 19<sup>th</sup> Annual General Meeting (AGM) today, Mr Boh Boon Chiang, Group Chief Operating Officer (GCOO) of Khind said:

“We would like to see our international foot print growing even more in 2015. Today, our overseas business contributes approximately 50 per cent (50%) of our total revenue. This is an encouraging sign as we wish to see Khind become a more global player.

“In this regard, plans are already underway to establish a presence in the West African region. Khind will be entering countries such as Gambia, Ivory Coast, and Cameroon as these markets represent green field opportunities that can be grown over time.

“Similarly, Khind will also be re-visiting its business strategy for the South Asian region with an active view of returning to this huge market. Increased attention will also be given to ASEAN countries such as Myanmar where a growing business has already been established.

“As for the Middle East region, Khind will continue to deepen its presence in its key markets of Saudi Arabia, United Arab Emirates (UAE), and surrounding countries. We have had a long standing presence in the Middle East since the 1990’s which will only strengthen even more in the future.

“On the Industrial Electrical solutions side of the business through our Hong Kong and Singapore subsidiaries, the Company will focus on synergistic opportunities to introduce more energy-efficient products such as our solar-powered street lighting equipment to local government councils; and low energy high volume commercial fans that are used in large areas such as malls and complexes,” said Boh.

Commenting on Khind's domestic operations, Boh said that the implementation of the Goods and Services Tax (GST) had softened the retail sector as consumers were still a little hesitant to spend.

"In the First Quarter of 2015, our business performance was slightly impacted but we are seeing positive signs of consumers returning to purchase. Similarly, a large majority of our products are basic essential items that are needed in the household, thus there will be opportunities to re-capture sales. Our core products such as fans remain ever popular with Malaysians. We have also allocated a larger domestic marketing budget of approximately six (6%) to seven (7%) per cent of our planned revenue to remind Malaysians that we are still the most affordably-priced quality producer of home consumer electrical products," added Boh.

For the current quarter ended March 31, 2015, Khind registered revenue of RM74.12 million and a marginal loss before tax of RM640,000. The Company clocked-in revenue of RM319.1 million and profit before tax of RM14.71 million for its financial year ended December 31<sup>st</sup>, 2014.

#### **About Khind Holdings Berhad**

Khind Holdings Berhad is a leading manufacturer and marketer of a wide range of consumer home electrical appliances and industrial electrical equipment. Its products include appliances for the kitchen, air-cooling equipment, emergency lamps, electrical accessories and industrial electrical equipment solutions. The Company sells its products under the '*Khind*', '*Mistral*', '*Ariston*', '*Honeywell*', '*Swisher*', and '*Relite*' brands. Khind through its subsidiaries is present in all major towns of Peninsular Malaysia and East Malaysia, and exports its products to over 60 countries around the globe. It employs a work force of over 800 people, and is listed on Bursa Malaysia. For more information please visit [www.khind.com](http://www.khind.com)

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