



WRAPPING SUCCESS

FROM ADTECH MALAYSIA TO TRUESECURE INC
THE JOURNEY WITH SME CORP MALAYSIA & BRAVEMARKET INC

MR WONG CHEE HOE
CEO
ADTECH MALAYSIA SDN BHD
TRUESECURE INC

ABOUT ADTECH MALAYSIA



SMECORP MALAYSIA 2012 ENTREPRISE 50 AWARDS



ADTECH MALAYSIA PLACED IN THE TOP 10

FIVE MAIN CHALLENGES

FACING ADTECH MALAYSIA



MATURE INDUSTRY

Coupled With Mature
Products



FALLING REVENUES

Due To Macro
Economic Conditions



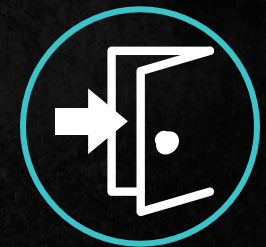
SHRINKING MARGINS

Due To Inferior
Competitors



MARKET SHARE

Little Room To Grow
Further In Malaysia



DIFFICULT PARTNERS

With Different Goals &
Commitment

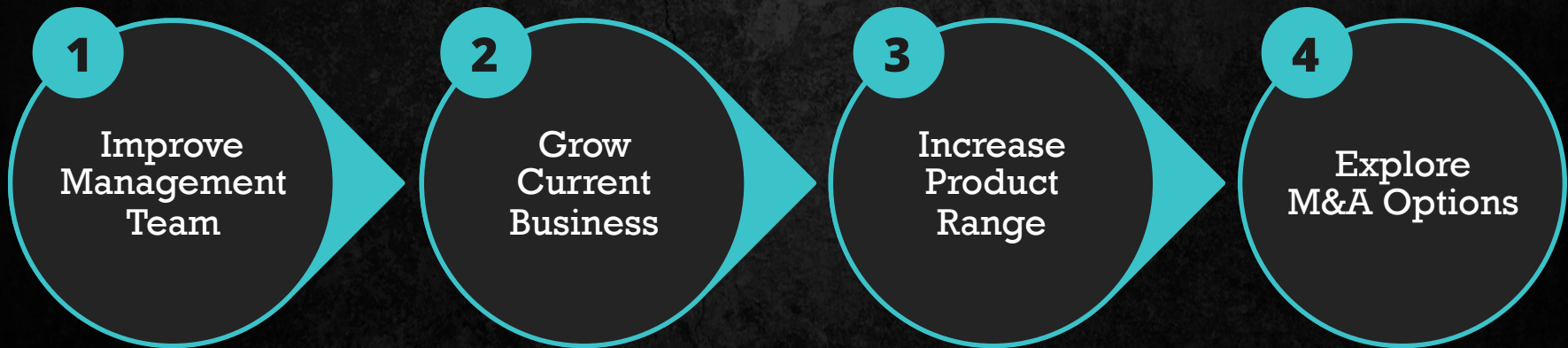
**ADTECH MALAYSIA WORKED WITH SME CORP MALAYSIA
THROUGH VARIOUS PROGRAMMES & INITIATIVES**

BRAVEMARKET (IR) INVESTMENT READY 500

SME CORP RECOMMENDED ADTECH TO US BASED FIRM
BRAVEMARKET INC. WHICH WORKS WITH GOVERNMENTS &
GOVERNMENT AGENCIES WORLDWIDE TO

- 1.HELP COMPANIES TO IPO
- 2.EXPAND COMPANIES GLOBALLY
- 3.IMPROVE COMPANIES' PERFORMANCE

ADTECH BEGAN THE JOURNEY WITH BRAVEMARKET ON FOUR STRATEGIC OBJECTIVES



THIS TRANSFORMATION REQUIRED BELIEF & COMMITMENT
AS ADTECH IS VIEWED AS ONLY A SMALL COMPANY

BRANDING

Needed To Establish
Product Superiority &
Higher Margins

TIME

& Effort Needed For Any
Transformation & Growth

PATENTS

Needed To Protect &
Sustain The Business In
The Long Run

EQUITY

Needed To Exit
Misaligned Partner

PRODUCT TESTING

Needed On Prototypes
To Create Final Product

R&D

Needed To Expand The
Business & Product
Lines Need R&D



GROWING & TRANSFORMING NEED INVESTMENTS



WHAT IS TRUESECURE?

THE RETURNS

WITHIN ONE YEAR



540
HOTELS
IN 2014

Successfully Managed To Secure
TRUESECURE INTERNATIONAL PARTNERS For
6 Regions

DEVELOPED
TRUESECURE
INTERNATIONAL
PARTNERS (TIP)

Successfully Developed Unique
Partnership Program For
Distributorships Of TRUESECURE

INCORPORATED TRUESECURE
INC

Successfully Incorporated New
Company For New Product Range
Called TRUESECURE Inc.

MANAGEMENT TEAM & SHAREHOLDERS
OF ADTECH MALAYSIA NOW FULLY
ALIGNED

Successfully Bought Out
Shares Exiting The Partner
& Uniting The Company

TRUESECURE IS A JOURNEY OF FAITH



500%
INCREASE
IN MARGINS

MORE THAN 300%
INCREASE
IN REVENUES

REALIZING ADTECH'S DREAM OF
GOING GLOBAL

500%
INCREASE IN MARGINS

TO END

A Video Played At This Year's
MITI - SME CORP MALAYSIA
ENTREPREISE 50 EVENT



THANK YOU