

News Release

REDTONE TO PROVIDE HIGH-SPEED BROADBAND TO PLATINO SERVICED APARTMENTS IN ISKANDAR MALAYSIA

Partnership with Trilink Pyramid Sdn Bhd is REDtone's latest collaboration with a property developer in Iskandar Malaysia

Kuala Lumpur, Wednesday (March 11, 2015) – REDtone Marketing Sdn Bhd has inked an agreement with property developer Trilink Pyramid Sdn Bhd to provide residents of its soon-to-be completed Platino Serviced Apartments in Iskandar Malaysia, Johor Bahru with high-speed broadband connectivity.

REDtone Marketing Sdn Bhd is a wholly-owned subsidiary of REDtone International Bhd (REDtone) while Trilink Pyramid Sdn Bhd is a wholly-owned subsidiary of IOI Properties Group Bhd (IOIPG).

The tie-up with Trilink Pyramid is REDtone's latest collaboration with a property developer in JB in recent months. In January this year, the company partnered another property firm to offer high-speed broadband of up to 200Mbps for an industrial project, also located in Iskandar Malaysia.

In the latest agreement with Trilink Pyramid, REDtone will provide tailor-made broadband packages on an exclusive basis for two years to residents of Platino's 711 serviced apartment units that are scheduled to be completed at the end of this year. The development is strategically located in Johor Bahru city fronting Jalan Skudai highway.

REDtone Group CEO Lau Bik Soon said that the collaboration will provide REDtone an opportunity to expand its telecommunications services segment which covers broadband and data services, and is one of the company's four core business pillars.

"Currently, the telecommunications services pillar is the top contributor to group revenue at around 60%. The contract with Platino is for two years and it will provide us with recurring revenue which is in line with our business objective of building a stronger constant revenue stream moving forward.

“In addition to that, we are also focusing on our two other core businesses of managed telecommunications network services and managed value-added services to achieve this objective,” Lau said in a statement to the media.

He also said that Johor is shaping up to be an increasingly important market for REDtone and its tie-up with Trilink Pyramid is set to further enhance its presence in the state. “We are optimistic that we will see similar opportunities of working with more property developers in Johor and also elsewhere in the country.”

REDtone’s Johor office was established in 2006 and since then, it has succeeded in building a strong customer base comprising multinational companies and SMEs.

For its FY’14, REDtone posted revenue of RM141.76 million with pre-tax profit standing at RM27.42 million.

Meanwhile IOIPG’s Senior General Manager Lim Beng Yeang said this partnership with REDtone will benefit residents of The Platino with high broadband speed to enjoy home entertainment, instantaneous email, web browsing, online shopping and explore all the wealth of information on the Internet.

An upcoming lifestyle shopping mall and a premium hotel are expected to enhance The Platino’s excellent location in Johor Bahru city centre. The Platino Serviced Apartments comprise two towers with four different designs available: Type A one bedroom (517 sq ft), Type B two-bedrooms (829 sq ft), Type C three-bedrooms (1,130 sq ft) and Type D four-bedrooms (1,464 sq ft). All units come with built-in kitchen cabinets and appliances, wardrobes and air-conditioning units. Facilities and amenities include swimming pool, jacuzzi, saunas, gymnasium and reflexology pathway. New bumi-released units are now available starting from RM308,465.00.

About REDtone International Bhd

REDtone International Bhd is an integrated telecommunications solutions provider catering to niche market segments. It is listed on Bursa Malaysia. A well respected home-grown brand founded in 1996, REDtone has evolved from a voice provider to one that offers an extensive range of services under four main categories: (i) **telecommunications services** – it offers data and voice services to government, enterprises and SMEs. REDtone is the only service provider in the industry to provide infrastructure integration expertise. Its access to a unique suite of last mile technologies also enables it to offer broadband-on-demand. (ii) **managed telecommunications network services** – this includes building, maintaining and operating large scale WiFi hotspots, base stations and fiber infrastructure. (iii) **managed value-added services** – it offers data centre services, cloud services and applications and healthcare solutions to enterprises, government and healthcare industry. (iv) **mobile services**.

Beyond Malaysia, REDtone operates in Shanghai, China under REDtone Asia Inc, a US OTC Bulletin Board-listed company. Its China business is discounted call services and mobile reload.

REDtone's strong commitment in R & D has yielded technological innovations that have won the Multimedia Super Corridor (MSC) status company over 22 awards in Malaysia and abroad. It currently has eight patents pending for its technological breakthroughs. For more information, please visit www.redtone.com.

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