

Company Name : Sasbadi Holdings Berhad
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EDUCATIONAL MATERIAL PUBLISHING

Sasbadi focuses on digital technology

PETALING JAYA: Sasbadi Holdings Bhd is strengthening its educational digital technology content amid slower growth in its publishing business.

Group managing director Law King Hui said the company focused on providing accessible education by having educational digital content to boost profit.

"We want to reinforce our local presence in the educational publishing business. By having informative digital content, it would allow accessible education in the local market," he said after Sasbadi's extraordinary general meeting, here, yesterday.

Law said it was important for the company to upgrade its digital technology for academic-re-

lated content and capitalise the strong digital platform, particularly the information and communication technology.

"Moving forward, we plan to tap other business opportunities through mergers and acquisitions and grow the new segment faster along with our academic-related publishing business.

"If that is successful, then we will be able to see more well-distributed revenue contribution throughout all the four quarters in the future," he said.

Law said Sasbadi was also looking to introduce more reading genres, rather than just focusing on academic-related publishing.

"Publishing business is a fragmented industry that has various

specialised reading genres, such as cooking, music and technology," he added.

Sasbadi has started to develop the science, technology, engineering and mathematics (STEM) learning centre for early education to strengthen its publishing business.

"We are in the midst of developing our STEM learning centre as the demand is very encouraging, primarily for the early education segment.

"We're also considering having franchise for the centre by the financial year 2018 to reduce cost," he said.

Law said the company would provide its expertise on technical know-how to potential franchis-



Sasbadi Holdings Bhd group managing director King Hui Law says the company plans to tap other business opportunities through mergers and acquisitions. PIC BY SUPIAN AHMAD

ers, in terms of branding, contents, operations and products and services.

"We also intend to introduce STEM centres for the secondary and tertiary education segment in the future," he said.

Meanwhile, the company has proposed a bonus issue of up to 139.7 million new ordinary shares to be credited as fully paid-up on the basis of one bonus share for every two existing ordinary shares.