

Company Name : **Sasbadi Holdings Berhad**
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Sasbadi Unit Signs Distribution Deal With MCE

KUALA LUMPUR: Sasbadi Holdings Bhd's unit, Malaysian Book Promotions Sdn Bhd, has signed a distribution agreement with Singapore-based Marshall Cavendish Education Pte Ltd (MCE) for certain MCE-published titles in Malaysia.

"MCE is principally involved in providing educational solutions in Singapore and to-date, its solutions have been adapted into multiple languages as well as being used in over 60 countries, including private and international schools in Malaysia," Sasbadi said in a filing to Bursa Malaysia.

Sasbadi said its unit has been granted the exclusive right to promote, market, advertise, sell and distribute certain MCE-published titles to book retailers, wholesalers, schools, the Education Ministry and/or direct marketing to Malaysian consumers between Nov 1, 2017 and Sept 30, 2020.

"MCE may renew the distribution agreement for subsequent periods of two years each at its sole discretion based on terms and conditions to be mutually agreed by both parties.

"In addition, the parties may at any time add or remove titles from the approved works," it said. — Bernama