SASBADI AND AGMO PARTNER TO DEVELOP MALAYSIA'S FIRST LARGE LANGUAGE MODEL (LLM) FOR THE EDUCATION SECTOR

Kuala Lumpur, 21 October 2025 – **Sasbadi Holdings Berhad ("SHB")**, through its subsidiary **Sasbadi Online Sdn. Bhd. ("SASBADI")**, has entered into a **Joint Venture cum Shareholders' Agreement ("JVA")** with **Agmo Holdings Berhad ("AHB")**, via its wholly owned subsidiary **Agmo Capital Sdn. Bhd. ("AGMOCAP")**, to jointly develop a **Large Language Model ("Model")** specifically designed for Malaysia's education ecosystem.

This strategic collaboration has been formalised through a joint venture arrangement designating **Penerbitan Minda Sdn. Bhd. ("PMSB")**, currently a wholly-owned subsidiary of SASBADI, as the **joint venture ("JV") company**. Under this arrangement, **SASBADI** and **AGMOCAP** will hold **55% and 45% equity** interests in the JV, respectively. The initiative marks a major step forward in realising Malaysia's aspirations for data sovereignty and vision for an Artificial Intelligence ("**AI**")-driven education system, in line with the National Artificial Intelligence Roadmap 2021–2025, the Malaysia Digital Economy Blueprint (MyDIGITAL), and the Digital Education Policy.

Driving Innovation and Growth through AI

Under the JVA, SHB Group, Malaysia's leading education solutions provider with over **40 years of experience**, will contribute its **vast digital educational assets, proprietary content, and domain expertise** to train and fine-tune the Model. The Model will be aligned with Malaysia's National Curriculum and designed to support personalised, bilingual learning experiences for Malaysian students and educators.

Meanwhile, AGMOCAP will lead in developing and maintaining the Model, overseeing its **architecture design, dataset integration, and performance optimisation**. The Model will leverage advanced AI techniques such as Natural Language Processing (NLP), Reinforcement Learning from Human Feedback (RLHF), and multimodal AI capabilities to deliver accurate, contextual, and adaptive user interactions.

The collaboration aims to produce the nation's first **education-specialised Large Language Model**, capable of powering AI-driven tutoring, adaptive learning systems, and intelligent content creation tools, which are key enablers in the next phase of Malaysia's EdTech growth.

Supporting Malaysia's Digital Transformation and Market Expansion

This partnership positions both SHB and AHB at the forefront of Malaysia's AI and digital education revolution, capitalising on the expected growth of EdTech and AI adoption across Southeast Asia. By combining SHB's educational content leadership with AHB's technical capabilities in AI, the JV aims to offer **commercial applications** of the Model in corporate training, language learning, and knowledge management, targeting both Malaysian and regional markets, with potential global export opportunities—offering new growth avenues and recurring revenue streams.

Statements from the Leadership

Commenting on the collaboration, **Mr. Law King Hui**, Group Managing Director of **Sasbadi Holdings Berhad**, said:

"This partnership represents a bold step in Sasbadi's digital transformation journey. By combining our deep expertise in education with Agmo's cutting-edge AI capabilities, we are creating a localised LLM that will redefine how Malaysians learn, teach, and interact with knowledge. This collaboration is not only aligned with the nation's digital agenda but also reinforces Sasbadi's long-term growth strategy in the AI and digital education sectors."

The **CEO of Agmo Holdings Berhad**, **Mr. Tan Aik Keong,** added:

"We are proud to partner with Sasbadi in building Malaysia's first education-specialised Large Language Model. The synergy between Sasbadi's educational strength and Agmo's technical excellence will drive innovation and create significant value for both the education ecosystem and our shareholders. Together, we aim to position Malaysia as a regional leader in responsible and culturally relevant AI development."

About Sasbadi Holdings Berhad

Sasbadi Holdings Berhad ("Sasbadi") is Malaysia's leading education solutions provider with over four decades of experience in publishing, digital education, and EdTech innovation. Listed on the Main Market of Bursa Malaysia, Sasbadi has served three generations of Malaysians, selling over 300 million books and developing comprehensive learning solutions spanning K–12 to lifelong education. Through subsidiaries such as Sasbadi Online, Sasbadi continues to champion digital transformation in education with innovative, curriculum-aligned, and technology-driven solutions.

About Agmo Holdings Berhad

Agmo Holdings Berhad ("Agmo") is a Malaysian digital solutions and application development specialist, offering end-to-end technology services. Agmo focuses on software development, AI integration, data analytics, and automation to drive Malaysia's digital economy. With a strong track record in enterprise and government technology projects, Agmo is committed to advancing homegrown AI innovations that deliver value, efficiency, and inclusivity across industries.

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