

SASBADI ONLINE AND AGMO STUDIO FINALISE MOA TO ADVANCE MALAYSIA'S DIGITAL EDUCATION ECOSYSTEM

PETALING JAYA, 18 February 2025 – Sasbadi Online Sdn. Bhd. (“SASBADI”), a provider of online/digital education materials and a wholly-owned subsidiary of Sasbadi Holdings Berhad (“**SHB**”), today announced the signing of a Memorandum of Agreement (“**MoA**”) with Agmo Studio Sdn. Bhd. (“**AGMO**”), a wholly-owned subsidiary of Agmo Holdings Berhad (“**AHB**”). The agreement formalises their collaboration to develop an Artificial Intelligence (“AI”)-powered Localised Large Language Model (“Model”) aimed at transforming the digital education sector in Malaysia. This partnership will lead to the formation of a new joint venture (“JV”) company, with SASBADI and AGMO holding 55% and 45% equity, respectively.

Under the terms of the MoA, SASBADI will contribute its digital educational assets, including multimedia content, to train the Model and grant intellectual property licenses to the JV company for proprietary materials. SASBADI will also ensure the Model aligns with Malaysia's National Curriculum, validate its effectiveness, and provide insights into the local education market to tailor the solution for Malaysia's learning needs.

Meanwhile, AGMO will develop and maintain the Model, overseeing its architecture, dataset integration, and performance optimisation. AGMO will also provide ongoing technical support, including system setup, troubleshooting, user training, and regular updates to enhance the Model with new data and technology advancements. The Model will be fine-tuned on DeepSeek and leverage state-of-the-art AI techniques to improve accuracy, contextual understanding, and user interaction.

Both parties will collaborate on marketing and promotional efforts to drive adoption across the education and corporate sectors. By leveraging their respective networks and expertise, SASBADI and AGMO aim to create user-friendly, AI-driven education solutions that enhance student engagement, improve teaching processes, and foster digitally proficient learners.

This collaboration aligns with the goals of the Digital Education Policy and the Malaysia Digital Economy Blueprint, ensuring equitable access to high-quality educational resources for all. It underscores both companies' commitment to providing culturally relevant, contextually accurate, accountable and safe AI solutions for Malaysia's educators and students. Furthermore, this collaboration also contributes to Malaysia's efforts in achieving data sovereignty.

Commenting on the partnership, **Mr Law King Hui, Group Managing Director of Sasbadi Holdings Berhad** said, "This MoA marks a new chapter in advancing digital education. Agmo's leadership in digital solutions makes them an ideal partner. With Sasbadi's high quality, comprehensive data and four decades of experience serving three generations of Malaysians, we aim to deliver an AI solution that enhances learning outcomes and makes learning process more engaging and enjoyable for both teachers and students, while unlocking new opportunities in the digital economy."

Mr. Tan Aik Keong, CEO of Agmo Holdings Berhad, echoed this sentiment, adding, "We are thrilled to formalise this partnership with Sasbadi Online through the MoA. This collaboration reflects our shared commitment to pushing technological boundaries and delivering impactful solutions. By combining Agmo's technical expertise with Sasbadi's experience in education, we are poised to create a smarter, more localised AI product tailored to Malaysia's unique educational needs."

ABOUT SASBADI HOLDINGS BERHAD

Sasbadi Holdings Berhad is a leading education solutions provider in Malaysia, producing quality books and educational materials to students and educators. Established in 1985 and listed on the Main Market of Bursa Malaysia Securities Berhad on 23 July 2014, Sasbadi has evolved from being mainly an educational print publisher to a provider of diverse education solutions.

Sasbadi publishes a wide range of academic books for students across all age groups, as well as fiction and non-fiction titles, illustrated storybooks, educational comics, encyclopaedias, and technologically integrated titles to promote lifelong learning among Malaysians. The Group also provides digital education solutions that are user-friendly, interactive, and fun for teachers and students.

In addition, Sasbadi has been championing Science, Technology, Engineering and Mathematics (STEM) education in Malaysia by working close with the Ministry of Education Malaysia (MOE) since 2005 to provide engaging tools and competition platforms to nurture students' interest in STEM through robotics and programming.

With a commitment to excellence and innovation, Sasbadi is dedicated to helping students achieve their fullest potential in a rapidly evolving 21st century landscape.

To learn more about Sasbadi Holdings Berhad, visit: <https://www.sasbadiholdings.com/>

ABOUT AGMO HOLDINGS BERHAD

Agmo Holdings Berhad was incorporated in 2017. The Company and its subsidiaries are principally involved in digitalising its customers' business operations by developing bespoke digital solutions since 2012, as well as the provision of digital platform-based services. The applications developed by Agmo are utilised by our clients across various industries including healthcare, logistics, oil and gas, automotive, financial services, and the government sector.

Having developed more than 100 digital solutions in line with the latest market trends and demands, the Company also offers digital platform-based services to clients such as blockchain-based e-polling, customer-healthcare professional virtual interaction, e-commerce related transactions, and the cutting-edge Agmo EV SuperApp – a comprehensive hub catering to the needs of EV users.

In November 2024, Agmo launched Merdeka LLM, an AI sovereignty solution designed to enable Malaysia to fine-tune large language models (LLMs) for domain-specific applications. With AI infrastructure hosted in Malaysia, AI data sourced from Malaysian data partners, and AI deployment led by local talents, Merdeka LLM strengthens the nation's capabilities in artificial intelligence while fostering a self-sustaining AI ecosystem.

To learn more about Agmo Holdings Berhad, visit: <https://www.agmo.group/>

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