

**SECURE PARKING  
CORPORATION SDN BHD**

**COMPANY PROFILE**

## THE COMPANY:

**SECURE PARKING CORPORATION SDN BHD** was formed in January 1996 by Raynors (Malaysia) Sdn Bhd, P-Mag Holdings Sdn Bhd and Auspark Holdings Pty Ltd (*the master licensor of Secure Parking*). The synergy of this partnership is the consolidation of the tripartite establishment strength being technical know-how, management expertise and local networking, which are essentially the most important criteria of the business.

Our objective is to provide the Malaysian property owners with world-class parking management services supported by the implementation of world-class technologies based on the Secure Parking International System and Approach, which is now **ISO 9001: 2008** certified.

## OUR MAJOR LOCAL SHAREHOLDERS

### **YBhg Dato' Seri Talaat Husain** **CHAIRMAN**

**YBhg Dato' Seri Talaat Husain** had an illustrious career spanning 34 years in the Malaysian Administrative and Diplomatic Service. He joined in 1973 and served in many prominent positions at the state and federal levels. Amongst them: the State of Penang, the Prime Minister's Department, the National Institute of Public Administration, the National Palace and the Ministry of Education. He was appointed Mayor of Ipoh City in 1998 before becoming the Secretary-General of the Ministry of Youth and Sports in 2002. He was then promoted to serve as the Secretary-General of Ministry of Domestic Trade and Consumer Affairs in 2004 before retiring in 2007.



He received his early education at the Anglo-Chinese School, Sitiawan and later at the Malay College, Kuala Kangsar. He graduated from Universiti Sains Malaysia, Penang in 1973 with Bachelor of Social Science (Honours) before pursuing his Masters of Professional Studies (International Planning) at Cornell University in the U.S. Whilst in the civil service, he had also attended the Senior Executive Programme at the London Business School and the Advanced Management Programme at Harvard Business School.

He had also served as Chairman, Companies Commission of Malaysia, a Board Member of Sepang International Circuit, Malaysian Communication and Multimedia Commission, and Malaysian Intellectual Property Corporation. He currently sits on the Boards of Shell Refining Company (FoM) Bhd, Konsortium Logistik Bhd and Silverbird Group Bhd. He is also Chairman of several limited companies and a member of Outward Bound Trust of Malaysia.



## **Edward Poh**

### **MANAGING DIRECTOR**

**Mr. Edward Poh**, graduated in Plantation Management in 1984 and upon graduation joined United Malacca Rubber Estate Bhd for 4 years and thereafter in 1988 he joined Eastern Plantation Agency (J) Sdn Bhd, which is the plantation management agent for Kulim Bhd.

He left the plantation industry for the parking industry in 1990 and was appointed the Operations Manager of Wilson Parking (M) Sdn Bhd. He served in this position up to 1995 before being head hunted by an international recruitment agency for Secure Parking International to be their Operations Advisor (Asia) based in Jakarta, Indonesia.

He was posted back to Malaysia in April 1996 to take charge of Secure Parking Malaysia's operations as its General Manager and in April 1997, together with Tunku Dato' Seri Shahabuddin mooted a MBO exercise for the local shares belonging to Shapadu Properties which have decided to opt out from the business.

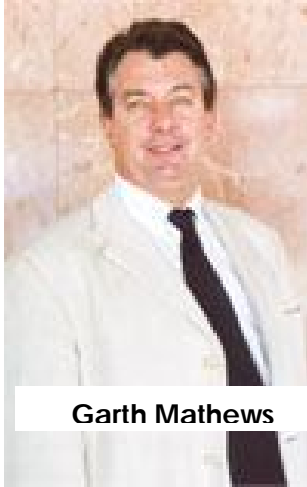
Mr. Poh was then appointed as the Executive Director of Sistemurus Secure Parking Sdn Bhd (which is now known as Secure Parking Corporation Sdn Bhd) and subsequently the Managing Director in 1998. Mr. Edward Poh has over 17 years experience in land and property management of which about 13 years were dedicated to car parking property management services.

## THE CORPORATE HISTORY:

*(How we got here - the day parking became a product)*

### THE SHAREHOLDERS:

## GARTH MATHEWS & BRETT MATHEWS



**Garth Mathews**

By 1979, our founder Garth Mathews had worked a few years in the car parking industry. He saw for himself a very limited future if he is to stay with his then employers.

This was because the business had not changed for the last 30 years, management had short-term horizon and their ambitions revolved around operating more car parks - not better car parks.

Customers and clients were a secondary consideration. In all other areas, near enough was good enough.

With his sales training and selling experience, Garth saw and seized the opportunity to bring marketing, packaging and quality control to commercial car parking operations. By molding a differentiated product, adding value and making parking a much less harassing experience he believed that increase profitability would flow to owners and operators.

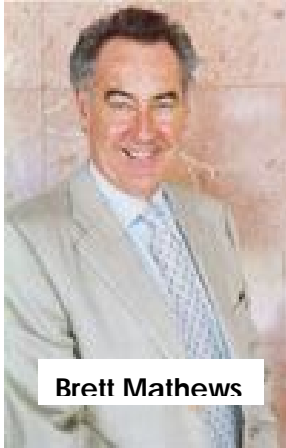
In a physical sense he started no differently than his predecessors. He rented potential development sites. Where he did differ is that he improved them, enlisted and trained staff to consider customers and put in basic systems designed to direct income to the proper pockets.

Garth chose the name Secure Parking as he believed customers primarily wanted security and that it would give him a marketing edge over competitors. It also provided an objective and focus for him and the staff.

He knew tight administrative and quality controls were vital. He was operating anything from 10 - 20 sites at a time and not always getting it right. It was important, he perceived, to learn and rectify. He understood that improvement was an evolutionary process.

He rented the first purpose built parking station in 1984 and has added to the number and quality of outlets since then.

During the early years, he operated with low overheads and a small, loyal team out of an old service station site at Crows Nest. But demand was growing. He recognized that not only had he created a prime business opportunity, but also the need for more help at the top if it was to be developed to its full potential.



**Brett Mathews**

The answer was brother Brett, Commerce graduate, an experienced Manager, Controller and Administrator, having worked with both Amatil and the Smorgon group. Brett was brought into the company, took the administrative burden and allowed Garth to again concentrate on development and marketing.

The growth continues, more and better stations and increasing operational refinement. This was guided by the packaging and quality control philosophy. This encompassed providing a secure, quality environment and courteous service with an emphasis on cleanliness in all areas. The stations too, had to be as inviting as possible and user friendly in terms of directions, ease of entry and exit.

While they considered themselves ahead of the market, the competition was taking notice. In the constant quest for improvement they attended the 1988 San Francisco Parking Convention and discovered the multiple opportunities for theft by employees. This set them creating new systems and methods for detecting fraud, which were subsequently implemented.

With advances in technology the group is again undertaking a major systems overhaul to increase operational efficiency, cut overheads and help the people on the ground operate more effectively and profitably. This is to be achieved without losing sight of customer needs and maintenance of the highest quality service to all clients.

In 1994, after doing an extensive market research and a successful launch in Indonesia, Secure Parking decided to come to Malaysia to introduce its range of products and services.

In looking for a joint venture partner, Secure Parking wanted to choose an established company with similar culture and dynamism towards market.

A joint venture arrangement was finally closed with Shapadu Properties Sdn Bhd, thus the birth of Shapadu Secure Parking Sdn Bhd. In February 1997, Raynors (Malaysia) Sdn Bhd and Mr. Edward Poh bought the local partner's shares of 50% from Shapadu Properties Sdn Bhd and the company was renamed Sistemurus Secure Parking Sdn Bhd.

Broadly, the following highlights our belief and principle over all criteria that form the essence of a parking system. It is this belief that makes Secure Parking unique.



**THE SHAREHOLDERS:  
WINARDI PRANATAJAYA**

Winardi Pranatajaya has Bachelor of Engineering degree and an MBA from the University of New South Wales. He has successful businesses in Indonesia.

Winardi is the President Director of PT. Bukitmega Masabadi since 1992. PT. Bukitmega Masabadi is the biggest plastic resin distributor in Indonesia. He is also the Chairman of PT. Bumimulia Indah Lestari since 1996. PT. Bumimulia Indah Lestari is the biggest injection and blow moulding plastic manufacturer in Indonesia.

Winardi is also the Chairman of PT. Colorpak Indonesia Tbk since 2001. PT. Colorpak Indonesia Tbk. is the biggest printing ink manufacturer in Indonesia (public company).

## OUR RESOURCES:

In all respects Secure Parking Malaysia and the international group has a collective resource in its people.

### MALAYSIA:

#### Secure Parking Corporation Sdn Bhd (Co. No. 322881-M)

Address : Wisma Secure Parking  
L-G-05, Block L, Pusat Dagangan NZX  
No.2, Jalan PJU 1A/41B, Ara Jaya  
47301 Petaling Jaya  
Selangor Darul Ehsan

Telephone # : +603 – 7885 0680

Facsimile # : +603 – 7885 0690

Website : [www.secureparking.com.my](http://www.secureparking.com.my)

#### Board of Directors:

YBHG DATO' SERI TALAAT BIN HUSAIN	Chairman
WINARDI PRANATAJAYA	Director
GARTH MATHEWS	Director
BRETT MATHEWS	Director
EDWARD K.L. POH	Director

#### Management Team:

YUSOFF BIN MAYDIN	Associate Director
EDWARD K.L. POH	Managing Director
DEBBIE CHANG	General Manager
CHONG CHOON LENG	Manager - Account
CARENA WONG	Assistant Manager - Business Development



NICK LEE BOON YANG	Senior Manager – Business Operations
CHINNIAH RAMU	Manager – Business Operations
CHAN OI KWAN	Manager-Human Resource
TEE KA LAI	Manager-Information Technology
LIM SEE BON	CEO – Secure Parking (Northern Peninsula) <i>(Northern Region)</i>
ZAHAIR ZAINUL ABIDIN	Branch Manager <i>(Perlis/Kedah)</i>
MOHD KAMAL LATIF	Head – Sales & Marketing

**TECHNICAL DEPARTMENT (REINO / ZEAG /  
COOGAA / MAXPARK)**

KOW CHOW FEI	Head – Facilities Management
RAYMOND FOO MENG SUAN	Executive – Technical and System Support
JOEHARI BIN IDRIS	Executive – Project & Design
MAT ZI BIN ABDUL MALIK	Officer – Business Operations
ZUL AIDIL BIN ABD LATIFF	Technician
HENRY SHEE CHOON PING	Technician
MOHAMAD AZIM	Technician
ZAMRI BIN TAJUDDIN	Technician

And over 300 dedicated Jr. Managers, Executives, Supervisors, Customer Service Officers and Support staff.

# Secure Parking Corporation Sdn Bhd

## *Bankers*

### ***CIMB Bank***

Lucky Garden Branch  
No 21 & 23, Lorong Ara Kiri Satu,  
Lucky Garden Bangsar  
59100 Kuala Lumpur  
Tel: 03-2095 6195 Fax: 03-2095 6631

### ***Malayan Banking Berhad***

Bangunan IJM  
Jalan Yong Shook Lin  
46730 Petaling Jaya  
Tel: 03-7956 9181 Fax: 03-7957 3886

### ***Public Bank Berhad***

Ground Floor, 1, 3 & 5, Jalan 52/2  
46200 Petaling Jaya  
Tel: 03-7957 0007 Fax: 03-7957 9601

### ***AmBank Berhad***

Level 1, Menara Dion, Jalan Sultan Ismail  
50250 Kuala Lumpur  
Tel: 03-2026 3939 Fax: 03-2026 6048

### ***Alliance Bank Malaysia Berhad***

Ground & 1<sup>st</sup> Floor, 1, Jalan 1/116B  
Kuchai Entrepreneurs' Park  
58200 Kuala Lumpur  
Tel: 03-7984 8800 Fax: 03-7981 6486

### ***HSBC Bank Malaysia Berhad***

Level 1, Annexe Menara Milenium  
Jalan Damanela  
Pusat Bandar Damandara  
50490 Kuala Lumpur  
Tel: 03-2090 5994 Fax: 03-2093 2321

### ***OCBC Bank (M) Bhd***

89, 91 & 93 Jalan SS21/60  
Damansara Utama  
47400 Petaling Jaya  
Selangor Darul Ehsan  
General: 1300 88 7000 Fax 03-77259135

**Auditors**

***Raki, Thomas & Ramanan***

***Chartered Accountants***

10-4, 10<sup>th</sup> Floor, Wisma Bandar,  
18, Jalan Tuanku Abdul Rahman,  
50100 Kuala Lumpur  
Tel: 03-26981090 Fax: 03-26944090

**Solicitors**

***K K Yong & Associates***

Unit 1-16, 1st Floor  
Straits Trading Building  
No 2, Lebuhr Pasar Besar  
50050 Kuala Lumpur  
Tel: 03-2691 3889 Fax: 03-2691 3887

***S.R.A. Reddy & Co***

Advocates & Solicitors  
Suite 3A-48, Block A2,  
Leisure Commerce Square  
9, Jalan PJS 8/9  
46150 Petaling Jaya  
Tel: 0-7877 8415 Fax: 03-7877 8434

**Secretary**

***May Corporate Services Sdn Bhd***

15A, Jalan Ang Seng 3,  
Brickfields  
50470 Kuala Lumpur  
Tel: 03-2274 3978 Fax: 03-2274 0868

***Paid-Up Share Capital***

RM1,000,000.00

***Turnover (as at December 2010)***

RM56.6 Million

## **AUSTRALIA**

### **Secure Parking Group**

Address : Level 13, Northpoint Tower  
100 Miller Street  
North Sydney  
New South Wales 2060  
Australia  
Telephone # : 61-2-8912 4900  
Facsimile # : 61-2-9929 7870

## **INDIA**

### **Secure Parking Solutions Pvt. Ltd.**

Address: A-401, Business Square, Solitaire Corporate Park,  
Chakala, Andheri (East),  
Mumbai 400-093  
Telephone # : +91 (99870) 92836

## **INDONESIA**

### **PT Securindo Packatama (“Secure Parking”)**

Address : Kantor Pusat Indonesia  
Kompleks Mangga Dua Mas  
Blok A, No. 7- 8, Jalan Mangga Dua Abdad No. 14  
Jakarta Pusat 1073  
Indonesia  
Telephone # : 62-21-626 5868  
Facsimile # : 62-21-626 5866

## **BEIRUT, LEBANON**

Address : LA, Bloc A3, Lazarieh Building  
Beirut Business District  
Beirut  
Lebanon  
Telephone # : 961-999 941  
Facsimile # : 961-999 943

## **UNITED ARAB EMIRATES**

Address : Level B2, The Gate Building  
Dubai International Finance Centre  
Dubai  
United Arab Emirates  
Telephone # : 971-4-363 7464  
Facsimile # : 971-4-363 7466

## **SHANGHAI, CHINA**

Address : RM502/Building 26  
Lane 225 Xin Song Rd  
Min Hang District  
Shanghai  
China

Telephone # : (86 21) 6488 7252

Facsimile # : (86 21) 6492 7012

## **PHILIPPINES**

Address : 715, 7th Floor, National Life Insurance Building  
6762 Ayala Avenue, Makati City  
Philippines

Telephone # : 63-2-894 2796

Facsimile # : 63-2-894 2798