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

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.
The answer was brother Brett, Commerce graduate, an experienced Manager, Controller and Administrator, having worked with both Amatil and the Smargon group. Brett was bought 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

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  
CHINNIAH RAMU  
CHAN OI KWAN  
TEE KA LAI  
LIM SEE BON  
ZAHAIR ZAINUL ABIDIN  
MOHD KAMAL LATIF  

Senior Manager – Business Operations  
Manager – Business Operations  
Manager-Human Resource  
Manager-Information Technology  
CEO – Secure Parking (Northern Peninsula)  
Branch Manager (Perlis/Kedah)  
Head – Sales & Marketing

TECHNICAL DEPARTMENT (REINO / ZEAG / COOGAA / MAXPARK)

KOW CHOW FEI  
RAYMOND FOO MENG SUAN  
JOEHARI BIN IDRIS  
MAT ZI BIN ABDUL MALIK  
ZUL AIDIL BIN ABD LATIFF  
HENRY SHEE CHOON PING  
MOHAMAD AZIM  
ZAMRI BIN TAJUDDIN  

Head – Facilities Management  
Executive – Technical and System Support  
Executive – Project & Design  
Officer – Business Operations  
Technician  
Technician  
Technician  
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 & 1st 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 Damansara
Pusat Bandar Damansara
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, 10th 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, Lebuh Pasar Besar
50050 Kuala Lumpur
Tel: 03-2691 3889  Fax: 03-2691 3887

S.R.A. Reddy & Co
Advocates & Solicitors
Suite 3A-4B, 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