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**STRATEGIC COLLABORATION OF FSBM, MOVINGUP MOBILE AND HERBS CELL NUTRITION TO ENTER INTO DIGITAL REALM AND PENETRATE LOCAL HEALTHCARE AND FROZEN FOOD MARKET**

Kuala Lumpur, 13 October 2021 – FSBM HOLDINGS BERHAD and its wholly-owned subsidiary FSBM I-DESIGN SDN. BHD. (FSBM Group) signed an Application Development Agreement with the MOVINGUP MOBILE SDN. BHD. (MovingUp) and HERBS CELL NUTRITION SDN. BHD. (Herbs Cell) respectively. The joint collaboration aims to strengthen the strategic partnership between FSBM Group in digitalizing retail realm, namely frozen food and healthcare supplement sector.

The FSBM Group is one of Malaysia's leading information technology service and systems provider. Its Multimedia and Communications Arm had set the Group on a global stage with its software for mobile phones, called UNOS. While MovingUp aspires to be the pioneer in creating halal frozen food platform in Malaysia, Herbs Cell is looking into expanding into Malaysia's healthcare and supplement scene. The collaboration between FSBM Group with MovingUp and Herbs Cell seeks to pool their respective expertise and join forces to penetrate the retail market. The engagement of FSBM Group with MovingUp and Herbs Cell gives an opening for FSBM to re-establish its leading position in computer hardware, network and software manufacturers in Malaysia. MovingUp and Herbs Cell benefit from the expertise of FSBM Group to deliver a high-quality and user-friendly website and mobile application.

Dato' Tan Hock San, the Managing Director of FSBM Group, said: "FSBM specializes in developing and delivering fully integrated customized software solutions, and we journey with our clients throughout their life cycle from implementation to post-sales support and maintenance."

Founder of MovingUp Mobile Sdn Bhd, Mr. Lau added: "This agreement is in line with our plans for strategic growth in the pioneering the frozen food segment. We are proud to establish a collaboration with FSBM. It allows us to bring our flagship products and service experience better to serve our customers and clients of Xinn Holdings Bhd. We look forward to a long and successful business collaboration with FSBM Group."

Mr. Willie Wong, founder of Herbs Cell Nutrition Sdn Bhd said, "We are confident that the engagement with FSBM Group will pave ways for Herbs Cell to develop into a full-fledge personalized health supplement platform. Herb Cell is optimistic of achieving exponential revenue growth in coming years through the collaboration with FSBM Group."

**FSBM Group**

The FSBM Group is information technology service and systems providers with a track record of over 30 years in the Malaysia industry.

FSBM sources and integrates technologies from leading computer hardware, network and software manufacturers to deliver innovative business applications for customers in the commercial and government sectors.

Its strength in the multimedia industry is demonstrated through our broadband systems and content programming services, being a provider of interactive Entertainment-on-Demand specializing in aggregation, distribution and syndication of digital entertainment. FSBM offers a wide range of converged products and solutions that meets today's complex communication requirements. They synergize resources to provide voice, data and content applications that are commissioned across fixed-mobile networks and gadgets to enable global users to communicate, interact and affiliate seamlessly through one distinct point of convergence.

In summary, FSBM Group's business activities are focused on four divisions

- Systems and solutions
- Communication and multimedia
- Education and training
- Healthcare

#### **MovingUp Mobile Sdn Bhd**

Movingup Mobile Sdn Bhd, founded in 2014, is an MSC status company that has developed its own inventory system, Purchase Order and Delivery Order system, and Point-of-Sale (POS) system. It has since worked hand-in-hand with several major clients, including the development and rollout of all software and software-related systems of Xinn Group of Companies by utilizing its expertise.

Through the company's growth, MovingUp Mobile aims to be the pioneer and largest Halal Food platform that serves its fellow Malaysian and its customer in all ASEAN countries.

#### **Herbs Cell Nutrition Sdn Bhd**

Through their web-based platform, Herbs Cell Nutrition Sdn Bhd work closely with Diverxin, a common household name in US-based healthcare supplement company. Herbs Cell's web-based platform brings an innovative revolution to the supplement sector. Their subscribers can customize their supplements by going through three process:

- a) Answer questionnaire about the current situation and personal goals,
- b) custom generated amount and type of supplements and
- c) Receiving personalized supplements with a monthly subscription fee.