

# Company Profile



AVA SEMARAK BERHAD  
DAYA INOVASI SEMARAK API

# Company Overview

Company Name	<b>AVA SEMARAK BERHAD</b> Formerly Known as AVA NETLINK MALAYSIA SDN BHD	
Website	www.avasemarak.my	
Company Reg. Num.	201801037188	
Old Company Reg. Num.	1299218-V	
Date of Incorporation	18 October 2018	
Country of Incorporation	Malaysia	
Type	Berhad / Public Limited	
Paid Up Capital	MYR 400,000	
KL Office	A-07-03A, EKOCHERAS, NO.693, BATU 5, JALAN CHERAS, CHERAS, 55600, KUALA LUMPUR, MALAYSIA	
Penang Office	29A-0702, THE MARITIME SUITES, PERSIARAN KARPAL SINGH 2, 11600, PENANG, MALAYSIA	
Company Secretary	BIZGUIDE CORPORATE SERVICES SDN BHD (201001002526/887106-K)	
Auditor	CH KOK & ASSOCIATES (AF002106)	
Managing Director	Reggie Tan Hun Jin <a href="mailto:regtan@avagroup.com.my">regtan@avagroup.com.my</a> <ul style="list-style-type: none"><li>• MBA Marketing Management, JP</li><li>• MBA International Technology Management, UK</li><li>• BSc (Hons) Systems Engineering, UK</li></ul>	
Nature of Business	Technology Venture Venture Valuation Systems Engineering Digital Platforms	ICT Projects Strategic Philanthropy Asset, License & IP
Industry Focus	Information Technology Oil & Gas Logistics & Transportation Marketing & Advertising Personal Consumer	Manufacturing Professional Services Tourism & Hospitality Public Services News and Media
Business Division	Tech Services Marketing Tech Personal Tech Financial Tech	Industry Tech GLS Tech Auxiliary Tech Other Tech Services
Technology Expertise	Mobile & Cloud Databases & Analytics Website & SEO eCommerce & eTrade ICT Infrastructure Security & Privacy	Big Data Artificial Intelligence Internet of Behaviours Blockchain Mixed Reality Governance & Policy

# About the AVA Venture

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AVA is a technology venture company. AVA operates business divisions that provide services using modern software, offering solutions targeting explicit sets of function, industry, and client base. Since 2018, we continue to supply our customers with powerful and scalable computing solutions, transformations, and values.

The seven (7) business divisions of AVA venture include:

 Tech Development & Management

 Marketing Tech Platforms

 Personal Tech Platforms

 Financial Tech Platforms

 Industry Tech Platforms

 GLS Tech Platforms

 Auxiliary Tech Projects

We utilise our knowledge and skills in system technology, and our extensive experiences in industry operations to bridge the gaps between challenges and solutions. Modern technology offers new, unique, innovative, and powerful capabilities to problem solving and opportunity exploration.

## Brand Vision

Innovate Problem  
Solving

Create  
Employment  
Opportunities

Create Partnership  
Opportunities

Progressive  
Management of  
Ventures

Grow Business  
Valuation

Create Positive  
Impacts for Society

Wealth Creation  
for Shareholders

Create Valuable  
Malaysia Brand

Trusted Tech  
Innovator

# Daya Inovasi Semarak Api

Our corporate tagline encapsulates the spirit of the AVA venture, which drives us to innovate intelligently and deliver quality problem-solving results systematically since our inception.








## Brand Vision [ What We Are Aiming to Become]

To develop into a high-value venture via aggressive valuation acceleration.

## Brand Mission [What We Will Provide to Stakeholders]




Building purposeful businesses using leading-edge, proprietary technologies to provide good-quality products and services that contribute to the advancement of culture, science, technology, and industry.

## Guiding Principles [What Steer our Business Conducts]

Clients	 We will empower our clients with technology to succeed in their objectives.
Quality	 We will ensure quality products and services through engaging controls.
Innovation	 We will innovate by adopting new technologies in creating solutions.
Compliance	 We will strictly comply to the laws and regulations.
Community	 We will undertake positive impacts & philanthropy projects to benefit the society.
Teamwork	 We will foster partnerships, both internal and external to collaborate towards common goals.
Financial	 We will increase and protect our financial assets as critical resources for growth.

## AVA promotes Strategic Philanthropy

We believe that by incorporating philanthropy work within our business ecosystem, we can allocate a fraction of our profits for sustaining significant positive changes to the society. AVA concentrates largely on empowering the society through sharing of knowledge and important digital skill sets. We believe that knowledge is the best tool to escape poverty. Secondly, AVA pledges to provide for public causes that we deeply care about.

-  Education Scholarships for Deserving Students
-  Employment & Aid for Women in Poverty
-  Healthcare Assistance for the Aged & Infirm

We know that the world is not always bright. But we believe that it is better to light a candle than cursing the darkness.

# AVA SEMARAK BERHAD

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## Establishment






AVA was first incorporated as AVA NETLINK MALAYSIA SDN BHD in OCTOBER 2018. The venture went through its STARTUP stage in 2019 and successfully achieved its financial targets. It then went through 2 years of Covid-19 and lockdowns. AVA continued to operate throughout 2020 and 2021 under challenging economic circumstances. Several projects were terminated, postponed, or revised. Still, the venture emerged stronger with new growth opportunities and achieved its targeted profits during these periods. AVA effectively remained as a profitable venture since its inception, with great support from its customers and partners.

## Upscaling

In December 2021, AVA went through its first round of capital raising and successfully realized a venture valuation of RM2.88 million. In January 2022, AVA NETLINK MALAYSIA SDN BHD was renamed as AVA SEMARAK BERHAD, and converted from a private limited to a public limited company. AVA increased its paid-up capital to prepare the company for large-scale collaborations and business contract opportunities.

## Working Model

AVA's working models involve:

-  Implementing public-scale service platforms.
-  Dedicate a percentage of profits for philanthropy and public-benefit projects.
-  Aggressively accelerate company valuation for strategic exit in the future.
-  Collaborate with MNC tech companies for technology transfers and access.
-  Train and educate the younger generations on digital skills and empower the society with ability to capitalize on the digital economy.

## Values Development

Today AVA has grown into a multi-million tech venture. Our products and services are adding abundant values to our customers from diversified industries. Our customers love our service quality and our fair-pricing. Work professionalism, innovative problem-solving approaches, and quality deliverables remain the core competitive advantages for us at AVA and we will continue to develop and strengthen our brand reputation.

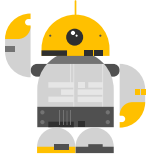
The attainment of high-value business contracts with reputable local and overseas corporations have provided AVA with new opportunities and financial gains. Today, 95% of AVA customers are contracted between 2 to 5 years' service period, allowing AVA to effectively design long-term collaboration strategies as a tech provider partner to our customers in this high-growth tech industry.

## Commitment

AVA will continue to advance its seven (7) business divisions and work in preparation for public listing on a stock exchange, allowing company to meet its long-term goals and potentials to greater heights.

# Nature of Business

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## Technology Venture

**AVA** exploits and capitalises on technologies and transforms such technologies into new products, services, or solutions for rapid business growth and attainment.



## Venture Valuation

**AVA** aggressively accelerates its venture valuation to create a strong economic value of the venture, preparing the venture for public listings and future exit opportunities.



## Systems Engineering

**AVA** designs, integrates, and manages complex systems. Such systems are made available either via the **AVA** trademarked digital platforms or custom solutions for our clients.



## Digital Platforms

**AVA** offers Platforms as a Service (PaaS) composed of people, processes, and tools that enable the exchange of information, products, services, and communities of the platforms.



## ICT Projects

**AVA** embarks on special projects on acquiring, sourcing, or improving ICT infrastructure or computer systems in collaboration with business entities or government agencies.



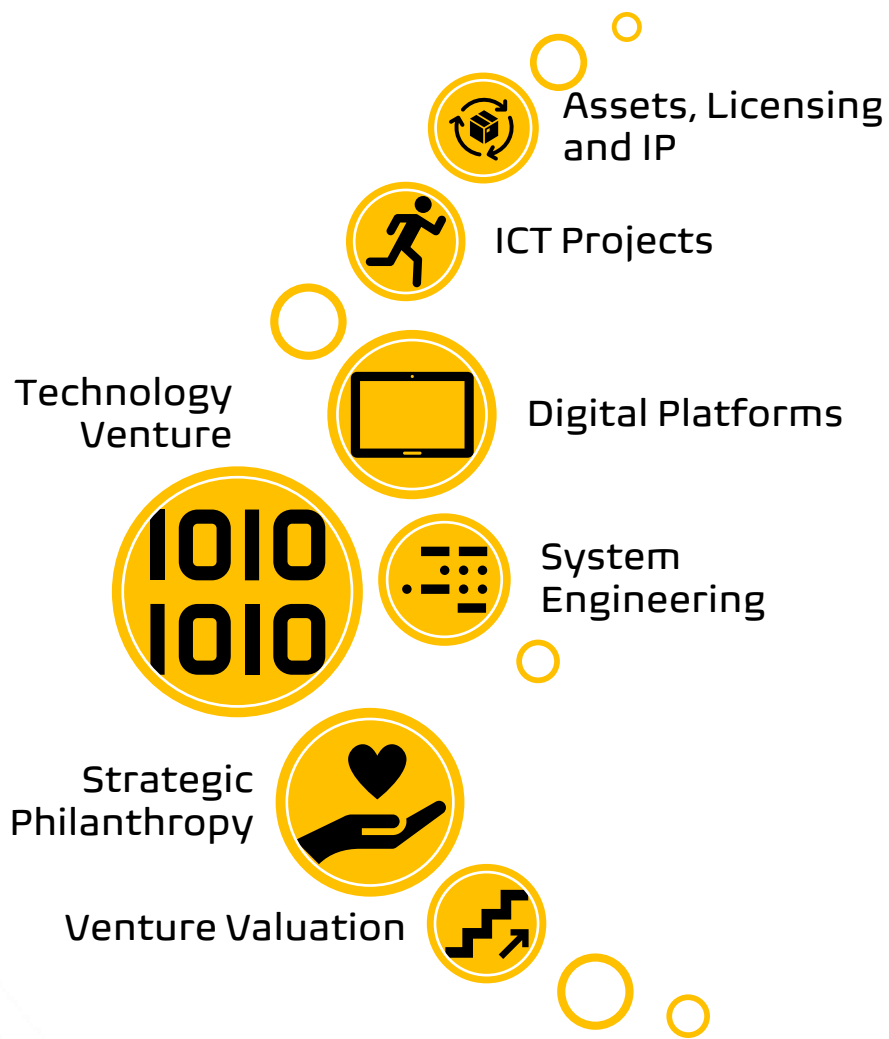
## Strategic Philanthropy

**AVA** integrates philanthropy objectives into its overall goals, missions, values, and operations. The company focuses on impact-driving education, women in poverty, and the aged & infirm.



## Assets, License, and Intellectual Property

**AVA** acquires both digital and fixed assets and uses such assets as a monetization element through licensing and use of its intellectual properties such as trademark, system, or building.



**Core Competencies**

- Technology Capabilities
- Information Assets
- Industry Experiences
- Customer Relationships
- Diversity in Products
- Professional Services
- Price Competitiveness
- Strategy & Tactics
- Social Responsibility
- Long Term Valuation

# Industry Focus

## Information Technology

System engineering services, system services, Software as a Service (SaaS), Platform as a Service (Paas).



## Oil & Gas

Upstream, Midstream and Downstream Management Application Systems



## Logistics & Transportation

Process Management Systems, Tracking & Trailing, Data Analytics, Real Time Communication

## Marketing & Advertising

CRM, Community, Targets & Leads Management, Campaign Management, Data Analytics



## Personal Consumers

After Death Personal Messaging, Rent and Hire, Financial Services







## Manufacturing

Process Management Systems,  
Tracking & Trailing, Data Analytics,  
Real Time Communication



## Professional Services

CRM, Real Time  
Communication,  
Process Automation,  
Central Service Centre



## Tourism & Hospitality

Mass Scale Gamification,  
Asset Management, CRM,  
Augmented Reality



## Public Services

Skills Development,  
Drone and Aviation,  
Public Benefit Projects

**LIVE  
UPDATES**

## News & Media

Virtual Reality, Metaverse,  
Public Relations Management,  
Speech and Media Data Centre

# Digital Platforms

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## Tech Services

**NETLINK**  
WEBSITE & SEO

**MINDLAB**  
CONSULTING

**WORKapp**  
AUTOMATION

## Personal Tech

**FIREANT**  
VVT & EQUITY

**REDNOTE**  
LIFE LEGACY

## Industry Tech

**DUODATA**  
LOGISTICS

## Marketing Tech

**PyroNet**  
MARKETING

*bigbyte*  
PRIVILEGES

## Financial Tech

**UPSC△LE**  
LICENSING

**HiAlice**  
FINTECH

## GLS Tech

**GEMCUBE**  
PHILANTHROPY

## Auxiliary Tech

**Ca\$hFLO**  
VALUATION



# Upcoming Projects

**urbanAR**  
AUGMENTED REALITY

**TOYROOM**  
GAMEPLAY

**ACESYN**   
ROBOTICS

**robo tag**  
SMART LABELS

**potluck**  
RETAIL

**inkpact**  
MERGER & ACQUISITION

*techniq*  
EDUTECH

**LILYBEE**  
AGROTECH

**HOT** <sup>FUND</sup>  
FINTECH

**richKID**  
REAL ESTATES

**GLOWACT**  
TALENT

**HE T PAC**  
PACKAGING



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# Technology Areas of Development

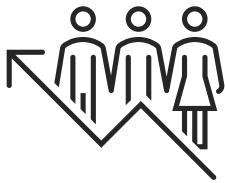
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AVA assists your business in transforming your workflow and processes with the latest tech capabilities to stay ahead of the curve.



## Mobile & Cloud

Mobile & cloud computing technology makes it possible to deliver and execute high-quality applications on mobile or desktop devices, regardless of the latter's operating system, storage capability, and computing tasks.



## Database & Analytics

Development of database structures and analytics abilities such as Predictive Analysis, Knowledge Discovery Tools, Stream Analytics, In-Memory Data Fabrication, Data Visualization, and other data processing methodologies.



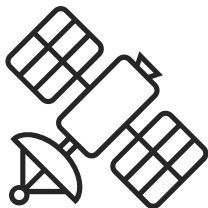
## Website & SEO

Natural language processing (NLP) capabilities, search intent analysis behind search phrases, natural language generation and mapping, term frequency analytics, and website content designing for optimum search engine rankings.



## e-Commerce & e-Trade

Software that supports and optimizes the exchange of information, products, services, and interactions between sellers and buyers in a secured environment. Related intelligent management systems for analytics and data-driven decisions.



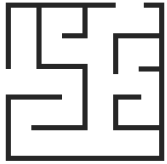
## ICT Infrastructure

Improving ICT infrastructures through acquisition of enterprise servers, highspeed internet access, wired and wireless access, data centre and storage facilities, virtual and remote assets management, and computer hardware.



## Security & Privacy

Technology that supports enterprise security & privacy audit to safeguard data and identities. Development and integration of defensive artificial intelligence in software to detect or stop attacks, Smart recovery technology for quicker revival.



## Big Data

Leveraging the power of data to transform business through informed decision making and data-driven learning process. Development and integration of data quality audit software, machine language and natural language intelligence.



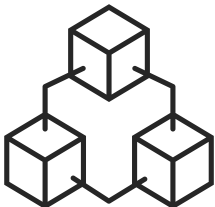
## Artificial Intelligence

Technology that supports the simulation of human intelligence processes by machines, through computer systems. Specific applications of AI include expert systems, natural language processing, speech recognition and machine vision.



## Internet of Behaviours (IoB)

Technologies that study the behaviours of system users, for example usage pattern, buying behaviours, actions and habits and more. IoB technologies help in the effective design of user system experience, search optimization and marketing options.



## Blockchain

Blockchain technology stores transactional records, also known as the block, in several databases, known as the "chain," in a network connected through peer-to-peer nodes. The goal of blockchain is to allow digital information to be recorded and distributed, but not edited, deleted, or destroyed.



## Mixed Reality

Blend of physical and digital worlds, unlocking natural and intuitive 3D human, computer, and environmental interactions through computer software and hardware. Future integration for education, entertainment, and personalised messaging.



## Governance & Policy

Technology that enables businesses to innovate in how they achieve regulatory goals and find the most efficient way to comply. Integrates the designing, piloting, and scaling forward-looking, interoperable, and trustworthy policies to propel innovation and accelerate responsible use of data and system.

# Quality Partnership with AVA

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At AVA SEMARAK our focus is creating successful business partnerships with our customers. A leading reason our customers partner with us is because of our track records in successfully bridging business or industry needs with the right technology, creating immense values to our customers. We're businessmen with tech expertise.



## #1 – Bridging the Gap

Our in-depth understanding of business and the industry we serve helps us to accurately apply technology as an enabler to achieving business goals and innovative problem solving.



## #2 – ROI Focused

Our solutions yield ROI for your business by resolving pain-points, increasing productivity, enhancing performance, and creating new opportunities. We empower you to achieve more.



## #3 – Genuine Expertise

With over 2200 solutions built and deployed, our team of consultants have the system engineering and integration processes down to a science.



## #4 – Hands-on Consultants

We systematically work with clients to tackle the situation at hand through skillful application of tools, techniques, and experience. This allows clients to make comprehensive decisions from start to finish.



## #5 – Proven Track Records

Our track record speaks for itself. With 99% business client retention and over 2200 solutions successfully built and deployed. Partnership with MNC tech companies for technology transfer.



## #6 – Competitive Pricing

Keeping customers' budget in mind and ensuring the best-fit in money for value exchange. Our rates remain one of the most competitive in the market amongst agencies our size and capabilities.



## #7 – Rapid Prototyping

Our access to latest technology allows to rapidly build prototypes and system trials for our customers, allowing discussions and enhancements to be carried out with a model of what is being built.



## #8 – Skills Transfer

Knowledge transfer starts on day one. That way clients's workforce will have the skills and confidence to successfully maintain and enhance the functionality of the system when needed.



## #9 – Access to Resource & Tech

Modern technology enables users to achieve more. Our partnership with giant MNC tech companies allow integration of the best-grade technology and features for our clients.



## #10 – Open Communication

To save time, money and any possibility of an unfit relationship, we keep all communication transparent and documented. To ensure no room for error, all documents are reviewed and digitalized for references.



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The purpose of this AVA Company Profile is to provide information about the AVA venture to potential customers, shareholders, and selective sections of the public audience. This document, if furnished to you, is strictly for your own use and is not to be circulated to any other parties without prior approval from AVA.

This document was diligently prepared based on the information, confirmations and representations provided by our team of directors and partners after having made all reasonable enquiries and to their best knowledge from various market research efforts conducted along the way. Information in this document is subject to changes from time to time to reflect the latest updates available after the creation and/or publication of this document. Should you require any current information, news, reports, statistics, and data pertaining to AVA venture and its group of companies, please refer to our corporate website at [www.avasemarak.my](http://www.avasemarak.my)

## **AVA SEMARAK BERHAD**

### **Kuala Lumpur:**

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