



AVA SEMARAK BERHAD
DAYA INOVASI SEMARAK API

COMPANY PROFILE 2024/25

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VENTURE STATEMENT

Strategic Roadmap for Value Maximization through Technology Ventures

Forward-looking and innovation-centric business model

Captures current market opportunities

Positions the company for sustained growth

Superior valuation over time

Technology as a Venture Capital mechanism

Transforming investments into long-term gains

Digital disruptions and industry shifts

PROFILE OVERVIEW

Company Name	AVA SEMARAK BERHAD
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 MBA Marketing Management, JP MBA International Technology Management, UK BSc (Hons) Systems Engineering, UK

PROFILE OVERVIEW

Nature of Business

- Technology Venture / Venture Valuation
- Systems Engineering / Digital Platforms
- ICT Projects / Strategic Philanthropy
- Asset, License and IP

Industry Focus

- Information Technology / Oil and Gas
- Logistics / Transportation
- Marketing / Personal Consumer
- Manufacturing / Professional Services
- Tourism and 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

VISION AND MISSION

VISION

To be a leader in technology-driven value creation by building high-impact ventures that redefine industries and set new benchmarks for business growth.

MISSION

To empower shareholders to unlock their full financial gain potential through strategic technology investments, agile innovation, and a focus on long-term value maximization.

VISION AND MISSION

OUR WORK

Venture Design and Development

From ideation to execution

Build scalable technology-driven SaaS ventures

Aligned with market trends and business objectives

Venture Incubation and Growth

Grow selected business ventures

Develop revenues, profits, and assets

Maximize Business Valuation

Optimize business valuation for future exit.

VISION AND MISSION

TARGET MARKET NICHE

Vertical SaaS

Industry-specific Software as a Service (SaaS) solutions designed for sectors, such as healthcare, legal, education, or real estate.

Business-to-Government (B2G) DaaS

Device as a Service (DaaS) products designed specifically for government agencies and public sector organizations.

Digital Logistics DLaaS

Digital logistics for efficient management and distribution of digital assets, such as software, digital media, data, and more.

BRAND STATEMENTS

AVA SEMARAK BERHAD. We believe technology should be meaningful, purposeful, and focused on real-world solutions.

Since our inception, we've driven innovation with a clear objective: to simplify complexities and deliver high-quality, results-oriented information technology and digital solutions.

With a commitment to intelligent problem-solving and deep collaboration, AVA bridges the gap between challenges and impactful solutions, helping government agencies, public sectors, private businesses and individual users thrive.

SERVICE PLATFORM #01

NETLINK

Unified Web Services

Office Productivity Solutions

Web Design and Development

Enterprise Web and Mobile Applications

Audit, Maintenance and Optimization

Cloud and Hosting Infrastructure

Office Productivity Solutions

eCommerce and eTrade Solutions

Collaboration, Communication and Scheduling

Security, Compliance, and Digital Rights

Analytics, Data Visualization, and Business Intelligence

Emerging Technologies and Future-Ready Solutions

ICT Consulting and Project Leadership

SERVICE PLATFORM #02



New Startup Tech MVP Development

Tech Incubation Partnership

Technical Mentoring

Technology Transfer

Access to Talent and Team Augmentation

Product Market Fit Analysis

Build First, Pay Later

Hybrid Model Remuneration Partnership

SERVICE PLATFORM #03



Family Digital Heritage Preparation and Preservation

Reserved for Emergency Delivery (REDNOTE)

Family Information Library Exchange (FAMILLEX)

Community-Driven Retailing (HONGXING)

New Media Research & Development Studio

Brands Partnership

Rednote for Corporate Users

Rednote for Government Agencies

Rednote Studio

Rednote Digital Logistics as a Service

STRATEGIC ROADMAP

#1: Ideation and Market Validation

Identify idea and ensure that the idea aligns with market needs and has the potential for scalability.

#2: Technology Development and Product-Market Fit

Building technology infrastructure and developing a minimum viable product (MVP). Continuously iterate on the product based on customer feedback to achieve product-market fit.

#3: Launch and Early Market Penetration

Launch the product or service and target early adopters. Execute marketing, partnerships, and targeted outreach strategies to establish a foothold in the market.

STRATEGIC ROADMAP

#4: Venture Incubation and Strategic Partnerships

Leveraging incubators, accelerators, or strategic partnerships. Refining the business model, expanding the customer base, and developing strategic relationships.

#5: Revenue Scaling and Profit Optimization

Scale revenues, expand sales channels, optimizing pricing, or introducing additional product features or tiers. Cost optimization to improve profitability while maintaining growth momentum.

#6: Asset Development and Intellectual Property Protection

Intellectual property (IP), customer databases, and proprietary technology. Filing for patents, trademarks, or copyrights as needed to secure competitive advantages.

STRATEGIC ROADMAP

#7: Market Expansion and Diversification

Diversify to reduce dependency on a single revenue stream either via geographic expansion, targeting new customer segments, or launching complementary products.

#8: Business Optimization and Leadership Team

Streamline operations, strengthen leadership team, manage workforce size according to growth achievements.

#9: Valuation Enhancement Strategies

Strengthen revenue growth. Optimize profitability. Secure market leadership positions. Measure customer lifetime value, recurring value and growth rate.

STRATEGIC ROADMAP

#10: Preparation for Exit or Investment Round

Preparing the business for due diligence. Cleaning up financials, consolidating assets, optimizing key metrics, and addressing potential risks that could affect valuation.

#11: Buyer / Investor Outreach and Deal Structuring

Negotiate favourable deal terms to maximize shareholder value.

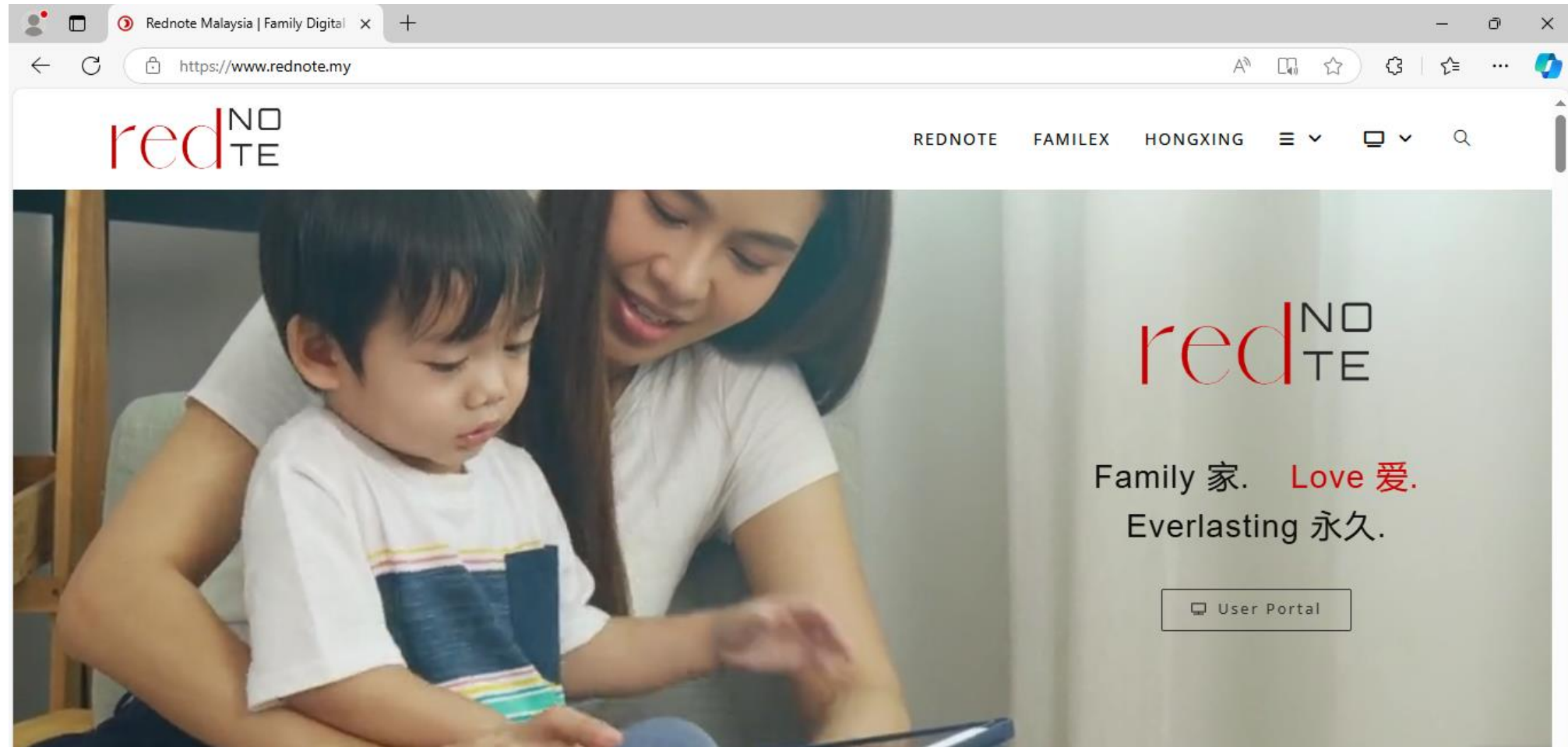
#12: Exit Execution or Strategic Transition

Exit strategy execution, whether through a sale, merger, or IPO.

VENTURE MILESTONES

Operating Since	2018-10
Shareholders	20 Pax
Revenue	> MYR1.2mil
Profitability	Profitable
Contracts	Est MYR 4.2 mil
Tangible Assets	Est MYR0.5mil
Non-Tangible Assets	Technology
	Trademarked Platforms
	Data & Digital Engines
	Files & Digital Contents
Est 5-Year Valuation	Est MYR12 mil

NOMINATED VENTURE



Rednote Malaysia | Family Digital x +

https://www.rednote.my

redNOTE

REDNOTE FAMILIX HONGXING

Family 家. Love 爱.
Everlasting 永久.

User Portal

NOMINATED VENTURE



Reserved for Emergency Delivery



We often forget the fragility of our existence. We take for granted the precious moments spent with family and loved ones, assuming there will always be another chance to show our affection and appreciation. However, none of us know when our time will come to an end.

By taking proactive steps to leave behind our video messages reserved for emergency delivery, we can ensure that we leave behind memories of love, warmth, and connection, rather than regretting missed opportunities when it's too late.

NOMINATED VENTURE

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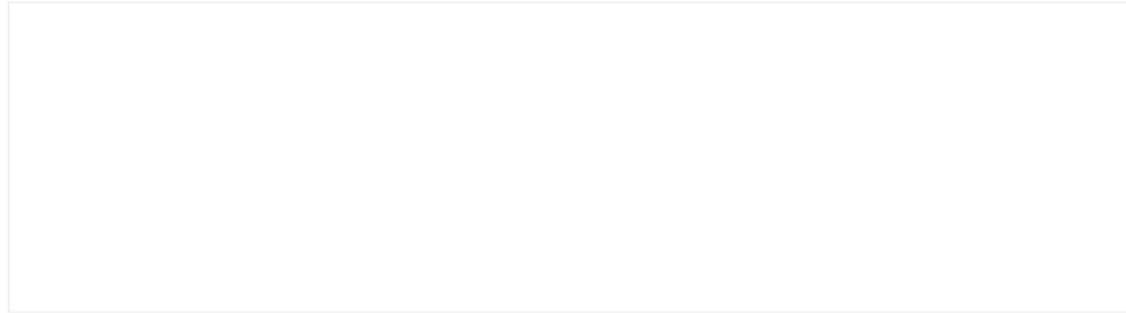
Upload

Refresh

+ New Consignment

Auto Consignment

Uploaded Files | Pending Consignment



Manage Active Consignment

Date	Id	Recipient(s)
2024-10-01 05:00:03	241001Q5UNWV	Lee Mei Chien E: [REDACTED] T: [REDACTED]
2024-09-27 05:00:03	2409279FQ8XB	Lee Mei Chien E: [REDACTED] T: [REDACTED]



NOMINATED VENTURE

FAMILEX

Family Information Library Exchange




Inspired by the traditional Chinese family Jiapu (家谱), Familex modernizes the concept of family registry by providing a contemporary platform for documenting, preserving, and sharing familial records.


This approach ensures that family legacies are celebrated and passed down with relevance in today's digital age. Familex offers multilingual support and features three types of essential family records, utilizing multimedia content to enrich and preserve your family's history in a dynamic and accessible way.


NOMINATED VENTURE

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FAMILEX

 Upload

 Refresh

 Create

Documents


Category	File Name		Action
Family Memorial	Family of Lim Hock Chuan	CN	 
Family Registry	Lee Ching Yee	EN	 
Family Registry	Lim Hock Chuan	EN	 
Family Registry	Lim Siew Wei	EN	 
Family Registry	Lim Siew Yin	EN	 
Family Registry	Tan Mei Ling	EN	 
Family Registry	Wong Jia Hui	EN	 
Family Registry	Wong Jia Ying	EN	 

NOMINATED VENTURE

redNDTE FAMILIX


Family Memorial 家族纪念馆
Redteck 的遗产规划任务
www.redteck.my

林佳星

成立日期	1999年1月																
截止日期	1999年1月																
复利利率	年息1.5%																
最新的财务状况																	
总资产净值	AED 1.5 亿																
行业	不动产、投资管理																
地区	新加坡																
Company 网站	www.limjiaxing.com																
网站内容	高净值财富管理																
客户数量	约 1000 名高净值客户，资产总额约 1.5 亿美金																
照片																	
提名日期列表	<table style="width: 100%; font-size: small;"> <tr><td>1999年1月 20日, 廖人洪 李惠群</td><td>2017年1月 20日, 廖明</td></tr> <tr><td>1999年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> <tr><td>1999年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> <tr><td>1999年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> <tr><td>1999年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> <tr><td>2000年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> <tr><td>2001年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> <tr><td>2002年1月 20日, 廖明</td><td>2017年1月 21日, 廖明</td></tr> </table>	1999年1月 20日, 廖人洪 李惠群	2017年1月 20日, 廖明	1999年1月 20日, 廖明	2017年1月 21日, 廖明	1999年1月 20日, 廖明	2017年1月 21日, 廖明	1999年1月 20日, 廖明	2017年1月 21日, 廖明	1999年1月 20日, 廖明	2017年1月 21日, 廖明	2000年1月 20日, 廖明	2017年1月 21日, 廖明	2001年1月 20日, 廖明	2017年1月 21日, 廖明	2002年1月 20日, 廖明	2017年1月 21日, 廖明
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郭美华

成立日期	1999年12月																
截止日期	2017年12月																
复利利率	年息1.5%																
最新的财务状况																	
总资产净值	AED 1.5 亿																
行业	投资管理																
地区	新加坡																
Company 网站	www.guo.mei.hua.com																
网站内容	高净值财富管理																
客户数量	约 1000 名高净值客户，资产总额约 1.5 亿美金																
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NOMINATED VENTURE

<p>red^{NO}TE FAMILiEX</p> <p>Family Recipe A legacy preservation mission by Rednote www.rednote.my</p>	<p>Name of the Dish</p> <table border="1"><tr><td>Who Made It?</td><td></td></tr><tr><td>History / Story of the Dish</td><td></td></tr><tr><td>Occasion or Tradition</td><td></td></tr><tr><td>Family Memory of the Dish</td><td></td></tr><tr><td>Settings</td><td></td></tr><tr><td>Ingredients</td><td></td></tr><tr><td>Preparation Time</td><td></td></tr><tr><td>Cooking Time</td><td></td></tr><tr><td>Equipment Needed</td><td></td></tr><tr><td>Instructions</td><td></td></tr><tr><td>Type</td><td></td></tr><tr><td>Serving Suggestion</td><td></td></tr><tr><td>Storage Instruction</td><td></td></tr><tr><td>Recipe Keywords</td><td></td></tr><tr><td>Photos of the Dish</td><td></td></tr><tr><td>Video</td><td></td></tr></table>	Who Made It?		History / Story of the Dish		Occasion or Tradition		Family Memory of the Dish		Settings		Ingredients		Preparation Time		Cooking Time		Equipment Needed		Instructions		Type		Serving Suggestion		Storage Instruction		Recipe Keywords		Photos of the Dish		Video	
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NOMINATED VENTURE




Hongxing Community



Hongxing Community is an exclusive community program for Rednote, available by invitation only. Hongxing members have the opportunity to earn through a unique, termed revenue-sharing model. By joining the Hongxing Community, you're not just gaining an earning opportunity but also contributing to a mission to do good together, fostering a sense of community and shared purpose.

NOMINATED VENTURE

Hongxing Community Portal 

Or

My Home

Licenses

REGT-1

Associations

Introduce Users Cancel


RRP: RM100 HX: RM90 Rednote: RM10

License
REGT-1117-0928-8888

User Name

User Phone

User Gmail (* Gmail required)



30 User Introduction
Introduce family and friends
Discounted Price (RM100)
Value Added (15GB)
Potential Earning (RM3000)
10% Royalty Fee
1 Hongxing Introduction
Royalty Fee Waiver
Other Earning Opportunities

VENTURE VALUES

Growing Market Opportunity Expected USD45.17B by 2030 (Yahoo Finance)	Unique Value Propositions
Scalability and Market Expansion	Partnership and Integration Prospects
Multiple Revenue Streams	Technological Innovations
Strong Emotional Appeal	Positive Social Reputation
User Acquisition and Retention	Positive Industry Trends
Exit Strategy and ROI Potential	First-Mover Advantage in a Niche Market
Government and Non-Profit Partnerships	Integration with Wearable and IoT Devices
User-Generated Content	Multi-Generational Appeal
Family Subscriptions	Monetizing Data Insights
Leveraging AI	New Holographic Technology
Online and Offline Services	High Potential Valuation and CER Benefits via US-SE

DANA SEMARAK

Executive Summary

The Dana Semarak program aims to provide Rednote's digital Reserved for Emergency Delivery services to Malaysian civil servants, including police, fire brigade, and other emergency personnel, at significantly discounted rates. This initiative not only supports these dedicated professionals and their families but also positions Rednote as a socially responsible leader in the digital heritage sector. We seek investors to subsidize costs and enable widespread access to these essential services in return for shareholdings in AVA SEMARAK BERHAD.

The Dana Semarak program presents a unique opportunity to support Malaysia's civil servants while driving growth for Rednote. By investing in this initiative, stakeholders can play a pivotal role in enhancing the lives of those who serve our communities, making a meaningful impact while realizing potential financial returns. We invite investors to join us in this exciting journey towards creating a lasting legacy for our nation's heroes.

SHAREHOLDING OPPORTUNITY

As we embark on the Rednote Family Heritage Preparation and Preservation Venture, a pivotal mid-term objective is to initiate our first Initial Public Offering (IPO) by 2030. In 2023 and 2024, our management team has been actively collaborating with valuation experts, financiers, IPO consultants, and NASDAQ listing professionals to create a robust strategic roadmap for Rednote's IPO.

To ensure the success of this initiative, we are committed to implementing an aggressive growth strategy between 2025 and 2030. This plan will focus on expanding our market presence and diversifying revenue streams across our innovative service offerings.

For shareholders, this presents significant financial potential, including substantial returns on investment through capital appreciation as the company grows. An IPO can also provide liquidity options, allowing early investors to realize gains while maintaining a stake in the future success of the company. We invite prospective shareholders to join us on this exciting journey, contributing to a venture poised for significant impact and long-term success. Speak to us today.