



EA Holdings Bhd

Gets On Top Of Their Game Despite The Hectic Schedule Of

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Mohammad Sobri bin Saad, Group Chairman and Chief Executive Officer of EA Holdings Bhd, Top 10 of Malaysia correspondents managed to pose a number of intriguing and illuminating questions for him to offer his views and opinions in an interview session.

When you go on the web to do a search on EA Holdings Bhd, their mission statement will undoubtedly make a great impression on you. Their mission statement is as follows: "To become a one-stop ICT business solutions provider by using our extensive ICT experiences to develop Malaysian homegrown business solutions for our customers' benefit and achieving their business goals and objectives."

Their mission statement is brief, to the point, and it is evidently clear that they know what their business means. By holding on to this belief, Mohammad Sobri bin Saad and his management team have managed to make in-roads and penetrate a "tight" market in a relatively short time span.

"Being a new company, it takes time for the industry to recognise us. On our side, we gave the time and put in a lot of effort. You must understand we are operating in a very competitive environment. Thankfully, we managed to establish a growing track record, particularly in obtaining projects from government link companies," said Mohd Sobri.

A notable achievement is the entrustment of the Malaysian Inland Revenue Board (MIRB) in awarding a RM6.6 million contract to their subsidiary company EASS Sdn Bhd through an open tender. The contract was to relocate the MIRB data center equipment from its current location at Jalan Duta in Kuala Lumpur to its new headquarters at Cyberjaya.

"It involved the dismantling of all its servers (mainframe and non-mainframe), storage devices, networking and data center equipment, transporting and re-assembling all those equipment at its new location. We were given only 72 hours to complete the relocation and about a month to plan for it. The project has since been successfully implemented," added Mohd Sobri.

Other than this, EA Holdings Bhd has a solid book order which stands at RM44.8 million of which RM24 million is from its subsidiary DDSB Sdn Bhd. "These projects are expected to be completed over the next six to eighteen months," said Mohd Sobri.

Moreover, the group has tendered for numerous projects with various government bodies and GLCs, which are estimated to be worth around RM100 million. The company is confident of winning a number of these projects which augurs well for their future.

Besides this, through its subsidiary EASS Sdn Bhd, it has won a bid worth RM8 million to develop the Core LZS System for Lembaga Zakat Selangor.

Other outstanding milestones the company has achieved include being listed on the ACE Market Bursa Saham Kuala Lumpur on 20 July 2010. Another plus was the acquisition of a 51 per cent stake in DDSB Sdn Bhd and making the Forbes list of Top 200 Companies in Asia under a Billion.

Owing to EA Holdings Bhd's robust and healthy financial situation, there are plans to undertake a bonus issue to reward its shareholders. "After due consideration, the board of EA Holdings Bhd is of the view that the Proposal is the most appropriate avenue of rewarding the existing shareholders of the company while enhancing the company's capital base," revealed Mohd Sobri.

Such a proposal, according to market analysts, will increase the issued and paid-up share capital of EA Holdings Bhd to a level which would be more reflective of its current scale of operations and assets employed.

These analysts also agree that it will be a means to reward the existing shareholders of the company for their continuous support and to enlarge the number of EA Holdings Bhd shares held by the existing shareholders without increasing the percentage equity interest. Also, such a proposal will invariably encourage trading liquidity of EA Holdings Bhd shares on Bursa Securities and greater participation by investors as well as potentially allowing for the broadening of the shareholder base of the company.

"The company has in the previous financial year rewarded shareholders with a free warrants issue on the basis of one free warrant for every two shares held. The equity form of rewarding shareholders is the preferred method by our company as it will allow us to conserve cash balances for our ongoing business operations as well as to fund any future merger and acquisitions activities which the company is always on the lookout for," said Mohd Sobri.

When posed with the question as to the company's growth for the next five years and beyond, Mohd Sobri stated that he hopes for both organic and inorganic growth as they plan to keep a keen eye on synergistic companies and if they are a good fit and favorably PER and EPS accretive, the possibility of a buy-out looms. In addition, plans are afoot to take EA Holdings Bhd to the main board of Bursa Saham Malaysia.

With Mohd Sobri at the helm of EA Holdings Bhd, he has steered the company in smooth fashion so far despite a number of hiccups owing to the use of a mix of management and leadership styles. "I tell my team that you must like what you do. If you like what you do, there is no need for me to motivate you. And if you like what you do, you will always perform to the highest level and of course you will be rewarded accordingly," he said.

The organisation, being new, has a number of challenges for him to overcome. "Being a new organisation, it takes a while for the industry to recognise us and for us to constantly deliver the results that are expected from the shareholders and investors," said Mohd Sobri.

"I like what I am doing and that's what motivates me. Constantly creating value for shareholders and clients is paramount, just as the ability to create employment and providing an avenue for capable people to work collectively to grow and prosper. You could say EA Holdings Bhd is working towards the overall collective good of society," he stated.

EA Holdings Bhd provides various information technology software products and services in Malaysia. It offers business intelligence and data warehousing solutions, which include financial and banking data warehouse modules, a solution to support an enterprise-wide reporting and analysis and customer demographic analysis solutions to provide an organisation with a customer view and market intelligence.