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Miscellaneous	
* Asterisks denote mandatory information	
Name of Announcer *	UNIFIED COMMUNICATIONS HLDGLTD
Company Registration No.	200211129W
Announcement submitted on behalf of	UNIFIED COMMUNICATIONS HLDGLTD
Announcement is submitted with respect to *	UNIFIED COMMUNICATIONS HLDGLTD
Announcement is submitted by *	Anton Syazi Ahmad Sebi
Designation *	Executive Director
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**>> Announcement Details**  
The details of the announcement start here ...

Announcement Title \* QUARTERLY UPDATE PURSUANT TO LISTING RULE 1313(2) FOR THE QUARTER ENDED 30 JUNE 2009

Description Please refer to the attachment

**Attachments**  
 UCHLWatchlistUpdate2009Q2.pdf  
 Total size = **28K**  
 (2048K size limit recommended)

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## **UNIFIED COMMUNICATIONS HOLDINGS LIMITED**

Company Registration No. 200211129W

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### **QUARTERLY UPDATE PURSUANT TO LISTING RULE 1313(2) FOR THE QUARTER ENDED 30 JUNE 2009**

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On 5 March 2008, Unified Communications Holdings Limited (“UCLH” or “the Group”) was included on the Watch List pursuant to Listing Rule 1311. Further to Listing Rule 1313 (2), the Board of Directors of UCLH wishes to provide the following updates for the quarter ended 30 June 2009:

#### **(a) Update on Financial Situation**

As announced on 13 August 2009, the Group recorded a net profit after tax of S\$0.85 million for the quarter ended 30 June 2009, compared to the net profit after tax of S\$0.66 million in 2008 representing an increase in profitability by some 29%.

The improvement in the profit performance of the Group in the second quarter of this year (as compared to that achieved in the corresponding quarter of 2008) was driven by higher revenue and gross profit. Revenue has improved to S\$3.9 million as compared to S\$2.4 million in the corresponding quarter of 2008, signifying an increase of 60%. As a result of the improvement in revenue, gross profit has increased to S\$2.4 million from S\$1.6 million.

The Group’s improved financial performance for the quarter ended 30 June 2009, as compared to the corresponding period in 2008, reaffirms the effectiveness of the three key strategies adopted to deliver revenue growth and profitability.

#### **(b) Update on Future Direction**

The Group will continue its efforts in executing the strategies and tactics to strengthen the Group’s position within the following businesses and markets:

- (i) mobile data and value-add-services (VAS) solutions/ applications;
- (ii) recurring revenue streams via managed services; and
- (iii) the fast-growing telecommunications markets of South East Asia, South Asia and the Middle East.

Several tactical initiatives have also been crafted and are being implemented in the current financial year. These include:

- (i) the securing of frame supply agreement(s) with franchise operators within the regions of focus;
- (ii) the establishment of distinct market-segment and product focused specialist teams within each business unit to further improve the product sales and market coverage functions;
- (iii) the advertisement-based business model enablement of products in the Group’s portfolio to cater for the increasing market trend of enabling and provisioning ad-supported or ad-sponsored end-user services; and
- (iv) the intensification of development programmes for next-generation products and augmentation of service management capabilities to equip the Group with the systems, solutions, applications and services relevant to the characteristics of the regions of focus.

**(c) Update on Initiatives to Facilitate Removal from the Watch-List**

Based on its assessment of equity market conditions in Singapore, the Board of Directors of UCHL believes that any investor relations initiatives emphasizing the fundamentals of the Company may not, at this juncture, bring significant attention to the shares of the Company. Hence, it is the opinion of management that such efforts are not likely to contribute positively to improving and sustaining the market capitalisation of the Company at a level greater than S\$40 million, one of the criteria for removal from the watch-list in accordance with Rule 1314(1). As an alternative, management strives to meet the watch-list removal criteria as provided for under Rule 1314(2). This is premised on management's confidence on the effective, continued execution of the Groups existing strategies for growth and profitability, the results for which have, to-date, been demonstrated by a full year of profitability recorded for the financial year ended 31 December 2008, and the sustained profitability of the Group for the first half of the financial year ending 31 December 2009.