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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 and Chief Executive Officer
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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 31 DECEMBER 2010

Description

Please refer to the attachment.

Attachments

 UCHL_WatchlistUpdate_2010_Q4.pdf
 Total size = **31K**
 (2048K size limit recommended)

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UNIFIED COMMUNICATIONS HOLDINGS LIMITED

Company Registration No. 200211129W

QUARTERLY UPDATE PURSUANT TO LISTING RULE 1313(2) FOR THE QUARTER ENDED 31 DECEMBER 2010

On 5 March 2008, Unified Communications Holdings Limited ("Uchl" 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 Uchl wishes to provide the following updates for the quarter ended 31 December 2010:

(a) Update on Financial Situation

As announced on 24 February 2011, the Group recorded a net profit after tax of S\$2.5 million for the financial year ended 31 December 2010. This result marks three consecutive years in which the Group had recorded a net profit.

The net profit recorded by Group for the year ended 31 December 2010 is however 24% lower than that achieved for 2009. This decrease in net profit for the year was mainly due to an impairment loss on plant and equipment and development costs, foreign exchange losses as well as higher distribution costs incurred by the Group during the year.

(b) Update on Future Direction

The Group will continue to execute the strategies for growth and development as described in its last annual report. The key strategies being pursued by the Group are:

- Defend Existing Businesses

The focus for VAS BU and TECH BU will be on defending existing market share, especially in SEA, by ensuring that the Group's service delivery and solution portfolio are superior to competition and commercially competitive. As for OSS BU, focus will continue to be applied on capturing opportunities in the growing business and operation support systems (BSS/OSS) segment.

- Re-Establish Growth Path

The Group will re-establish its growth path both organically and by way of acquisition of and/or strategic investment in complementary businesses.

Organic growth is expected to be achieved through the further development and release of new application and platform products in the areas of business support, service analytics, service lifecycle management, interactive mobile marketing and advertising, and mobile internet-driven VAS including mobile media services.

The Group has established a new business unit to address mobile media growth opportunities within its regions of focus and has been in commercialisation of its first service in the final quarter of 2010.

Inorganic growth will also be pursued as the Group now has the capacity to direct a significant proportion of its capital towards acquisition(s) and/or strategic investment(s) in

complementary businesses to drive the future profit growth and deliver improvements in return on shareholders' equity.

- Brand Building

The Group has also embarked on a brand building initiative that focuses on the repositioning of the Group towards its customers, business partners and shareholders. The first visible outcome of this initiative is the revitalised corporate identity for the Group, signified by a refreshed logo and an updated corporate website.

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

With the completion of the financial year ended 31 December 2010, the Group has achieved three consecutive years of profitability. Based on the unaudited financial statements of the Group for the year ended 31 December 2010, the cumulative pre-tax profit of the Group for the three financial years ended 31 December 2010 is S\$8.8 million, exceeding the minimum required cumulative pre-tax profit of S\$7.5 million under Listing Rule 210(2)(a). Table 1 below sets out the respective pre-tax profit result of the Group for the said three financial years ended 31 December 2010.

Table 1: UCHL Cumulative Pre-Tax Profit

S\$'000	FY-2008 Audited	FY-2009 Audited	FY-2010 Unaudited	Cumulative Pre-tax Profit (3 years)	Cumulative 3-year Min (as per Rule 210(2)(a))
Pre-tax Profit	2,733	3,287	2,801	8,821	7,500

Upon consultation with the Singapore Exchange on its application for removal from the Watch List, the Group has been advised that its application will be reviewed when its audited financial statements for the year ended 31 December 2010 are issued. The Group therefore intends to submit its application for removal from the Watch List under Listing Rule 1314(2) at the latest by end-April 2011, following its forthcoming Annual General Meeting where the audited financial statements of the Group for the year ended 31 December 2010 will be considered and adopted.