



PRESS RELEASE

For Immediate Release

CHANGES AT CORPORATE OFFICE OF ADVANCE SYNERGY BERHAD

SHAH ALAM, 28 September 2012 – Advance Synergy Berhad (“ASB”), a public listed company with operating subsidiaries grouped under Key Business Divisions which include Hotels & Resorts, Information & Communications Technology, Investment Holding, Property Development, Travel & Tours, Coach Building, Manufacturing, Marketing & Distribution, Card & Payment Services and Traditional Chinese Medicine announced today the following changes at the Corporate Office of ASB involving some reorganisation of resources within ASB Group to assist the Group Executive Chairman in overseeing the diversified operations of ASB Group in a more efficient manner:-

Ms Lee Su Nie, the Executive Director/Chief Executive Officer of the Company, was redesignated as Group Managing Director.

Mr Sng Ngiap Koon, currently the Executive Director/Chief Operating Officer of Advance Synergy Realty Sdn Bhd (a wholly-owned subsidiary of ASB) under the Property Development Division of ASB Group, has assumed an additional position as Chief Operating Officer - Asset Development of the Company.

Mr Wong Joon Hian, currently the Managing Director of Advance Synergy Capital Sdn Bhd (a wholly-owned subsidiary of ASB) under the Investment Holding Division of ASB Group and the Managing Director & Chief Executive Officer of Synergy Cards Sdn Bhd (effectively a wholly-owned subsidiary of ASB) under the Card & Payment Services Division of ASB Group, has assumed an additional position as Chief Operating Officer - Financial Services of the Company.

Mr Yap Chee Kong, currently the Chief Executive Officer of Dama TCM Sdn Bhd (an indirect 80%-owned subsidiary of ASB) under the Traditional Chinese Medicine Division of ASB Group, has assumed an additional position as General Manager - Corporate Services of the Company.

ABOUT ADVANCE SYNERGY BERHAD (“ASB”)

ASB was incorporated in Malaysia on 5 June 1920 under the name of Batu Lintang Rubber Company Berhad and was originally involved in the cultivation, processing and marketing of rubber and palm oil products.

It is a public limited company and its shares were listed on the Main Market of Bursa Malaysia Securities Berhad on 22 March 1961. It assumed its present name on 14 May 1992. The name change was followed by a shift of its activities from plantation based to that of investment holding.

Currently, ASB has operating subsidiaries grouped under Key Business Divisions which include Hotels & Resorts, Information & Communications Technology, Investment Holding, Property Development, Travel & Tours, Coach Building, Manufacturing, Marketing & Distribution, Card & Payment Services and Traditional Chinese Medicine.

Please log on to our website at www.asb.com.my for more information.

For clarification, please contact:

Ms Ho Tsaefeng, Company Secretary at +603-5192 8822 ext. 213 or email to tzaefeng@asb.com.my.