



# C O R P O R A T E   P R O F I L E

## Background

Established since 1959, Chee Wah Corporation Berhad ("Chee Wah") has grown its business from trading in the early years to one of the oldest and largest fully integrated stationery manufacturer in Malaysia serving the needs of printing, writing, publishing, stationeries and in the years of process of contributed to the development of the Company in the local and global market.

Chee Wah was listed on Kuala Lumpur Stock Exchange (now known as Bursa Malaysia Securities Berhad) on 1 September 1994. On 13 July 2017, CWG Holdings Berhad ("CWG") made its trading debut on the Main Market of Bursa Malaysia Securities Berhad with the assumption of listing status by CWG from Chee Wah upon the completion of share exchange. This is another major milestone for Chee Wah since its humble inception more than 62 years ago.

CWG and its subsidiaries ("Group") are located in Penang, which is a state in the Northwest Coast of Peninsular Malaysia. Penang is a prominent manufacturing foreign direct investment in Malaysia and well known as the manufacturing hub of major international multinational companies. Penang is known as the Silicon Valley of the East hence supported with good and effective infrastructure, air and sea port and well-trained workforce with a stable socio-economic and business friendly environment.

## Strategic Marketing

The Group has devised its product strategy and marketing policy prudently in accordance with the evolving international standards customized under Original Brand Manufacturing (OBM), Original Design Manufacturing (ODM) and Original Equipment Manufacturing (OEM).

In a business where it is imperative to manufacture consistent end product across batches versus time, it is crucial to optimize quality brand and market share with competitive prices and to improve the sales realization, the Group has been consistently upgrading its technology with a sustained focus in the fast growing and value added product segment.

The Group has embarked on the manufacture of ready to use stationery and fine art products including spiral notebooks, artist pads, hardcover books, files, paper bags, gift wraps and publishing of children books. Our products are exported to about 58 countries and in tune with the rising market demands, the Group has also expanded its business operations by including the printing of food and beverages packaging, commercial advertising, medical equipment, electronics and electrical equipment boxes and other consumer goods packaging. In addition to this, the Group has also invested in new production equipment and machineries that are largely automated and more advanced.

At the domestic front, the Group's business has seen the distribution of our products from wholesalers to retailers. Our local customers include prominent hypermarket chains, bookstores, specialty stores, supermarkets and multinational companies.

## Strategic Investments

The Group has constantly been upgrading its technology to offer uniform strict consistency of customized products to maintain quality and market share. The Group's prudent investment in sophisticated equipment in production, is to ensure customers always get premium high quality products.

Investments in production equipment such as advanced offset printing machines that use highly automated technology enable the simplification of printing processes. This leads to shorter delivery time with maximum quality and flexible job handling, which optimizes resources utilization.

The Automated Storage and Retrieval System (ASRS) at our warehouse allows efficient space utilization and effective storage control. With ASRS, we are also able to offer value added service to our customers by providing storage for their products if so required. With customers veering towards shorter lead times and on-time deliveries, we are confident that our investments will enable us to meet their demands.



## Total Customer Satisfaction

Quality sets us apart. Today, we have upgraded to the ISO 9001: 2015 edition quality certification and will continue to improve our high standard of quality management system. It reaffirms our commitment that quality will always be an essential component in achieving total customer satisfaction.

Our Group is committed to harmonizing its business interests with the world's need for a cleaner environment. Chee Wah had obtained the Forest Stewardship Council ("FSC") Chain of Custody Certification since 2010. FSC is an international non-profit organization that promotes responsible management of the world's forest. By meeting the requirements of FSC Chain-of-Custody, our products are being harvested and produced in a responsible manner for environmental sustainability.

Chee Wah is a member of Supplier Ethical Data Exchange (SEDEX) which is an online system that allows companies to maintain data on ethical & responsible practices and allows them to share this information with their customers. SEDEX Members Ethical Trade Audit (SMETA) is the most widely used social audit in the world. SMETA is SEDEX's social auditing methodology, enabling businesses to assess their sites and suppliers to understand working conditions in their supply chain. This certification shows Chee Wah's management commitment towards good governance in working conditions and good social responsibilities in our work environment.

## Customer Satisfaction & Award Recognition

**CAMPAP** is our premium legendary brand of exercise books in Malaysia which is an acronym for Camel Paper Products which we introduced into the stationery market since the 1950s. Over the years, we have built up our customers' trusts with our "Seal of Quality" - the Camel Paper Products logo that adorns our every product. This is evident when our Camel Paper Products brand was conferred the Superbrands Malaysia 2003/2004 award in 2003 and for CAMPAP in 2005.

The World Brand Foundation ("TWBF") [formerly known as Asia Pacific Brands Foundation (APBF)] is the world only branding foundation dedicated to developing brands in a myriad of business backdrops and has grown to become the authority in branding and established its global footprints. Chee Wah was awarded a prestigious award, the BrandLaureate BestBrands Award 2018-2019 by TWBF on 27 June 2019. CAMPAP has been recognized as the "Brand Leadership" of distinction in consumer stationaries. Winning this prestigious Brand Excellence Award marks a great achievement for Chee Wah and is a testament to our brands success as we continue our global journey.

On 18 November 2019, Chee Wah received the Most Promising Award at the Gala Night of Export Excellence Award 2019 ("EEA"). EEA is organized by the Star Media Group Berhad, in partnership with Standard Chartered Bank Malaysia Berhad, to recognize and show appreciation to Malaysia's exporters.

In addition, we are currently in collaboration with a well-known global brand licensor, "The Walt Disney Studios" to develop distinctive designs for stationery products. Some of the Disney fictional characters which we have developed products with, include Mickey Mouse & Friends, Disney Movie Princesses, Winnie The Pooh and Disney movie "Frozen" characters.

Winning these awards and brand collaborations mark the recognition entrusted to us for high quality products. Hence, we are stepping up our effort to continuously build our brand recognition in local and global markets.

We will continue to strive for excellence and forge on with greater spirit and effort to meet our customers' expectation.

## Going Forward

We continue to expand to non-traditional markets while strengthening our presence in Europe, Oceania, America, Middle East and Asia regions. Our commitment to the international market is affirmed through regular participation at international trade fairs and exhibitions, such as Creativeworld Frankfurt (Germany), Paperworld Middle East, ISOT (Japan) and others.

Through the combined strengths of people, strategic alliances and resources, we will be able to deliver effective solutions to meet all your stationery needs and requirements. With more than 62 years of experience in this industry, we are confident of overcoming present and future challenges in our quest to achieve greater success. Together we shall grow from strength to strength.

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by **CAMPAP**



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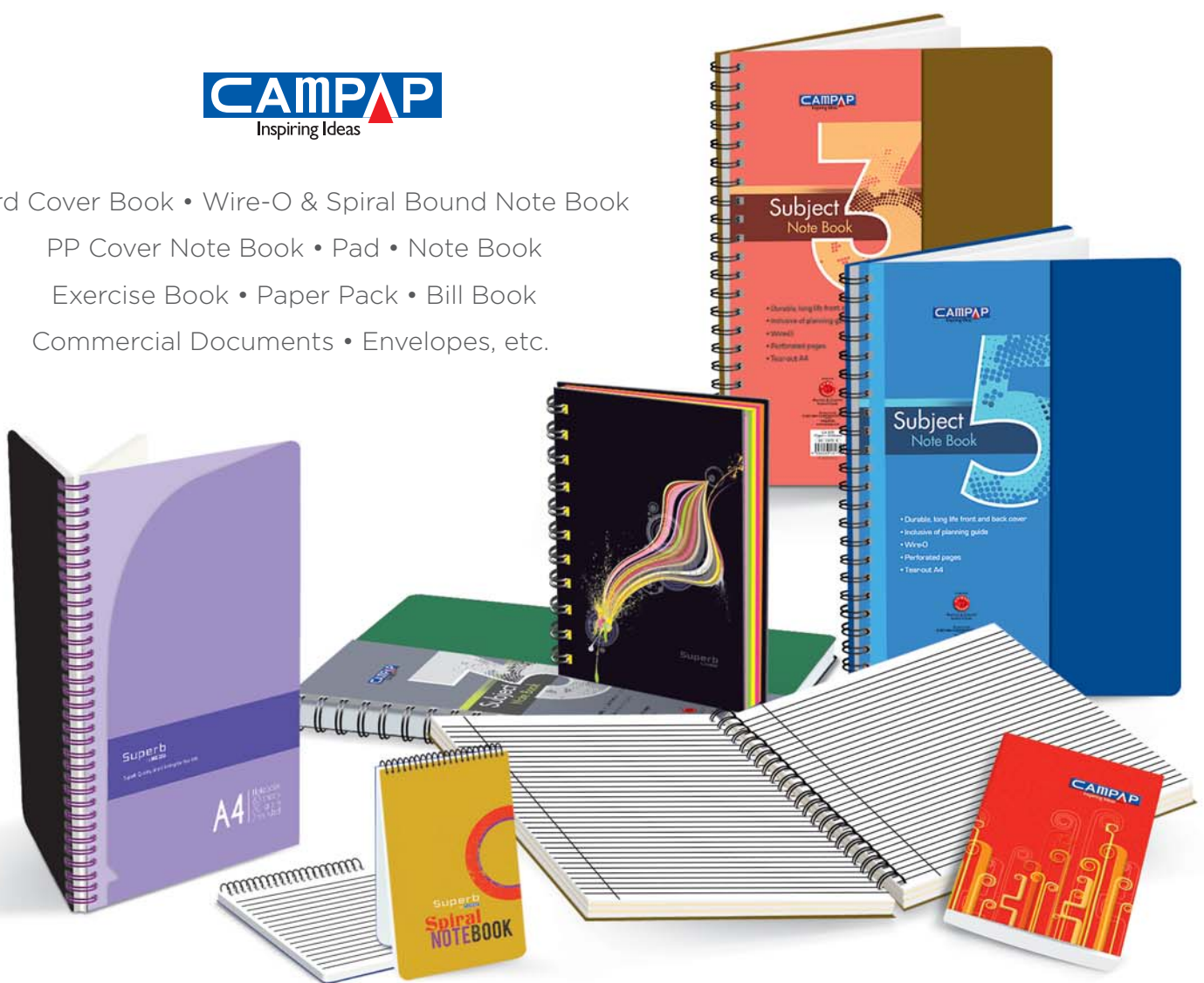


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