



# COMPANY PROFILE

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BETAMEK BERHAD

GROUP OF COMPANIES

Stock Code: 0263 / BETA



<https://betamek.com.my>





# FULL RANGE OF AUTOMOTIVE ELECTRONIC SOLUTIONS





# BETAMEK AT A GLANCE & KEY ACHIEVEMENTS

1

Established in 1989, making radio cassette players

2

Tier-1 Automotive EMS Supplier: >30 years proven track record

3

Certified IATF 16949 QMS, ISO 14001 EMS, ISO 45001 OHSMS and ISO 14644 Cleanrooms

4

Strong global supply chain with multilingual employees

5

In-house R&D Centre offering leading-edge product technology

6

100% Malaysian workforce

7

Newly upgraded factory ready for latest process tech & expansion

8

BETAMEK BERHAD listed on ACE Market of KLSE in October 2022

# Driving the Future of Automotive Electronics



## Entertainment & Connectivity

Infotainment Systems  
Display Audio  
Rear Seat Entertainment  
Apple CarPlay  
Android Auto



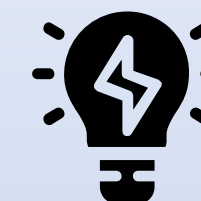
## Visual & Control

Virtual Instrument Cluster  
Climate Control Panel  
Heads-Up Display (HUD)  
Digital Rearview Mirror



## IOT

Telematics  
E-Call System  
E-Payment



## Intelligent/Smart Systems

Advanced Driver Assistance Systems  
360° Parking Assistance  
Tyre Pressure Monitoring  
Driving Video Recorder (DVR)



## Accessories

Switches & Indicators  
Ambient Lighting  
Wireless Chargers



We are an experienced Global Tier-1 ODM/EMS Supplier  
providing complete solutions: from R&D Design to  
Manufacturing and Customer Service



# CUTTING EDGE TECHNOLOGY

Automotive  
Multimedia  
Infotainment  
Systems

Apple CarPlay  
Android Auto  
Capacitive Touchscreens  
Connected Mobility  
Telematics and E-Call System

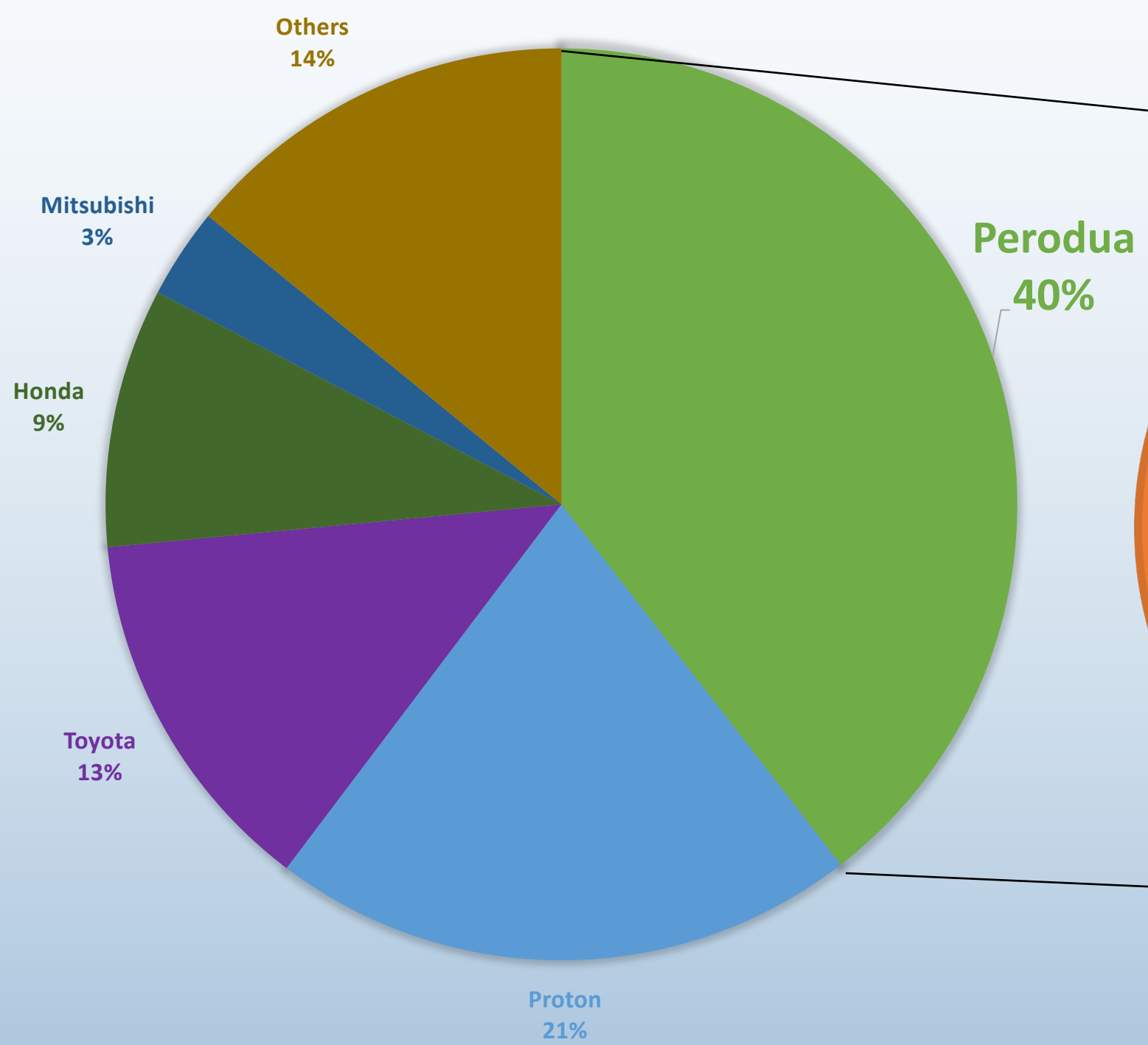


Digital Aircond Controller  
Parking Assistance Camera  
USB Chargers  
Wireless Chargers  
Ambient LED Lighting  
Switches  
Power Sockets  
HDMI Cables / Adapters

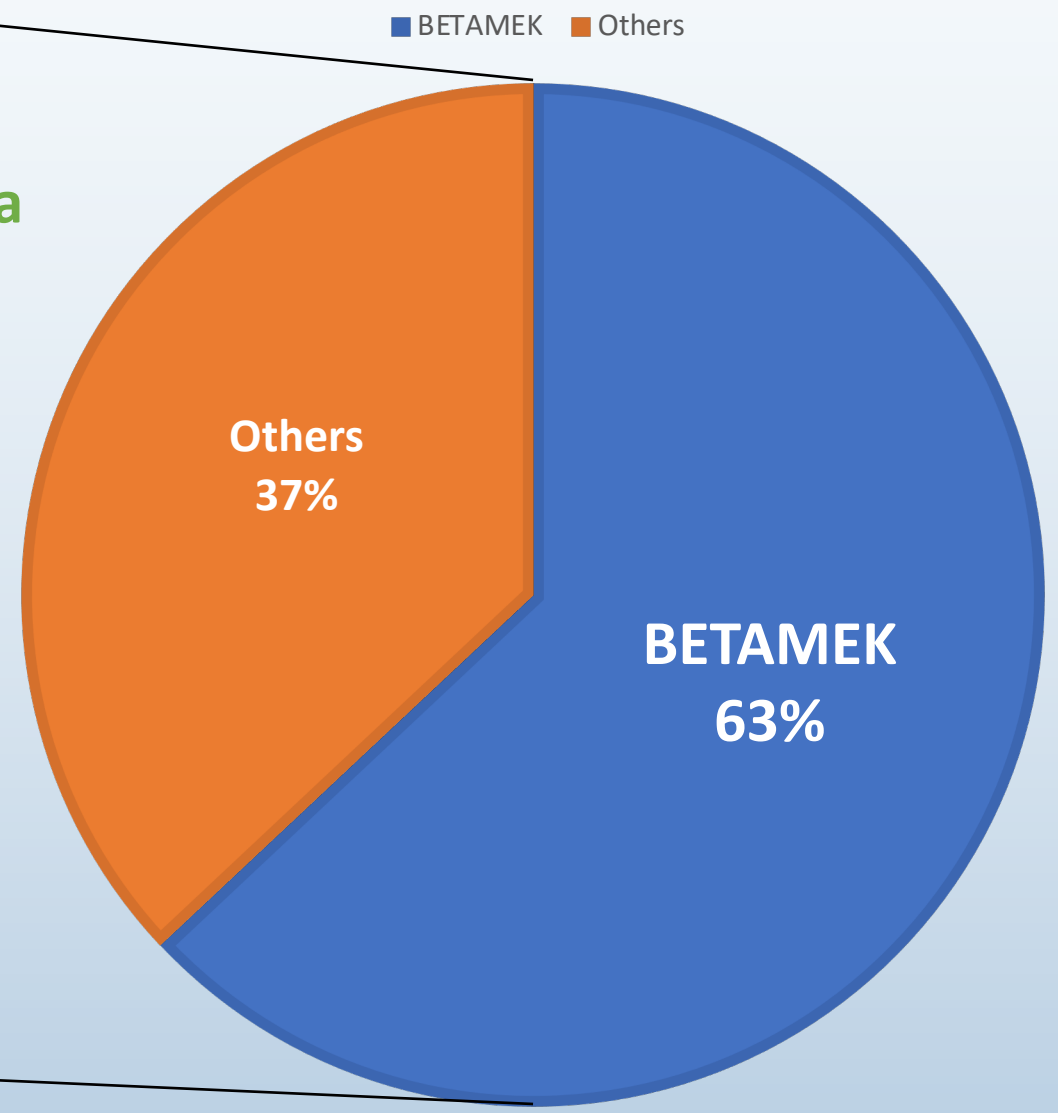


# BETAMEK INFOTAINMENT MARKET SHARE

MALAYSIA MARKET SHARE



INFOTAINMENT MARKET SHARE



**BETAMEK's  
Malaysia  
Market Share**

**25%**

For Infotainment  
systems

\* 2023 Malaysian Total Industry Volume



# AWARDS & RECOGNITION

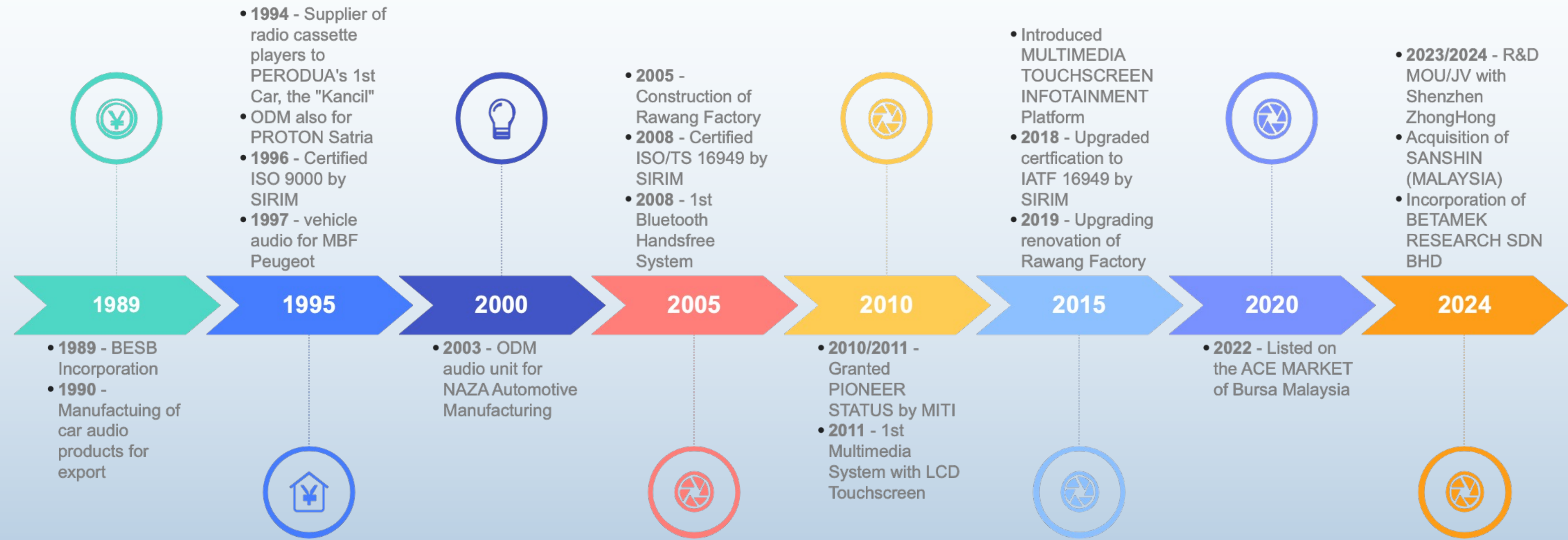
## ***Best Overall QCD Performance Vendor 2023***

1999	Best Overall Vendor (Perodua)
2001	Top Three Overall Vendor (Perodua)
2002	Best Delivery Vendor (Perodua)
2004	Most Improved Vendor (Perodua)
2005	Excellent Performance Vendor (Non- SMI) (Perodua)
2006	Rank A- Vendor Environment Awareness (Perodua)
2007	Excellent Performance Vendor – Non-SMI (Perodua)
2007	Top 10 Outstanding SME Winner (Golden Bull)
2008	Special Appreciation For PSSB Delivery (Perodua)
2008	Top 10 Outstanding SME Award (Golden Bull)
2008	Excellent Performance for Local Vendor (Perodua)
2009	Excellent Delivery Vendor – Non-SMI (Perodua)
2009	Asia Pacific Super Excellent Brand
2010	Excellent Performance Vendor – Non-SMI (Perodua)
2011	PSSB Excellent Performance For Service (Perodua)
2011	Excellent Performance for Service (Perodua)
2013	Special Recognition Award (Perodua)
2015	Excellent Delivery Vendor (Perodua)
2017	Excellent Delivery Vendor (Perodua)
2018	Special Award of Vendor Export to D.M.C Group
2018	Excellent Cost Competitiveness (Perodua)
2019	Best Overall QCD Performance Vendor (Perodua)
2022	Special Appreciation Award
2023	Best Overall QCD Performance Vendor (Perodua)



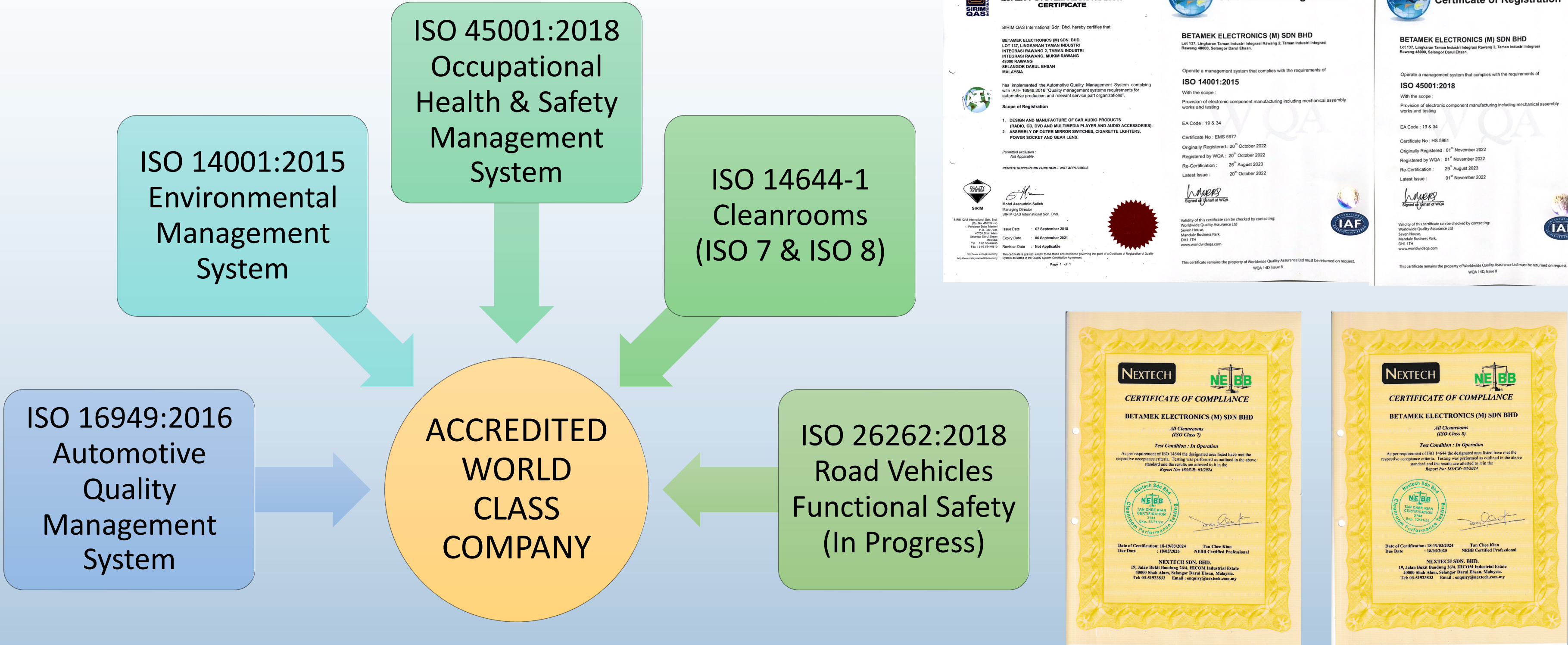


# BETAMEK KEY MILESTONES





# BETAMEK CERTIFICATIONS





# Wide Range of Products

## 1. Vehicle Infotainment Systems

PERODUA ATIVA



PERODUA MYVI



PERODUA ALZA



PERODUA ARUZ



PERODUA BEZZA



PERODUA AXIA





# Wide Range of Products (cont'd)

## 2. Air Conditioning Control Panels

Perodua Atila



Perodua Myvi



Perodua Arus



ADM Terios



## 3. Reverse Cameras (manufactured by OEM suppliers )



## 4. Mirror Switches



## 5. Power Sockets



## 6. HDMI adapters & cables



## 7. USB adapters & cables





# BETAMEK PRODUCT DEVELOPMENT HISTORY

Project	Year	Market
1. 1st Automotive Radio Set	1989	Export
2. Automotive Radio + Cassette Player	1994	 PERODUA  PROTON INSPIRING CONNECTIONS
3. Automotive Radio	1997	NISSAN
4. Automotive Radio + CD	1998	 PERODUA
5. Automotive Radio + Mobile "Handsfree"	2001	 PERODUA
6. Automotive Radio + MP3 + Bluetooth	2006	 PERODUA
7. Automotive Radio + USB	2008	 PERODUA
8. Automotive Infotainment System + "Touchscreen" Multimedia + GPS	2011	 PERODUA
9. Automotive Infotainment System + "Touchscreen" Multimedia + GPS + Android SmartLink	2016	 PERODUA
10. Aircond "HEACON" Control Panel	2017 / 2018	 PERODUA  DAIHATSU
11. Automotive Infotainment System + "Touchscreen" Multimedia + GPS + Android SmartLink + HDMI	2018	 PERODUA



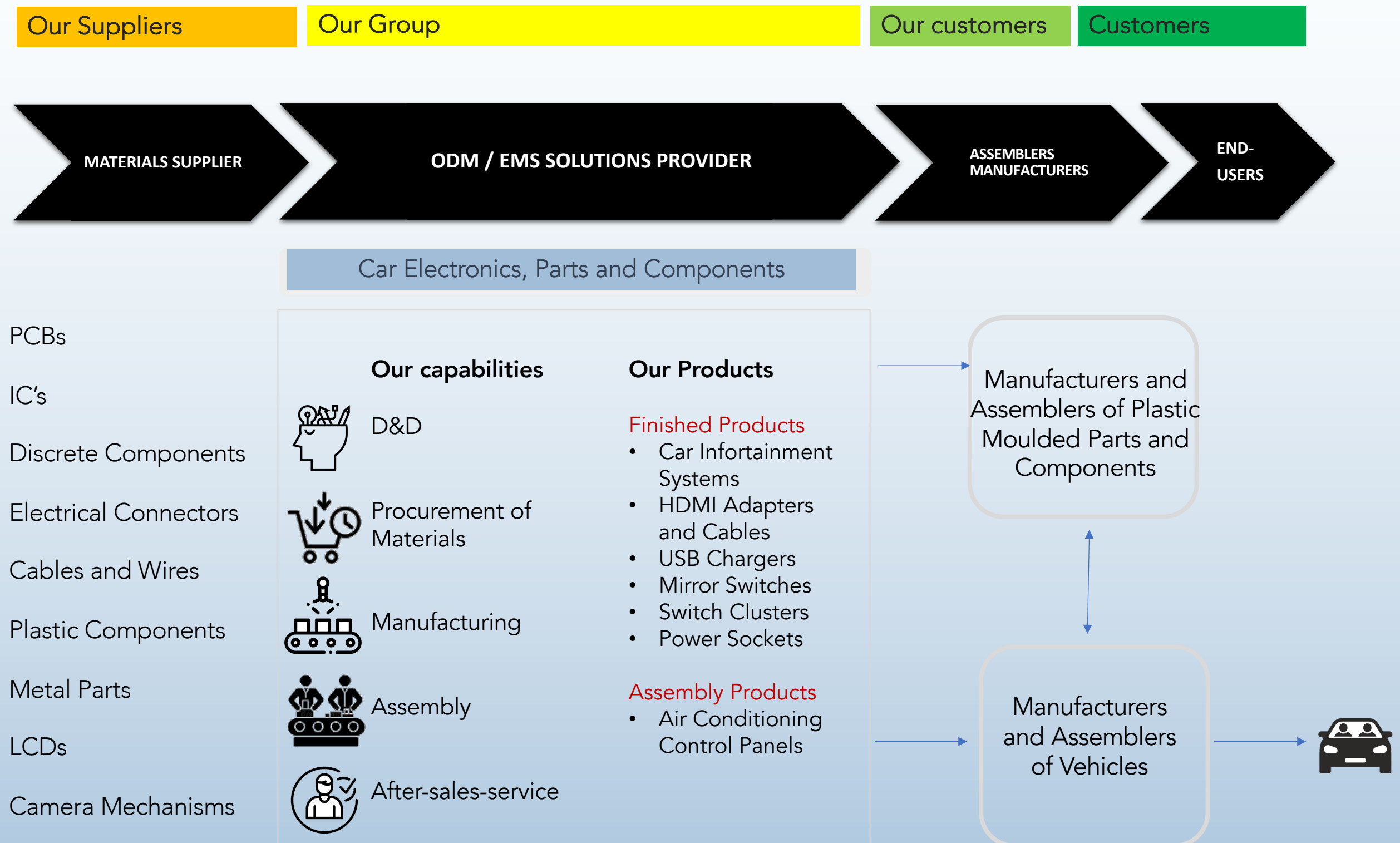


# Business Model

## Integrated ODM / EMS

- D&D
- Procurement
- Manufacturing

## Customised electronics and components for the automotive industry





# OPERATIONAL ACHIEVEMENTS IN 2024

## HIGHER PRODUCTION IN FYE24

	FYE23	FYE24	(%)
Multimedia infotainment system	165,734 units	175,469 units	6%
HEACON digital air conditioning	181,818 units	208,500 units	15%

## INCIDENTS OF CUSTOMER REJECT (TeSIAR)

DESCRIPTION	QUANTITY IN FYE24	% OF CUSTOMER REJECTS
CUSTOMER REJECTS (TeSIAR)	17 units	0.00126%
TOTAL UNIT SUPPLIED TO CUSTOMERS	1,350,794 units	

DESCRIPTION	QUANTITY IN FYE23	% OF CUSTOMER REJECTS
CUSTOMER REJECTS (TeSIAR)	18 units	0.00193%
TOTAL UNIT SUPPLIED TO CUSTOMERS	933,993 units	



# Group Structure

BETAMEK BERHAD

BETAMEK ELECTRONICS  
(M) SDN BHD (100.0%)

SANSHIN (MALAYSIA)  
SDN BHD (100.0%)

BETAMEK RESEARCH  
SDN BHD (100.0%)

BZH INNOVATION  
SDN BHD (80.0%)



# *Company Shared Values*

Betamek Team Members share the following values:

**L**oyalty

**R**espect

**T**eamwork

- Caring for the "BETAMEK Family" to better serve our customers and community
- Always mindful and considerate of the rights and differences in others
- Working cohesively, effectively and efficiently to achieve our goals





BETAMEK

**BETAMEK's VISION** is to achieve  
**GLOBAL LEADERSHIP**  
in our industry, known for our  
**INNOVATION, QUALITY and VALUE.**



BETAMEK

**BETAMEK's MISSION is to  
DRIVE INNOVATION and EXCELLENCE  
and to  
EMPOWER OUR CUSTOMERS  
with  
QUALITY, COST-EFFECTIVE SOLUTIONS**

We commit to technological advancement,  
investing in our people, and leading our  
industry towards a sustainable future.





# Key Management



**Encik Mirzan Mahathir**  
Promoter & Managing  
Director

He is responsible for the overall strategy and business direction of Betamek Group where he reviews all business strategies and major capital expenditure of the Group.



**Encik Muhammad Fauzi Ghani**  
Executive Director

He is responsible for the corporate and financial matters of Betamek Group.



**Encik Megat Iskandar Hashim Ismail**  
Chief Operating Officer

He is responsible for overseeing Betamek Group's day-to-day manufacturing, operational functions and HSE.



**Encik Nor' Azrin Nusi**  
Chief Financial Officer

He is responsible for overseeing Betamek Group's day-to-day financial matters, including financial reporting, treasury, taxation, budget planning and human resource matters.



**Encik Safuan Bin Yusof**  
Chief Technology  
Officer

He is responsible for overseeing Betamek Group's research and development department, IT as well as business development and marketing matters.



# Key Management



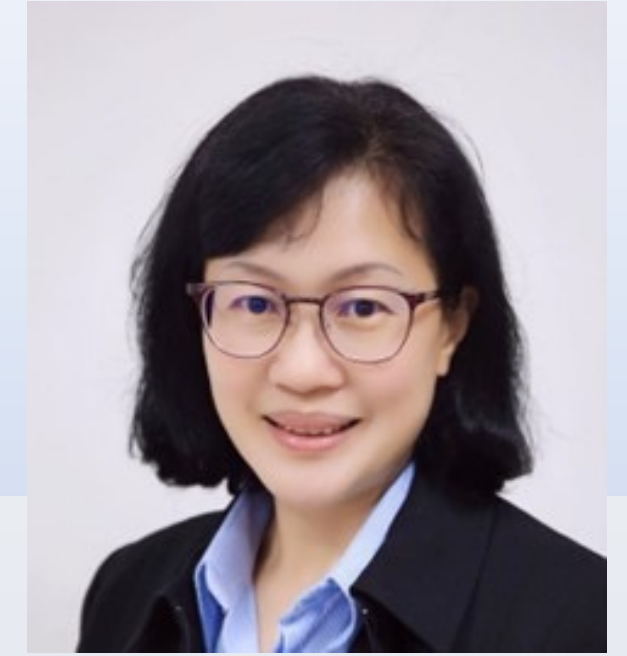
Tay Yoke Theng  
Senior General Manager  
and Head of Procurement



Soon Kian Yoon  
General Manager and  
Head of Manufacturing  
Division



Tan Meng Han  
Deputy General Manager,  
Head of Research &  
Development



Foong Pau Choo  
Senior Manager,  
Head of Customer  
Sales Support



Kong Fook Chuan  
Head of Production



Tham Chee Yong  
Head of Quality  
Assurance / Quality  
Control



Mohd Zulkhairi Jusoh  
Head of Health, Safety &  
Environment (HSE) &  
Facilities Management



Shafiqah Shireen  
Head of Human Resource





**REGISTERED OFFICE**

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