



MEDIA RELEASE

FOR IMMEDIATE RELEASE

EON LAUNCHES PROTON EON 3S-PLATINUM OUTLET IN ALOR SETAR

New 3S Centre to facilitate sales, after sales support and needs of PROTON customers in Alor Setar

Alor Setar, KEDAH, 2 March 2022: Edaran Otomobil Nasional Berhad (“EON”) today marked another significant milestone with the official opening of a new PROTON 3S dealership in Alor Setar. This is the first Platinum outlet for EON, and their 10th PROTON outlet overall, which is already the national carmaker’s largest dealership network.

Strategically located at the Souq Commercial Centre in the north-east side of Alor Setar city, the Proton EON 3S-Platinum Alor Setar is the first Platinum centre in Kedah. Easily accessible through Jalan Tun Abdul Razak, the outlet is surrounded by educational institutions such as AlBukhary International University and AIU International School, and a mall with amenities such as a supermarket, Bank Muamalat, Pos Malaysia outlet and a large bazaar area - a popular destination among locals and visitors alike.

The outlet was launched by Dato' Sri Syed Faisal Albar, the Group Managing Director of DRB-HICOM Berhad. Also present were Roslan Abdullah, Deputy Chief Executive Officer of PROTON, Akkbar Danial, Chief Executive Officer of EON, and management and personnel from DRB-HICOM Berhad, EON Berhad, and Proton Edar Sdn Bhd.

Akkbar Danial said he was confident that EON will continue to grow from strength to strength in Kedah and throughout the northern region.



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“The launch of this Proton EON-3S Platinum outlet here in Alor Setar further augments EON’s commitment to strengthen PROTON’s presence in the country, especially in the north. This is part of EON’s expansion plans and continuous effort to cater to the evolving needs of the Malaysian auto market,” said Akkbar.

“Consumers today have become more discerning, more knowledgeable, and demand more value not only in terms of the vehicle but also in their service expectations. We are driven by the determination to provide premium quality facilities, excellent customer services, deliver on these expectations and to keep on improving our services from pre-purchase, purchase, to post-purchase stages,” he added.

With a built-up area of 35,992 square feet, the Proton EON 3S-Platinum outlet can accommodate up to seven display cars, and features a spacious and comfortable customer lounge equipped with amenities such as a F&B corner, laptop/mobile charging stations, free Wi-Fi, Netflix and Kid’s room for the pleasure and convenience of customers. The service centre has six hoisted bays, three non-hoisted bays, an alignment bay and an Advanced Driver Assistance Systems (ADAS) bay.

EON is the largest PROTON dealer in Malaysia, with dealerships in the Central, Southern and Northern parts of Malaysia. EON has prioritised network development and outlet improvements as part of its strategy to improve its sales volume. In 2021, EON sold nearly 5,000 units of PROTON cars across all of its outlets.

For more information about EON, Proton EON 3S-Platinum Alor Setar and the latest EON campaigns, and to locate a PROTON Authorised Dealer, customers can log on to EON’s PROTON Division website at www.proton.eon.com.my.

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ABOUT EON PROTON DIVISION

www.proton.eon.my

EON PROTON Division (“EPD”) is part of Edaran Otomobil Nasional Berhad (“EON”), which is a wholly-owned subsidiary of DRB-HICOM Berhad.

EPD is the largest PROTON dealer in Malaysia, with a network of 10 outlets across peninsular Malaysia, and growing. Out of 10 outlets, 4 outlets are 4S centres, 4 outlets are 3S centres and remaining 2 outlets are 1S centres. Proton EON 3S-Platinum Alor Setar is our newest 3S outlet as of today.

We became part of the PROTON network in November 2020, but our history with PROTON goes back to the early years of the national car. Back then, the EON brand name was synonymous with PROTON and the partnership successfully delivered over a million PROTON cars into the hands of Malaysians all over the country.

Thus, our experience will show when we serve you at any of our ten outlets. Professional, courteous and ready, our branches offer everything from routine service to specialised service, bodywork to wheel alignment and balancing, insurance to hire-purchase application assistance. And of course, we carry the entire range of PROTON cars that millions of Malaysians have trusted over the years. From small hatchback to sedans, MPVs to SUVs, there will always be a PROTON car that can meet your needs. We even offer fleet services for organisations that operate multiple vehicles for their businesses.

With extensive experience gathered since the mid-80s, EPD which has a workforce of more than

400 employees are well prepared and equipped to serve you either as an individual customer or a business concern. Visit us today and experience the EON difference.

ABOUT EON BERHAD

Edaran Otomobil Nasional (“EON”) was incorporated as a private limited company in 1984 to be the distributor for Malaysia’s first national car project, PROTON, and in that role, successfully delivered over a million PROTON cars nationwide. Over the years, EON evolved and adopted a multi-brand strategy, and now is a dealer for global brands via its subsidiaries. Euromobil Sdn Bhd markets the Audi range, while HICOM Auto Sdn Bhd is a dealer for Volkswagen. The Mitsubishi range is offered through EON Automart Sdn Bhd, the largest Mitsubishi network in Malaysia.

For the PROTON brand, EON owns 10 dealerships across Malaysia. EON also is the franchise holder for AVIS, and operates 14 rental centres across airports and cities in Malaysia. Operating via DRB-HICOM EZ Drive Sdn Bhd, Avis Malaysia was awarded the Avis Budget Group’s “Licensee of The Year” in 2018. EON has been ISO 9001:2000 certified since 2003.

**DRB-HICOM****ABOUT DRB-HICOM**

www.drb-hicom.com

DRB-HICOM Berhad (“**DRB-HICOM**”) is one of Malaysia’s leading conglomerates with core businesses in the Automotive, Aerospace & Defence, Banking, Postal, Services, and Property sectors. With 38 active companies in its stable and more than 49,000 employees group-wide, DRB-HICOM’s aim is to continue adding value and propelling the nation’s development. In the Automotive sector, DRB-HICOM is involved in the manufacturing, assembly and distribution of passenger and commercial vehicles, including the national motorcycle. In Aerospace and Defence, DRB-HICOM is involved through its subsidiaries CTRM and DEFTECH, while it is represented in the postal segment through its subsidiaries Pos Malaysia, and banking through Bank Muamalat. In the Services segment, DRB-HICOM is involved in various businesses, including concession, education, aviation and logistics and investment holdings whereas in Property, DRB-HICOM is involved in the development of industrial properties.

STATEMENT ON FORWARD-LOOKING**DISCLOSURES**

All statements herein, other than historical facts, contain forward-looking statements and are based on DRB-HICOM’s current forecasts, expectations, targets, plans, and evaluations. Any forecasted value is calculated or obtained based on certain assumptions. Forward-looking statements involve inherent risks and uncertainties.

A number of significant factors could therefore cause actual results to differ from those

contained in any forward-looking statement.

Significant risk factors include:

- Feasibility of each target and initiative as laid out in this news release;
- Fluctuations in interest rates, exchange rates and oil prices;
- Changes in laws, regulations and government policies; and
- Regional and/or global socioeconomic changes.

Potential risks and uncertainties are not limited to the above and DRB-HICOM are not under any obligation to update the information in this news release to reflect any developments or events in the future.

If you are interested in investing in DRB-HICOM, your investment decision is at your own risk, taking the foregoing into consideration. Please note that neither DRB-HICOM nor any third-party providing information shall be responsible for any loss or damage that may result from your investment in DRB-HICOM based on the information presented in this news release.

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