
FOR IMMEDIATE RELEASE

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**ECM LIBRA INVESTMENT BANK ANNOUNCES APPOINTMENT OF NEW
CHIEF EXECUTIVE OFFICER**

ECM Libra Investment Bank (“ECMLIB”) is pleased to announce today the appointment of Mr. Lim Boon Soon as its new Chief Executive Officer (“CEO”) of ECMLIB with immediate effect.

Mr. Lim Boon Soon, who will be responsible for driving ECMLIB’s business strategy and day to day management, brings extensive experience to the role after spending more than 20 years in leadership positions in the field of accounting, finance and operations. Prior to his current appointment, Mr. Lim was the Group Managing Director/CEO of Bintai Kinden Corporation Berhad (“Bintai”). Mr Lim has previously served as the Chief Operating Officer (“COO”) of ECM Libra Group.

Welcoming back Mr. Lim Boon Soon to the team, Dato’ Mohd Ali bin Abd Samad, Chairman of ECMLIB said, “As part of our plan to build a broad and highly experience management team, the appointment of Boon Soon as CEO is timely. His previous experience in the Group is an advantage. He will help steer our business to greater heights. The combination of his business knowledge and operational experience will be a valuable asset to us.”

“ECMLIB is committed to building its growing business, and Boon Soon’s appointment will help us maximise our profitability as he brings the ideal skill set to create value, together with our management team, for our shareholders and clients.”, he added.

Earlier in his career, Mr. Lim was attached with Price Waterhouse both in the Singapore and Hong Kong offices where he held various senior managerial positions. He later took up the position of Director of Finance and Operations in asset management companies in Hong Kong before he returned to Malaysia in late 1995.

In 1996, he joined the Hong Leong Group in Malaysia and served as Group Financial Controller in HLG Capital Bhd, Hong Leong Credit Bhd and Hong Leong Bank Bhd until November 2003 where he left to join ECM Libra Berhad as its Chief Financial Officer. Whilst in ECM Libra Bhd, he was involved in the reverse takeover exercise of South Peninsula Industries Bhd and the merger with Avenue Securities Group to create the present ECM Libra Financial Group. After three years, Mr Lim joined Landmarks Bhd as COO and later as GMD/CEO of Bintai.

He graduated from Heriot-Watt University, Edinburgh with a Bachelor of Arts Degree in Accountancy and Finance. He is also a member of The Institute of Chartered Accountants of Scotland.

Puan Azlin Arshad will continue serving as Deputy CEO of ECMLIB, a position she has assumed since December 2010.

About ECMLIB

ECMLIB is part of ECM Libra Financial Group providing corporate and individuals with a diversified range of financial solutions and services. The group activities are carried out in seven divisions, namely investment banking, stockbroking, treasury, fund management, wealth management, futures & options; and principal finance and investment.

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