

ALPHA PLATFORM



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Public Relations

Volatile markets, a restless public, inquisitive consumers and a changed political climate spell challenges to both the government and corporations. Advisory work to help our clients face changing times requires special communications skills in tackling crisis, large-scale national projects, politics, mergers and acquisitions.

KAMARALZAMAN TAMB

- MANAGING DIRECTOR

KAMARALZAMAN TAMB was trained in the United Kingdom and has broad experience in PR, Political Consulting and Marketing - providing PR to clients in Malaysia and abroad, including international corporations, foreign governments and political parties.

ADVISING FOREIGN GOVERNMENTS - Key assignments overseas include PR counseling to two sovereign nations: State of Kuwait - PR Consultant to the Kuwaiti Government-in-exile when the country was invaded by Iraq and led a team that developed its strategic communications program.

Cambodia - PR Advisor to the Cambodian government in Phnom Penh, responsible for designing its international communications blueprint, during and after the UNTAC (United Nations Transitional Authority In Cambodia) period. Developed key communication strategies for Prime Minister Hun Sen, for his ruling party's participation in the UN-supervised Cambodian general elections in 1993.

NEWSPAPER OWNERSHIP - In 1992, Kamaralzaman was the first foreigner to own and run two national newspapers in Cambodia, which grew to be the country's largest circulation newspapers - The Cambodia Times, with separate editions in English and Khmer. He sold his business interest in the newspapers in 1996.

CEOs grapple with tough times

Shifting gears from euphoria in early 2008 to surviving a recession in 2009, chief executives are already putting expenditure for communications under the budget microscope. Public relations, public affairs and investor relations are being taken to the chopping block.

Short of hoisting the surrender flag and closing shop, companies are under severe pressure to axe costs so as to ride out the shrinking global economy and looming recession.

"For many chief executives, this might mean doing away completely with communications for the next 12 months or so, switching strategy from shaping coverage, to one of reacting to published reports," said Kamaralzaman Tambu, managing director of Alpha Platform.

With the majority of companies opting for a passive approach, it leaves the door open for bolder players to exploit the economic slowdown by ramping up their presence.

"Smart CEOs are using the downturn to connect with customers and stakeholders proactively by strengthening the relationships already built. CEOs adopting this counter-cyclical communications approach are exploiting the withdrawal of other companies during this tough period, so as to build relationships which they reap over the long term when good times return," he added.

PUBLIC AFFAIRS

Commenting on public affairs, Kamaralzaman went on to say that the current timing is very effective in influencing governments faced with an economic downturn.

"There is a simple reason. Governments are in need of investment and generally take an open arms approach towards investors in hard times like today. They have to compete for a shrunken pie and as such, will proactively soften regulations, while simultaneously throwing in more incentives."

In this area, multinationals are still engaging Alpha, Kamaralzaman said, to provide advice and strategy on initiating and maintaining good relations with politicians and government officials, public bodies, the media, special interest groups and the general public.

This usually includes access and advocacy, policy analysis, political stakeholders mapping, strategy development and corporate social responsibility initiatives.

M&A

Meanwhile, he noted that mergers and acquisitions in Malaysia is tapering off and will likely fizzle out through 2009 - quite a different picture to the heyday of 2006 and 2007, marked by multibillion dollar M&As.

League tables for mergers and acquisitions in 2007 saw Alpha Platform come out tops by advising four major deals worth RM87.5 billion (USD27.3 billion). Alpha advised CIMB Investment Bank on Southeast Asia's largest merger, Synergy Drive, which saw eight plantation companies within the PNB group merged into Sime Darby in a deal valued at RM69 billion.

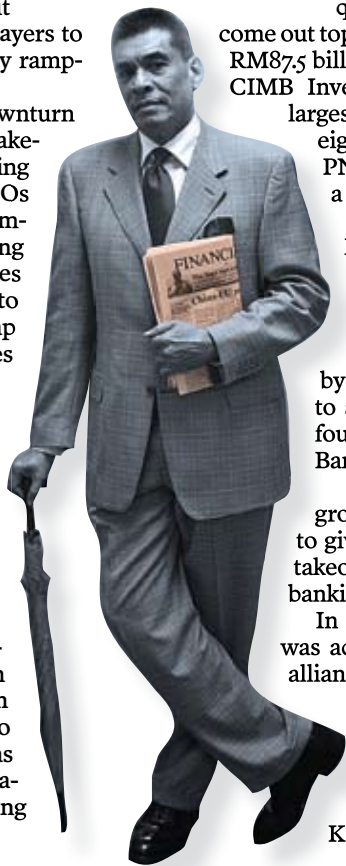
Alpha also advised Kuok Group in Malaysia on its multi-country merger with Singapore listed Wilmar International to form the world's second largest listed palm oil group. In the banking sector, Alpha was retained by EPF, the Employees Provident Fund, to advise on its takeover of Malaysia's fourth largest banking group, RHB Bank.

Similarly, Hong Kong private equity group Primus Pacific Partners was next to give a mandate for Alpha to advise its takeover of Malaysia's seventh largest banking group - EON Bank.

In telecommunications, Time dotCom was advised by Alpha in its RM1.1 billion alliance with cellular provider DiGi, majority owned by Norway's Telenor SA.

Alpha worked closely with CIMB Investment Bank, AmInvestment Bank and the law firm Kadir Andri & Partners.

"Smart CEOs are using the downturn to connect with customers and stakeholders proactively by strengthening the relationships already built."



Money talk



THAM WEI MEI
- SENIOR CONSULTANT

Tham Wei Mei has been serving clients in finance, retailing, airlines and manufacturing. She manages the communications of the Kuok Group, Transmile, East Coast Economic Region (ECER), Proton Holdings and Bank Islam to name a few.

She has a degree in Mass Communications from Malaysia's Science University and has served as Assistant Editor of The Cambodia Times based in Phnom Penh and later as the newspaper's Bureau Chief in Kuala Lumpur.



PRIMUS PACIFIC - EON BANK

The Hong Kong based private equity firm is advised by Alpha as it enters the last mile of its purchase of 20.02% of EON Capital shares from DRB Hicom after securing approval from Bank Negara Malaysia. Primus will help to revamp and recapitalize the bank in a deal valued at RM2.5 billion.

EPF - RHB BANK

Engaged by the Employees Provident Fund as communications adviser in the takeover of RHB banking group, to beat out Kuwait Finance House and EON Capital in a deal valued at RM10 billion.

SYNERGY DRIVE

Strategize and execute communications on behalf of Synergy Drive and CIMB Investment Bank on the merger of PNB's eight listed companies (Sime Darby, Golden Hope & Guthrie group of companies) to create the world's largest listed oil palm plantation player, valued at RM69 billion - Southeast Asia's largest M&A deal.



Money talk

Alpha advised CIMB Investment Bank on Southeast Asia's largest merger, Synergy Drive, which saw eight plantation companies within the PNB group merged into Sime Darby in a deal valued at RM69 billion.



CIMB GROUP

Assisted Datuk Nazir Razak in CIMB's RM6.9 billion takeover of Southern Bank Berhad.

KULIM

Represent the acquiring party in the takeover of QSR Brands & KFC Holdings, spanning Overt + Covert PR.

QSR BRANDS

New mandate in advising QSR's management in its Mandatory General Offer (MGO) for KFC Holdings (Malaysia) Berhad, which was triggered on September 2006.

UNICORN INVESTMENT BANK

This Bahrain based bank engaged Alpha in its bid to acquire a large equity stake in Bank Islam Malaysia.

KUOK GROUP

Represent Kuok Group in the creation of the world's second largest oil palm group via a merger of PPB Oils Palms Bhd in Malaysia with Wilmar International of Singapore in a multi-country vertical integration exercise. Deal value in Malaysia is RM6 billion.

...the same year saw Alpha advise EPF, the Employees Provident Fund, in its takeover of Malaysia's fourth largest banking group, RHB Bank, whose deal was valued at RM2.25 billion.

Advising the board

RAZAK ABU BAKAR

- SENIOR CONSULTANT

Razak Abu Bakar has over 18-years of experience in brand management, promotions and special events with the likes of Genting, KFC and Shakey's, Federal Express, Caltex and 3Com. He recently handled the communications spanning the entire Merdeka Independence 50 Celebrations at the national and international levels on behalf of the Malaysian Government.

In addition to client servicing, Razak is also an avid writer, who has authored a number of articles published in Malaysia's local dailies and The Financial Times of London.

He recently authored a business book titled, "CEO PR KIT" - a PR survival guide for CEOs based on real experiences, of real PR people working with real (and very grateful) CEOs.



PETRONAS / ECER

The East Coast Economic Region is a transformative development plan to leapfrog the economies of three Peninsular Malaysian states - Pahang, Terengganu and Kelantan - led by national oil corporation Petronas. Alpha is retained by Petronas for communications strategy and execution.

PROTON

We help the board maneuver through a highly critical audience of media, analysts and politicians; against a backdrop of financial losses, overseas investments that did not pay off, changing automotive policies and intense competition.

BANK ISLAM

Our role with the CEO of Bank Islam is best described as handling the "bad news", navigating critical broadsides from the political class, assuring depositors and rehabilitating the brand.

TIME DOTCOM

We represent TIME dotCom in its alliance with DiGi.Com Berhad via an appointment through TIME's majority shareholder.

i-VCAP

Malaysian sovereign wealth fund Valuecap, which deploys in excess of RM10 billion in the stock market, is advised by Alpha for the communications of Asia's first shariah ETF (Exchange Trade Fund), managed by its subsidiary i-VCAP Management. The ETF broke all records in subscription and trades, and is listed on Bursa Malaysia.



The Nation's Image

AISHAH NOR
- SENIOR CONSULTANT

Aishah Nor handles mergers and acquisitions with clients who include Synergy Drive Bhd, Primus Pacific Partners / EON Capital Bhd, the EPF / RHB Bank merger, the acquisition of Southern Bank by CIMB Group, and the recent acquisition of Kulim / QSR Brands and KFC Holdings Berhad.

She is also responsible for the brand building of CIMB Private Banking as well as restoring Investor confidence in Metramac following its high profile court case.

Aishah is a graduate from Indiana University of the US where she obtained a Bachelors of Arts in Mass Communications specializing in Public Relations.



MERDEKA 50 CELEBRATIONS

Appointed by the Malaysian government to manage communications spanning the entire 50th anniversary independence celebrations at the national and international levels. This includes the operation of a full-time Press Secretariat based in Kuala Lumpur.

MINISTRY OF DOMESTIC TRADE & CONSUMER AFFAIRS

Reposition the Minister + DTCA as a Tier One ministry based on an "umbrella message" of job creation and economic stimulation.

PRIME MINISTER'S DEPARTMENT

Assist the Deputy PM + 3 Cabinet Ministers in managing public outcry on the hiking of highway tolls in the Klang Valley on Jan 1, 2007.

SELANGOR

Issues management PR for the Chief Minister of Selangor - from Bukit Cahaya to Selangor Negeri Maju, the environment and local councils, right up to squatter issues.



Trauma unit



“Crisis management takes many forms. From an emergency strategy meeting to press clarification, we’re well versed in handling crisis.”

TRANSMILE

Malaysia’s biggest ever corporate fraud involving more than RM500 million in revenue overstatements, saw the Transmile board waging battle on many fronts, while working on its corporate recovery. Alpha Platform advises the board on all its communications strategies.

POS MALAYSIA

As the second largest shareholder in Transmile the Pos board is advised by Alpha Platform in its investor relations and media management.

METRAMAC

In the high profile court case where Metramac was embroiled in a legal suit, Alpha Platform was engaged to restore investor confidence and swing public opinion in Metramac’s favour.

MRR2

We were engaged to look into the MRR2 bridge issue by Maunsell Sharma & Zakaria, the engineering consultants who designed the bridge.

Public Affairs in demand



Alpha provides advice and strategy on how to initiate and maintain good relationships with politicians and officials in government, public bodies, the media, special interest groups and the general public.

When a major European industrial group was preparing a multi-billion dollar investment in Malaysia, it approached Alpha to advise on its market entry, which saw us design an entry strategy involving meetings with political leaders and top officials.

There was a clear timetable and game plan meant to forge relationships, state the client's intent, build local coalition and pave the way to clinch the most favourable investment terms.

This was supported by media "air cover" in the form of a PR campaign which saw the industrial group's profile and investment intention gain wide coverage, positioning its investment as a major gain for the country, prior to its entry into Malaysia.

Services:

POLITICAL AND GOVERNMENT RELATIONS

1. Access & advocacy
2. Policy analysis
3. Political stakeholders mapping
4. Strategy development

PR AND IMAGE ENHANCEMENT

Public relations is closely linked to our public affairs campaigns, helping politicians and officials gain perceptions of our clients from media coverage we generate. At the same time, editors as information gatekeepers, are briefed so as to gain understanding on the client.

POLITICAL MONITORING & INTELLIGENCE

Intelligence on and analysis of government and opposition policy-making.

The success of our lobbying campaigns is based on good information and intelligence, which forms the basis of our planning and advice to clients.

This translates to feedback on the attitude taken by the authorities towards a client issue, awareness of potential challenges and also opportunities.

CSR

Government-directed corporate social responsibility projects are designed to project the client on to government ministries and agencies that impinge on their operations, while at the same time forging relationships with politicians and civil servants

- » goal-specific corporate social responsibility projects
- » government participation and partnerships in CSR

CAMPAIGNING & COALITION BUILDING

We mobilize third party endorsements as a critical element of public affairs campaigns, garnering support from industry, academia, pressure groups, professional bodies – and also within the media – to add credibility and legitimacy to our clients' case.

» SPECIAL UNITS



INTENSE QUESTIONING: Preparation and staging allow CEOs to handle intense media questioning with ease and in line with desired messaging.

Alpha Platform PR is a full service communications firm formed in 1998. We have 22 staff made up of senior consultants, consultants, and executives, aided by support teams specializing in Media & Broadcast, Capital Markets, Parliamentary Affairs.

communications campaigns, from corporate restructuring, crisis management, mergers and acquisitions, lobbying the government to helping foreign companies in their market entry into Malaysia.

OUR EXPERIENCE

We have worked with over 200 companies, government agencies, associations, tycoons and politicians. We handle a wide scope of

OUR JOB

Help you communicate the right message to the right audience the right way. Get your stories told to the right people, open doors to business opportunities and broaden your visibility.

SPECIAL UNITS

Alpha Platform operates several specialist internal units that support the firm's Senior Consultants.



CAPITAL MARKETS UNIT

ZURINA BAKAR, who heads Alpha's capital markets unit has 12 years experience in financial services, having served at RHB Bank Research Institute and Singapore's GK Goh brokerage. She works closely with fund managers and analysts in organizing briefings, laying the groundwork for mergers and acquisitions, IPOs and secondary issues.



MEDIA & BROADCAST UNIT

ANIZA OSMAN & JULIANA JAMAL - track the media and keep close relations with key players in print, television, wire services and online news sites.



PARLIAMENTARY AFFAIRS UNIT

AIDA FATIMA JOSEPH - presents client issues to party and coalition blocks, briefing individual MPs and Senators on topical business issues from a client perspective. Keeping a pulse on the activities of Parliament are tasks handled by Alpha's Parliamentary Affairs Unit.

» CLIENTS

MASS APPEAL:
Alpha provides the bridge for government and companies looking to communicate with the public, population segments and markets.



SERVING THE BEST

• 3COM • ACTIS • AXON SOLUTIONS • BANK ISLAM • BATEEL ASIA • BIOFAIR • BIZTONE • CANON • CDC CAPITAL • CIMB GROUP • CIMB INVESTMENT BANK • CIMB PRIVATE BANKING • CIRRUS LOGIC • COMMERCE TRUST • CRADLE INVESTMENT PROGRAMME • CYEM RESOURCE • DATAONE • DATEK • DAYANG • DELPHI • DOMINOS PIZZA • EAST COAST ECONOMIC REGION • EASY PHA-MAX • EMPLOYEES PROVIDENT FUND • FILENET • FUJITSU • GLOBAL2B2C.COM • GREATPAC • GULF INTERNATIONAL INVESTOR GROUP • HACO • HENRY GOH & CO • IBROADNET.COM • IPLANET • JARING • JOBS DB • KLH VENTURES • KNOWLES ELECTRONICS • KUB • KULIM • KUOK GROUP • LANSON PLACE • LOGICA CMG • MALAYSIASTREET.COM • MAUNSELL SHARMA & ZAKARIA • MAVCAP • MBF CARDS • MASDEQ • METACORP • METRAMAC • MICROLINK • MIDA • MIMOS • MINISTRY OF CULTURE, ARTS & HERITAGE • MINISTRY OF DOMESTIC TRADE & CONSUMER AFFAIRS • MMC DEFENCE • MTD CAPITAL • MUST • OCI • ONE CONNECTION • OPTIMAL • ORACLE • PASDEC • PCCW CABLE & WIRELESS • PETER'S HOLDINGS • PETRONAS • PICA • PIKOM • POS MALAYSIA • PPB OIL • PPSC INDUSTRIES • PRIME MINISTER'S DEPARTMENT • PRIMUS PACIFIC PARTNERS • PROTON • Q-TELECELL • QSR • RANHILL • REAL REWARDS • SAJ HOLDINGS • SAPURA ADVANCE SYSTEMS • SAS • SCS • SENAI AIRPORT • SKALI • SOUTHERN BANK • SPANCO • SELANGOR STATE INVESTMENT CENTRE • STATE OF SELANGOR • SARAWAK TIMBER INDUSTRY DEVELOPMENT CORPORATION • SUN MICROSYSTEMS • SYNERGY DRIVE • TAYLOR NELSON SOFRES • TERADATA • M-SUITES • TIME DOTCOM • TRANSMILE • UNICORN INVESTMENT BANK • UMW TOYOTA • UEM GROUP • VALUE CAP • VERITAS • VIRTUAL COMMERCE • VLINX.COM • VMS TECHNOLOGY • WAH SEONG • WESTSTAR LDV • YAYASAN ALBUKHARY • YUEN CHUN INDUSTRIES •

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