
FOCUS POINT SIGNS MOC WITH PNS

- MORE OPPORTUNITIES FOR BUMIPUTERA ENTREPRENEUR IN THE OPTICAL INDUSTRY-

Kuala Lumpur, March 9, 2011 – Focus Point Holdings Berhad (“Focus Point” or the “Company”), the largest chain of professional eye care centres here in Malaysia, announced today that its wholly-owned subsidiary, Focus Point Management Sdn. Bhd. (“FPM”) has signed a Memorandum of Collaboration (“MOC”) with Perbadanan Nasional Berhad (“PNS”).

The MOC sets out a collaborative action plan by both FPM and PNS in developing and promoting the Focus Point Franchise Programme to Bumiputera entrepreneurs. Under the collaborative plan, PNS will offer a financing scheme known as Focus Point Financing Facility while FPM commits to transfer business know-how and entrepreneurial skills to successful applicants.

President and CEO of Focus Point, Dato’ Liaw Choon Liang said, “We have been working with PNS for many years now, in support of developing Bumiputera entrepreneurship in the optical industry. We are pleased to be one of the parties selected for this scheme. This is a positive initiative carried out in line with the Government’s aspiration to meet a higher-income nation objective.”

FPM and PNS agreed to develop this relationship for the mutual benefit of both parties in jointly promoting the establishment of more franchisees having the rights and license to operate a Focus Point-franchised outlet. The collaboration shall be construed as a platform for the creation and development of Bumiputera entrepreneurs as well as creating a new dimension for PNS in financing the franchisees under the Focus Point Financing Facility, in line with the aspiration and objectives of the Government.

“There are many benefits in operating under our franchise programme namely the low price advantage by leveraging on our Group’s economies of scale and the transfer of business know-how to operate own establishment under the banner of a recognised brand name. There are currently many sole operators in the optical industry who are unable to grow or expand their businesses, the Focus Point Financing Facility will enable them to join our proven track record for success. On top of this, we would like to build and grow young industry professionals, many whom are university graduates, to benefit from this scheme and become new operators. We look forward to develop Bumiputeras in these two main categories.”, commented Dato’ Liaw.

Focus Point started their first franchised professional eye care centre in Johor in year 2002. Having aggressively expanded their franchise business model, the company currently has 85 franchised outlets nationwide operating under the “Focus Point” brand name. Focus Point’s reputation as the largest chain of professional eye care centre was further enhanced by being awarded by the Malaysian Franchise Association in year 2009. The company bagged three distinctive awards in the Association’s 2009 award presentation which were the “Best Local Franchisor”, “Best Outlet Growth” and the distinguished “Franchisor of the Year Award”.

Moving forward, Focus Point anticipates further growth through both franchised outlets as well as through self-owned newly opened outlets in Malaysia. This MOC with PNS reinforces the Company's growth plans which promises to increase the number of its professional eye care services outlets in Malaysia. The Company is confident that the collaboration will contribute positively to their earnings in the long term.

Focus Point Group is the first optical chain whose franchise programme is supported by PNS. "We hope that through this scheme, Focus Point will see more Bumiputera franchisees venturing into the professional eye care industry in Malaysia as we believe that there is still ample room for the industry to grow.", added Dato' Liaw.

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PM witnesses the exchange of documents for Memorandum of Collaboration on 9th March 2011, at Matrade (MECC) Malaysia
(R-L) Dato' Liaw Choon Liang, President/CEO of Focus Point Holdings Berhad, YAB Datuk Seri Najib Tun Razak, Prime Minister of Malaysia and Tuan Syed Kamarulzaman Dato' Syed Zainol Khodki Shahabudin, Managing Director of Perbadanan Nasional Berhad (PNS)

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Dato' Liaw Choon Liang, President/CEO of Focus Point Holdings Berhad explaining the franchise program to YAB Datuk Seri Najib Tun Razak, Prime Minister of Malaysia