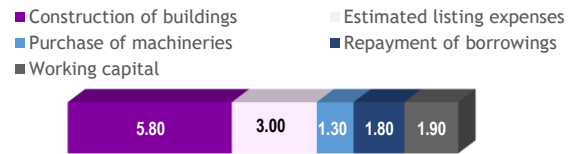


IPO STATISTICS

IPO Price (RM)	0.23
Fund Raised (RM million)	13.80 from new issue 9.20 from offer for sale Total: 23.00
Enlarged issued share capital upon listing (million)	400.00
IPO Market Capitalisation (RM million)	92.00
Price Earnings Ratio	11.50x

Use of Proceed (RM)13.80 million from new issue



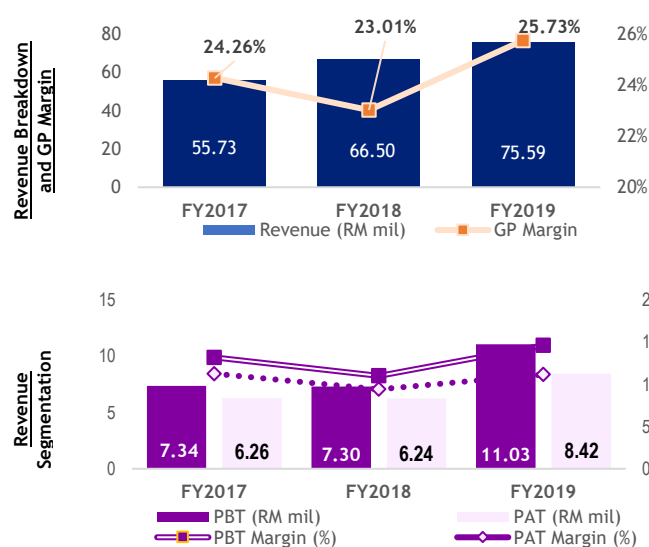
BUSINESS OVERVIEW

<p>Business Activities</p> <p>Mobilieria Holdings Berhad is principally involved in the design and manufacturing of home furniture, specialising in wood-based home furniture where its expertise covers the key aspects in the manufacturing of home furniture, including designing, wood preparation, manufacturing, assembly and finishing.</p>	<p>Principal Markets</p> <ul style="list-style-type: none"> Malaysia North America Asia Europe South America Australasia North Africa East Africa
<p>Products & Services</p> <ul style="list-style-type: none"> Dining room furniture Living room furniture Bedroom furniture 	<p>Competitive Strength</p> <ul style="list-style-type: none"> Wide range of home furniture and consistently launch new designs to suit latest domestic and foreign market trends and preference - over 400 designs of products in addition to options to customize furniture in specified dimensions and designs Diversified market base reduces dependency on any market Established industry network and long-term relationships with customers and suppliers Adopt automation in manufacturing process to improve production work stream - invested RM9.71 million in the past 3 FY to purchase automated and semi-automated machinery and equipment Stringent quality control process - ISO 9001:2015 certified with a team of 14 quality control personnel to maintain minimal claim of manufacturing defects Experienced and hands-on key senior management team
<p>Sales & Marketing Strategies</p> <ul style="list-style-type: none"> Trade exhibitions and events Dedicated and customer-oriented sales and marketing personnel Corporate website www.mobiliainternational.com Online marketing 	
<p>D&D</p> <ul style="list-style-type: none"> 8 full-time employees in products design, detailing, development and prototyping utilizing CAD software Developed and launched 63, 56 and 62 new designs in FY2017 to FY2019 respectively 	

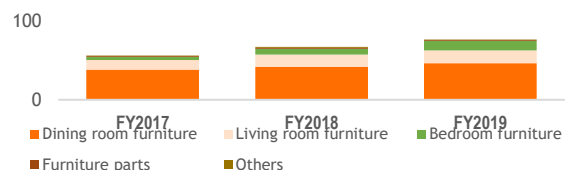
GROWTH STRATEGIES AND FUTURE PLANS

- Expand current manufacturing plants to support long term business growth
- Purchase additional machinery to increase automation in manufacturing process
- Continue to expand range of home furniture through continuous D&D efforts
- Expand customer base and exports markets

FINANCIAL PERFORMANCE & PEER ANALYSIS



Revenue Segmentation



Peer Analysis

Company	PAT Margin (%)	PER (x)
Lii Hen Industries Berhad	9.51	8.61
Poh Huat Resources Holdings Berhad	7.26	6.86
Latitude Tree Holdings Berhad	2.45	5.84
Heveaboard Berhad	3.44	22.96
Jaycorp Berhad	5.44	7.65
Sern Kou Resources Berhad	5.56	27.28
LY Corporation Limited (SGX)	1.45	55.08
SWS Capital Berhad	(6.00)	-
Homeritz Corporation Berhad	15.18	9.75
SYF Resources Berhad	(14.92)	-
SHH Resources Holdings Berhad	(3.16)	-
Wegmans Holdings Berhad	9.30	13.66
Mobilieria	11.14	11.50
Spring Art Holdings Berhad	13.14	13.33

* PAT margin from prospectus. Trailing 12 month PER data from Bloomberg at time of research except for Mobilia at IPO

PROMOTERS & SUBSTANTIAL SHAREHOLDERS

Promoter/ Substantial Shareholder	Designation	Shareholding after IPO	
		Direct	Indirect
Exelient	Promoter & substantial shareholder. Investment holding company	68.00%	-
Firstchrome	Promoter & substantial shareholder. Investment holding company	4.76%	-
Quek Wee Seng	Promoter & substantial shareholder. Managing Director	0.44%	72.56%
Quek Wee Seong	Promoter & substantial shareholder. Executive Director	0.44%	73.88%
Quek Gim Hong@ Keh Gim Hong	Promoter & substantial shareholder	0.68%	4.76%
Leong Yok May	Promoter & substantial shareholder	0.68%	0.44%

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