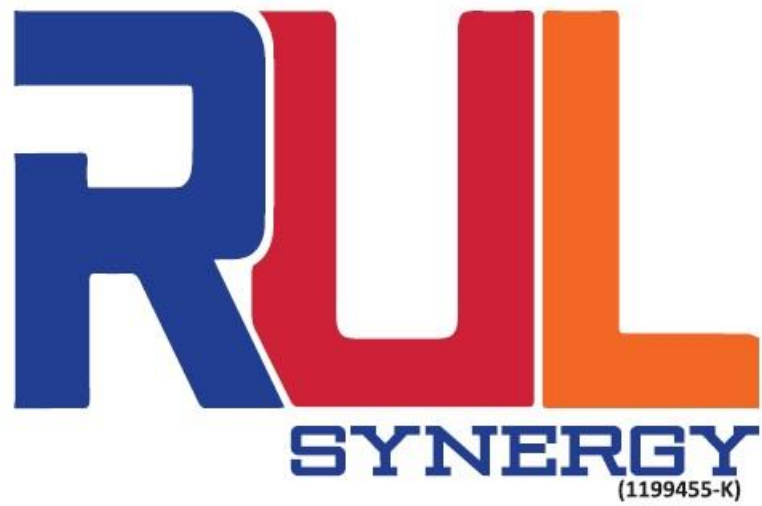


Revision 27

# Company Profile

RUL SYNERGY SDN. BHD.



**1199455-K**  
RULSYNERGY@OUTLOOK.COM

## CORPORATE BACKGROUND

**RUL SYNERGY SDN BHD** is wholly owned Bumiputera Company incorporated in Malaysia on the 23rd August 2016. It was started by carrying along the experienced wonderful team in combination with a fresh face to move ahead with greater challenges by embarking on a major transformation and streamlining the range of business spectrum to drive sustainability.

We were traditionally known as **RUL ENTERPRISE** being the trusted specialist in Telco works and one of the Pioneer in ISP & OSP New Development and Network Maintenance Contractor for Telekom Malaysia with remarkable track records of more than 25 years in total connected since 1995.

We are fundamentally engaged in Telecommunication Works exclusively in localizing, laying, pulling, jointing, splicing, testing, and commissioning of telecommunication networks ranging from conventional Copper Cabling to Fiber Optic Cabling including both internal and external site condition comprising either overhead poles or confined space manholes.

Despite working with new development of cabling network which is relatively straight forward to us, we are indeed having more strength and experience in working with live cabling network. Our team are highly specialized and well trained in providing swift response for breakdown support, localizing and identifying the faulty spot, and in-situ solution of troubleshooting.

Our next core of expertise value is providing the TM's product installation and assurance at the customer premise. The range of products are varied but not limited to only BAU on Copper network, yet inclusive of UniFi as well via Fiber Optic network.

Recently, we have the honor being appointed as one of the Turnkey Partner in the Central and Southern regions as the Certified Broadband Contractor (CBC) and Certified Network Contractor (CNC) to support the demand curves towards the JENDELA aspiration.

Going forward in parallel with business growth, we are working closely with various partners and parties by establishing smart partnership in delivering customer demands and their specific expectations for an integrated turnkey solution.

We are committed to strive for excellent, efficiency, safety and quality level of services despite the challenging market conditions. Our well-defined organizational structure that is aligned to balance the business and operational requirements are being spearheaded by a highly motivated with integrity, experienced and responsible personnel.

We will continue driving the efforts to optimize our capital structure and look for diversifying opportunities or potentials to enhance and build our organization further beyond boundaries via our subsidiaries and associates arm progressively. As a strategic Bumiputera company, we will continue to grow its business financially and operationally while remaining focused on our core business.

Sincerely yours,  
**Board of Directors**

## VISSION, MISSION & CORE VALUE

### VISION

To become a Trusted Partner in providing integrated turnkey solutions that are not only champions in the local market but also recognized globally

### MISSION

Our approach is essentially derived from the crystal value mentioned in the Vision Statement through modern innovative transformation, operational excellence, and business ethic with full commitment and integrity

#### For Clients

We strive to provide excellent customer service while improving operational efficiencies

#### For Employer

We set extremely high standards in order to consistently achieve superior business and service practices, as well as requirements for good governance

#### For Employee

We provide employees with high levels of competence and training, as well as opportunities to provide optimally higher levels of work

#### For Community

We promise to participate in order to gain a better understanding and contribute to meeting future productive expectations

#### For Nation

We will maintain our efforts and competitiveness in providing the most up-to-date, informative, and communicative services in support of national development

### CORE VALUE

Safety, Reliable, and Dynamic

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## OSH POLICY

**RUL SYNERGY SDN BHD** committed in the implementation of development and maintenance of each Projects by giving priority to the aspects of occupational safety and health environments for the employees. Fulfilling this goal is one of the main objectives by the management as well as a shared responsibility to all relevant parties.

Towards the achievement of the goal, we will: -

- Comply with all laws and regulations relating to the occupational safety, health and environment enforced by the government from time to time. This also include the creation and enforcement of policies and regulations on occupational safety, health and environment of ourselves.
- Establish a systematic management system for managing aspects of occupational safety, health and environment based on standards that are applicable and always take initiatives to improve.
- Integrating the program and activity of occupational safety, health and environment in the annual business plan including planning, consulting, and implementation of development and maintenance of each Projects.
- Encourage and prepare the employee to take personal responsibility for the occupational safety and health of working towards creating an environment that is safe and healthy.
- Always be concerned about the impact of activities on the environment and strives to enhance the quality of the environment in addition to prevent pollution.
- Continue to review and improve the policy, spread to all employee and all stakeholders.

## ESG FRAMEWORK

**RUL SYNERGY SDN BHD** is committed towards ESG implementation and ensuring sustainable practices across all aspects of its operations. The Company actively seeks to minimize its environmental impact by adopting renewable energy sources, reducing waste generation, and implementing efficient resource management strategies. Furthermore, prioritizes social responsibility by promoting diversity and inclusion within its workforce, supporting local communities through various philanthropic initiatives, and maintaining ethical business practices throughout its supply chain.



## CORPORATE FACTSHEET

NO	SUBJECT	DESCRIPTION
1	Company Name	<b>RUL SYNERGY SDN. BHD.</b>
2	ROC No. (MyCOID)	<b>201601028516 (1199455-K)</b>
3	Company Address	<p><b>Corporate &amp; Operation Office - HQ</b> No.18, Jalan Jenaris 3A, Desa Seri Jenaris, 43000 Kajang, Selangor, Malaysia.</p> <p><b>Warehouse - Main</b> No.4, Jalan Perindustrian 2C, Taman Perindustrian Seri Jenaris, 43000 Kajang, Selangor, Malaysia.</p> <p><b>Coverage / Branches</b> Kuala Lumpur, Selangor, Negeri Sembilan, Melaka, Johor.</p>
4	Email Address	<p><b>Operation:</b> <a href="mailto:rulsynergy@outlook.com">rulsynergy@outlook.com</a></p> <p><b>General Inquiry:</b> <a href="mailto:inquiry@rulsynergy.com">inquiry@rulsynergy.com</a></p> <p><b>Human Resource:</b> <a href="mailto:hrm@rulsynergy.com">hrm@rulsynergy.com</a></p> <p><b>Finance:</b> <a href="mailto:finance@rulsynergy.com">finance@rulsynergy.com</a></p> <p><b>Director:</b> <a href="mailto:director@rulsynergy.com">director@rulsynergy.com</a></p>
5	Website	<a href="http://www.rulsynergy.com">http://www.rulsynergy.com</a>
6	Telephone No. (Office)	<p><b>+603 8734 6880 (Main-line)</b></p> <p><b>+603 8733 3558</b></p>
7	Date of Incorporation	<b>23<sup>rd</sup> August 2016</b>
8	Type of Business	<p><b>Our range of business activities are inclusive but not limited to below: -</b></p> <p>+ Copper &amp; Fiber Optic Network Cabling</p> <p>+ Premise Installation &amp; Assurance</p> <p>+ Civil Mechanical Electrical (CME)</p>

		+ Telco Tower Works + Project Management & Consultation + Trading & Supply
9	Company Tagline	<b><i>Your trusted Partner...!</i></b>
10	Paid-up Capital	<b>MYR 1,000,000.00</b>
11	Shareholders	
	a) Name and Percentage of Share	<b>MOHD SHAHRIL BIN ZULKIFLI (80%) AZMAN BIN ZULKIFLI (20%)</b>
	b) Equity (%)	<b>Bumiputera : 100%</b>
		<b>Non-Bumiputera / Foreign : NIL</b>
12	Board of Directors	
	a) Names of active Directors	<b>MOHD SHAHRIL BIN ZULKIFLI</b>
	b) Names of non-active Directors	<b>N/A</b>
14	Secretarial	<b>Frontier Management &amp; Services (MAICSA7045246)</b>
15	Consultant	<b>Nazrin Management Services (MA0207724-K)</b>
		<b>Adsinar Group (M) Sdn Bhd (1095505-D)</b>
16	CA & Auditor	<b>RS Associates (AF002090)</b>
17	CIDB Registration No.	<b>0120160928-SL179597</b>
	Grade	<b>G5</b>
	Category	<b>B, CE, ME</b>
	Classification	<b>B04, CE21, CE31, M01, M09, M15, E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E13, E14, E15, E16, E17, E18, E19, E21, E24, E32</b>
	Score Rating	<b>4 stars</b>

18	BPKU – Kementerian Pembangunan Usahawan	<b>Sijil Kontraktor Kerja – Taraf Bumiputera</b> <b>Certificate No.: 0120160928-SL179597</b>
19	MOF Registration No. Certificate No. Category Code	<b>357-02264483</b> <b>K22173724931665451</b> <b>020301, 020302, 020601, 070101, 080101, 090101, 090102, 090201, 130101, 130201, 130202, 140101, 140102, 140201, 140301, 140302, 210201, 220301, 220501, 220505, 220510, 220710, 210101, 210103, 210108, 210109, 110701, 220708, 221104</b>
20	MOF - Akuan Pendaftaran Syarikat BUMIPUTERA	<b>Certificate No.: BP66398982532365053</b> <b>Registration No.: 357 - 02264483</b>
21	<b>Recognition by</b>	
22	TM (FY2016) TM (FY2017) TM (FY2019) TM (FY2019) TM (FY2020) TM (FY2020) TM (FY2021) MPC (FY2021) CIDB & SME Corp (FY2021) MYPIA2021 by MEDAC (FY2022) SME CORP & KUSKOP (FY2022)	Johan Best SI Contractor Tempat Pertama FY2017 MJKH & RP NMO Central 2 Pride of Workmanship Awards (Zone Bangi) Excellence in UniFi Service Activation (Zone TNP) Service Culture Q2 Surprised Superhero Best Rakan Pemasangan & Baikpulih Appointment as an Entrepreneur Development Vendor Shared Prosperity Organization Certificate of Achievement (4 Stars rating) Malaysia Prestigious Industry Award (Telecommunication) Anugerah Enterprise E50 Tahun 2022 (Ranking 38/231)
23	Subsidiaries / Associated Company	<b>MP Konsortium Berhad</b> (MyCoID:1270626-D) <b>NS Konsortium Berhad</b> (MyCoID:1271350-X) <b>TNS Creative Solution</b> (MyCoID: AS0420811-U) <b>RUL Properties Sdn Bhd</b> (MyCoID: 1434017-U) <b>TVET Telco Sdn Bhd</b> (MyCoID: 1485324-U) <b>Anaris Food Sdn Bhd</b> (MyCoID: 1367398-K)



## INTEGRATED TURNKEY SOLUTION & ASSETS

### COPPER & FIBRE OPTIC NETWORK CABLING WORKS

- Outside Plant (OSP)
- Inside Plant (ISP)
- Access Network
- Core Network
- New Development
- High Rise Building Fiberization
- Preventive Maintenance
- Corrective Maintenance

### PREMISE INSTALLATION & ASSURANCE

- UniFi (HSBB / HSBA / Maxis / CelcomDigi)
- VDSL
- FTT-H/P/R
- Streamyx / ADSL
- DEL / TROS
- CDMA

### CIVIL MECHANICAL ELECTRICAL (CME)

- Mapping & Site Survey
- Horizontal Direct Drilling (HDD)
- Micro Trenching
- Open Cut
- Milling & Paving
- Mechanical Repairs
- Air Condition & Ventilation (HVAC)
- Electrical Installation & Maintenance

### TELCO TOWER WORKS

- Mechanical and Electrical System
- Steel Structural Engineering
- Installation, Integration, Alignment, Dismantling, and Relocation
- Support & Maintenance

### PROJECT MANAGEMENT & CONSULTATION

- Project / Technical Advisory & Integration
- Quality Assurance & Audit Inspection
- Engineering, Procurement, Construction & Commissioning (EPCC)
- Document Control & System
- Training & Courses
- Engaging Technology Partner

### TRADING & SUPPLY

- Tool & Test Gear
- Fibre Optic Products
- E-commerce
- Marine & Offshore Items
- Electrical Appliances
- ICT Solution



#### PEOPLE

Skilled  
Dynamic  
Experience  
Local  
Resilient



#### MACHINERY

Tool Test Gear  
PPE & OSH Equipment  
HDD & Micro Trenching  
Backhoe & Crane  
GPR Scanner & Locator



#### TRANSPORT

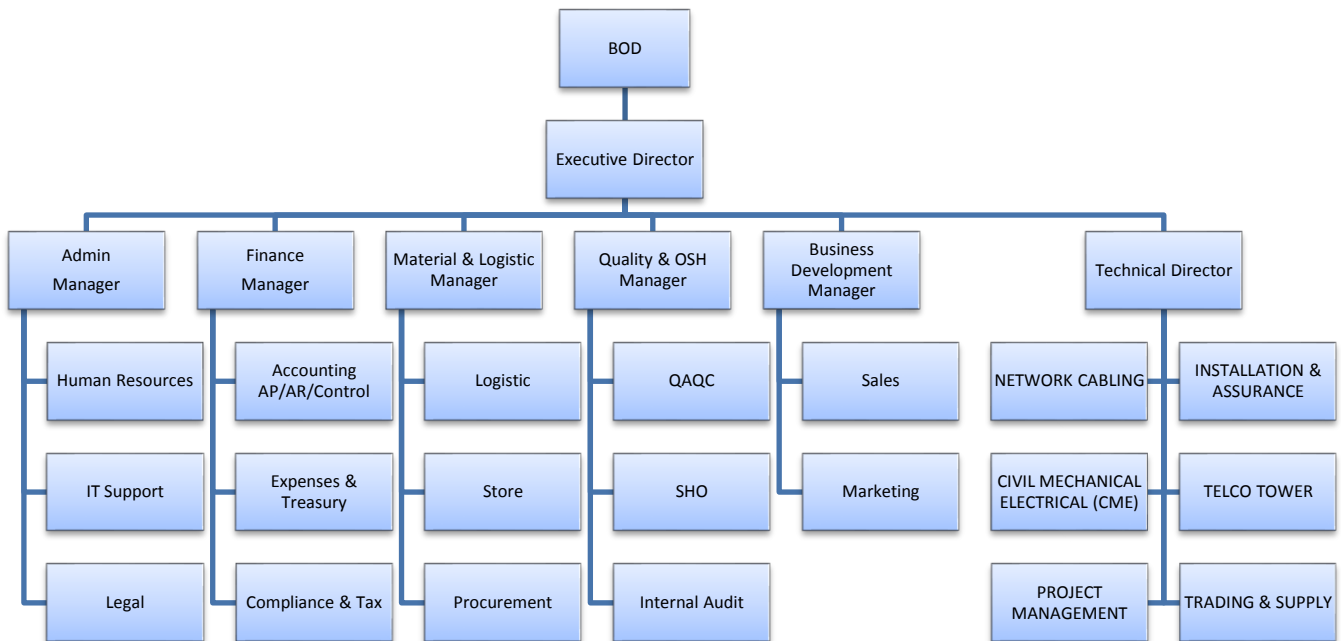
Lorry  
Bonded  
Trailer  
Van  
4WD



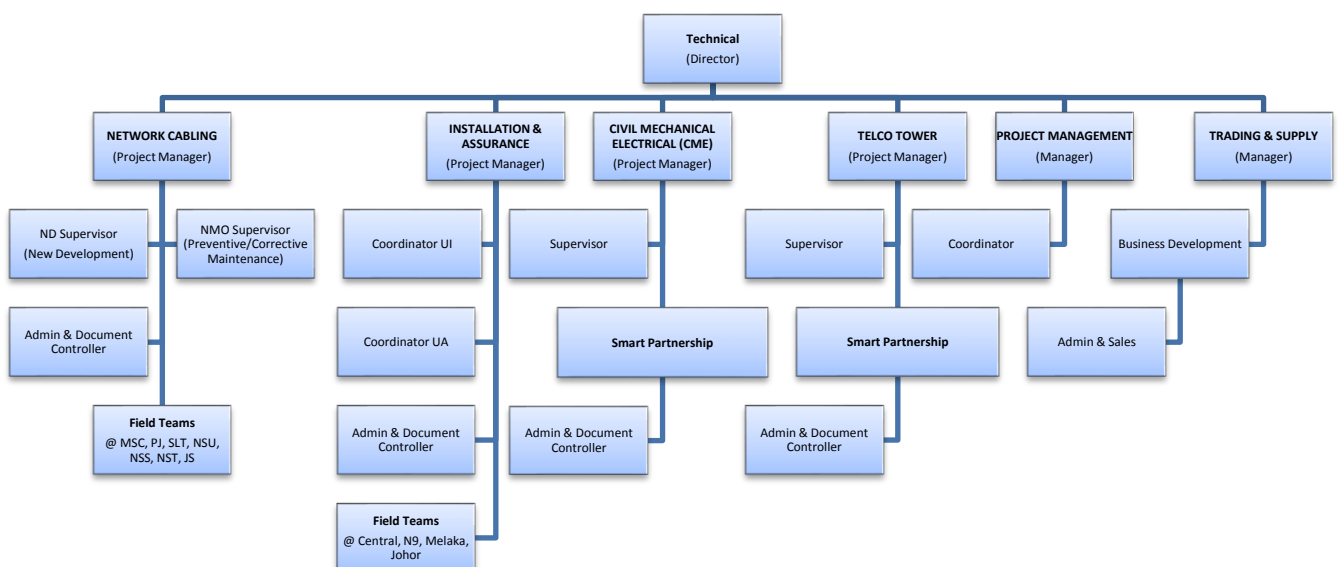
#### SYSTEM

CMS - Contractor  
SMS - Store  
CSM - Claim  
Xero - Accounting  
HRS - Certificate

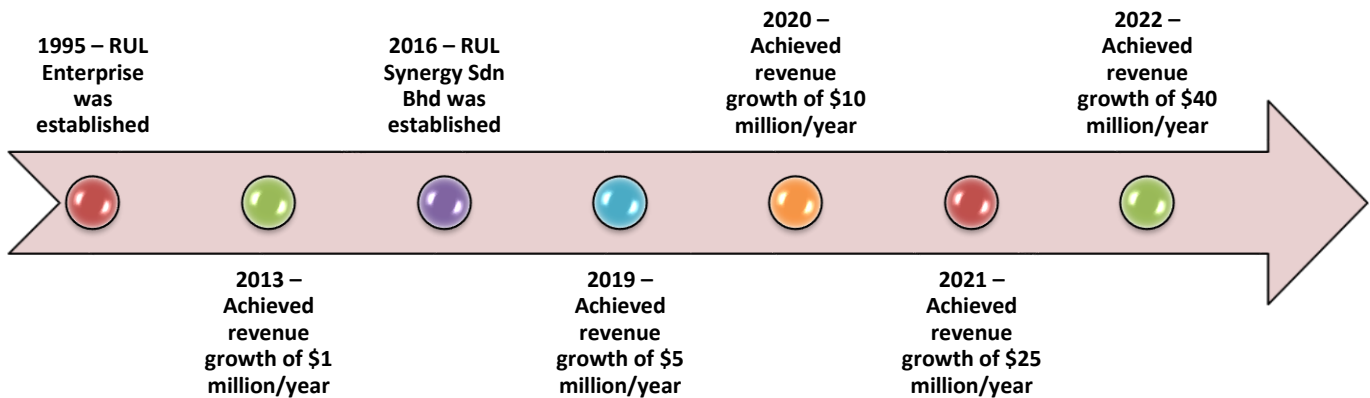
## CORPORATE STRUCTURE



## PROJECT STRUCTURE



## GROWTH MILESTONE



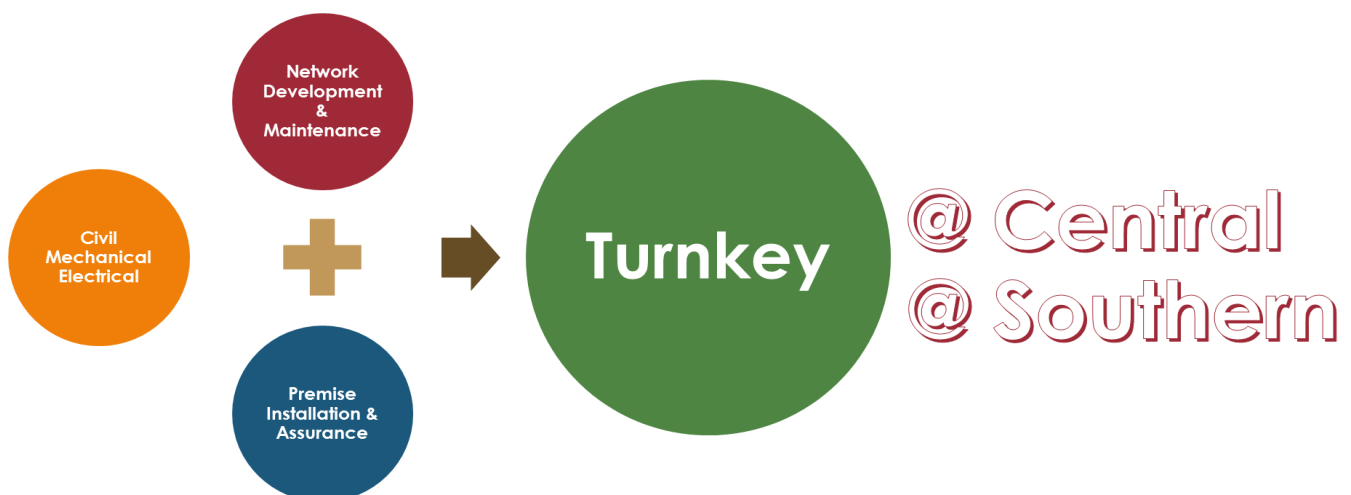
## FINANCIAL STRENGTH



**We have/had banking facilities record with following:-**

- ▶ Maybank – Term Loan & Overdraft
- ▶ CIMB – Term Loan
- ▶ Public Bank – Term Loan
- ▶ UOB Bank – Term Loan
- ▶ MARA – Project Financing
- ▶ CGC – Project Financing & Corporate Guarantor
- ▶ SJPP – Government Guarantor
- ▶ Hong Leong Bank – Overdraft & Tradeline

## CERTIFIED CONVERGENCE CONTRACTOR



# CERTIFICATES

