



Press Release

FOCUS POINT TARGETS LOCAL AND OVERSEAS MARKET EXPANSION AFTER LISTING

Kuala Lumpur, 23rd August 2010 - Focus Point Holdings Berhad (“Focus Point” or the “Company”), the largest chain of professional eye care centres, today made its debut on the ACE Market of Bursa Malaysia Securities Berhad. The Company’s stock name “FOCUSP”, will be traded under the “Trading/Services” sector. Focus Point’s President, Dato’ Liaw Choon Liang, performed the customary hitting of the gong while the Company’s Chairman, Dato’ Hamzah bin Mohd Salleh, witnessed the ceremony.

Through the Initial Public Offering exercise, the Company had issued a total of 41.20 million new Focus Point shares at an issue price of RM0.39 each and raised approximately RM16.07 million. Of these, approximately RM7.74 million will be used to fund their local expansion plans within 2 years from the date of Focus Point’s listing, RM1.20 million is allocated for upgrading and refurbishing the Company’s existing outlets and approximately RM3.82 million has been set aside for its working capital. The remaining balance of RM1.50 million will be used for repayment of bank borrowings and another RM1.80 million for listing expenses.

At the Company’s listing ceremony, Dato’ Liaw said, “We have set a new benchmark for ourselves and will continue to innovate to bring the eye care industry to greater heights. Our plans to grow up to 200 outlets by 2011 will enable us to further strengthen our market position and continue to provide professional eye care services to the industry”.

Focus Point intends to grow an additional 22 own outlets and 34 franchised outlets by 2011. The expansion plans will be funded by proceeds raised from the IPO as well as internally-generated funds. “We intend to venture into two new states which are Perlis and Sarawak through our franchise business which will enable us to capitalise on our core competency in the operation and management whilst leveraging on our established brand name. Our expansion of eye care centres will also enable us to enjoy further economies of scale”, added Dato’ Liaw.

Focus Point is currently the market leader in the professional eye care industry in Malaysia, garnering a 10% market share. As at 1st August 2010, the Company has increased the number of





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professional eye care centres to 151 outlets. Of these, 77 are franchised outlets, 73 are wholly and partially owned outlets and 1 licensed outlet.

In addition to expanding in the domestic market, the Company is also aiming to expand to Singapore as well as Cambodia and Vietnam where the consumer spending power is increasing in tandem with their improving economies. Dato' Liaw mentioned "We aim to broaden our customer base gradually within the next 2 years in these markets." Their overseas expansion will be driven by their franchising model and by forming strategic alliances with the local entities in respective countries.

The Group operates 7 propriety brand outlets namely "Focus Point", "Focus Point Optical City", "Opulence", "Zania", "EyeFont", "ExcelView" and "Solariz". Each of its brand outlets cater to a different market segments ranging from medium to higher income groups, as well as from children and family to the young, hip and trendy.

Focus Point's good business performance has been supported by its financial achievements between Financial Year End (FYE) 2007 and 2009 where its revenue grew at an annual rate of 9.57%. Profit Before Tax (PBT) for the same period grew by an average annual rate of 88.01% while PBT margins grew from 4.06% for FYE 2007 to 11.97% for FYE 2009.

For FYE 2009, Focus Point revenue grew by approximately 7.59% amounting to RM99.19 million while PBT grew by 69.96% to RM11.87 million, from the previous financial year. The Company's net earnings per share for FYE 2009 was 6.72 sen.

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Media Contact:

Irene Yeoh (irene@rqnet.com.my) / Liz James (liz@rqnet.com.my)

RAPR Mileage Communications Sdn Bhd

32, Jalan Telawi Dua

Bangsar Baru

59100 Kuala Lumpur

Tel: 03 2282 2333 / Fax: 03 2284 5768

