

DIRECTORS' PROFILE

Phang Chee Leong

Executive Chairman

Member of the Remuneration Committee

Malaysian, aged 51 (M)

Phang Chee Leong was appointed as the Executive Chairman on 28 April 2008. He graduated with a Bachelor of Science Degree in Microelectronics from Campbell University, USA in 1995. He started his career as a software engineer with PC Automation Sdn. Bhd., a company involved in industrial automation. Moving on, he joined Asia Connect Sdn. Bhd. as a senior software architect and technical manager where he was involved in video streaming, testing and deployment of new technology. Subsequently in 1997, he joined Consortio, a US company that implemented large-scale e-business solutions. In 1999, he co-founded Innity Sdn. Bhd. (“ISB”) and took on the position of Chief Executive Officer /Chief Technology Officer. Through his 25 years of experience in the digital industry, Mr. Phang has been a visionary for the company, helping to develop Innity over the years into a leading provider of online interactive marketing technologies. Mr. Phang’s continuous enthusiasm and zeal to look beyond the ordinary has been a key factor in facilitating the company’s growth. He is deeply involved in directing product development and R&D strategies in order to ensure that all future developments are integrated with cutting edge technology so as to deliver value-added and optimised digital advertising solutions. He does not hold any other directorship of public companies.

Looa Hong Tuan

Managing Director

Malaysian, aged 51 (M)

Looa Hong Tuan was appointed as the Managing Director on 28 April 2008. He graduated with a Bachelor of Science Degree in Microelectronics from Campbell University, USA in 1995. He started his career as the Head of Sales Department in Jebesen & Jessen, a Danish multinational video conferencing, streaming and networking company and has since been involved in a number of projects across various industries, such as e-learning, e-government and telemedicine. In 1999, he co-founded ISB and took on the position of Sales and Marketing Director and has helped the company to grow multifold over the years. He is responsible for leading the sales and marketing team in pitching for new online advertising campaigns, establishing relationships with various online publishers, and planning the Group’s branding efforts while contributing extensively to the industry from the time of its inception. He currently heads the sales and marketing team. He is also involved in the Group’s business development together with Phang Chee Leong. He does not hold any other directorship of public companies.

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Wong Kok Woh

*Executive Director
Malaysian, aged 51 (M)*

Wong Kok Woh was appointed as the Executive Director on 28 April 2008. He graduated with a Bachelor of Science Degree in Microelectronics from Campbell University, USA in 1995. Upon his graduation from university, he joined Nokia Malaysia as a wireless network-planner under the client-servicing department, where he was in charge of handling and implementing numerous GSM phone network projects across the Asia Pacific region. After a few internal promotions, he left Nokia Malaysia in 1999 as Jiang Xi's province network planning manager. Moving on, he co-founded ISB in 1999 and took on the role as Client Services Director. His job scope entails the implementation and streamlining of daily workflow processes in order to ensure timely and efficient communications with clients to deliver quality work of the highest standards. He plays a critical role in the account management for clients, due to his vast experience in the campaign management of large scale projects. He also works closely with the R&D team to ensure development efforts are consistent with prospective client requirements. He does not hold any other directorship of public companies.

Seah Kum Loong

*Executive Director
Malaysian, aged 50 (M)*

Seah Kum Loong was appointed as the Executive Director on 28 April 2008. He obtained an Advanced Diploma in Advertising and Design from the Lim Kok Wing Institute of Creative Technology. Following his graduation, he joined Asia Connect Sdn. Bhd. as a design executive from 1996 to 1998. In 1998, he moved on to Mcities Sdn. Bhd., a leading online music entertainment portal as their Creative Director. He later joined Labtyd Sdn. Bhd., a leading local advertising agency, as an Art Director, where he was part of a team in designing and producing advertisements catering to specific customer needs. He has vast experience in multiple aspects of the design process, encompassing traditional branding, brand identity and packaging to conceptual interface development. In 1999, he co-founded ISB and was appointed as Creative Director. He currently heads the design department and is in charge of leading and managing the various designers to ensure consistent design output of the finest quality. He is also actively involved with the Group's R&D efforts due to his insights of the ad creation process, current online advertising design trends and the technologies used to create these ads. His job requires him to communicate and fully understand specific needs of clients and then designing an advertisement that accurately represents the client's business. He does not hold any other directorship of public companies.

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Fung Kam Foo

Independent Non-Executive Director

Chairman of Nomination and Remuneration Committee

Member of the Audit and Risk Management Committee

Malaysian, aged 58 (M)

Fung Kam Foo was appointed as Independent Non-Executive Director to our Board on 1 August 2019. He obtained Bachelor of Computer Science and Business Administration (Honours) from University of Guelph, Ontario, Canada in 1984.

Mr. Fung is a well-respected figure in the ICT industry, having worked in various sub-sectors of the industry for more than 30 years. Mr. Fung was the CEO of PIKOM (The National Tech Association of Malaysia) from October 2018 to September 2019. He was also with PIKOM as an Executive Director from 1994 to 2000 before embarking on an entrepreneurial journey to start his own company, permission.com, an email marketing company in the year 2000 and later on to become the CEO of txt123, a Maybank Associate company in the year 2001. He also worked in MNCs including Digital Equipment Corp, the second largest global computer company in the 1990s.

Prior to his return to PIKOM in the year 2018, Mr.Fung held the position of Senior Manager for Enterprise Development Division at the Malaysia Digital Economy Corporation (MDEC) and was the founding team member of MDEC Global Acceleration and Innovation (GAIN) programme focusing on globalising selected high-growth Malaysian tech companies.

He was instrumental in spearheading his team to turn around a then loss-making PIKOM in the 90s, into a profitable, vibrant and respected industry association by the time he left in 2000. In recognition of his work at PIKOM, he was selected as one of Malaysia' top 50 local IT Personalities by the Computerworld Magazine.

Mr Fung was also appointed as Independent Non-Executive Director of IFCA MSC Bhd. on 1 Nov 2021.

Cheong Chee Yun

Independent Non-Executive Director

Chairman of the Audit and Risk Management Committee

(Redesignated as Chairman of Audit and Risk Management Committee effective from 7 April 2022)

Member of Nomination Committee

Malaysian, aged 60 (M)

Cheong Chee Yun was appointed as Independent Non-Executive Director of Innity Corporation Berhad on 27 September 2018. He is a Chartered Accountant member of the Malaysian Institute of Accountants, a member of the Certified Practising Accountant Australia (CPA Australia) and also a member of the Asian Institute of Chartered Bankers.

In the year 1985, he graduated with a Bachelor of Accounting (Hons) from Universiti Malaya. In the same year, he started his career as an executive officer with RHB Bank Berhad (formerly known as D&C Bank). He was involved in all branch operational aspects, corporate banking, trade financing and international banking matters and last held a managerial position. Thereafter, he joined a PC assembly and monitor manufacturer, KT Technology Sdn. Bhd. as Financial Controller in the year 1998. He then joined a software development and system integration company known as Object Solutions Sdn. Bhd. as director in the year 1999. In the year 2001, he joined Saferay (M) Sdn. Bhd., a manufacturer and exporter of architectural mouldings as an operation director. In the year 2003, he was also appointed as a non-executive director in CS Opto Semiconductors Sdn. Bhd. but had resigned in the year 2012. In the year 2006, he was appointed

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as operational director in Eastmont Sdn. Bhd., a building construction services company. He has since resigned in November 2018.

In year 2012, he joined Enco Holdings Sdn. v., a biomass thermal energy solutions provider as Head of Finance & Corporate Affairs and is now an executive director of the company. He is also a non-executive director of Kencana Bio Energy Pte Ltd, Singapore,(now known as Enco Power Pte.Ltd., Singapore) a biomass power generation holding company. Moreover, he currently holds the post of independent non-executive director for Innity Corporation Berhad, ManagePay Systems Berhad and ETA World Group Berhad.

Norliza Binti Rasool Khan

Independent Non-Executive Director

*Member of Audit and Risk Management Committee,
Remuneration Committee and Nominating Committees
Malaysian, aged 48 (F)*

Norliza Binti Rasool Khan was appointed as the Independent Non-Executive Director on 1 September 2022. She obtained her Bachelor of Laws degree from International Islamic University in 1998, Diploma in International Arbitration in 2018 and Executive Certificate in Islamic Banking and Finance in year 2021. She is a Fellow of Chartered Institute of Arbitrators, Fellow of Malaysian Institute of Arbitrators, Fellow of Asian International Arbitration Centre, Fellow of Asian Institute of Alternative Dispute Resolution, Member of Association of Women Lawyers Malaysia, Co-Chair of Arbitration Committee of the Bar and Co-Deputy Chair of Women's Rights Committee.

She was called to the Malaysia Bar in year 2000 and was admitted as an Advocate & Solicitor of the High Court of Malaya for 20 years. Thereafter, she worked in a leading Malaysian firm of Zul Rafique & Partners from year 2017 to year 2000 before started her entrepreneurial journey. She has extensive experience in Corporate Governance and Capital Markets, personal data, gaming laws and sustainability laws as well as restructuring exercise. In 2018, she set up her legal practice Messrs Liza Khan Chambers practising primarily in corporate and commercial advisory and dispute resolution of which she is presently the senior partner.

Norliza Binti Rasool Khan is also a Board Member of Voice of the Children Sdn. Bhd., a non-profit NGO that advocates for children's rights where she is involved in driving campaigns and raising funds resulting in significant changes in policies on child marriage and amendments to the Childs Act.

She currently holds the position of Independent Non-Executive Director for RedOne Holding Berhad, IFCA MSC Berhad and Executive Director in Mimir Sdn. Bhd.

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Gregory Charles Poarch

*Non-Independent Non-Executive Director
American, aged 57 (M)*

Gregory Charles Poarch was appointed as the Non-Independent Non-Executive Director on 19 August 2009. He graduated with a Bachelor of Science in Accounting from Southwestern Oklahoma State University, USA in 1988. He commenced his career in 1988 as a Senior Auditor with Finley & Cook, Certified Public Accounting Firm. Moving on, he joined Occidental Petroleum Corporation as an Audit Supervisor. Subsequently in 1996, he joined MEASAT Broadcast Network Systems Sdn. Bhd. as a Project Manager. He was promoted to Senior Manager level in 1997. He joined the JobStreet.com group in 2000 and took on the position of Vice President, Finance & Administration. With the listing of the JobStreet group in November 2004, he became the Chief Financial Officer of JCBNext Berhad. He does not hold any other directorship of public companies.

Liong Wei Li

*Alternate Director to Gregory Charles Poarch
Malaysian, aged 38 (M)*

Liong Wei Li was appointed as the Alternate Director to Gregory Charles Poarch on 26 August 2019. He received his Bachelor of Economics from University of Malaya in 2008 and a Masters of Philosophy in Economics from University of Cambridge, United Kingdom in 2012. Mr Liong also holds a Bachelor of Laws degree from University of London (external), United Kingdom and obtained the Certificate of Legal Practice in 2010. He commenced his career as a research associate at Institute of China Studies and Faculty of Economics, University of Malaya. He joined JcbNext Berhad as the Special Officer to the Chief Executive Officer in the year 2012. He was then promoted as Chief Executive Officer in the year 2021. Mr. Liong is a holder of Chartered Financial Analyst (CFA), Chartered Alternative Investment Analyst (CAIA Charter), and Certificate in Investment Performance Measurement (CIPM) designations. He does not hold any other directorship of public companies.

Michihiko Suganuma

*Non-Independent Non-Executive Director
Japanese, aged 43 (M)*

Michihiko Suganuma was appointed as Non-Independent Non-Executive Director on 1 April 2017. He graduated with a Bachelor of Business from the University of Tsukuba in 2003. He started his career in International Marketing at Pioneer Corporation. In 2006 he joined D.A.Consortium, Japan's leading online media representative, and focused on identifying and partnering with ad tech companies for strategic entry into the Japanese market. In 2015, he was promoted to the Head of the Global Business Group and Executive Officer. In this role, he develops business strategy in the oversea market which includes implementing regional marketing and sales plan and identifying fitting local partners to provide technology solutions and media products. He has spoken at many events including ad:tech in Tokyo, Singapore and New Delhi. He does not hold any other directorship of public companies.

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Rieko Yoshikawa

*Alternate Director to Michihiko Suganuma
Japanese, aged 42 (F)*

Rieko Yoshikawa was appointed as the Alternate Director to Michihiko Suganuma on 24 August 2020. She received her Bachelor of Policy Studies from Kwansai Gakuin University in 2002 and a Masters of Policy and Management from Doshisha University in 2004. She started her career as Media Planner at D.A.Consortium Inc. from year 2004 to 2008 She then took up the role of Accounting Supervisor at D.A.Consortium Inc. from year 2008 to 2014. She is now Senior Manager of Global Business Group at DAC. She does not hold any other directorship of public companies.

Notes:

Save as disclosed above:

1. None of the Directors have family relationships with any other Director and/or major shareholder of the Company.
2. None of the Directors have been convicted of any offences within the past five years and particulars of any public sanction or penalty imposed by the relevant regulatory bodies during the financial year.
3. None of the Directors have any conflict of interest with the company.
4. Gender of Directors are represented by (M) Male, (F) Female.