

## 15-08-2008: Portrade to focus on digital media biz in 2 years

by Julie Chong

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KUALA LUMPUR: Mesdaq Market-listed Portrade Dotcom Bhd, an IT solutions provider for maritime port, shipping and logistics industry and cooperatives, is planning to focus on the digital media business in two years' time as part of its long-term acquisition strategy for the group.

"We see opportunity and potential in this area for the Southeast Asian region. It's not only Malaysia we're looking at, it's the regional digital media area that we're tapping into," Portrade's executive director Lau Kin Wai told reporters after the company's EGM on Aug 15.

"Traditionally, Southeast Asia is a region that has been ignored in terms of digital media but I think the market is ready now and is growing," added Lau.

On April 21, Portrade subscribed for a 60% stake comprising 6,000 new shares of US\$1 each in Oriented Media Holdings Ltd for US\$300,000 (RM1 million). Oriented Media is a British-Virgin Island incorporated company that owns 100% interest in Hong Kong-based Oriented Media Ltd, a full-service digital marketing company.

Oriented Media offers online media consulting, search engine marketing, lead generation, mobile advertising, online display advertising and ad serving. It has offices in Singapore, Malaysia and the Philippines.

The three main areas in digital media that the group will be looking at include internet and mobile advertising, online games and web 2.0 applications, said Lau who was optimistic that the digital media business would be a substantial contributor to its revenue although he declined to elaborate further on the matter.

"Advertently, a lot of campaigns now are based on the digital media side of it whether it is Internet or mobile phones. Political campaigns, commercial campaigns are moving into that direction as well. We think we are in the position to serve the needs of this growth," added Lau.

Lau noted that the group is confident of succeeding in the digital media business despite the presence of other established players in the market, as the company is building a team with regional experience.

On its IT solutions business, Lau said the current bulk of the company's revenue came from support and maintenance services and that Portrade was not planning to secure anymore new contracts for its port software business.

To better reflect its new business direction, Portrade will be changing its company name to Oriented Media Group Bhd.

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