

News Release

SingTel and MSC collaborate to give apparel manufacturers a competitive edge

SingTel Global Apparel is the first of its kind in Asia

State-of-the-art RFID and ERP solution with superior global reach boosts business productivity

Singapore, 17 December 2007 - Singapore Telecommunications Limited (SingTel) and Hong Kong-based solution provider MSC Limited today announced a strategic alliance agreement to offer the SingTel Global Apparel solution.

This enables apparel manufacturers to efficiently manage their production lines, processes, merchandising, purchasing and inventories.

As the first of its kind in Asia, the fully-managed solution enables the seamless sharing of information between manufacturing plants and offices around the world. Global connectivity is provided through SingTel's award-winning ConnectPlus IP-VPN (based on MPLS¹ technology) and Satellite IP service.

Leveraging MSC's Factory Floor application, the SingTel Global Apparel solution uses cutting-edge Radio Frequency Identification (RFID) technology to capture real-time production information and worker performance data throughout the production process. It allows supervisors to monitor and make timely adjustments to the production line to ensure optimal efficiency. Production bottlenecks can be identified in real-time, allowing manufacturers to streamline, standardise and simplify processes.

Mr Edgar Tung, Chief Operating Officer of MSC said: "The solution reduces the cost of operations by minimising the number of errors and defects. It can improve factory floor productivity by up to 30 per cent, with savings of up to 8 per cent."

The solution also offers a powerful Enterprise Resource Planning (ERP) tool. This integrates key operational processes and data into a unified system to enable manufacturers to efficiently manage costs, track orders and shipments, and plan the procurement and manage inventory of materials.

Ms Jenny Fong, Managing Director of SingTel Hong Kong said: “SingTel is excited to work closely with MSC to boost the productivity of apparel manufacturers and transform the way they do business through innovations. As Asia’s leading communications company, we are able to provide superior carrier-grade connectivity and global reach to allow apparel manufacturers to operate from practically any location in the world.”

Ms Fong added: “The solution is ideal for companies who wish to avoid upfront investments in complex infrastructure and outsource the complexity of system maintenance.

“It will allow them to focus their time and resources on their core business activities. Our customers are increasingly looking for end-to-end managed solutions that offer one-stop convenience and peace of mind, and that is precisely what SingTel can offer.”

Mr Tung said: “Increasingly, apparel manufacturers are shifting their operations abroad to lower costs and shorten production cycles. Many are setting up factories in developing countries such as Vietnam, Sri Lanka, Bangladesh and India. MSC’s ERP and RFID solutions are designed specifically to meet their needs.

“We have over 300 corporate customers and an active online user count exceeding 70,000. Our alliance with SingTel will allow these customers to expand their operations at a faster rate.”

Note to editors:

¹ MPLS or Multi-Protocol Label Switching technology is an intelligent and scalable system that supports tens of thousands of Virtual Private Networks (VPNs) securely while providing customers with the ability to prioritise traffic through different classes of service.



About SingTel

SingTel is Asia's leading communications group with operations and investments around the world. Serving both the corporate and consumer markets, it is committed to bringing the best of global communications to customers in the Asia Pacific and beyond.

With significant operations in Singapore and Australia (through wholly-owned subsidiary SingTel Optus), the Group provides a comprehensive portfolio of services that include voice and data services over fixed, wireless and Internet platforms.

To serve the needs of multi-national corporations, SingTel has a network of 37 offices in 19 countries and territories throughout Asia Pacific, Europe and the United States. These offices enable SingTel to deliver reliable and quality network solutions to its customers, either on its own or jointly with local partners.

The Group also has major investments in Bangladesh, India, Indonesia, Pakistan, the Philippines and Thailand. Together with its regional partners, SingTel is Asia's largest multi-market mobile operator, serving about 158 million customers in eight markets.

SingTel employs more than 19,000 people worldwide and had a turnover of S\$13.15 billion (US\$8.40 billion) and net profit after tax of S\$3.78 billion (US\$2.42 billion) for the year ended 31 March 2007. More information can be found @ www.singtel.com and www.optus.com.au.

About MSC

Founded in 1989 as MSC Limited, the Zymmetry Group is a leading global sourcing and manufacturing solutions provider for the apparel industry. Since its first apparel solution was released in 1995, the Zymmetry Group has delivered innovative technology solutions to more than 300 corporate customers with more than 70,000 global users. The Zymmetry Group leverages its experience in understanding the expectations and challenges of both buyers and suppliers into each solution, enabling players along the supply chain to effectively streamline business processes.

Headquartered in Hong Kong with offices in New York and China, the Zymmetry Group has customers ranging from global brands based in the United States, to large global manufacturing enterprises based in Asia. Zymmetry's competitive advantage lies in its understanding of complex sourcing and manufacturing workflow in the apparel industry. With decades of sourcing experience, Zymmetry's management and professional expertise is reflected in every Zymmetry Group solution deployment.

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