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### THE MARKET

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### ACHIEVEMENTS

Besta DigiTech was awarded Singapore SME500 Company for three consecutive years from 2006 to 2008, the 2008 Growth Excellence Recognition Award and the top 50 companies in terms of profitability in the Singapore

SME500 company. Its efforts have also garnered the Golden Brand Award.

Besta's commitment to innovating technology has also helped make learning a fun process, and the launch of the Besta All Pass-I, a new Chinese computerised dictionary, has won the approval of the Singapore Examinations and Assessment Board (SEAB) for use in Singapore schools' major examinations.

### HISTORY

The Besta brand was founded in 1989, manufactured by Inventec Besta Co. Ltd, an independent subsidiary of Inventec Group. Primarily sold in Chinese speaking areas globally, Besta has become the leading brand for electronic dictionaries on the market.

Formerly known as Besta International Trading, Besta DigiTech Pte Ltd was established in 1990 in Singapore as distributor for Besta series of Electronic Dictionaries and other related peripherals. For 18 years, Besta DigiTech Pte Ltd played an active role in providing high quality, functional gadgets that utilise the latest learning technologies.

To date, Besta has launched more than 20 models of electronic dictionary that cater to all learners of different needs and levels. The first speaking electronic dictionary, CD-18, was launched in 1991 and created a new trend for language learning. CD-82, with human voice pronunciation was subsequently introduced.

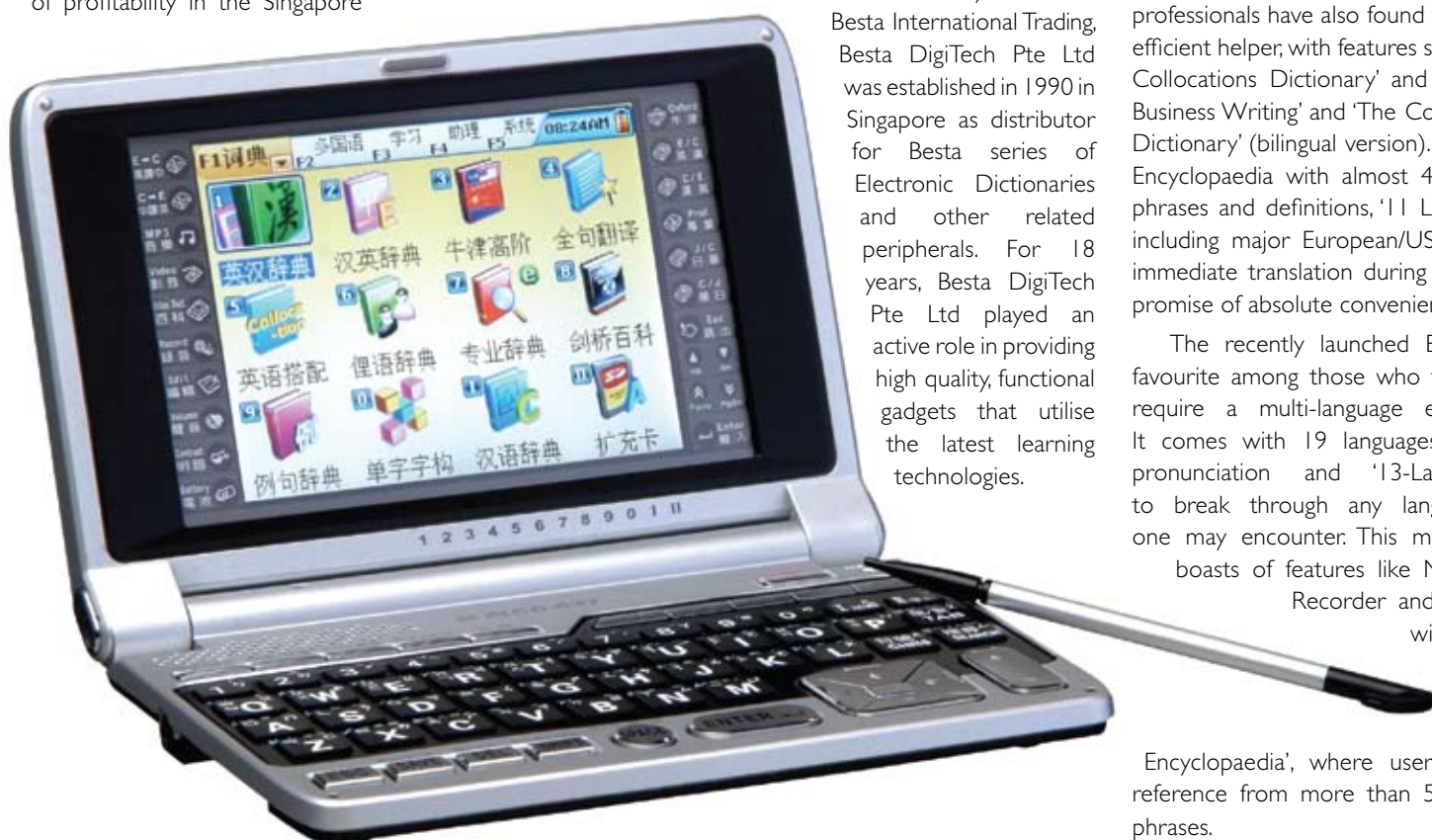
### THE PRODUCTS

The three most popular products from the Besta range are: Besta All Pass-I, Besta CD 636 and Besta CD-668S.

The Besta All Pass-I electronic dictionary is built-in with 'The Contemporary Chinese Dictionary' and encompasses about 60,000 words and phrases, with demonstration of writing strokes of up to 2,000 primary level words. It comes with input methods using Hanyu Pinyin and total strokes count. Working professionals have also found the Besta CD 636 an efficient helper, with features such as built-in 'English Collocations Dictionary' and pre-installed 'English Business Writing' and 'The Contemporary Chinese Dictionary' (bilingual version). With the Cambridge Encyclopaedia with almost 4,000,000 headwords, phrases and definitions, '11 Languages Dictionary', including major European/US/Asian languages for immediate translation during overseas visit, it is a promise of absolute convenience.

The recently launched Besta CD-668S is a favourite among those who travel frequently and require a multi-language electronic dictionary. It comes with 19 languages, real human voice pronunciation and '13-Language Dictionary' to break through any language barriers that one may encounter. This multi-functional device boasts of features like MP4 playback, Digital Recorder and also comes built-in with 'Comprehensive Chinese-English Dictionary' and 'Britannica Concise

Encyclopaedia', where users are able to take reference from more than 5,000,000 words and phrases.





## RECENT DEVELOPMENTS

After the Besta All Pass-I was approved by the Singapore Examinations and Assessment Board for use in all Singapore school examinations from 2008 onwards, Besta immediately formed a school team to better service schools and students.

Other than electronic dictionaries, Besta has also ventured into road navigation with the Besta Global Positioning System (GPS), a new navigation gadget introduced in 2008. The new sleek GPS 88 in attractive black and silver is a palm-sized nifty gadget that comes with a MapKing GPS Map (SD card) with updated Singapore and Malaysia high quality digital maps. It also boasts features such as the 2D/3D Navigation, Route Planning, Real-Time Tracking via GPS, Intelligent Voice Assistance, Track Log, Multiple Database Search Modes and Quarterly Updates.

Other than a GPS system, Besta GPS 88 is a multi function device that supports various file formats like Music (MP3 / WMA / WAV / AAC / M4A / AMR) and Multimedia/Flash (MPEG4 / WMV / AVI / 3GP/ SWF). In addition, the unit has the signature Besta trademark of making communication easier – it has three built-in dictionaries with three different languages.



## PROMOTION

As students and the Chinese speaking community have always been their key focus, Besta has mainly reached out to their target group through Chinese newspapers and magazines. However, with a growing community in the working world striving to master

languages other than English, its consumer base has since expanded.

Today, its communication channels include English newspapers, publications, internet promotions, radio and television stations.

Since 1997, celebrities, who are also Besta electronic dictionary users, have also been appointed Besta Ambassadors.

During the celebration of the Singapore Besta 18th anniversary, the company selected 100.3FM DJs Anna Lim, Huang Wen Hong and Luo Ke Min as Besta's ambassadors. Chosen for their mastery of Mandarin, the company also worked with the DJs in sharing their English learning experiences on air with the audience to emphasise the importance of bilingualism in the global environment.

From these, the company has set the same goal for the year 2009: To achieve bilingualism and be a role model for all audiences.



## BRAND VALUES

As it aims to promote the importance of communication and languages in all age groups, Besta has worked with radio station 100.3 FM to organise various activities and on-air programs to educate consumers and promote a platform of learning.

It launched a 12-month daily program 'Phrase of Wisdom', where a different phrase of wisdom is broadcast on-air daily, followed by examples on how to use them in daily life by a DJ.

For its promotion of family values and providing a pro-family environment to its customers, Besta DigiTech was awarded the 'Singapore Pro-Family'

Mark in 2007. It also honoured teachers with its 'Tribute to Teachers' campaign, where it worked with 100.3 FM to broadcast a program encouraging Singaporeans to call in and pay tribute to their teachers. In August 2008, it also roped in The Singapore South-East Community Development Council to join forces in encouraging students to show appreciation for their teachers.

As a customer oriented company, monthly three-hour product training sessions are also conducted for customers, including lessons on how to use the Internet to download upgrades.

In November 2008, Besta DigiTech opened a new showroom and customer service centre in the west part of Singapore - Jurong Point Shopping Centre. Showcasing Besta products, it is also a customer service centre with well-trained staff providing hands-on experience for customers, and most importantly, to serve all Besta users who are residents in the neighbourhood.

## THINGS YOU DIDN'T KNOW ABOUT BESTA

For 13 years, Besta has been recognised as the most famous brand and most ideal brand in the market, according to public opinion polls in the category of electronic dictionaries

To date, Besta has sold more than 200,000 units of Besta electronic dictionary in Singapore.

Besta promotes Arts in the community, and supported the Singapore Arts Council on 'Noise Singapore 2007' for the 'Literary Animation' category.

Besta values the importance of education and has supported various school projects, organised the 'Tribute to Teacher' campaign, 'Canberra Family Days', and the annual 'Singapore-Malaysia Schools Bilingual Olympiad Competition'.

Besta's electronic dictionary users can download e-books from the web.