



FOR IMMEDIATE RELEASE

SASBADI ACQUIRES OYEZ!BOOKS TO STRENGTHEN EARLY CHILDHOOD PRODUCT PORTFOLIO

SELANGOR, 18 April 2023 (Tuesday) – Sasbadi Holdings Berhad’s wholly own subsidiary, Media Distribution Sdn Bhd, has entered into a binding and effective Term Sheet on 18 April 2023 to acquire a list of Intellectual Properties (IPs) from Integra Creative Media Sdn Bhd, a publisher of children's books under the brand Oyez!Books. The proposed acquisition greatly expands Sasbadi’s repertoire of early childhood products and enhances their product offerings in the form of picture books that focuses on local Malaysia heritage. Upon the completion of the acquisition, Sasbadi will have an additional 310 titles in its possession and over 51 raw manuscripts that are yet to be published.

Since 2008, Oyez!Books has been specialising in publishing beautiful picture books along with well-written stories that encourage reading. The publications primarily showcase the beauty and wonder of local Malaysian stories and culture whilst raising the profile of Malaysian writers and artists. Oyez!Books’ illustrious family of authors and illustrators include the late Yusof Gajah, Jainal Amambing, Awang Fadilah, Rossiti Aishah Rashidi, Farrah Asheila Samsuri, Emila Yusof, Peter Worthington, Khairul Azmir Shoib, Quek Sue Yian, and Nur Azmi Mokhtar, amongst others.

The award-winning Oyez!Books has been featured in numerous local and international fairs, including the Kuala Lumpur Trade & Copyright Fair, Bologna Children's Book Fair, Frankfurt Book Fair, Beijing Book Fair, and Abu Dhabi Book Fair. A number of Oyez!Books’ titles have also been translated into foreign languages to cater to international audiences.

“Oyez!Books’ publications were made with immense love and passion for the local Malaysian heritage. We believe Oyez!Books should be in the hands of every child and we are excited to be able to bring Oyez!Books to a wider audience. The stories being told embodies the Malaysian culture perfectly and is nothing like we’ve ever seen.” said Law King Hui, Group



Managing Director and Co-Founder of Sasbadi. “Oyez!Books’ collection of book titles is truly impressive, resulting from over a decade’s worth of hard work. It would take several years should we attempt to publish this collection of titles from scratch, and we believe this is a strategic acquisition that will greatly strengthen our repertoire of early childhood products.”

Sasbadi Holdings Berhad, an education solutions provider mostly known in the academic space, is looking to diversify their product offerings to tap into the early childhood segment. The Group has recently entered into an exclusive partnership with BOOKR Kids, an award-winning Edtech company from Europe, to distribute BOOKR Class in Malaysia. BOOKR Class is a CEFR-based digital platform which includes animated books, games, and other tools that have been designed to engage children in English learning in a fun and interactive way. Furthermore, Sasbadi’s Peapod Readers, 200 titles of CEFR-aligned readers by Collins from the United Kingdom targeting pre-schoolers and primary school year 1-3 students, will also be instrumental towards growing their market share in the early childhood education market.

Through the acquisition of Oyez!Books’ list of IPs, Sasbadi will be in a prime position to tackle the early childhood market head-on, leveraging on the Group’s seasoned team of editors and sales network that span the entirety of Malaysia.



ABOUT SASBADI HOLDINGS BERHAD

Sasbadi Holdings Berhad is a leading Malaysian education solutions company that provides quality educational materials to students and educators. Established in 1985, Sasbadi has evolved from being mainly an educational print publisher to a provider of diverse education solutions. Their extensive library of educational materials includes textbooks, workbooks, digital resources, and other materials designed to help students learn and grow.

In addition to publishing, Sasbadi offers various educational services, including teacher training and development, educational consultancy, and e-learning solutions. With a commitment to excellence and innovation, Sasbadi is dedicated to helping students achieve their fullest potential in a rapidly evolving 21st century landscape. Sasbadi was successfully listed on the Main Market of Bursa Malaysia Securities Berhad on 23 July 2014.

ABOUT OYEZ!BOOKS

Oyez!Books is a brand of picture books published under Integra Creative Media Sdn Bhd. Since 2008, Oyez!Books has been specialising in publishing picture books for children that highlight the local Malaysian heritage and culture, having successfully published over 300 titles to date. Oyez!Books' list of publications are illustrated by Malaysian artists and have been featured in numerous local and international bookfairs. A number of Oyez!Books' titles have also been translated into foreign languages to cater to international audiences.

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