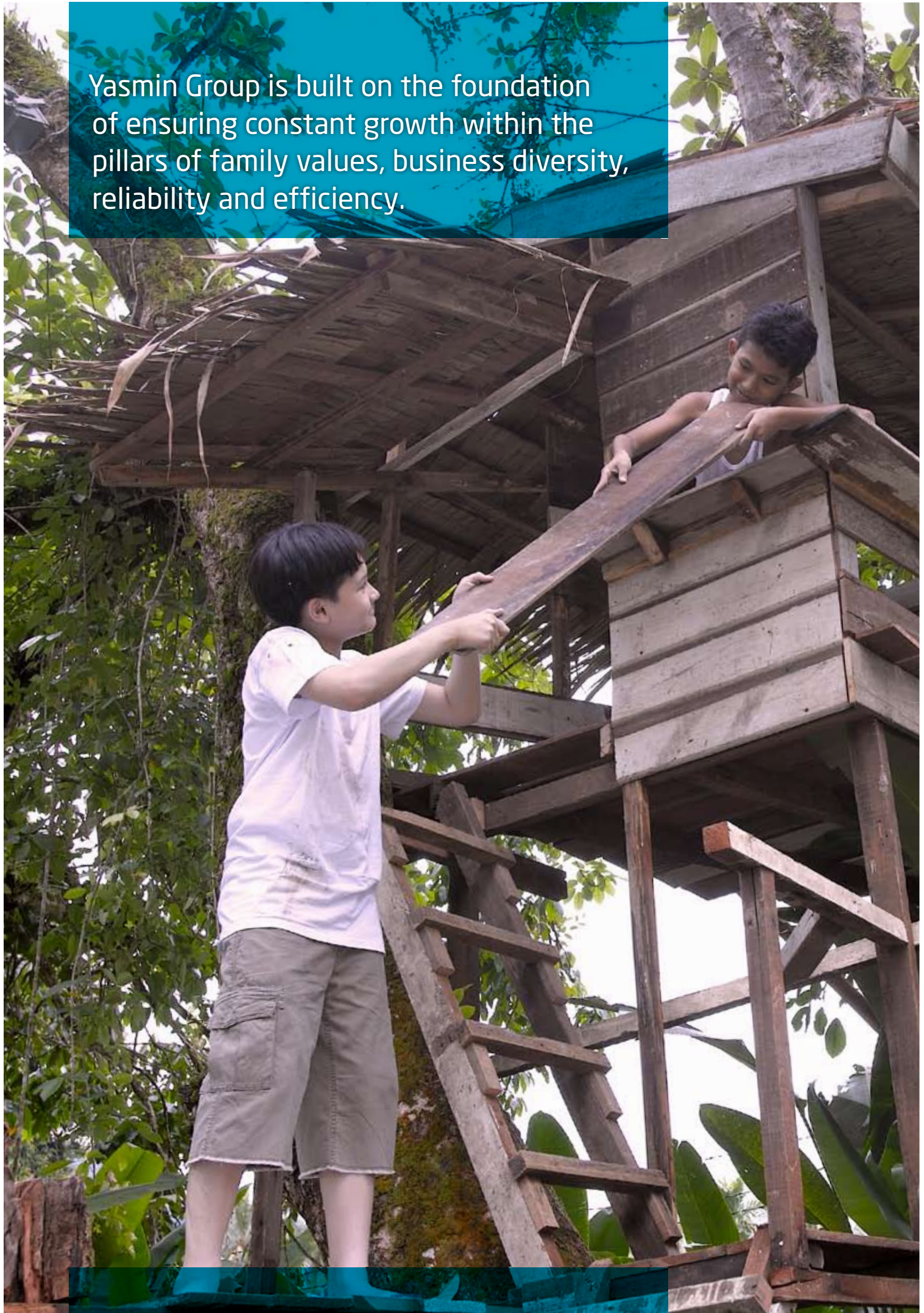




YASMINGROUP 
growing with you...

Yasmin Group is built on the foundation of ensuring constant growth within the pillars of family values, business diversity, reliability and efficiency.

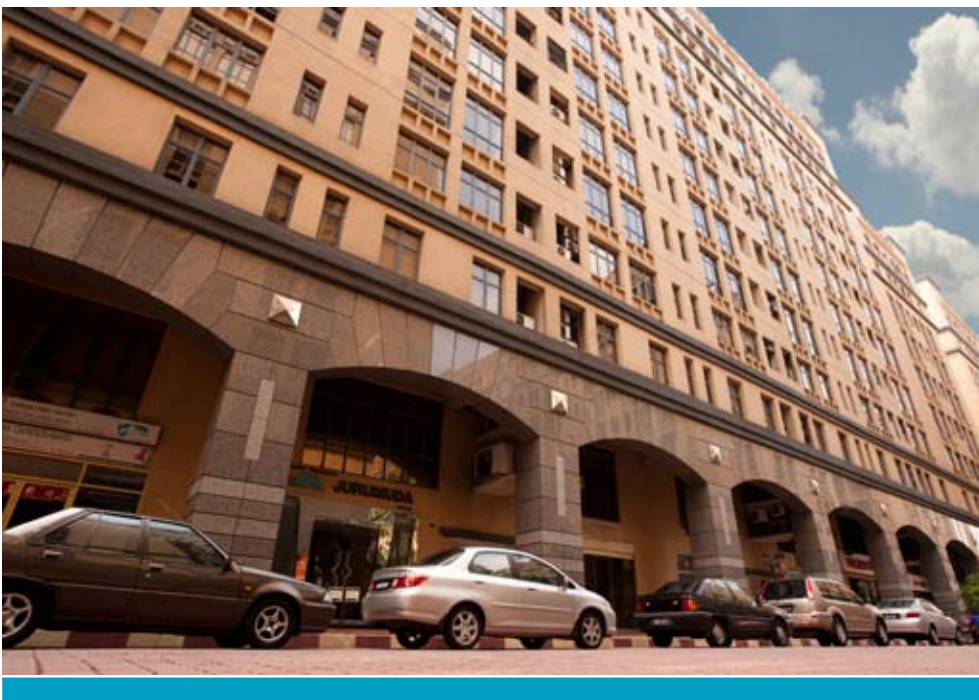


Carving a niche in diversity

Yasmin Group is built on the foundation of ensuring constant growth within the pillars of family values, business diversity, reliability, efficiency and quality. This home-grown Malaysian conglomerate has grown from strength to strength over the years since it was founded on April 4th, 1980. On that date, **Yasmin Group** founder Dato' Paduka Rahmat Abu Bakar set up Yasmin Enterprise, a trading company named after his beloved wife and steadfast partner in his hometown of Alor Star, in the northern Malaysian state of Kedah.

Through prudent investment and by seizing opportunities within niche markets, Yasmin Enterprise matched the astounding rate of growth of the newly-industrialised Malaysia in the 1990s, branching out into a variety of new businesses, while at all times maintaining its founder's ideals, of trust and respect, in all business dealings.

When Malaysia started its national car project in 1983, Dato' Paduka Rahmat saw the potential to be part of this ground-breaking initiative. The firm's involvement with Proton Holdings has lasted over 20 years, through Yasmin Jurumuda (previously known as Jurumuda Sdn Bhd), Malaysia's premier rust-proofing company.



"No business is too small or too big"

With the addition of many new branches of business, Yasmin Enterprise soon grew to become Yasmin Holdings, and eventually spawned **Yasmin Group**, based in the business-centric capital city of Kuala Lumpur.

Yasmin Group and its related companies have become a successful, multi-million dollar conglomerate with a recorded annual turnover of RM228million (USD 71million) and has set its sights on becoming a major international business entity.

Business Diversity

Yasmin Group has evolved to become a top Malaysian business conglomerate and has carved a name for itself in providing value-for-money international standard products and services. **Yasmin Group's** commitment to its clients is reflected in the Group going beyond expectations, which is part of its family-oriented style of doing business. Every business venture is considered as an extension of family ties, and Yasmin Group partners are always accorded the utmost respect and trust, as one would a family member.

Companies under the umbrella of **Yasmin Group** are now involved in a range of strategic industries from real estate to oil and gas, education, high-end technology, agroculture and consumer services. As a holding company, **Yasmin Group** has expanded greatly with the successes charted by its key subsidiaries involved in rust-proofing of vehicles, biometrics, on-shore and off-shore pipeline construction and healthcare education.

At **Yasmin Group**, human capital is ranked the number one asset and relationships are built strong and true from the start with both employees and clients. The expertise of **Yasmin Group's** staff is key to give **Yasmin Group** the edge over its competitors.



Building Strategic Relationships

Yasmin Group forms strategic business partnerships with leading companies from around the world and is focused and determined on building secure and long term relationships that are mutually beneficial to the partners.

Among our partners are T.D. Williamson, Inc., the world's most recognized name in pipeline equipment and services with which we have worked together with since 1995 to complete various highly challenging projects in the oil and gas industry; Safran Group (formerly known as Sagem SA France), a high technology group with leadership positions in aerospace, defense and security; and Han Val Incorporated (formerly known as Houghton Corporation), a Korean chemical company.

Its 15 years partnership with Safran Group has led to the "Smart Partnership" Award by the Malaysian French Chamber of Commerce and Industry.



Continuity of Business

Despite their continuing success, the firm's directors are not resting on their laurels and are determined to seek continuity of business. New advancements are made every day into the local and international arena, namely in the fields of aviation, education, property investment and global trade, through strategic business partnerships with reputable partners globally.



Yasmin Education Division

In 2007, **Yasmin Group** added another dimension to its sphere with the formation of Yasmin Education Division.

This new direction is consistent with the Group's vision to be a value creating global corporation thru providing essential services in niche and strategic sectors.

In 2008, the Division began with the creation of a healthcare educational facility focusing on nursing and allied health sciences, eventually expanding to include a medical school and hospital.

At **Yasmin Group**, no business is too small or too big. Every enterprise is given the absolute maximum of care and attention to detail. Successes are shared with partners and employees. Since its beginnings, **Yasmin Group** has marched on a path built on the foundations of an innovative future and unceasing growth.



The firm's entrenched belief that it should focus on niche undertakings without forsaking the ideals of its founder, has won **Yasmin Group** accolades for being a dedicated, trusted and innovative conglomerate that does business in a holistic way.

Yasmin Group - growing with you towards successful partnership

Vision Statement

To be a value creating global corporation by harnessing entrepreneurial qualities

Missions

To Pursue Growth By Strategic Means

Commitment To Meet Stakeholders' Value

To Explore, Develop And Realise New Opportunities

To Be The Partner Of Choice In Our Field Of Businesses

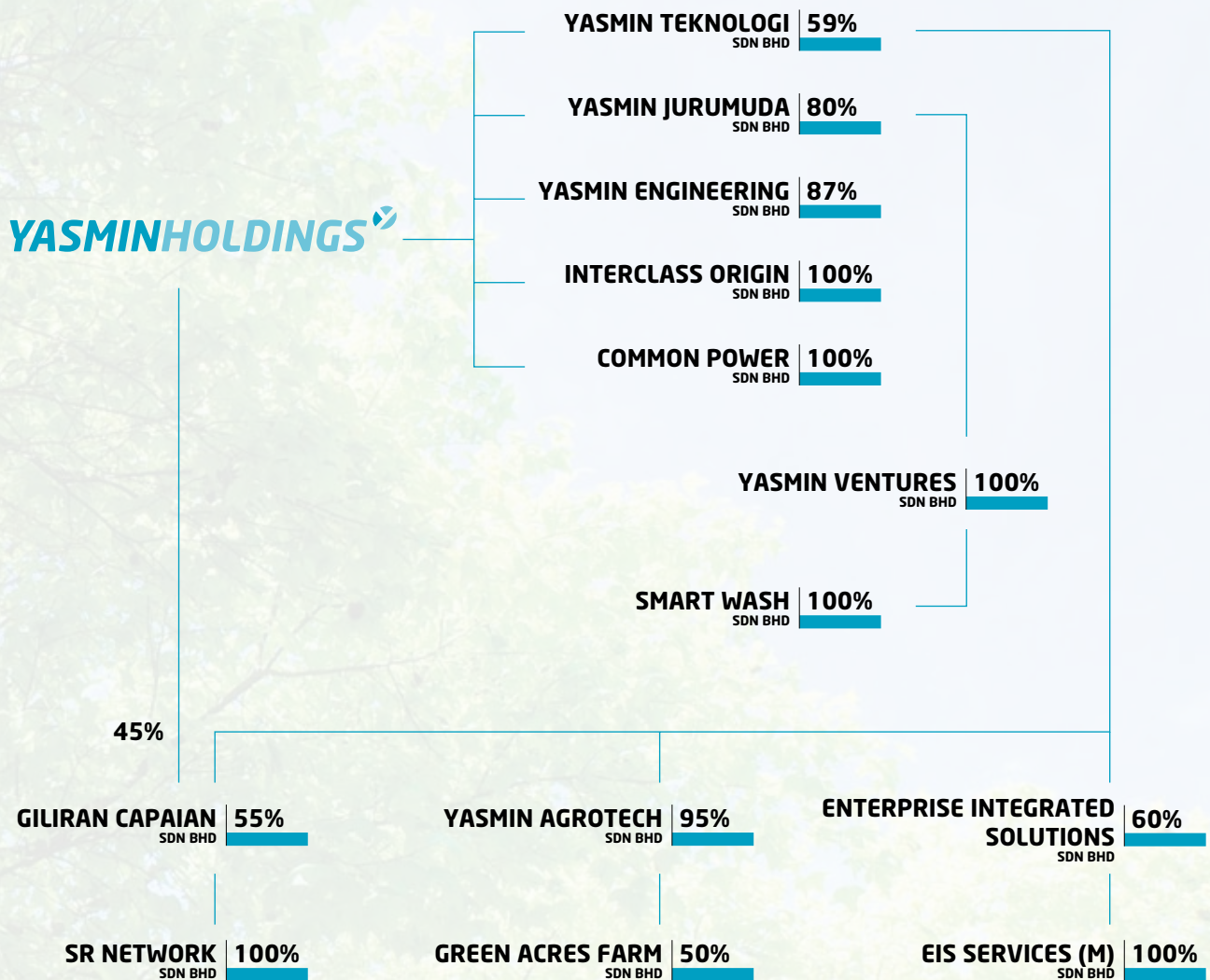
To Adopt Positive Values Towards Corporate Excellence

To Contribute To The Well-Being Of The Community
And The Environment We Operate In

Corporate Values

1. Discipline
2. Professionalism
3. Integrity
4. Esprit De Corps
5. Mutual Respect
6. Passion
7. Adaptive To Change
8. Social Responsibility

Corporate Structure



YASMINGROUP

Founder of Yasmin Group

"We are responsible for our employees. Whatever happens we must help them put food on the table"

Dato' Paduka Rahmat Abu Bakar



These were the words that [Yasmin Group](#) founder Dato' Paduka Rahmat Abu Bakar told his son and then company director (now chairman) Mohamad Nuhairi Rahmat during the Asian financial crisis of 1997. Despite the downturn which left companies across Asia reeling, [Yasmin Group](#) remained resolute in keeping its employees; not one was retrenched during this difficult time. It was one of the proudest moments in the company's long and successful history, and reinforced Dato' Paduka Rahmat's commitment to his staff as a fair and judicious employer.

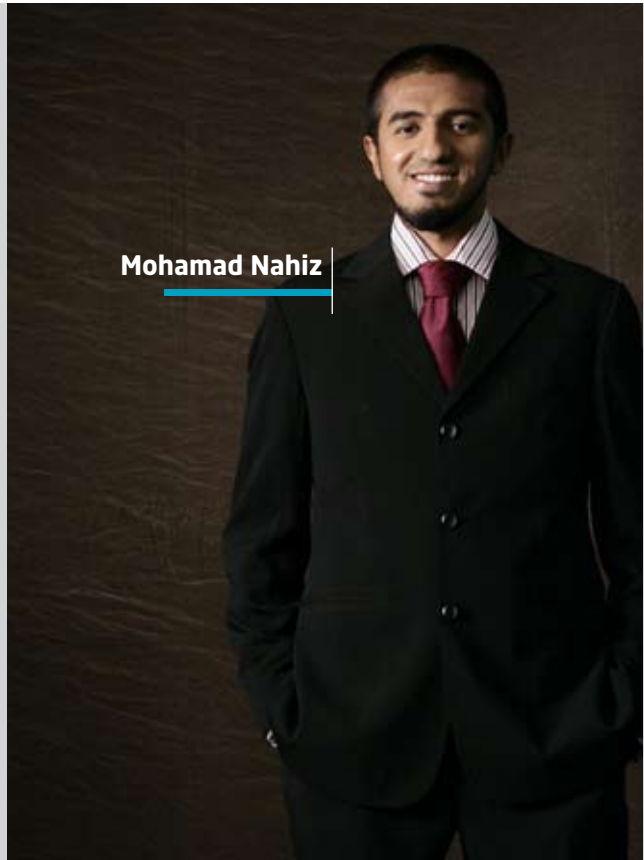
Family is a very important component of [Yasmin Group](#), as are family values like trust, loyalty and respect. The founder, who is still very much involved with the business as mentor to younger staff members, has made it his hallmark to treat not just employees as family, but also clients. This in turn has lead to long-lasting business relationships built on the foundations of mutual trust, dependability and friendship.

Board of Directors of Yasmin Holdings

Mohamad Nuhairi



Mohamad Nahiz



Mas Nadjwa



Muhammad Nazifi



Executive Vice Chairmans and CEOs of Yasmin Group



“Yasmin Group is building secure and long term relationships that are mutually beneficial to the partners”.

“Maintaining its founder’s ideals, of trust and respect in all business dealings, successes are shared with partners and employees”.



"Since its beginnings, Yasmin Group has marched on a path built on the foundations of an innovative future and unceasing growth".

"Yasmin Group aspires to become a major international business entity".

"Strategic business partnerships and innovation ensure continuity of business".

This progressive specialist firm
has been the choice partner
for Malaysia's first national
car company since 1985



Rust proofing, metal working, industrial equipment and chemical specialist

The first speciality company set up under the umbrella of [Yasmin Group](#) is Jurumuda. The name was coined from the Malay words for 'youth' (muda also means progressive and fresh) and 'expertise' (juru) thus at the outset identifying itself as a progressive specialist firm.

Operating one of the biggest rust-proofing service facilities in Malaysia, and as testament to its premier services, Yasmin Jurumuda has been the choice partner for Malaysia's first national car company Proton Holdings since 1985.



Having realised its goal of being the top rust-proofing market player in Malaysia, Yasmin Jurumuda in October 2007 launched a build-operate-transfer rust-proofing facility at the Proton automobile plant. The symbiotic relationship with Proton has also led to Yasmin Jurumuda products being marketed in regions where Proton cars are sold. The ISO-certified firm is also reinforcing its vision of providing value-added services and products through dedicated partnerships with world-renowned companies like Houghton Corporation and the harnessing of entrepreneurial resources.

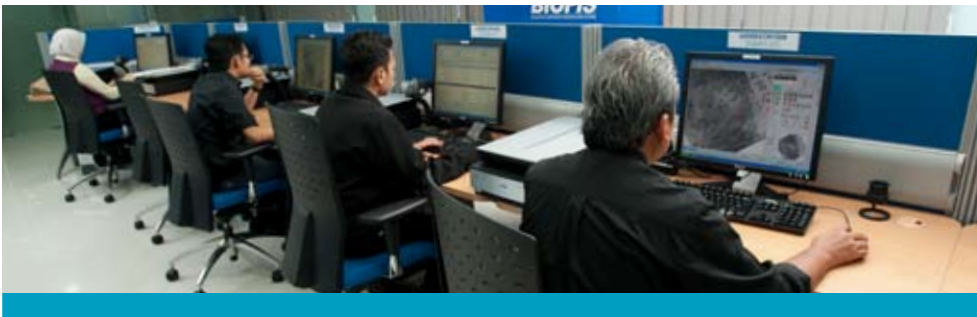
Yasmin Jurumuda is also proud of its environmentally sound policies which include the introduction of green metal oil and coolants, which have done much to eliminate pollution to the surroundings, as well as working with international firms to market eco-friendly products in Malaysia.



It is our aim to provide high end IT solutions at competitive process cycle to our most demanding customers



Yasmin Teknologi Sdn Bhd, since its inception in 1995, has been a leading light in providing high end biometric security solutions to security agencies in Malaysia. Their offerings come from world market leaders in the IT security industry and has been used in various government and security agencies worldwide to fulfill the most important function; the authentication of identity. The proof of one's identity has become very crucial in the modern era with technology and security concerns demanding identities be established accurately and safely.



Amongst Yasmin Teknologi's clients are the Royal Malaysia Police, the National Registration Department, the National Security Council and the Immigration Department to name a few. Many companies in the private sectors such as financial institutions and regulatory bodies also use the products of Yasmin Teknologi. Its track record shows that projects are completed in a timely fashion and in accordance with the budget allocated. To date all its clients continue to have their systems maintained satisfactorily.

Currently, Yasmin Teknologi is venturing into the multi biometric systems which allows several unique biometric features to be used to identify an individual. These include DNA, iris, palm prints, 3D facial and voice recognition and identification. Integrated systems such as these will provide greater tools for authorities to ensure public security and order.

Yasmin Teknologi acquired EIS Solutions Sdn Bhd in 2007 to provide a 24x7 nationwide maintenance and helpdesk services. With 18 service centres in Peninsular Malaysia, Sabah and Sarawak, EIS supports multinational organizations and public sectors directly through helpdesk, routine and preventative maintenance support, resolve breakdowns timely and advisory services.

Yasmin Teknologi's continuing aims include providing high end IT solutions at competitive process cycle, ensuring consistent and adequate support round the clock for all their customers.



Quality education to create professionals
in the medical fieldwork



Yasmin Group acquired tertiary education operator SR Network Sdn. Bhd. in 2007 as its maiden foray into the education sector. The college is renamed Reach College and was tasked with the managing and operating of nursing and healthcare programs for school leavers.

Among the reasons for venturing into the healthcare education industry are to fill the ever increasing need for professional medical professionals, provide opportunities for the less fortunate to gain a skill that will help them gain employment in the global arena and to provide quality education at a reasonable cost. With a growing world population and longer average human lifespan, the need to provide adequate healthcare is a priority in any responsible government's agenda. It remains presently a serious challenge to provide quality healthcare at competitive rates globally.



Yasmin Group through Reach College is ready to fulfil its obligations by developing real human capital with the necessary expertise and abilities to provide quality care to patients in Malaysia and overseas. It is their mission to fill this need firstly in Malaysia and subsequently provide the same opportunities to other countries. To date it has invested over RM5 million in the college infrastructure and facilities in Bandar Manjalara and continue to commit funds to further improve the college.

The team of administrators, lecturers and instructors are among the best trained, experienced healthcare practitioners and academicians in Malaysia. The head of Reach College is Dato' Dr. Nor Aini Bte Abu Bakar, the former CEO of Institut Jantung Negara (IJN). The wife of the former Malaysian Prime Minister Tun Dr. Mahathir Bin Mohamad, YABhg. Tun Dr. Siti Hasmah Bte Mohd. Ali has been appointed the Patron of Reach College. With both these esteemed personalities at the helm, Reach College is bound for greater success!



Contributing towards lowering Malaysia's
import bill of halal meat



Yasmin Agrotech was formed as an initiative to reduce Malaysia's food import bill, and to support the local food security drive.

With farm located at the foot hill of Bukit Unggul in Hulu Jenderam, Yasmin Agrotech's 13 acres land provides a conducive breeding and cultivating ground for various type of stock, including Boer, Anglo Nubian, Rangeland, Jamnapari and many others. The farm's initial stock started with 200 does and 10 certified full bloodbucks from Australia and is currently producing locally bred offspring that has better acclimatization and disease resistance.

Working closely with Universiti Putra Malaysia veterinary department, Yasmin Agrotech adopts absolute halal* practices and compliance throughout its farm activities and exercises best practices of the industry in disease prevention, control, diagnostic, monitoring and treatment for its experimental farm. Among other practices are foot bath, stock quarantine and limiting visitors or potential buyers to the barn and the separation of the breeding area in its farm management routine.

In its effort to maintain outstanding products, Yasmin Agrotech uses quality grass, silage and cube, supplements, vitamins and minerals to feed its stock and all the goats are rationed, measured and monitored diligently, weighed and recorded at regular interval to ensure optimal feeding and weight gain. The goats roam and graze in confined barn lots several times a week for exercise and playtime. This limited grazing allows for increased effective diseases control.

Committed in supporting the environment and promoting best practices, the pens and drinking water are treated with Effective Microbe (EM) for smell free environment and to ensure proper digestion. At the site, goat droppings are treated with EM and processed into organic fertilizers.

Yasmin Agrotech's farm is complete with slaughter facility, smokehouse and barbeque pit and provides training for other breeders who are interested in this industry.

**Halal - a term designating any object or an action which is permissible to use or engage in, according to Islamic law*



This progressive specialist firm
has been the service provider of choice
to Petronas and the multi-national
oil companies since 1995



Yasmin Engineering (M) Sdn Bhd (YEMSB), formerly known as Technic Data Works (M) Sdn Bhd, was formed in 1993 in response to the growing need for specialized services to support the fast growing petroleum industry in Malaysia. YEMSB core business focus on the supply of field proven pipeline pigging products, hot tapping & plugging services, launchers, receivers and pipeline cleaning services.

In addition, YEMSB provides skilled personnel and specialized equipment and products to meet customers' pipeline integrity needs. This include pipeline Assessment and Rehabilitation.



To enhance its position as a leading provider of such services, YEMSB, in 1995 entered into an Exclusive Representative Agreement with TD Williamson, Inc., USA, the world premier provider of hot tapping and line plugging services. This partnership has resulted in YEMSB being recognised as a leader in the industry in technology and engineered application specific solution provider as attested by the award of key projects such as :-

- a) The largest 1800mm water main relocation work in South East Asia in Putrajaya in 2000.
- b) High pressure 36" (Thailand-Changlun) gas pipeline tie-in at Changlun, Kedah in 2004.
- c) High pressure 24" gas pipeline tie-in supplying to Keppel Power Plant, Singapore in 2006.
- d) High pressure 30" Petronas Gas Berhad pipeline repair in Segamat, Johor in 2009 and many other pipeline and related works for the oil majors in Malaysia.



Yasmin Engineering has as its clients global oil giants like Exxonmobil, Shell, Petronas, Talisman and Murphy Oil and has carved a name for itself as a focused, reliable company capable of completing specialized highly challenging projects locally and abroad. This success was due to the highly competent and capable local staff backed by TD Williamson, its internationally acclaimed principal.

The preferred laundry service, with cost effective and reliable services in mind.



In 1998, **Yasmin Group** branched into the launderette business, after discovering there was a niche to be filled in providing a cost effective and reliable laundry service to residents living in high-rise homes by forming Smart Wash, Malaysia's first home-based franchisor in laundry services.

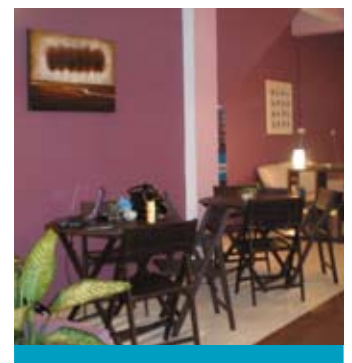
Smart Wash achieved its aims of being the leading laundry chain operator in the country by providing top quality drycleaning, laundry and customer service with over 30 franchisees throughout Malaysia.



Backed by its relationship with Electrolux, world's leading international appliance companies, Smart Wash differs from its competitors by offering a wide range of service packages to its customers and franchisees.

Smart Wash is also proud of its green credentials, by constantly exploring to create environmental-friendly laundry services and programmes, like its 'lagoon system wash' and wet cleaning, a greener alternative to conventional dry cleaning services.

Moving forward, the company is exploring to branch out within the region by creating more franchise opportunities in neighbouring nations.



It is our mission to help our country to be the leader in trading halal products and services



Embracing new horizon

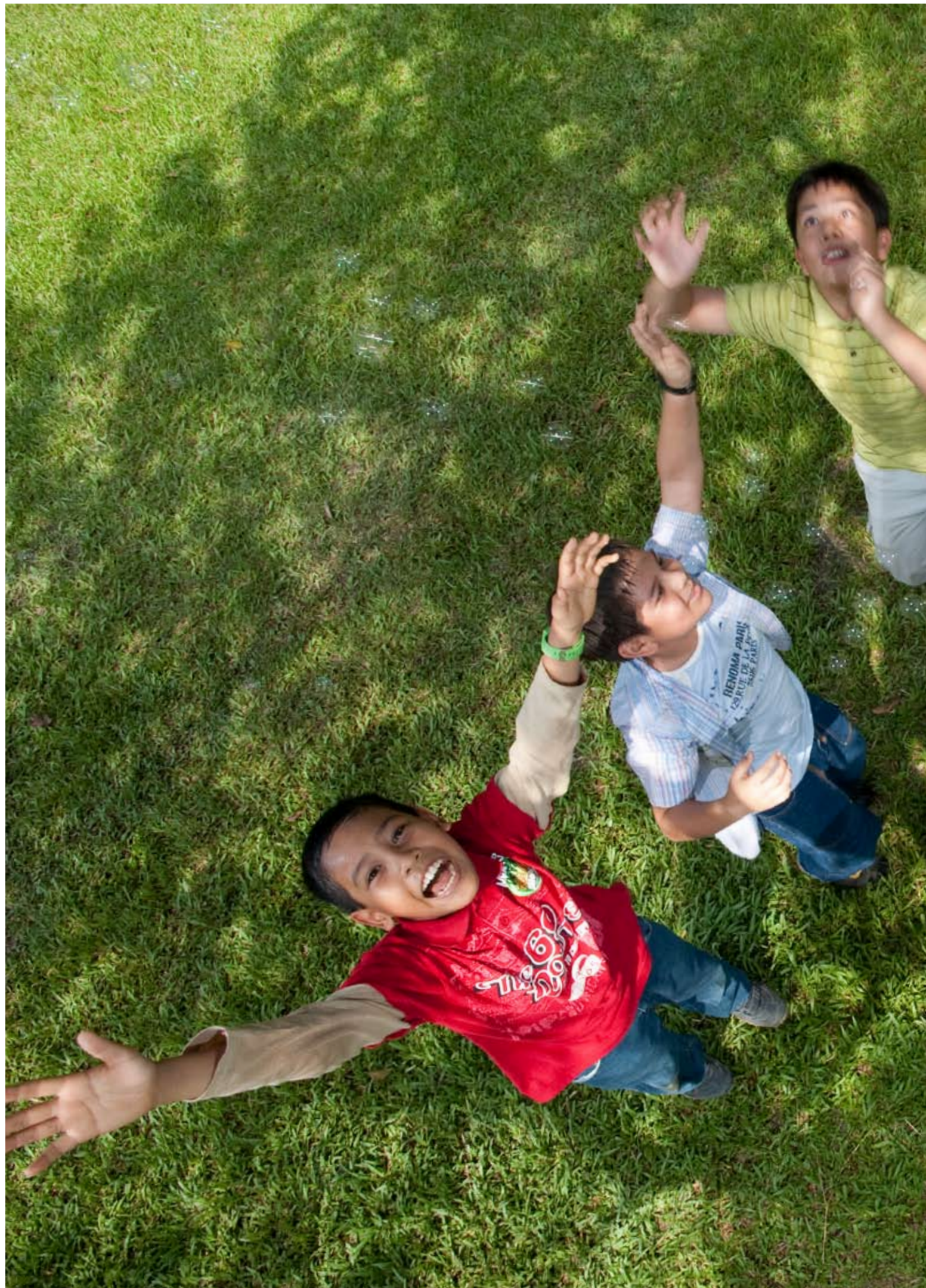
Yasmin Ventures was established in December 1998 to embark on general trading, with a focus on food products, and had exported its products to countries in the European Union, the Middle East, South America and Asia.

In line with the Malaysian government's vision of making Malaysia a halal hub, Yasmin Ventures has embarked on trading halal products with the vision of becoming a leading trader for halal products and services.



Yasmin Ventures has the privilege of being able to tap into the strength, expertise and vast experience of [Yasmin Group](#). Having onboard dedicated business specialists including former GLC director and franchise expert, Yasmin Ventures, via [Yasmin Group](#), is also able to offer managerial and technical expertise, thus making it well poised to develop new ventures.







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