COMPANY PROFILE

PERNA MEDIA SYSTEM

MANAGED EVENT EQUIPMENT RENTAL & SERVICES

TURNKEY EVENT PRODUCTION & EXHIBITION CONTRACTOR

TURNKEY AUDIO-VISUAL-LIGHTING-CAMERA PRODUCTION CONTRACTOR



Conference & Business Events



Weddings & Engagement



Dinner, Party & Anniversaries



Launching & Brand Activation



Roadshows & Exhibition Booths



Competition, Election & Contest



Graduation & Convocations



Meeting, Seminar Corporate Training



Sports, E-Sports Carnival & Festival



Outsourced Event Delivery Partner
The most diverse event contractor in Sarawak





Factory No. 28 Lot 3026 TRV I-Park Lorong 6E off Jln Setia Raja Muara Tabuan Light Industrial 93350 Kuching, Sarawak, East Malaysia



Corner Lot No. 2402 Lorong Friendship 5 off Jln Bintulu-Miri Friendship Park (Shell Morsjaya) 98000 Miri, Sarawak, East Malaysia

About Us

Kuching Event Rental is operated by Perna Media System Sdn Bhd Our area of focus are mainly event technology, event production, and event management

We offer wide range of rental assets from IT electronics, audio-visual system, lighting system, multi camera live and streaming system, tent system, staging system, carpentry works, props production & electrical works for all kind of events and exhibition works.

With an annual turnover of over RM1 million, we are the most diverse upstream event contractor in Sarawak and the preferred choice of business partner providing strong support and services to other big & small event planners, professional conference organiser (PCO), hotels, shopping malls, convention centres, private and government institutions.







HYBRID BUSINESS
EVENT EVENT







TON SPECIAL
F EVENT







Our Value

- ✓ Own factory warehouse / production facility
- ✓ Fully owned rental asset & production machinery
- ✔ Always maintain 20% raw materials & inventories
- ✔ Portable site production & touring equipment
- ✔ Own logistic line (Van, Lorry, Box Lorry)
- ✔ Professional managed company (EPF, EIS, SOCSO, HRDF)
- ✓ Human resource oriented (Knowledge System, Re-skilling)
- ✓ Marketing minded with talent acquisition approach
- ✔ Occupational safety & health compliance
- ✓ Can understand technical drawing (Sketchup, Autocad)
- ✓ Experienced & qualified production crew members
- ✓ Can work at weekend & night (Event, TV Studio, Shopping Mall)

Our Key People



ALBERT LAI

CEO, Technical Sales
(C. IT, Web. Dip. Accountancy BA) (Master, Student)



ENJELI AK KUBU Finance & Account Manager (Dip. Accountancy)



JAMES LAI Non-Executive Director (Bsc. Mass Communication)



MUHD IMAN
Independent Non-Executive Director
(Bsc. Aerospace Engineering)



HAFIQ B JOHAN
Operation Manager
(Dip. Electrical Engineering)



HIU JOON FU

Procurement cum IT & AV Specialist
(Dip. Computer Science)



Our Mission

To empower our people to build a progressive workforce for digital era using the latest technology to produce and deliver the best result and user experience

Our Vision

To become a diversified business conglomerate in the event and hospitality industry



Company Name

Nama & Nombor Syarikat

Perna Media System Sdn Bhd 201501038570 (1163891-T)

Business Incorporation

Tarikh Perbadanan

28 October 2015 (5 Years)

Head Office Address

Alamat Pejabat Urusan

Factory No. 28 Lot 3026 TRV I-Park Lorong 6E off Jalan Setia Raja

Muara Tabuan Light Industrial Zone

93350 Kuching, Sarawak

Branch Office Address

Alamat Pejabat Cawangan

Corner Lot No. 2402 Lorong Friendship 5 off Jln Bintulu-Miri

Friendship Park (Shell Morsjaya)

98000 Miri, Sarawak

Company Auditor & Secretary

Juruaudit & Setiausaha Syarikat

Richard Kiew & Co. (AF0372) 10A, Lorong 4, 1st Floor **Nanas Road Commercials** 93400 Kuching Sarawak

Richard Kiew & Associates Sdn Bhd

10A, Lorong 4, 2nd Floor **Nanas Road Commercials** 93400 Kuching, Sarawak

Principal Banker

Bank Syarikat

Public Bank Berhad Kuching 3rd Mile Branch Lot 2775 & 2776, Block 10 Tun Ahmad Zaidi Adruce 93250 Kuching Sarawak

Current Account

Bank Account No. 3198102817 **Swift Code: PBBEMYKL**

Currency: MYR Ringgit Malaysia

Contract & Legal Advisor Kontrak & Perundangan

David Allan Sagah & Teng Advocates A2-4, Wisma Nation Horizon, 1st Floor Jalan Petanak, P. O. Box 1956, 93740 Kuching, Sarawak

I.K. Chung Advocates No. 42 1st Floor, Batu Kawa Jalan Batu Kawa Bazaar 93250 Kuching, Sarawak

Nature of Business Bidang Perniagaan



IT & ELECTRONICS

Manufacture / Supply / Rental / Leasing Computer System, Electronics, Networking, System Integration Help-Desk / Technical Support & Repair Services



AUDIO & VISUAL SYSTEM

Import / Supply / Rental / Leasing Projector, Projection Screen, Monitor, Digital Signage, LED Panel Projection Mapping, Conference System & Audio System



PRO SOUND & LIGHT SYSTEM

Import / Supply / Rental / Leasing Sound System, Lighting System, Truss System, Staging System Lighting Programming, Wiring, Cabling, System Integration & Repair



EXHIBITION & EVENT MANAGEMENT

Fabricate / Supply / Rental / Leasing Display System, Exhibition System, Decoration, Carpeting Photobooth System, Roadshow Warehousing & Logistic



ADVERTISING & PRODUCTION WORK

Design / Fabricate / Printing / Renovation / Teardown Carpentry, Welding, Foamwork, Masonry, Painting Exhibition Booth, Roadshow Display, TV Studio, Showroom & Gallery

Contact & Correspondence Komunikasi & Perhubungan







sales@kuching-rental.com billing@kuching-rental.com

Website & Social Media Laman Web & Social Media



www.Kuching-Event-Rental.com



Kuching Event Rental

BEHIND THE FRONTLINERS

OUR PANDEMIC STORY

Kuching Event Rental has been given the opportunity as an event contractor for the rental & setup of fixtures to fully equipt the Covid-19 Pusat Pemberian Vaksin (PPV) vaccination centre, including the Quarantine Center and shopping malls under the Pusat Pemberian Vaksin Industri (PPVIN) initiative. We have delivered to the areas of:

Q Kuching **Q** Lundu

♀ Bau

Asajaya

Simunjan

- Sebangan
- Munggu Lallang
- **Q** Gedong
- **9** Sebuyau Miri





Our rental assets include:

V Kota Samarahan



Laptop & Computer System



Internet & Telephony System



Printer & Copier Machine



PA System & Portable Speaker



LED TV & Display System



Partition Booth System



Industrial Fan & Air Cooler



Suntent & Canopy System



Table & Chair

Despite event production being a 'high risk' industry, our total assets and services have supported a total number of

Kuching Event Rental are still on the expansion plan to scale up our business by procuring more assets for future opportunities



Positive outcome post-pandemic and future opportunity includes:



State & General Election



Post-Covid Boom Hybrid & Virtual Event

GOING BACK TO BASIC

OUR PANDEMIC STORY

When Covid-19 hits the event production industry in the early year 2020, many event company had to pause-stop their business operations and reshuffle or exercise retrenchment. Event production industry employs people with very specific niche talent and skillset and we understand the need to retain our employees. While a lot of businesses are pivoting their new strategy and diversify by going on-line, Perna Media System Sdn Bhd did the unpopular decision by going off-line, back to basic



IN-HOUSE PRODUCTION DEPARTMENT





We upgraded our old machine



Procured a new machine



And start a new business



Before the pandemic, Kuching Event Rental has been active in the social event field specialize in crafting props, decorations, building stage, rostrum for events, fabricating structured backdrop & special booths design for road shows & exhibitions. Our new high investment are to specifically targeting the growing cabinetry and furniture industry to fill the gap of high demand carpentry works, event production company are able to perform better as we have the delicate skills in decoration works and we are used to be very productive beyond working hours. We continue to maintain our talents and employment while generating revenue during Covid-19..

























ONE STEP BACK, TWO STEP FORWARD

OUR FUTURE STORY CASE STUDY

While our in-house Production department took one step back to maintain employability, Our Events & IT department took a higher risk to the next level. Like many businesses who adopt technology during the pandemic, we are preparing ourselves for the future by developing new technology for the people with virtual & hybrid events expected in post-Covid19 Boom. This entrepreneurial leap is in line with our company mission to nurture talent & skill



The idea begin during early year 2020 during the pandemic lockdown to build our own next generation computer laptop as rental asset.

PERNA

The first product mould PKP 1.01 was designed using low cost computer electronics chipset on 11 April 2021 as the first prototype

A product canvas was done to analyze our true purpose, the product goal & value, hence a new prototype was re-developed with an ODM partner as our new key resources. With very limited funding due to slow business growth during the lockdown, the second prototype PKP 1.02 was only materialized on 2 June 2021 It was build to focus on the specific key criteria:



Full keyboard for desktop experience

High processor for

better performance



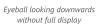
Bigger & wide screen for better visual experience



Higher memory capacity for multi tasking & editing software









Natural eye ball with

PROTOTYPE PKP 1.03 Windows 11 iRIS

The next and final problem in our product design was the external display and the webcam input. With more meetings & webinar conducted online, many existing webcam are positioned on top of the screen with one common problem. A new design under new model PKP 1.03 had the webcam design at the bottom. Keyboard backlit was also added for night experience and HDMI type A port are featured in this final product design to support external display powered by Intel[®] Iris[®] Plus Graphics

On 17 July 2021, we have successfully build a minimum viable product (MVP). This third prototype will be our final sample featuring Intel® Core™i5 Processor, 8GB RAM, 512GB SSD, 4 USB Port

wide 15.6" IPS screen, full keyboard with backlit, high definition sound, quality webcam & HDMI-A output

To launch this product, we will need a substantial asset funding through banks (SME Loan) or peer to peer debt funding (P2P) or equity crowd funding (ECF). To request a full version of pitch deck and SWOT analysis, kindly contact technical R&D

To ensure our product are safe to use, the final sample will soon undergo SIRIM & MCMC certification together with intellectual property registration in progress via MyIPO



FINAL PROTOTYPE

THE PREFERRED EVENT CONTRACTOR

FAST & ON-TIME DELIVERY

Perna Media System Sdn Bhd had been appointed as an event contractor for many state and federal election continuously since our first establishment. Our competitive advantage:



Large Asset Availability



Efficient **Logistic System**



Strong Manpower



Financial Strength







Our Rental Assets:

- Laptop & Computer System
- Projector & Projection Screen
- Printer & Copier Machine
- Canopy & Ceiling Fan
- Industrial Stand Fan
- Portable Air Cooler
- Portable Air Cond
- Partition System
- Table & Chair

Our Past Job Experience & Photo:

























Our Past Experience:



















BORANG 9 AKTA SYARIKAT 1965 [Menurut Seksyen 11(2) (b)]

No. Syarikat-MyCoID

1163891 T

PERAKUAN PEMERBADANAN SYARIKAT SENDIRIAN

Dengan ini diperakui bahawa

PERNA MEDIA SYSTEM SDN. BHD.

telah diperbadankan di bawah Akta Syarikat 1965, pada dan mulai dari 28 haribulan Oktober 2015, dan bahawa syarikat ini adalah sebuah syarikat berhad menurut syer dan bahawa syarikat ini adalah sebuah syarikat sendirian.

Diberi di bawah tandatangan dan meterai saya di KUCHING pada 30 haribulan Oktober 2015.



ABDUL RAHMAN BIN ROSLI PENOLONG PENDAFTAR SYARIKAT MALAYSIA







KEMENTERIAN KEWANGAN MALAYSIA PERBENDAHARAAN MALAYSIA SARAWAK

SIJIL AKUAN PENDAFTARAN SYARIKAT

NO. SIJIL : KQ83242771193036108

NO. RUJUKAN PENDAFTARAN : 357-3000029889

TEMPOH SAH LAKU : 22/10/2021 - 21/10/2024

Bahawa dengan ini diperakui syarikat:

PERNA MEDIA SYSTEM SDN. BHD. (1163891-T)

B424 BLOCK B2 LEVEL 4

ICOM SQUARE, JALAN PENDING

KUCHING

93450 KUCHING CENTRAL LAND DISTRICT

SARAWAK, MALAYSIA

Telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan/perkhidmatan di bawah sektor, bidang dan sub-bidang seperti di Lampiran A. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di Lampiran B. Individu yang diberi kuasa oleh syarikat bagi urusan perolehan Kerajaan adalah seperti berikut:

ENCIK ALBERT LAI KUAN JOON

841017135849

COMPANY DIRECTOR

t.t

ENCIK MOHD SAIFUL SUNGKIH BIN ABDULLAH

Perbendaharaan Malaysia Sarawak b.p. Ketua Setiausaha Perbendaharaan Kementerian Kewangan Malaysia

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia: 22/10/2021

(Sijil ini adalah cetakan komputer dan tidak memerlukan tandatangan)

LAMPIRAN A

NO SIJIL : KQ83242771193036108

NO RUJUKAN PENDAFTARAN : 357-3000029889

TEMPOH SAH LAKU : 22/10/2021 - 21/10/2024

BIL	TARIKH DAFTAR BIDANG	KOD Bidang	KETERANGAN	STATUS
1	20/10/2021	010302	PENERBITAN DAN PENYIARAN/ PERALATAN PENERBITAN/PERCETAKAN/ PERALATAN SISTEM BUNYI, PEMBESAR SUARA DAN PROJEKTOR	Aktif
2	20/10/2021	010303	PENERBITAN DAN PENYIARAN/ PERALATAN PENERBITAN/PERCETAKAN/ PERALATAN/PERKAKASAN PENYUNTINGAN/PERSEMBAHAN	Aktif
3	20/10/2021	010401	PENERBITAN DAN PENYIARAN/ PAPAN TANDA DAN AKSESORI/ PAPAN TANDA DAN AKSESORI	Aktif
4	20/10/2021	020901	PERABOT, PERALATAN PEJABAT, HIASAN DALAMAN DAN DOMESTIK/ BAHAN TARPAULIN DAN KANVAS/ BAHAN TARPAULIN / CANVAS	Aktif
5	20/10/2021	210101	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN KOMPUTER, PERKAKASAN DAN KOMPONEN/ HARDWARE (LOW END TECHNOLOGY)	Aktif
6	20/10/2021	210103	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN KOMPUTER, PERKAKASAN DAN KOMPONEN/ COMPUTER SOFTWARE, OPERATING SYSTEM, DATABASE, OFF-THE-SHELF PACKAGES INCLUDING MAINTENANCE	Aktif
7	20/10/2021	210108	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN KOMPUTER, PERKAKASAN DAN KOMPONEN/ MULTIMEDIA-PRODUCTS, SERVICES AND MAINTENANCE	Aktif
8	20/10/2021	210109	ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN KOMPUTER, PERKAKASAN DAN KOMPONEN/ HARDWARE AND SOFTWARE LEASING/RENTING	Aktif
9	20/10/2021	221304	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ AUDIO VISUAL	Aktif
10	20/10/2021	221305	PERKHIDMATAN/ KESENIAN, HIBURAN DAN PELANCONGAN/ PENYEDIAAN PENTAS/PAMERAN PERTUNJUKAN,TAMAN HIBURAN DAN KARNIVAL/PESTARIA	Aktif
11	20/10/2021	221511	PERKHIDMATAN/ PENYEWAAN DAN PENGURUSAN/ P.A SISTEM DAN ALAT MUZIK	Aktif

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia: 22/10/2021

(I.R.D. No. 7-Pind. 1/86)

BORANG I (SEKSYEN 5, 23 DAN 24(2))

ASAL

KERAJAAN NEGERI SARAWAK

No. 1094205

ORDINAN PERNIAGAAN, PROFESION DAN PERLESENAN PERDAGANGAN (THE BUSINESSES, PROFESSIONS AND TRADING LICENSING ORDINANCE)

LESEN INI DIKELUARKAN U	NTUK	PERNA MED	PERNA MEDIA SYSTEM SDN. BHD.			
YANG BERTEMPAT DI		B424, Block 2, Level 4, Icom Square, Jalan Pending, 93450				
BERKENAAN DENGAN			Kuching			
TINDELLE MENTAL AND AND DED	NIACAAN	Rental Comp	Rental Computer And Audio System			
UNTUK MENJALANKAN PER	NIAGAAN					
Dengan ini saya berjanji akan me	embuat pemb	ayaran tiap-tiap tahu	un/setengah tahun tanpa	membuat sebarang tuntutan.		
No. Rujukan Cukai Pendapatan s	saya/syarikat	kami				
adalah			Tandata	ngan Pemegang Lesen		
Nombor Permohonan	Jenis		laftaran Nama-Nama n (jika berkenaan)	Bayaran Tahunan		
NoLesenSdnBhd1(U Ruj. LHDN)		116389	91-T	RM 25.00		
BAYARAN DIKENAKAN			BAYARAN DIBUAT			
	RM	Sen	No. Resit Rasmi	Tandatangan Tukang Wang		
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Bayaran Ansuran Kedua*						
Tarikh Pengeluaran	NUV 202	120.		I LESEN PER		
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(b) pada akhir bulan yang beri	kutnya bayara	an tambahan dua ka	li ganda bayaran ansura	n akan dikenakan.		
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boleh mengkompaunkannya dengan bayaran tidak melebihi seratus ringgit.

ASAL

(I.R.D. No. 7-Pind. 1/86)

BORANG I (SEKSYEN 5, 23 DAN 24(2))

KERAJAAN NEGERI SARAWAK

No. 1094206

ORDINAN PERNIAGAAN, PROFESION DAN PERLESENAN PERDAGANGAN (THE BUSINESSES, PROFESSIONS AND TRADING LICENSING ORDINANCE)

LESEN INI DIKELUARKAN U	PERNA MED	PERNA MEDIA SYSTEM SDN. BHD.				
YANG BERTEMPAT DI			B424, Block 2, Level 4, Icom Square, Jalan Pending, 93450 Kuching			
BERKENAAN DENGAN		. Event Manag	Event Management Equipment Rental			
UNTUK MENJALANKAN PER	NIAGAAN					
Dengan ini saya berjanji akan m	embuat pembay	yaran tiap-tiap tahun	/setengah tahun tanpa	a membuat sebarang tuntutan.		
No. Rujukan Cukai Pendapatan s	saya/syarikat ka	ami				
adalah			Tandat	angan Pemegang Lesen		
Nombor Permohonan	Jenis		ftaran Nama-Nama (jika berkenaan)	Bayaran Tahunan		
NoLesenSdnBhd2 (Utk Ruj. LHDN)		1163891	I-T	RM 25.00		
BAYARAN DIKENAKAN		BAYARAN DIBUAT				
	RM	Sen	No. Resit Rasmi	Tandatangan Tukang Wang		
Bayaran Ansuran Pertama*	25	CV				
Bayaran Ansuran Kedua*						
Tarikh Pengeluaran 1.1.NC	V 2021	20	//	GIT LESEN PERSON		
Sah sehingga16/11/		20	(()			
Stesen:				SARAWAY *		
Daerah Kuching			b.p. Pemun	gut/Timbalan Pemungut		
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ASAL

(I.R.D. No. 7-Pind. 1/86)

BORANG I (SEKSYEN 5, 23 DAN 24(2))

KERAJAAN NEGERI SARAWAK

No. 1094207

ORDINAN PERNIAGAAN, PROFESION DAN PERLESENAN PERDAGANGAN (THE BUSINESSES, PROFESSIONS AND TRADING LICENSING ORDINANCE)

LESEN INI DIKELUARKAN U	PERNA MED	PERNA MEDIA SYSTEM SDN. BHD.				
YANG BERTEMPAT DI	B424, Block 2, Level 4, Icom Square, Jalan Pending, 9345					
BERKENAAN DENGAN		Kuching	Kuching Printing Gift And Souvenir Items			
UNTUK MENJALANKAN PERI	NIAGAAN	Printing Gift A				
Dengan ini saya berjanji akan me	embuat pembay	yaran tiap-tiap tahun/	setengah tahun tanpa	membuat sebarang tuntutan.		
No. Rujukan Cukai Pendapatan s	aya/syarikat ka	ami				
adalah				angan Pemegang Lesen		
Nombor Permohonan	Jenis	Nombor Pendaf Perniagaan (Bayaran Tahunan			
NoLesenSdnBhd3(Utl Ruj. LHDN)				RM 25.00		
BAYARAN DIKENAKAN		BAYARAN DIBUAT				
	RM	Sen	No. Resit Rasmi	Tandatangan Tukang Wang		
Bayaran Ansuran Pertama*		CO				
Bayaran Ansuran Kedua*						
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dengan Permohonan untuk Pindal	hmilik No	PENTING/IMPO		dan Resi		
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Tarikh:	Plea	se bring along this Trad	ling ticence and	gut/Timbalan Pemungut		
Denda bagi bayaran Lewat:-	you	ur business chop when renewal.	you: , for a	5		
Jika mana-mana bayaran ansurar	n yang sudah ş	The same and the s	dibayar:—			
				dengan bayaran ansuran aka		
(b) pada akhir bulan yang beri	kutnya bayarai	n tambahan dua kali	ganda bayaran ansura	an akan dikenakan.		
Apabila suatu kesalahan di bawal dalam masa satu bulan dari tariki	akhir tempoh	pembayaran. Pemung	gut boleh, dengan pers	h bayaran ansuran tidak dibay etujuan bekas Pemegang Lese		



Public Bank Berhad

Branch: 3rd Mile, Block 10, Jalan Tun Ahmad Zaidi Adruce 93250 Kuching, Sarawak, East Malaysia Phone: 082-245271 Swift Code: PBBEMYKL

Currency: Ringgit Malaysia (MYR)

Perna Media System Sdn Bhd Bank Account No. 3198102817

ACCOUNT DEMOGRAPHICS

1

BANK 033 ACCOUNT DP

3198102817

NAME/ADDRESS PERNA MEDIA SYSTEM SDN BHD TINGKAT 2 LOT 22E/340 LORONG 14 JALAN RUBBER 93400 KUCHING SARAWAK

MALAYSIA

STATUS ZEROES TAX ID DATE OPEN 16/11/2015 PRM OFF DATE CLOSE 16/11/2015 SEC OFF ACCT TYPE 100 CYCLE

LAST MAINT 16/11/2015 SOURCE LAST OPER CURRENCY MYR

JLN TUN ZAIDI

CRED RATING MAIL CODE 0

RESTRICTION

NEXT PAGE 16/11/15 14:39:56 ID: JTZBNEB

BRANCH 0000186 COST CNTR 0000186 PRM PHONE 00128818810 SEC PHONE 00168666415 MOBILE FAX PHONE WITHHOLD 1

LAST PAGE