



FOR IMMEDIATE RELEASE

Alibaba Cloud, Conversant Solutions and Prestariang Form Collaboration to Enhance Malaysia's Education System

Accelerating innovation in education with EduCloud

Kuala Lumpur, 12 January 2017 – Alibaba Cloud, the cloud computing arm of Alibaba Group, together with Conversant Solutions Pte. Ltd. and Prestariang Berhad, today signed a Memorandum of Understanding (“MoU”) to collaboratively build an integrated education platform known as EduCloud.

EduCloud will be a single platform to deliver all activities linked to education and related services. These cloud-based services will include campus management, teaching and learning, entertainment, digital payment, and many other services and online applications. EduCloud will be highly scalable and will enhance the learning experience among students, teachers, lecturers, parents, education institutions and the relevant governing bodies. Beginning in Malaysia, the collaboration will empower all three companies to deliver a comprehensive range of education services and explore new opportunities in the Asia Pacific market.

To ensure EduCloud's success, the collaboration leverages each party's strengths, including Alibaba Cloud's cloud computing capabilities, Conversant's Digital Media Enablement and Prestariang's talent and education customer base and deployment expertise.

“The tripartite collaboration leverages Alibaba Cloud's partnership ecosystem and expertise in cloud computing. We are excited to work with Conversant and Prestariang to empower education institutions in Malaysia with new IT cloud infrastructure,” said Mr. Ethan Yu, Vice President of Alibaba Group and General Manager of Alibaba Cloud Global.

“The project opens up numerous possibilities for education and our cloud based digital media enablement services as a whole. We are proud to be part of this project together with our partners, Alibaba Cloud and Prestariang and look forward to a close partnership,” said Mr Cheong Kong Wai, Founder & CEO of Conversant.

“Partnering with Alibaba Cloud and Conversant is very much aligned with Prestariang's new corporate growth strategies. EduCloud will capitalize on our existing footprint, help grow our customer base, and expand our offering to include not just licensing and training, but also online application and services. It will enable us to journey into new areas such as digital platform and big data analytics and provide end-to-end solutions and services to the whole education market via the cloud. I am confident that this collaboration will open new opportunities in and beyond Malaysia,” said Dr. Abu Hasan Ismail, President and Group CEO of Prestariang Berhad.

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About Alibaba Cloud

Established in September 2009, Alibaba Cloud (intl.aliyun.com), Alibaba Group's cloud computing arm, develops highly scalable platforms for cloud computing and data management. It provides a comprehensive suite of cloud computing services to support growing enterprises worldwide, including customers, sellers and other businesses participating in Alibaba Group's online and mobile commerce ecosystem. Alibaba Cloud is a business of Alibaba Group.

About Conversant (www.conversant.com.sg)

Conversant is a privately held technology company with a strong regional presence in Asia. We focus on developing and offering hybrid cloud based services for digital media enablement. As the digital media industry continues to grow rapidly around video content and mobile applications, our cloud based offerings enable content providers and network service providers to effectively monetise their digital content offerings. For more information on Conversant and our hybrid cloud offerings, please contact sales@conversant.com.sg, or visit www.conversant.com.sg.

About Prestariang Berhad (www.prestariang.com.my)

Prestariang is a Talent, Technology and Education provider in Malaysia. Prestariang Group has been focused in providing a holistic chain of ICT services in Talent & Software Solutions, Technology & Services as well as Education via its University Malaysia of Computer Science & Engineering (UniMy). Its businesses are integrated to provide a complete suite of services including talent training & certifications, talent acquisition and management, software license distribution and management services, software asset management as well as technology services in border security. The Company has a total market capitalisation of approximately RM1.0 billion and is one of Malaysian companies listed in FTSE4Good Bursa Malaysia Index (since December 2014).

Media Contacts

Alibaba Cloud

Sindy Shi
Alibaba Group
+86 150 2192 5635
ruoyun.sry@alibaba-inc.com

Sheena Cheong
Text100 Global Communications
+65 6603 9017
alibabacloud@text100.com.sg

Prestariang

Irene Yeoh
RAPR Mileage Communications
+6012 3868873
ireneyeoh@raprmileage.com

Liew Siew Leng
RAPR Mileage Communications
+6017 8875108
siewleng.rapr@gmail.com

Conversant

Serene Lee
Conversant Solutions Pte Ltd
+65 6226 1138
serene@conversant.com.sg