

Smart device industry surges ahead in Greater KL

The smart home device industry has experienced remarkable growth and innovation in recent years, transforming how we interact with technology. As a result, the market is expected to reach US\$205.6 billion in 2030, from US\$84.52 billion in 2021.

Smart devices are integral to Malaysia's drive to become a Smart Nation. With cutting-edge technologies, Malaysians are empowered with more exciting opportunities from better healthcare, industry-relevant education and more significant business productivity. HONOR, a leading global tech company, established a regional business services hub for the Asia-Pacific market in Greater Kuala Lumpur based on its diverse talents and supportive business atmosphere. By leveraging Greater KL's strengths, the company can expand its presence in Southeast Asia and deliver exceptional customer service.

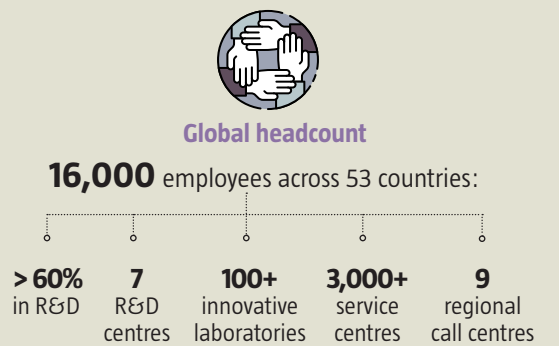
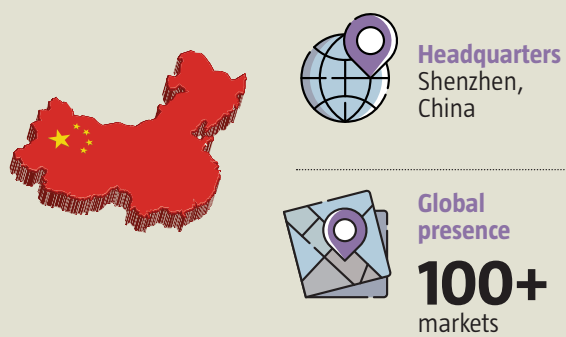


Greater KL stands out as a city with outstanding facilities, making it an ideal central hub for HONOR's local business development. With access to the best resources and the convenience of a well-connected transport system, including an international airport and efficient public transport, setting up our Malaysian branch in Greater KL was a wise choice."

— Justin Li, CEO of HONOR Malaysia

HONOR

HONOR is a leading global provider of intelligent devices such as smartphones, fitness trackers, laptops, mobile and digital trackers, and a fantastic range of wearables. It has established a reputation for delivering high-quality, feature-rich devices at competitive prices. Its products blend style, performance and functionality seamlessly. With a strategic focus on innovation, quality and service, the company has pioneered many industry-first technologies based on its extensive R&D capabilities.



History

- Established in 2013 by Huawei
- Acquired by Shenzhen Zhixin New Information Technology Co in 2020

HONOR Malaysia

The company started operating in this country in 2021. Its Greater KL office serves as the base camp for its Asia-Pacific operations.

Reasons for being here

KPMG's Global Technology Industry Survey 2021 ranked KL as the No 9 city in Asia-Pacific. It is seen as a leading technology innovation hub.

- Top-notch infrastructure
- Robust legal framework
- Diverse and skilled workforce proficient in multiple languages
- Effective communication systems
- Supportive policies

Business activities

- Brand management
- Market planning
- Retail construction
- Customer service
- Consumer insights

Regional support for its business in Southeast Asia

Headcount
>350; 50% in R&D

Number of offices across Malaysia:

10

Introducing new regional functions:

- Strategic services
- Business services
- Global traders

Talent sourcing

HONOR collaborates with many agencies to source local talent in technology development, retail and management

Strategic collaborations

Local businesses
Collaborated with Touch 'n Go in 2022 to launch the HONOR 70 X Enhanced Touch 'n GO NFC Card Limited Edition Gift Set

Educational institutions
Collaborated with local institutions such as Era Technology Communication Art & Design, Multimedia University, Universiti Teknologi MARA, Universiti Tunku Abdul Rahman and Taylor's University in HONOR Talents Global Design Awards 2022 to encourage the Malaysian creative scene to innovate in different art forms

Examples of HONOR's best practices

Quality control
Its smartphones are subject to strict quality control and must pass over 400 product tests and more than 20 global certification standards, depending on the product line

Innovative technology
The company has looked at eye-care technologies since 2016. Data was collected from more than 10,000 users to develop optimal dimming display technology. As a result, the HONOR Dynamic Dimming feature in its smartphones effectively lowers eye fatigue by 18% after 45 minutes.

ESG

HONOR published its inaugural ESG report on April 21, 2023, which outlines its targets and progress across seven pillars, including environmental, protection, technology for good and youth empowerment

Initiatives and goals include:

Reduced use of hazardous substances and materials by 3,861 tonnes and recycled more than 1,785 tonnes of e-waste

98% of the materials used in the packaging of HONOR Magic Vs are non-plastic

Automated 75% of its production line to reduce the use of energy and resources in its production facilities

Aims to reduce its carbon emissions by 88%, achieve 100% use of renewable energy and reach carbon neutral operations by 2045



Global tech companies like HONOR recognise the immense opportunities presented by Malaysia's thriving ecosystem. The government is actively paving the way for remarkable technological advancements through unwavering determination to enhance the digital infrastructure and foster inclusivity. Malaysia's impressive No 2 ranking among the SEA countries at the IMD World Digital Competitiveness & Talent Ranking 2022 speaks of our national commitment to nurturing innovation and entrepreneurship."

— Datuk Muhammad Azmi Zulkifli, CEO of InvestKL

