

## ASL's 50th Anniversary

### Uphold Righteousness, Innovate, and Strive for Excellence

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*Half a Century of Outstanding Development,  
ASL is Leading the Market and Embarking on a New Journey*

(Hong Kong, 14 November 2023) – **Automated Systems Holdings Limited** (“ASL” or “the Group”) (HKEX stock code: 771), a professional and trustworthy global unified technology services partner, is pleased to announce the Company’s 50<sup>th</sup> anniversary celebration, and the “ASL Solution Day 2023” is going to be held on 17<sup>th</sup> November 2023, at JW Marriott Hotel Hong Kong. While celebrating the Group’s glorious journey spanning half a century, we are committed to building a professional, efficient, and digitally integrated IT platform, in order to continue delivering innovative, sector-focused, and excellent digital unified technology services to the international market.

ASL was established in the 1970s. Over the past 50 years of development, ASL started as a small system integrator and continuously pursued the direction of innovative technology. We expanded our business network to different fields and gradually developed three core businesses: **Innovative Solutions Business, Cybersecurity and Omni-channel Managed Services**. In 1997, ASL was listed on the main board of the Hong Kong Stock Exchange, marking its entry into the international capital market. In 2009, the Group became an important member of the Beijing Teamsun Group and expanded its business to mainland China. Over the past few decades, the IT industry has undergone significant transformations. ASL has continuously adjusted its business models to adapt to market demands, closely monitored industry development trends, and consistently explored new business opportunities. ASL has grown to become a leading technology service provider in the Asia-Pacific region. The core business performance has reached a new high in the past decade. In 2017, the Group acquired the US cloud computing services company, Grid Dynamics, and went public on NASDAQ (NASDAQ: GDYN) in 2020. This marked a significant step for the Group in implementing its regional development strategy in both the Asia-Pacific and European-American regions. In 2020, the establishment of the ASL Unified Operation Center (UOC) and the Security Operations Center (SOC<sup>2</sup>) enhanced the overall service level of network security. In 2021, the introduction of a one-stop Cloud-Native as a Service strengthened the integration of DevSecOps capabilities and optimized delivery resources, thereby improving continuous operation and maintenance standards. In 2022, ASL became one of the few Hong Kong companies to achieve the highest level of CMMI Level 5 software development certification, earning recognition for its exceptional capabilities.

## **Optimize the Three Core Businesses and Enhance Platform Service Capabilities**

ASL continues to optimize and consolidate its three core businesses, which **include Innovative Solutions Business**, enhance customer experience with innovative applications. While adapting to industry development, we further invest resources in the development of artificial intelligence and robotic process automation, among other areas. For **Intelligent Cybersecurity Services Business**, the Group has received orders in various industries such as financial services, government, healthcare and retail and the Group is strengthening the integration of service platform, so as to provide unified technology. Regarding **Integrated Managed Services Business**, we aim to simplify customers' IT operations and improve efficiency. ASL actively promotes the expansion of multi-channel services and has successfully secured service orders from industries such as finance, aviation, and entertainment this year.

## **Develops Hybrid Cloud Services and Continues to Improve the Capabilities of the Service Platform**

Regarding the new business, the Group actively develops hybrid cloud services and continues to improve the capabilities of its service platform, including its unique Unified Operation Center ("UOC"), which enables customers to access and analyze data more efficiently, thereby support their decision-making process, enhance customer experience and foster customer loyalty to our brand. The Group's self-branded "ASL Marketplace," an integrated cloud native online platform showcases cloud-native as-a-Service and one-stop DevSecOps capability, and the Group has launched several new products this year, with the aim of optimizing and enhancing its cloud-native services.

## **Implements Sector-focused Strategy and Actively Expands in the Greater Bay Area**

ASL focuses on developing advantageous industries and deeply explores customer's business needs based on their technology adoption directions and service requirements. In addition, the Group has strategically partnered with Finastra, a leading global financial technology provider. The Group has focused on talent training in relevant technologies and intensified market promotion efforts to provide exclusive banking solutions.

In the post-pandemic era, the Group seizes the opportunity to strengthen communication between Hong Kong, mainland China, and the global market with unified technology services. Besides, we adjust resources and expand regional talent pools, and implement a regional deployment strategy. In August 2023, ASL established its headquarters in the Greater Bay Area, in response to national policies and to strengthen the Group's role as a bridge within the Greater Bay Area. With the support of regional policy advantages, the Group will strive for multiple advancements in the future. It will increase investment in collaborative development with domestic and international brand suppliers, continuously optimize the partner ecosystem, and seize business development opportunities.

## "ASL Solution Day 2023"

Since 2019, the Group has organized an annual flagship event - "ASL Solution Day," where ASL shares its innovative achievements with the industry and discusses future technology trends. This year's event, themed "Unified for Success, 50 years and Beyond," focuses on: i) ASL's latest updates and future developments; ii) Exploring cutting-edge IT innovation and services; iii) trends and prospects of resource sharing in the Greater Bay Area ; iv) Assisting companies in expanding their influence in the thriving Asia-Pacific market. The event has received strong support from 32 IT vendors, encompassing around 20 booths and 12 breakout sessions seminar. It has brought together IT professionals, academic researchers, and experts from the financial sector, among others. For more details, please visit the link: [Link](#)

With ASL's research and development centers in Asia Pacific, over a thousand of high-caliber experts, and 50 years of experience in providing professional IT services to global users, ASL will continuously strengthen its business capabilities and remain committed to its founding principles. It is dedicated to becoming the preferred professional unified technology service partner for clients.

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*In 2023, ASL opened its Greater Bay Area Headquarters (left image) and has deepened its collaboration with the leading global financial technology provider, Finastra (right image), to provide banking solutions. On November 17<sup>th</sup>, ASL will host its annual flagship event - ASL Solution Day 2023 (middle image) - to commemorate its 50th anniversary and embark its new journey. It will continue to deliver innovative, sector-focused, and excellent digital unified technology services for the market.*

## **About Automated Systems Holdings Limited**

Automated Systems Holdings Limited (“ASL” or “The Group”) was listed on the Stock Exchange of Hong Kong Limited in 1997 (Stock Code: 771). The ASL Group, consists of Automated Systems (H.K.) Limited, ELM Computer Technologies Limited, CSA Automated (Macau) Limited, Guangzhou Automated Systems Limited, ASL Automated (Thailand) Limited. In addition, Grid Dynamics Holdings Inc. is the associate of the Group. The Group’s core business is based in Hong Kong and Macau and covers Asia Pacific, Europe, and the United States. It is dedicated to offering professional and trustworthy information technology (“IT”) services to corporate clients around the world.

The Group’s core businesses are Innovative Solutions, Intelligent Cybersecurity Services, and Integrated Managed Services. Innovative Solutions business is offering holistic business solutions to accelerate customers’ digital transformation. Intelligent Cybersecurity business is specialized in digital asset protection & risks prevention. Integrated Managed Services business is to manage clients’ IT infrastructure to cloud platform in entire IT lifecycle with its worldclass, industry-specific and end-to-end services.

With ASL's research and development centers in Asia Pacific, over a thousand of high-caliber experts, and 50 years of experience in providing professional IT services to global users, ASL provides the best practices for customers’ IT management and is definitely customers’ professional and trustworthy unified technology services partner.

For more information, please visit our web page at <http://www.asl.com.hk>.

## **For Press Enquiries**

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