

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

## **EPMB Strengthens Strategic Alliances with Sanly China and Jujin China to Boost Local Manufacturing for Proton Saga MC3**

**SHAH ALAM, 21<sup>st</sup> February 2025** – EP Manufacturing Berhad (EPMB), a leading Malaysian automotive solutions provider, has announced two strategic joint ventures with **Sanly China** and **Jujin China**, marking a significant step forward in localizing the production of key automotive components for the Proton Saga MC3. These partnerships underscore EPMB's commitment to enhancing Malaysia's automotive manufacturing capabilities while delivering cost efficiencies and superior quality to OEMs.

### **Partnership with Sanly China: Advancing Subframe and Rear Axle Assembly Production**

EPMB, through its subsidiary PEPS-JV (M) Sdn Bhd, has formalized a joint venture with Sanly China to localize the manufacturing of front corner modules, subframe modules, and rear axle assemblies for the Proton Saga MC3. The agreement, signed on 18th February, integrates Sanly China's advanced metalworking technologies with EPMB's existing operations in Batang Kali, ensuring a more robust and efficient supply chain. This collaboration aligns with the strategic initiatives of MITI, MIDA, fostering technology transfer and enhancing local manufacturing capabilities.

By leveraging Sanly China's expertise, EPMB aims to deliver competitive pricing models and optimized ex-factory costs, providing OEMs with enhanced cost efficiencies and quality assurance.

**Aidan Hamidon, Executive Director of EPMB**, commented:

'This joint venture with Sanly China represents a strategic leap forward for EPMB. By combining Sanly's advanced metalworking expertise with our local manufacturing capabilities, we are setting new standards of excellence in automotive component

supply. This partnership is a testament to our commitment to innovation, quality, and strategic growth.’

### **Partnership with Jujin China: Localizing Car Seat Manufacturing for Proton**

In a separate but equally significant development, EPMB has joined forces with Jujin China to localise Car Seats for Proton. This venture is a result of years of partnership between EPMB and Jujin, built on trust, mutual respect, and a shared commitment to innovation. The signing ceremony was witnessed by Dr. Li, CEO of Proton, Mr. Wang, CPO of Proton, and Mr. Huang from Jujin China on 21st February.

This strategic alliance reinforces EPMB’s position as a key automotive solutions provider in the industry. The integration of Jujin’s global expertise in seat design and production with EPMB’s local manufacturing capabilities drives efficiency, cost optimization, and long-term profitability. It better positions EPMB for sustainable growth. Discussions are ongoing to expand the collaboration to other Proton models and potentially Geely vehicles, further enhancing EPMB’s market reach.

“This is not just an expansion of our manufacturing footprint—it is a transformation of our business mindset,” said **En. Hamidon Abdullah, Executive Chairman of EPMB**. “We cannot sustain a model where we produce high-quality products but operate at marginal selling prices. This joint venture ensures we scale production, reduce costs, and drive profitability. We are not just adapting to new norms—we are creating them.”

### **Reinforcing EPMB’s Leadership in the Automotive Industry**

With strong ties to Geely and other Chinese OEMs, Jujin and Sanly’s integration into EPMB’s supply chain is a game-changer. Through these partnerships, EPMB gains direct exposure to China’s advanced manufacturing ecosystem, redefining its cost structures and setting a new benchmark for operational efficiency. This shift positions EPMB to not only support Proton but also expand into other OEMs and export markets.

### **About EP Manufacturing Berhad (EPMB)**

EP Manufacturing Berhad (EPMB) is a premier Malaysian automotive solutions provider specializing in the manufacturing of high-quality components and systems for global automakers. As a trusted Tier-1 supplier to Proton, EPMB is synonymous with innovation and quality, playing a pivotal role in advancing Malaysia's automotive industry.

### **About Jujin China**

Zhejiang Jujin Automobile C Motor-cycle Accessories Co., Ltd (Jujin China) is a globally recognized automotive component manufacturer specializing in seat design, production, and assembly. With an annual production capacity of nearly 1,000,000 car seats, Jujin China is a trusted partner to Proton, Geely, BYD, and Chery, delivering technical excellence and manufacturing innovation.

### **About Sanly China**

Sanly China is an industry leader in precision metal stamping, structural automotive components, and advanced manufacturing technologies. With a reputation for quality and innovation, Sanly China is instrumental in enhancing EPMB's manufacturing ecosystem, ensuring operational excellence and production efficiency.

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Issued by: Sense Consultancy on behalf of EP Manufacturing Berhad  
Date: 21<sup>st</sup> February 2025

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