



HELP's share price hits historic high at RM2.80

PRESS RELEASE

Kuala Lumpur, Friday 18 June 2010 – HELP International Corporation Berhad's revenue for the second quarter of 2010 saw a continued strong growth with an increase of 11% in its revenue to RM31 million compared to RM27.9 million last year; its' profit before tax grew by 28% to RM10.1 million.

For the period ended 30 April 2010, the Group's revenue increased by 12% from RM48.8 million last year to RM54.5 million. The Group's profit before taxation for the period increased by 36% from RM10.2 million last year to RM13.9 million.

The HELP Group's share price hit its highest today at RM2.80.

HELP has recently entered into a joint venture with the AP Land Group. AP Land is an established property developer in Malaysia and it also has extensive operations overseas. The model for the JV company is to study investment and management opportunities into educational companies through each other's global networks.

To kick-start the collaboration, the JV company is establishing a training institute in Changshu, China where AP Land has a huge development. The JV company will lease an initial 20,000 square feet of space from AP Land to operate the institute and offer its programs. The training institute will initially offer English for Specialist Professionals, Retail Management and Automotive Management courses through this outfit. The institute is expected to commence operations by October and we are conservatively planning for 500 students to start with.

Datuk Dr Paul Chan, President, HELP International Corporation says, "We're bullish about our growth and expansion for the next 5 years. The HELP Group is expanding into overseas markets with some good partners, which will bring about significant growth for the company. This will also make the Group one of the largest educational players in the Asia Pacific region, and we're very excited with the opportunities placed before us."

Over the past two months, HELP International Corporation has signed working arrangements with a view to establish further joint venture companies with two groups. The first group is Global Educational Management (GEM) and the second is Egg Story.

GEM is located in Suzhou, China and the model of operations would be for the HELP Group to manage the international school of GEM. HELP will also be franchising our programs through GEM for the China market. This model would then be replicated in Nanning and other secondary cities through the GEM network.

Egg Story is a Singapore based company specializing in animation work. It has a college in Singapore and offers diploma courses in animation. The founder was involved with DreamWorks and worked on movies like Shrek and the Matrix Trilogies. We are very excited about this partnership as it would bring something very new to the market.

The HELP Group's new campus named HELP@Fraser is set to be ready by September 2010, with the first intake in this campus to commence in December 2010 and January 2011. HELP International College of Technology will move its operations from Klang to the new campus. The catchment area for HELP@Fraser is large as the suburbs and vicinity around it are short of higher education institutions.

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About HELP International Corporation Berhad

HELP International Corporation Berhad was incorporated on 20 June 2005 as the investment holding company for its various businesses, which are primarily in the field of education. It was listed on then Second Board of Bursa Malaysia on 22 May 2007. HELP University College ("HUC"), its flagship subsidiary, is the main contributor to HELP International Corporation Berhad, and has been a pioneer and innovator in tertiary education in Malaysia since 1986, and has an established reputation and brand recognition in the market.

Currently, HELP International Corporation Berhad and its subsidiaries ("HELP Group") consists of six main institutions: HELP University College (HUC), HELP ICT (HICT), HELP Training Centre ("HTC"), HELP Academy ("HA"), HELP Executive Advanced Training ("HEAT"), the International Centre for Security Management ("ICSM"), and HELP M&E.

- HUC was among the pioneers who introduced foreign 'twinning' and external programmes to Malaysia in the 1980s, and is also one of the leading colleges' conferred University College status by the Ministry of Higher Education (MOHE) in August 2004. HUC's current registered enrolment is currently over 8,000 students, of which there are more than a thousand foreign students from 61 countries across the globe pursuing their degrees at the institution.
- HICT was formerly Sepang Institute of Technology (SIT), a college based in Klang, Selangor, Malaysia. It offers courses in pharmacy, engineering, and various social science courses including the University of London External Programme.
- HTC concentrates on providing vocational education and training, and other skill based programs.
- HA is set up to complement HELP University College in selected areas of tertiary education particularly in 3-year programs with UK and Australian universities and 4-year programs with US universities among others.
- HEAT is mainly targeted to provide executive education and it focuses on Management of Fraud, Sales and Islamic Banking among others.
- HELP M&E will provide pre-university courses/services which will include tuition classes, specialized education workshops and courses at pre-school, kindergarten, primary, and secondary school levels. It will also be involved in the distribution or agent for educational products and services.
- These subsidiaries are under the holding company of HELP International Corporation Berhad, which will continue to provide excellence in education and strive to reinforce Malaysia's position as an education hub.

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