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Title : FSBM sees 20% annual growth for its mobile com division
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Kuala Lumpur: FSBM Bhd expects its mobile communications division's revenue to grow by 20% annual starting in the current financial year ending Dec 31, 2008, from RM10 million in FY07 on the back of its impending entry into China.

FSBM's multimedia division CEO Michael Ta said it expected to launch its mobile phone software UNOS PRO in China this year.

"We are anticipating growth (of subscriber base) at the end of this year after the launch of UNOS PRO in China as it is the largest consumer market in the world and people are used to mobile applications over there," he said.

FSBM posted a net profit of RM5.7 million on the back of RM43.59 million revenue in FY07.

Speaking to reporters at the UNOS PRO product briefing here yesterday, Ta said the company wanted to increase its subscriber base to 1.5 million by year-end from its existing base of 35,000 users.

UNOS PRO is an access-agnostic mobile software that offers free push email and SMS; and it is geared towards higher cost savings for consumers when roaming internationally with their mobile hand sets.

Since its soft launch on March 10, 2008, UNOS PRO has subscribers from over 75 countries and its subscriber base is growing at an average of 7% per day. Of its 35,000 subscribers, 65% are Malaysians.

Ta said FSBM had invested nearly RM5 million in research and development in UNOS PRO over the last three years.

UNOS PRO has quite a spread in terms of average revenue per user (ARPU), Ta added, with frequent business travelers spending an average of RM80 to RM100 per month and some users who utilize the free messaging service for free.

Aside from generating revenue through subscription, Ta is also looking to generate another revenue stream from the provision of mobile advertising and push marketing services as well.

Presently, UNOS PRO has four physical hubs located in Malaysia, Hong Kong, London and Beijing, providing services to more than 195 countries.