



**P.I.E. INDUSTRIAL BERHAD**  
(Company No. 424086-X)  
(Incorporated in Malaysia)

**To: All Shareholders of P.I.E. Industrial Berhad**

Dear Sir/Madam,

**NOTIFICATION - Launch of eDividend for Shareholders**

P.I.E. INDUSTRIAL BERHAD (PIE or the Company) wishes to inform you that Bursa Malaysia Securities Berhad (Bursa Securities) had via its letter dated 16 March 2010 announced that eDividend will be launched on 19 April 2010. This move is geared towards creating an electronic, efficient and convenient cash dividend distribution system for shareholders.

**Background**

In tabling the Federal Budget 2010, the Prime Minister announced that all listed issuers are required to offer eDividend services to their shareholders. The Securities Commission's subsequent press release stated that shareholders are given a one-year grace period to provide their bank account information to Bursa Malaysia Depository Sdn Bhd ("Bursa Depository") (as the repository of such information) and that eDividend will be implemented in the third quarter 2010.

**What is eDividend?**

Electronic Dividend Payment or eDividend which allows an issuer to electronically pay your cash dividend entitlements directly into your bank account instead of making payment via bank cheques. One of the main objectives of implementing eDividend is to promote greater efficiency of the payment system which is aligned to the national agenda of migrating to electronic payment.

The main objectives of implementing eDividend are, amongst others, to promote greater efficiency of the dividend payment system and to put the Malaysian market on par with practices in other regional markets in relation to receipt of dividend proceeds by shareholders. At the same time, the move towards eDividend is a further step towards the national agenda of migrating to electronic payments as well as adherence to G-30's recommendation on best practices of a paperless environment and zero-intervention process. Further, the benefits of having such eDividend are:-

- Faster access to dividends which are credited directly into your bank account
- Convenience – eliminates the need to go to a bank
- One-off provision of bank account details for all listed issuers on Bursa Securities
- Better account management with the option to consolidate the dividends from all your CDS accounts into one bank account
- Misplaced, lost or expired cheques will no longer be an issue

**ACTION TO BE TAKEN**

As the eDividend has been launched on 19 April 2010, please seek the advice from your Authorised Depository Agent (ADA)/stock broker on the registration of eDividend as soon as possible and you have a grace period of one year, until 18 April 2011 to provide such information. The sooner you provide your bank account information, the sooner you will be able to benefit from the advantages of eDividend.

In order to facilitate this and for more information, you may visit Bursa Securities's website: [www.bursamalaysia.com/website/bm/trading/edividend.html](http://www.bursamalaysia.com/website/bm/trading/edividend.html).

Thank you.

**P.I.E. INDUSTRIAL BERHAD**  
29 April 2010.