

PRESS RELEASE

For Immediate Release

**VENTURETECH INVESTS IN POMEN TO DRIVE DIGITAL TRANSFORMATION
FOR FLEET MAINTENANCE AND WORKFORCE MANAGEMENT**

CYBERJAYA, 12 March 2025 – VentureTECH Sdn Bhd (**VentureTECH**), an impact investment company, has announced a strategic investment in POMEN Autodata Sdn Bhd (**POMEN**), a Bumiputera company specialising in comprehensive Software-as-a-Service (SaaS) solutions with a core element for Workforce efficiency & Maintenance Management - connecting the demand and supply in the maintenance ecosystem. This partnership aims to accelerate POMEN's growth and enhance its innovative platforms, further digitalising the ecosystem for connected service and operations.

Established in 2018, POMEN has emerged as a key player in integrated SaaS solutions with flagship platforms such as ENFLEET and ENGARAGE. ENFLEET is the asset maintenance workflow management platform, allowing companies to have transparency on their asset maintenance work. Meanwhile, ENGARAGE is the workforce management platform for service providers to manage end-to-end service operation. ENFLEET and ENGARAGE work as a collaborative tool, enhancing workforce efficiency.

Trusted by prominent clients including PETRONAS, Maxis, and Edaran Otomobil Nasional Berhad (EON), POMEN connects asset owners with a network of over 2,400 independent service providers nationwide. Through its innovative platforms, the company is constantly enhancing their data analytics module to provide even deeper insights, a predictive maintenance and recommendation module with open API integrations.

VentureTECH's investment will strengthen POMEN's technological capabilities and drive its regional expansion into Southeast Asia. The collaboration also focuses on fostering innovation, enabling POMEN to refine its existing offerings, integrate emerging technologies, and extend its platforms to meet the diverse needs of industries. By facilitating this growth, VentureTECH aims to position POMEN as a leader in digital transformation, contributing significantly to Malaysia's growing technology ecosystem.

Ahmad Redzuan Sidek, Chief Executive Officer of VentureTECH said, "Our investment in POMEN underscores VentureTECH's commitment to fostering transformative local companies that champion digital innovation, socio-economic progress, and environmental sustainability. POMEN's cutting-edge platforms address inefficiencies in the fleet maintenance ecosystem and workforce management, empowering businesses to optimise operations while creating opportunities for Bumiputera entrepreneurs to thrive in high-value sectors."

"Beyond enhancing POMEN's market position, this partnership will generate high-value skilled jobs in technology and engineering. By strengthening the digital ecosystem and promoting advanced technological solutions, we aim to contribute to Malaysia's aspirations of becoming a hub for innovation," he added.

Syed Zulhilmi Tuan Sharif, Chief Executive Officer of POMEN said, "This partnership with VentureTECH marks a pivotal milestone for POMEN, validating our vision to revolutionise asset maintenance and workforce management through innovative technology. With VentureTECH's support, we are equipped to scale our solutions, expand our reach across various industries, and meet the growing demands of clients locally and regionally. As we venture further into the ports and aviation sectors—industries that face similar challenges in asset reliability, operational efficiency, and workforce optimisation—we are committed to delivering cutting-edge solutions that drive efficiency, create value for our clients and stakeholders, and contribute to broader digital transformation initiatives."

This investment aligns with VentureTECH's broader strategy to bridge funding gaps and strengthen the Malaysian startup ecosystem. This strategy is further reinforced through its collaboration with Cradle Fund Sdn Bhd (Cradle) under the Fund Funnel Programme, which aims to establish a more structured funding pathway for startups. POMEN exemplifies this initiative's goal of making strategic investments in high-potential companies, fostering catalytic growth in high-growth, high-value (HGHV) sectors, particularly in digitalisation and advanced technology solutions.

By partnering with POMEN, VentureTECH strengthens its mandate to drive HGHV sectors while advancing Malaysia's digital transformation agenda. POMEN's solutions, which include predictive maintenance and real-time analytics, offer unmatched transparency, operational insights, and environmental benefits, redefining industry standards.

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About VentureTECH

VentureTECH (www.venturetech.my) is a government-backed impact investment company established to catalyse the growth of local industries particularly Bumiputera in the high value added and high technology industries through equity investment. VentureTECH was incorporated as a wholly owned subsidiary of the Malaysian Industry-Government Group for High Technology (MIGHT).

About POMEN

POMEN (www.pomen.io) is an award-winning **B2B enterprise SaaS company** revolutionising asset maintenance and workforce management through cutting-edge digital solutions. Our platform bridges the customer experience gap by offering **seamless solutions** that enhance operational insights, improve efficiency, and drive

significant cost savings for businesses. With a strong focus on **smarter operations**, POMEN empowers companies across industries—including **automotive, ports, and aviation**—to streamline workflows, optimise asset utilisation, and enhance customer relations.

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PHOTO CAPTION



PIC 1: Signing of an investment agreement between VentureTECH and POMEN to accelerate POMEN's growth and enhance its innovative platforms, i.e. ENFLEET and ENGARAGE.



PIC 2: Encik Ahmad Redzuan Sidek (third from left) and Tuan Syed Zulhilmi Tuan Sharif (third from right) with the team members from both VentureTECH and POMEN.