



PARKSON HOLDINGS BERHAD (89194-P)
(Incorporated in Malaysia)

1 November 2010

To: **The Shareholders of Parkson Holdings Berhad**

Dear Sir/Madam

Electronic Dividend Payment (eDividend) Service

The eDividend refers to the payment of cash dividends by a listed issuer directly into the shareholders' bank accounts. 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.

1. Benefits of eDividend

- 1.1 eDividend extends to all companies listed on Bursa Malaysia Securities Berhad ("**listed issuers**") and provides, amongst others, faster access to your cash dividends, eliminates the inconvenience of having to deposit the dividend cheques and problems such as misplaced, lost or expired cheques, and unauthorised deposit of dividend cheques.
- 1.2 When you register for eDividend, you will also enjoy the following additional benefits:
 - (a) the convenience of a one-off registration for entitlement to eDividend from all listed issuers; and
 - (b) the option to consolidate the dividends from all your Central Depository System ("**CDS**") accounts into one bank account for better account management.

2. Registration for eDividend

- 2.1 Registration for eDividend had commenced on **19 April 2010** for a period of 1 year until 18 April 2011, at no cost to the shareholders. If you register after the 1 year period, an administrative charge will be imposed.

To register for eDividend, you are required to provide to Bursa Malaysia Depository Sdn Bhd ("**Bursa Depository**") through your stock broker, your bank account number and other information by completing the prescribed form. This form can be obtained from your stock broker's office where your CDS account is maintained, or downloaded from Bursa Malaysia's website at <http://bursamalaysia.com/website/bm/trading/edividend.html>.

- 2.2 You need to submit to your stock broker's office where your CDS account is maintained, the duly completed prescribed form and the following for registration:

- (a) **Individual depositor:** Copy of identification documents, i.e. NRIC, Passport, Authority Card or other acceptable identification documents. Original documents must be produced for your stock broker's verification;

Corporate depositor: Certified true copy of the Certificate of Incorporation/Certificate of Registration; and

- (b) Copy of your bank statement/bank savings book/details of your bank account obtained from your bank's website that has been certified by your bank/copy of letter from your bank confirming your bank account particulars. For individuals, original documents must be produced for your stock broker's verification. For corporate entities, a certified true copy is to be submitted.

If the CDS account is held in the name of a nominee, the nominee will register for the eDividend.

- 2.3 If you are not able to be present at your stock broker's office to submit the prescribed form and supporting documents, please ensure that the signing of the prescribed form and the supporting documents have been witnessed by an acceptable witness specified by Bursa Depository. In this regard, an acceptable witness includes an Authorised Officer of your stock broker, a Dealer's Representative, a notary public and an Authorised Officer of the Malaysian Embassy/High Commission.

3. Notification of eDividend payment after registration

You are encouraged to provide in the prescribed form to Bursa Depository both your mobile phone number and e-mail address, if any. This is to enable the Company to issue electronic notification to you either via e-mail or short message service (SMS), at the discretion of the Company, once the Company has paid the cash dividend out of its account. You will continue to receive your tax vouchers as long as the law requires it.

4. Additional information

- 4.1 Your savings or current account, must be an active bank account, maintained with a local bank under your name or in the case of a joint account, has your name as one of the account holders. It must also be a bank account with a financial institution that is a member of the Malaysian Electronic Payment System Inter-Bank GIRO (IBG), which can be found on this website: http://www.meps.com.my/faq/interbank_giro.asp?id=2#answer.
- 4.2 Your bank account particulars and other related information is protected under the Securities Industry (Central Depositories) Act 1991 which strictly prohibits the disclosure of such information to any person unless you expressly authorise the disclosure in writing. For eDividend purposes, you will be authorising disclosure of your bank account particulars and other related information to persons necessary to facilitate the eDividend such as the Company, the share registrar and the appointed paying banks.

You may find more information pertaining to eDividend on Bursa Malaysia's website at <http://bursamalaysia.com/website/bm/trading/edividend.html>.

If you have any query relating to our eDividend service, please do not hesitate to contact our Share Registrar:

Secretarial Communications Sdn Bhd
Contact person : Mr Daniel Chew Wai Huan
Tel No. : 03-2142 0155, 03-2141 8411
Fax No. : 03-2142 8409
Email : phb@lion.com.my

Thank you.

Yours faithfully
PARKSON HOLDINGS BERHAD

TAN SRI CHENG HENG JEM
Chairman and Managing Director