

**SMART
RENTAL**

 PEACE BEGINS
WITH A **SMILE.**


Smart Rental NEWSLETTER

Stay Connected with Smart Rental's New Updates

August 2023

TOP NEWS (Updates)

- **Subscribers**

- **Active Subscribers**

- **Branding**

- **Social Media**

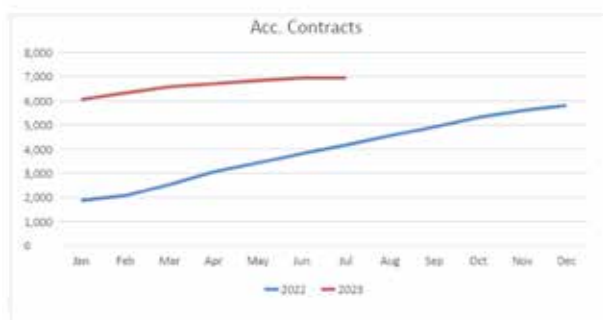
- **Exhibitions**

- **Upcoming**

Subscribers (Updates)

We have accomplished the first half of 2023 by doubling our subscription contracts to 6110 as of June 2023. We remain the top market player in **HAAS** subscription and are currently serving more than 500 SMEs.

Active Subscribers



Through these 6 months, we have also developed 5 new programs to enhance our subscription model.

1. Smart Agility Program

This is our new subscription laptop program. We currently have subscription-to-use or subscription-to-own plans, (SALPASUS) for Asus at RM138, (SALP180) for Lenovo/HP/Dell at RM180 and (SALP208) for Apple at RM208. Individual customers can opt to subscribe via credit card (through a platform called Dreamshop) and SMEs can opt for our Smart Credit Assist for easy on-boarding.

The Agility Program comes inclusive of Insurance, Technical Support, Smart Cyber Security, Buyback Policy, Smart Membership and a be part of our ESG Program.

2. Smart Credit Assist Program

Developed to on board customers easier with supporting documentations by giving credit.

3. Smart Cyber Security Program (SAAS)

Working together with Acronis, all our subscribers can now enjoy this Smart Cyber Security for free. However, non-SR subscribers can subscribe as well.

4. Smart Concierge Program (ITMAAS)

Our special concierge services are given to SMEs, where on-site preventive maintenance and set-up is provided. Special IT Manager attention will be given to ensure less down time.

5. Super Saver Plan at RM38/month

We are excited to introduce our latest plan, the Super Saver Plan, which is set to redefine the market landscape. Priced at an exceptional rate of just RM38 per month, this plan comes complete with an extensive array of technical support and services. Our aim is to provide an unparalleled package that not only fits seamlessly into your budget but also, ensures that you receive comprehensive assistance and solutions for all your needs.

Branding (Updates)

In today's global market, it's crucial to stand out from thousands of similar products. We, at Smart Rental wants to be differentiated from our competitors, we want to be remembered for our unique value proposition and positioning.

**The selection of the Alpaca as our brand image serves a dual purpose:
Our brand's essence & captivates attention towards it.**

SMART AGILITY PROGRAM

ANDA UNIK

SAME PRICE BIGGER BENEFITS

Lenovo HP DELL APPLE ASUS

OWN MORE THAN A NEW LAPTOP

SAME PRICE BIGGER BENEFITS

- 3 YEARS INSURANCE*
- 3 YEARS CYBER SECURITY
- BUYBACK POLICY
- SMART MEMBERSHIP
- ESG SUSTAINABILITY

Lenovo HP DELL APPLE ASUS

SMART RENTAL

Get a laptop from **RM138/mo**

- Smart Cybersecurity
- Option to Choose: Subscribe-To-Own | Subscribe-To-Use
- Buyback Policy comes with ESG Sustainability Program

3 Years Insurance 3 Years Cybersecurity Buyback Policy ESG Sustainability

ASUS Lenovo HP DELL

SMART AGILITY PROGRAM

BUYING A LAPTOP WITH **GUARANTEED BUYBACK** WITH ESG SUSTAINABILITY

SUBSCRIBE NOW

Lenovo HP DELL APPLE ASUS www.smartrental.asia

Smart Agility Program

SMART AGILITY PROGRAM MALAYSIA RECORDS

YOU ARE UNIQUE

PURCHASE A LAPTOP WITH ALL OUR SUBSCRIPTION PERKS

SMART RENTAL

SMART AGILITY PROGRAM

BIGGER BENEFITS. FEWER LIMITS.

When you subscribe with us, you're not just subscribing a computer. You're getting a whole range of unlimited smart services to power your dreams.

- 3 Years Insurance*
- Smart Cybersecurity
- 3 Years Warranty*
- Shared Office Membership
- Courtesy Line
- Buyback Policy

*Our Buyback Policy comes with a ESG Sustainability Program.

SMART AGILITY PROGRAM SMART RENTAL

SXC

Lenovo hp dell

Processor: Intel Core i5-12500H / 12500H processor

Display Size: 15.6" (39.62 cm) FHD, 16:9, 1600x900 pixels, 120Hz Refresh Rate

Memory: 16 GB DDR5

Storage: 512GB SSD

Operating System: Windows 11 Pro

Operating System: Windows 11 Pro

Weight: 2.2kg

Color: Carbon Gray Laptop

MY RATING: ★★★★★

RM 180/mth

SMART RENTAL

SMART AGILITY PROGRAM SMART RENTAL

3 YEARS INSURANCE*
Enjoy peace of mind with up to 3 years of all-risk insurance coverage.

WE COVER MORE THAN YOUR NEEDS. SWIPE FOR MORE BENEFITS.

BUY BACK POLICY*
A convenient option to sell back your laptop for us when your contract ends.

3 YEARS WARRANTY*
All devices are guaranteed with a complimentary 3 years warranty.

SMART RENTAL

SMART AGILITY PROGRAM SMART RENTAL

SXC

3 YEARS CYBER SECURITY

At SXC, we employ SMC to help our customers protect their data and operations without the constant worry of subscription fees.

- Zero-day Malware and Ransomware Protection & Recovery
- Real-Time Protection of important documents
- Auto-Response to emerging threats
- Intercept modern email-borne attacks within seconds
- Minimal planned and unplanned downtime, plus automation

SMART AGILITY PROGRAM SMART RENTAL

YOUR DECISION TO SWITCH IMPACTS THE FUTURE.

ESG Sustainability plays a vital part for our future generations. We believe in ensuring a healthy and safe environment. We do not compromise the ability of our future generations to meet our own needs. We want to be here to impact lives!

You will be part of our **ESG Sustainability Program** to sponsor an underprivileged B40 Student (worth RM1,000) when you opt to sell back.

Sambong future

SMART RENTAL

(August) Merdeka Ads

LIMITED EDITION

SUPER SAVER

RM38*/mo

SMART RENTAL

INTRODUCING OUR NEW

SUPER SAVER PLAN

SPECIFICATIONS

- 12.5" - 14" Screen
- Intel Core i3 (Gen 6)
- 8GB RAM
- 120GB SSD
- Windows 10 Pro

MY RATING: ★★★★★

SUBSCRIBE-TO-USE

RM38*/MO

FOR 12 MONTHS

SMART RENTAL

RECEIVE A FREE ALPACA

WHEN YOU SUBSCRIBE

I AM UNIQUE 2023

SMART RENTAL

Billboards (Located at Federal Highway)



Van



Our new direction for refurbished plans, Save + Swift = Smile.

Smart Rental brings happiness to its customers by making the act of getting a computer a joy rather than a burden through the perks of its subscription plans. With this concept in mind, we want to take Smart Rental on a new campaign direction that uses a simple formula (X+Y=Z) to express what customers can expect to experience when they subscribe with us.

SMART RENTAL

SAVE+SWIFT=Smile
The PC you want at costs you can afford.

Experience joy with Smart Rental today!

Lenovo hp DELL

MALAYSIA BOOK RECORDS

SMART RENTAL

SAVE+SWIFT=Smile

- INSTANT APPROVAL*
- SmartCAPE INSURANCE
- SNAP SERVICES*
- TECHNICAL SUPPORT
- UPGRADABLE*
- WARRANTY PROGRAM

SMART RENTAL

RM1 Daily Rental Plan

GET IT NOW

Grab the Tech Deal of a Lifetime:
Enjoy the comfort of your PC with the best price for your business at only **RM1 Per Day!**

www.smartrental.com

SMART RENTAL

Lenovo hp DELL

SRLP87

Intel Core i5 (GEN5)
8GB RAM, 256GB SSD Drive,
14" Screen, Wi-Fi,
FREE Web Office

RM187/1mo

MOST POPULAR!

MY RATING ★★★★★

Lenovo hp DELL

SRDT58

Intel Core i5,
4GB RAM, 128GB SSD Drive,
21" LCD Monitor, Keyboard,
Mouse, Wi-Fi, Free Web Office

RM158/1mo

MOST POPULAR!

MY RATING ★★★★★

SMART RENTAL

Hardware-As-A-Solution
Solutions to solve the most common:

- High Cost**
 - Highly priced
 - High maintenance
 - High repair cost
 - High replacement cost
- Hardware Downtime**
 - High downtime
 - High repair cost
 - High replacement cost
 - High maintenance
- Performance Issues**
 - Highly priced
 - High maintenance
 - High repair cost
 - High replacement cost

5 Affordability

- Low maintenance
- Low repair cost
- Low replacement cost
- Low downtime

SmartCAPE

- SmartCAPE insurance
- SmartCAPE warranty
- SmartCAPE support
- SmartCAPE upgrade

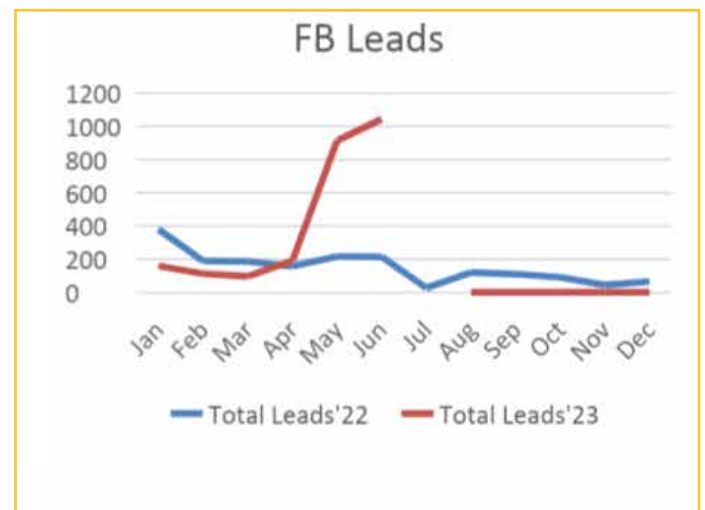
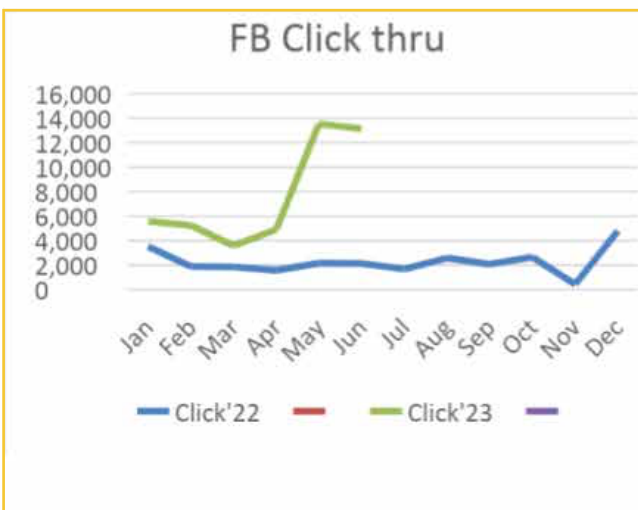
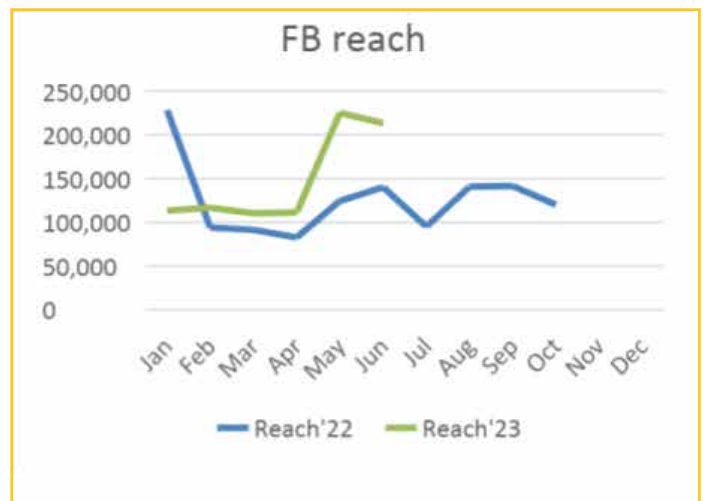
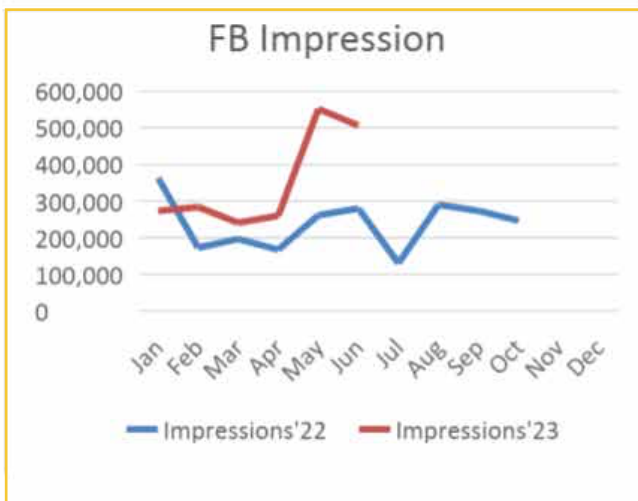
Reliability

- Low downtime
- Low repair cost
- Low replacement cost
- Low maintenance

Social Media (Updates)

Over the course of the past three months, our team has been diligently focused on cultivating a strong marketing and branding presence across all prominent social media platforms. Our ongoing commitment to this endeavor remains steadfast as we continue to strive towards creating a lasting impression that resonates with our subscribers.

Here's how we grab and solidify our positioning:



Social Media (Updates)

To further pull our competitors further away, we came up with an educational channel, IT King (hosted by our very own CEO - Joshua Chin) to share about the current trends, threats, knowledge, etc.



IT King Channel

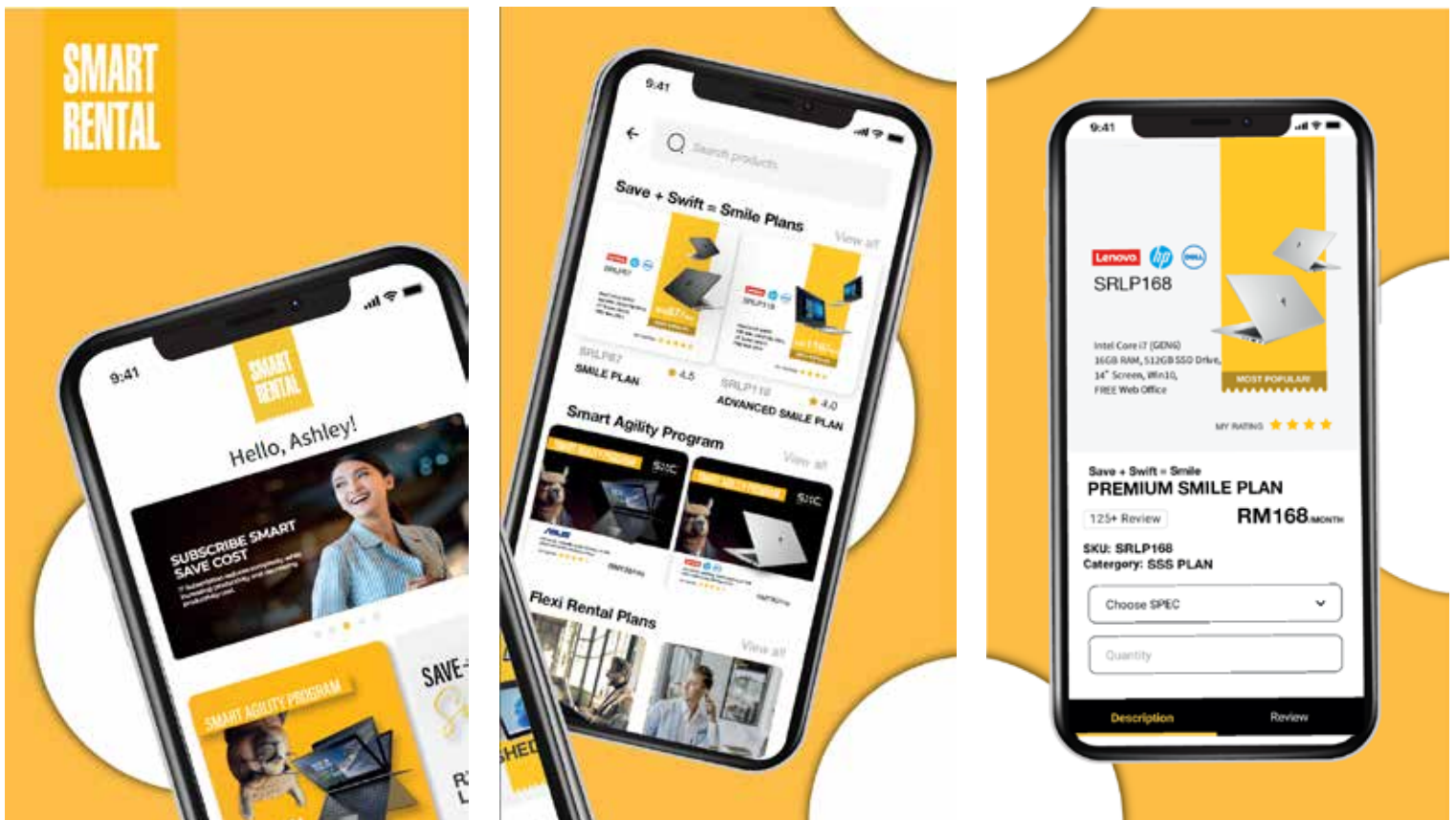


Downside (Updates)

It was to our surprise during the last 4 months, when our BNPL facilities were uplifted.

With this uplift, it has tremendously affected our agency recruitment model which has greatly impacted our contract creation. However, we are striving through it and we have almost completed building a Smart Rental Mobile App for easier recruitment of future agencies which will officially launched in Sept.

Mobile App Layout





During the launching of our Smart Agility Program, a significant milestone was achieved as we formalized collaborative efforts through **the signing of a Memorandum of Understanding with DM Solution, FSBM Berhad and OBC**, who are poised to serve as esteemed business channel partners.



ESG Sustainability (Updates)



At Smart Rental, we are committed to making a positive impact on the environment, society, and economy through our holistic approach to ESG sustainability. Our mission goes beyond traditional business practices, as we actively contribute to reducing e-waste, fostering education, and ensuring responsible recycling.



REDUCE



REUSE



RECYCLE



Empowering the Future

At Sambong Future, we believe in a future where environmental and social responsibility go hand in hand. Our innovative ESG Sustainability initiative is transforming the way we use technology to make a positive impact on society, starting with the B40 students of Malaysia.



Extending Lives

By providing B40 students with access to technology that enhances their learning journey, we can extend the lifecycle of these devices, while reducing electronic waste and contribute to a greener, more sustainable future.

Ensuring Responsibility

Support Sustainability. Be a part of Sambong Future's commitment to building a better tomorrow for Malaysia's B40 generation.

www.sambongfuture.com



To date, the collaborative efforts of **Smart Rental** and **Sambong Future** have positively impacted over 100 students from the B40 demographic. Through a **contractual gifting** arrangement, these students have been equipped with fully serviced computers, along with comprehensive coverage for one year. This initiative stands as a testament to our commitment, as the arrangement is renewable on a yearly basis, ensuring sustained support to those in need.



Exhibitions (Updates)

We have participated into the following fairs:

MRCA Franchise Fair (7-9 July 2023)



Business Growth Summit (3-4 August 2023)

