



**HLN TECHNOLOGIES LIMITED**  
16 Kallang Place #01-16/18  
Kallang Basin Industrial Estate  
Website: [www.hlnotech.com](http://www.hlnotech.com)  
(Registration No. 200402180C)

## **NEWS RELEASE**

### **HLN Appoints New Group CEO And Restructures Top Management**

**Singapore, August 4, 2009** – Main Board listed HLN Technologies Limited (“HLN” or the “Group”), a manufacturer of a diverse range of customised precision metallic, elastomeric, and polymeric components, announced today that Mr Cheong Weixiong, Jeff, has been appointed as HLN’s Group Chief Executive Officer (“CEO”) with effect from today.

With effect from the same date, Mr Wa will be re-designated as HLN’s Group Chief Operating Officer (“COO”) and Mr Ng Khoon Seng will be re-designated as the Group’s Deputy COO.

Mr Wa commented, “The top management restructuring is to better position the Group to meet the challenges in our competitive business environment. Jeff has strong credentials and extensive experience in investment advisory, expanding business and driving growth in the financial markets. I am pleased and confident that he will be able to lead the Group to the next phase of growth. I warmly welcome him on board and look forward to further strengthen and enhance the value of HLN shareholders.

Mr Cheong started out in Philip Securities Pte Ltd as a Dealer before moving to Westcomb Securities Pte Ltd where he was involved in credit analysis of companies and investment products. After which, Mr Cheong joined DBS Vickers Securities Pte Ltd as Manager where he served high net worth investors, corporations and institutions in the sales and marketing of trading of shares, placements and structured products. His growing reputation in the investment advisory industry soon led him to joining Kim Eng Securities Pte Ltd as Senior Vice President. As Senior Vice President, he handled professional securities brokerage and provides investment advisory services to institutions, corporations and high net worth investors. He also led his team to perform origination with capital market professionals and handled distribution and placement of shares for clients.

Newly appointed CEO of HLN, Mr Jeff Cheong said, “Not only is it an honor to be able to join HLN as CEO, it also represents an exciting task for me to be roped in to lead the Group into its next phase of growth. I believe with my experience in investment advisory and with Leslie assisting me as COO, I am confident that our combined strengths will lead the Group to greater heights.”

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### About HLN Technologies Limited

HLN Technologies Limited is involved in the manufacture and sale of a wide range of customised precision metallic, elastomeric and polymeric components. Our products are used in a variety of industries, principally in the office automation, consumer electronics, and automotive industries. With our very own in-house material formulation and compounding facilities, we are able to create important raw materials that are used in the production of our components. Coupled with our specialised polymeric die-cutting services, HLN serves as a One-Stop Solutions Provider for all of our customers' components needs.

HLN was listed on the then SESDAQ (now Catalist) of the Singapore Exchange on 25 November 2005, and was subsequently upgraded to the Mainboard on 22 January 2008.

We have production facilities in Singapore, Johor, Batam, Shenzhen and Suzhou located near to our primary customer base.

For more information, please refer to our website at [www.hlnotech.com](http://www.hlnotech.com).

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