

Profile of Directors (Cont'd)



LIM BOON SOON, RICKY

Executive Director

Age	46
Nationality	Malaysian
Gender	Male

MR LIM BOON SOON, RICKY was appointed as the Executive Director of I-Berhad effective 1 January 2022 to spearhead the Group's Technology Division. He was appointed as the Group's Chief Technology Officer on 2 May 2019.

Mr Lim graduated with a Bachelor of Commerce in Accounting and Finance from the University of Melbourne, Australia in 1998. He started his training as an Auditor with KPMG Malaysia in 1999. He joined WOW CRM in 2011 as an Automation Consultant and CRM specialist for approximately 8 years where he also consulted on Cloud and Salesforce technologies as well as accumulated a wealth of experience in sales and marketing.

In his current role, Mr Lim is responsible for overseeing all aspects of technology of the Group. This includes amongst others, technology strategy, development and as well as digitalisation, smart city solutions and innovation. Additionally, he has been driving technology innovations which includes bringing new services to the mobile app dubbed i-City SuperApp.

He is also responsible for the new 400G capable network upgrade for i-City enabling High Availability network which provides Multi-Path enterprise grade internet with auto switchover capability. In addition to all that, he has been instrumental in the setting up of i-City's first Tier-3 Data Centre more than 10 years ago.

Mr Lim would be spearheading the Group's Data Centre Zone expansion which includes the setting up of 2 new hyperscale Data Centres of 100,000 sq ft each at i-City South to meet the exponential demand for Data Centres due to the surging needs for Cloud Computing arising from the increase in digitalisation.