

PROFILE OF **DIRECTORS****LIM BOON SOON, RICKY**

Executive Director

Age : 47 | 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 as well as digitalisation, smart city solutions and innovation. Additionally, he has been driving technology innovations which include bringing new services to the mobile app dubbed i-City SuperApp.