

Debug

Group of Companies



VISION

"An organization with a vision for tomorrow's innovative solutions"

MISSION

"We are a professional organization, providing an exceptional standard of customer satisfaction, through our commitment to maintain the highest level of quality, integrity and dedication in all products, services and solutions offered by us"

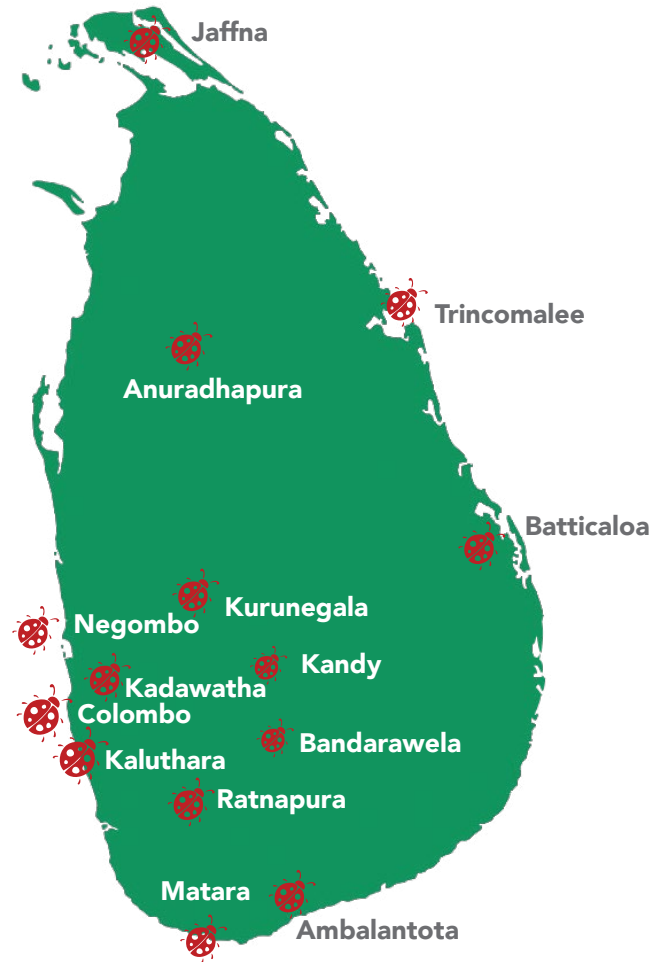
FACTS

1. No of Companies- 09
2. Established in 1988
3. Bankers-Sampath Bank, NDB Bank, DFCC Bank, HNB Bank, Amana Bank
4. Staff strength- 500+
5. Auditors- Ernst and Young, De Loitte, SR Associates
6. No of Islandwide regional offices-14

OUR COMPANIES

1. Debug Computer Peripherals (Pvt) Ltd
2. Debug Auto Exclusive (Pvt) Ltd
3. Debug Digital Centre (Pvt) Ltd
4. Equipment Trades (Pvt) Ltd
5. The Hi Fi Centre (Pvt) Ltd
6. Sinetcom (Pvt) Ltd
7. Debug Creative Labs (Pvt) Ltd
8. Debug Investments (Pvt) Ltd
9. Debug Hospitality and Leisure (Pvt) Ltd

Debug Regional Offices & Service Centers



MOIZ NAJMUDEEN

Chairman

Debug Group of Companies is united as one family with a common vision. We commenced operations in 1988 as a small business venture and today , have grown and flourished to be one of the leading providers of technology to the nation. We have been accepted as one of the most trusted and dependable technological partners in Sri Lanka. We are also recognized for our expertise in innovation and creativity.

Today the group has diversified into four specific sectors. In addition to technology , we have also made a mark in the BTL Advertising space with our signage equipment and digital printing services.

Our newest diversification into the hospitality and leisure sector marks our presence in one of the fastest growing industries in Sri Lanka. The Investment arm has been specially focusing on renewable energy as we see the need for a sustainable solution to the energy issues faced in Sri Lanka.

Rapid growth of The Group is an indicator of the commitment and dedication of all our employees backed by a cohesive vision.

I am indeed proud to be associated with an amazing team and it gives me great pleasure to see their achievements through continuous commitment with a sense of caring for customer satisfaction beyond expectations.

Working in par with the vision of the company is the strength we carry as a leader in this industry.

Companies

Debug | **Debug**
Auto Exclusive | Debug Hospitality

Hospitality & Leisure Sector

Brands



Business units

- Amber collection
- Auto Exclusive

Digital Printing & Signage Equipment

Company

Debug
Digital Centre

Business units

- Digital Printing
- Signage Equipment

Brands



Deb



Technology Sector

Companies



Business units

- Distribution
- Corporate
- Power and Renewable Energy Engineering Systems
- Engineering Services
- M & E projects
- Pro Audio Solutions
- Surveying, Broadcast and Laboratory solutions
- Software Solutions

Investments Sector

Company



Business units

- Renewable energy
- Mining

Brands





Our Achievements

1. Kyocera- Most Improved Distributor Of The Year - FY2018
2. Kyocera - Master Plan Achiever -FY2018
3. Kyocera - Master Plan Achiever -FY2017
4. APC by Schneider Electric - Authorized System Integrator & Service Partner- 2017
5. APC by Schneider Electric-Partnering For Success - High Power Awards -2013
6. APC by Schneider Electric - Significant Contribution Towards 3-Phase Business In Sri Lanka- 2013
7. Challenger - The Best Innovation For The Year as Agent of Challenger awarded to Digital Center-2011
8. Epson - Best Service Partner In-Sub-2012/13
9. Epson - Indian Sub-Continent Best Distributor Award (IT Products)-FY2005
10. National Best Quality ICT Awards (Education and training category) awarded to AKLO - 2014
11. Microsoft Gold partnership awarded to AKLO - 2008/2009
12. Microsoft Partner Excellence Awards -Best Competitive Win Back awarded to AKLO -2008
13. BSC Merit Award for the Savit Stock Brokering Application awarded to AKLO-2007/2008

TECHNOLOGY



Distribution

Since commencing operations in 1988, Debug has been known for introducing technologically ground breaking products to the market. With our partner driven ethos, our focus has always been on promoting products to our partner network. Today the distribution arm of the organization still remains a vital element of our overall business. Our loyal partner base includes some who have been with us for over 2 decades. The distribution sales team is backed by a marketing communications team with special experiences in brand building to ensure that the necessary pull factor is created for the products we distribute.

With an islandwide delivery network, our fleet of vehicles distribute products to partners in every corner of Sri Lanka. The sales teams situated in each region ensures that necessary attention and support is provided to our channel partners across the country.

Benefits of being a Debug Authorized Partner

1. A range of reputed products to ensure profitability to your business.
2. Working with an established distributor who maintains fundamentals such as pricing structure, opportunity locking and partner price protection.
3. Regular product trainings on premises and at partner sites. Trainings are not only product oriented but also personal development of partners and teams.
4. Financial advisory services for partners to support their finances.
5. Joint marketing communication campaigns and marketing budgets.
6. Attractive target based incentive programs.
7. Dedicated channel partner portal to be introduced to enable partners to operate more efficiently.
8. Debug has always maintained partner profitability as a core objective of it's business.



Why we are a leading Distributor in Sri Lanka.

1. A unique partner management methodology.
2. Having an Island-wide pre-sales support team.
3. Having an Island-wide post-sales support with 14 service centers.
4. A marketing communications team with specialized expertise in brand building and digital marketing.
5. Carrying out regular training and development programs for all stake holders including the team, partners and end-users.
6. A comprehensive delivery system with Islandwide coverage.
7. Regional sales teams handling the regional channel partners.
8. Over 150 trained and competent technical personnel.

Authorised Distributors for



Being a Japanese electronics company, and one of the world's largest manufacturers of computer printers, the company has numerous subsidiaries worldwide. Apart from printers, they also manufacture projectors, scanners, robots and industrial automation equipment.

Debug together with Epson has successfully dominated the local market in most segments eg- Epson accounts for over 90% of dot matrix printers, over 30% of ink jet printing and over 70% of photo printers.

Epson has been in operation in Sri Lanka for a period of over 20 years.

Product categories

1. SIDM
2. Inkjets
3. Consumables
4. Scanners
5. LFP's
6. Photo Printers
7. Projectors



In order to cater to the growing demand for power protection, network connectivity, mobile phones and IT accessories, Debug launched DCP to address the need for customized, localized products for the local market. DCP stands for reliable, high quality and value for money.

This brand has achieved great success in the market in a range of product lines (such as UPS's) where Debug dominates over 40% of the market share in the line interactive range.

DCP has now been in operation for over 12 years.

Product categories

1. UPS
2. Networking
3. Phones
4. AV Screens
5. Media



Dahua Technology, a world-leading solution and product provider in video surveillance was founded in 2001. The

Company's product portfolio includes a full variety of advanced security hardware and software, from cameras and storage controllers to monitors. In addition, it also renders solutions in intelligent traffic systems, intelligent building etc.

Dahua boasts the second largest global market share in video surveillance products and services. It is the first Chinese corporate in security that established standards in global technology.

Debug dominates 30% market share locally, while being in operation with Dahua for the last 5 years.

Product categories

1. HDCVI Cameras and XVR with Pentabrid Technology.
2. IP Cameras and NVR
3. Access Control Solutions
4. Intrusion Alarm Systems
5. Video Surveillance
6. Parking Guidance Solutions



Sophos Group PLC is a British security software and hardware company. Sophos develops

products for communication endpoint, encryption, network security, email security, mobile security and unified threat management. With over a million licenses in SL and a presence of over 12 years Sophos, holds 70% to 80% of market share in the Public sector of Sri Lanka.

Product categories

1. SOPHOS : Product Categories
2. Next Gen Endpoint Protection
3. Intercept X
4. Mobile Device Management
5. Safe Guard
6. Server Protection
7. XG Firewall
8. SG UTM
9. Secure WIFI
10. Secure Web Security
11. Secure Mail Gateway



Indo Asian manufactures and markets a wide range of electrical control and

protection equipment of high quality in the field of electrical distribution and protection equipment in Asia, as well as other developed countries.

IA was newly added to our product portfolio.

Product categories

1. Switch Gear
2. MCCB
3. RCCB
4. DBU



BENQ sells and markets technology products, consumer electronics, computing and communications devices under the "BenQ" brand name, which stands for the company slogan "Bringing Enjoyment N Quality to life". Its principal products include TFT LCD monitors, digital projectors, digital cameras, and mobile computing devices.

BENQ is a product that was newly added to our product portfolio.

Product categories

1. Computer Monitors
2. Gaming Monitors
3. Home Theatre Projectors
4. Business Projectors



D-Link, a global leader in connectivity for small, medium and large enterprise business

networking is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home and Small Office/Home Office

D-LINK together with Debug has a presence of over 15 years in Sri Lanka and has a 20% market share.

Product categories

1. Smart Managed Switches
2. Smart Managed POE Switches
3. High End Access Points.



Kyocera Document Solutions Corporation manufactures a wide range of printers, MFP's and toner

cartridges which are sold worldwide.

Kyocera is known to be Japan's most reliable copier, having the lowest cost per copy in the market with an unmatched drum life with 01 year or 150,000 copies warranty.

Kyocera together with Debug has a presence of over 5 years in Sri Lanka and has seen high double digit growth in the business since inception.

Product categories

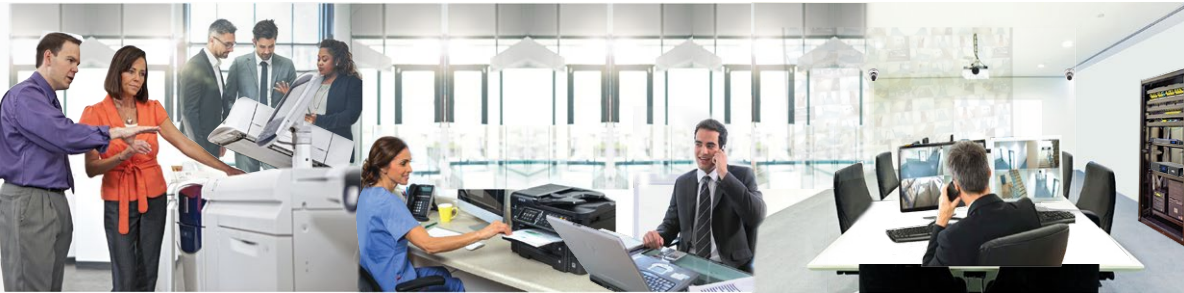
1. Photo Copiers
2. Document Solutions
3. MFP's
4. Toner Cartridges

Corporate Solutions

The Debug brand has been a symbol of quality and service to the corporate sector in Sri Lanka.

The Corporate division has been catering to corporate accounts in Sri Lanka for over two decades to date. Debug has positioned itself as a reliable, dependable and ethical player in Information Communication Technology products and solutions, catering to enterprise customers, mid size corporates and SME/ SOHO markets. We believe in customer experience above all else.

The division holds an impressive list of clientele with major solutions provided to more than 90% of banking and finance, all the telco's and 95% of all the listed companies etc. The division boasts a total customer base of over 5000+ customers.



Testimonials

"...We hereby confirm that Debug Computer Peripherals (Pvt) Ltd, continues to provide us excellent maintenance and customer care services as our service agents..." **Wasantha Senanayake - Nations Trust Bank**

"Our relationship goes back quite a long way and we have always been able to rely on you and your team to deliver quality work on time even in times of extreme urgency and rushed timelines. Please convey our appreciation to your team as well as all who have approached each job in a very professional manner." **Keith Wijesuriya - CEO, Omnicom Media Group, Sri Lanka**

"...Our partnership with Duplex has been longstanding, and it is with great delight I convey to you that the services rendered by your organisation has exceeded satisfactory levels expected by us over the past years of working together. We therefore look forward to working together on our future expansions and growth objectives which the Hemas Group of Companies plans on venturing into!" **Linus Jeganathan - Hemas Hospitals (Pvt) Ltd.**

Our Portfolio of Solutions

Printing & Imaging Solutions

- SIDM Printers /Dot Matrix Printers • Inkjet Printers
- Home/Office Photo Printers • CAD Market/ Photo Market/Signage Market Large Format Printers • Laser Printers
- Photocopiers

EPSON
EXCEED YOUR VISION

KYOCERA
Document Solutions

SOPHOS

FORTINET

Information Security Solutions

- Internet Security Solutions • It Managed Services
- Firewall Installations • Network Maintenance

EPSON
EXCEED YOUR VISION

Document Management Solutions

- Flat Bed Scanners – Home / Office • Photo Scanners
- Documents Scanners

EPSON
EXCEED YOUR VISION



HARMAN

Audio Visual Solutions

- Business Projectors • Home Theater Projectors
- Cinema Projectors • Professional Audio Systems

DCP **APC**
by Schneider Electric

EATON
Powering Business Worldwide

Power Solutions

- UPS End to End Solutions • Line Interactive UPS • Online UPS
- Three Phase UPS • UPS for Mission Critical Applications
- Data Center Racks and Cooling Systems • Data Center

Security and Surveillance Solutions

- Video Surveillance
- Intrusion Alarm Systems
- Access Control Solutions
- Parking Guidance Solutions

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TECHNOLOGY

PC's & Server Solutions

- Computers • Servers • Storage



Networking Solutions

- Wifi • Networking • Ethernet Networks
- Network Monitoring • LAN WAN Solutions

D-Link

DCP



Engineering Services

Engineering Services focuses on delivering superior customer value in line with operational excellence, customized intimacy and service leadership providing a high standard of services for world renowned product brands. We are the preferred choice among valued customers and partners. Engineering Services consists of well qualified and trained engineers and other technical personnel as well as having a state-of-the-art workshop facility with latest test equipment and tools, process orientation and excellent personalized customer services.

To reach higher heights of success, Engineering Services has been newly branded as 'SmartCare by Debug - Your Best Option'. The new brand identity focuses mainly on more customer centric and smart solutions in line with the changing trends of consumers.

Furthermore, customer's repairs and services can be done at site. "On-Site" response times on offer are as low as 3 hours depending on the location. The company has a network of 14 branches throughout Sri Lanka which ensures quick and easy service availability to most regions in the country.

Fleet Of Over **50** Vehicles To Support The Team Annual Investment Of Over **120** Million A Year .

Types of Services

- Workshop Repairs.
- On-site Repairs.
- Annual Maintenance Contracts.
- Consultancy And Audit Services.

Service Standards

- 24 Hour Technical Support On Your Request.
- 2 Hours Response Time Within City Limits.
- Workshop Estimates Within 2 Working Days.
- 3 Months Service Warranty For All Repairs.
- Backup Units For Nominal Rates On Your Request.
- Pick Up And Delivery Service.

Repairs and Services For;

- Printing Equipment.
- Ups Systems.
- Audio /visual Equipment (Including Projectors).
- Laptops, Pc's And Networking Devices.
- Radio Communication Equipment.
- Air-conditioning Equipment.
- Mobile Devices.
- Cctv And Security Devices.

Engineering Team Of Over **150** Staff

14 Islandwide Service Centers










Over **50,000** Jobs Annually



Power and Renewable Energy Engineering Systems (Eng Systems)

Engineering Systems deals primarily in the power industry and has operated for over 3 decades in the Sri Lankan market. Offering High-end 3Phase UPS Systems, Data Center Products and Management Solutions as an authorized distributor and service provider for APC / Schneider Electric. Engineering Systems also holds the largest installed base for a single brand with over 42MW of installations across key industries requiring critical power. The Company's involvement in renewable energy goes back almost a decade with investments in wind, solar and mini hydro projects that exceed 100MW of power. Using top European brands together with tier one products we provide turnkey on-grid and off-grid solar solutions for the commercial and residential market in the Island.

Supporting our growth and customer base, we boast of a qualified and overseas trained technical team of Engineers and Technicians together with a branch network to support all critical power applications 24x7 Island wide.

Renewable Energy Solutions	On Grid And Off Grid Solar Pv Systems / Hybrid Systems / Wind Power	  
Critical Power Solutions	High-end UPS Systems / Batteries and Battery Management Systems / Power Audits	 
Data Center Infrastructure Solutions	Racks / Cooling / PDU / STS / Power and Environment Monitoring Systems	
Telecom Power Solutions	DC Power Solutions / UPS / Post, Mast, Tower and Roof Top Mounting Bracket Solutions	 
Communication Solutions	Hand Held Radio Communication and Base Stations / Antennas	

M & E Projects



KEELLS



MALU MALA - PASSIKUDAH



INTERNATIONAL CONVENTION CENTER (MRICC)



THE MARINA - BOLGODA



UNIVERSITY OF PERADENIYA



EMERALD BAY HOTEL - INDURUWA



DEPARTMENT OF CENSUS & STATISTICS



PALMSTONE RETREAT - KITHULGALA

Design, Supply & Installation of,

1. Data Networks
2. Telephone Networks
3. CCTV System
4. Intrusion Detection Systems
5. Fire Detection Systems
6. Public Address (PA) Systems
7. BMS Systems
8. MA TV Systems

Alcatel

aihua
TECHNOLOGY

cisco

Schneider
Electric

hp

ZKTECO

DCP

Electrical Systems (Low Voltage)

1. Power Panel Installations
2. Feeder Cable Installations
3. Electrical System Wiring

KELANI
CABLES

Schneider
Electric

ORANGE
ELECTRIC

INDOASIAN
energy management

Pro-Audio, Survey, Laboratory and Broadcast Solutions



JAIC HILTON - COLOMBO



ANANTARA RESORT - TANGALLE



HILTON - COLOMBO



INDEPENDANCE SQUARE - COLOMBO



TAJ SAMUDRA HOTEL - COLOMBO



NELUM POKUNA - COLOMBO



MAALU MAALU - PASSEKUDAH



MRICC - HAMBANTOTA

Pro-Audio Systems

1. Auditorium A/V (Audio Visual) Systems
2. Public Addressing / BGM Systems (Including Fire Alarm Integration)
3. Audio Conference Systems
4. Video Conference Systems
5. Digital Interpretation Systems
6. Paperless Conference Systems
7. Tour Sound Systems



Surveying And Mapping Systems

1. Leica Total Station
2. Linertec GPS System
3. Garmin Hand Held GPS

Broadcast Systems

1. Digital Recording & Play Back Products
2. Broadcast Audio Consoles
3. Transmitters & Antennas
4. MCR (Main Control Room) Automation
5. Stage Equipment & Processors
6. Studio Lights



Laboratory Systems

1. Soil Testing
2. Asphalt Testing
3. Aggregate & Concrete Testing & Soil Investigation
4. Automobile Training



Software Solutions

Debug Creative Labs is a Microsoft Certified Global Enterprise specialized in software development and marketing of enterprise Applications. Our portfolio offers Enterprise University Management Systems, Stock Broker Systems, domain specific consultancy services and resource outsourcing to our international and local clients. We are a reputed CMMI certified company with a pool of rich business and technology resources. Our team of professionals specialize in cutting edge technology and are well recognized for their profound knowledge in the financial service industry and education domain.



VIDLO, a comprehensive web based campus management solution, handles all requirements concerning students, teachers &

parents in order to simplify management procedures at education institutes. VIDLO provides a proven framework that brings together People, Processes and Technology to increase efficiency and quality in Higher education institutes.



VIDLO SKY12 - a comprehensive School management system automates all activities concerning students and administrative activities of the

respective education institute thereby simplifying operations and increasing operational efficiency.



The SAVIT Margin Trading Application is a state of the art software solution built to drive business KPI's. Margin trading

companies play a pivotal role in providing financial services to investors. The scalable SAVIT Margin Trading Application provides a high performance solution to facilitate substantial trading volumes.

Outsourcing Solutions

Our industry leading Software engineering team of specialists recognized for their profound knowledge in the areas of Financial Services Industry and Education domain elevate us as the ideal partners for out - sourcing. We have a sound track record of enterprise level deployments in South Asia and Far East.

HOSPITALITY AND LEISURE



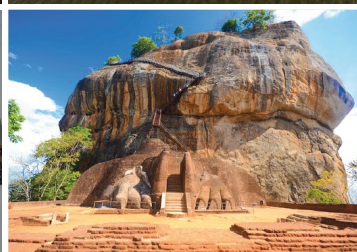
Amber Collection

Bask in the comforts of a unique lifestyle carefully crafted by the Amber Collection, designed to give you an authentic and unforgettable experience. With high standards of personalized service, luxury and attention to detail, the Amber Collection offers you tailor-made hospitality promising you an experience that will open your eyes and set your mind and soul free.

Amber Flow

Fantasies come to life aboard these luxurious, fully private houseboats on Bolgoda lake. Spend a night or weekend aboard a luxury houseboat, or stay anchored with a scenic view of the Bolgoda Lake, with magnificent views, glowing tropical flora, exotic bird and aquatic life.

Amber Flow is all about peace, tranquility and finding contentment with the beauty of nature.



Amber FR16

Elegantly constructed apartments, fully serviced and secured, at Flower road, Colombo. Amber FR16 is a home away from home for people accustomed to the highest standards of functionality, comfort and convenience.

Amber Marina

An exclusive lakeside country club at Bolgoda, combining a sybaritic country-club ambience with exciting watersports, excursions, activities and special events, as well as offering multiple delights of the ideals of luxury, service, and cuisine.

Amber Journeys

Get the best out of the Paradise Isle, and make memories as you go. Discover Sri Lanka with a tour operator and guide who understands just what you are looking for, with having vast experience of the in's and out's of the country and its multi-cultures – all the while ensuring that you experience the highest possible levels of service and comfort.

Auto Exclusive

Debug Auto Exclusive Pvt Ltd, the sole agent in Sri Lanka for Sea-Doo personal watercrafts(Jetski's), All Terrain Vehicles (Can-Am's), Scarab, Glastron and Chaparral - boats built with legacy and style, and some of the leading luxury brands in the world; is committed for service excellence whilst supplying some of the world's leading brands and BRP products to the Sri Lankan market. Due to its innovative products, new technologies and designs that takes riding to the next level, BRP and its Sea-Doo personal watercrafts and Can-Am (All Terrain Vehicles) enjoy an excellent reputation as a market leader in the industry of Power sports.

Sea-Doo

As the industry leader, Sea-Doo is committed to providing ultimate fun on the water. For more than 50 years, Sea-Doo watercrafts have stood at the forefront of the industry, giving customers a memorable and enjoyable water experience, re-defining the watercraft experience with the most innovative, stable and versatile platform , for the best epic adventures ever.



Can-Am

Can-Am Off-Road offers a full line of ATV and side-by-side vehicles that are designed for riders of all skill levels and age groups, outfitted with the best mix of performance, handling and comfort.

Evinrude

A major brand of outboard motors, offering thrilling performances, intelligent designs and extreme durability in the world's most powerful boating experiences .

Scarab

The foremost name in performance boating. Scarab's DNA in forward-thinking style and high-tech boat building comes through loud and clear.

Chaparral

Being in the business of designing boats for over 50 years, Chaparral ensures that every boat is equipped with high-tech amenities and fittings.

Glastron

Building boats for 60 years, Glastron has been recognized as a true innovator in family recreational boating.

DIGITAL PRINTING AND SIGNAGE EQUIPMENT



Digital Printing and Signage Equipment

Digital Center represents the leading Digital printing and sign making brands in Sri Lanka. The printer range includes Solvent printing with Challenger brand, Eco-Solvent printing with Thunderjet and Challenger brands, UV Printing with Kingt brand and laser cutting solutions with Yueming brand. All these brands are powered by Debug Digital Centre's unmatched after sales technical support and spare parts for Seiko, Epson DX and Ricoh series are available.

Range of Ink includes; Solvent, Eco-Solvent and UV from Taiwan and Japan which covers all the segments of Digital Printing. The company also provides the full range of Flex materials, Self Adhesive Vinyl, Cold lamination films, Flag materials etc. Customers can use our “Island wide free delivery services” to get printing materials and inks delivered to their door step.

INVESTMENT



Debug Investment

Debug Investments is an arm of The Debug Group of Companies focused on investments into initiatives in the fields of sustainable energy , resource mining and property. The company is focused on medium to large scale investments individually or in partnership with other stakeholders, both locally and internationally.

Mining

Sri Lanka boasts of the world's purest form of graphite, that is Vein Graphite. Graphite mining industry in Sri Lanka has a history dating back as far as 200 years. During the two world wars, approximately 35,000 metric tons of natural graphite per annum was exported from Sri Lanka.

Our investment into Graphite is long term, as we see an exponential income in future graphite demand globally.



Solar

As the world seeks cleaner power, solar energy capacity has increased sixfold in the past five years. Solar energy offers a clean, renewable source of power with Sri Lankan ecology. Solar is an ideal energy source that has not been fully exploited. Debug nowtogether with our investment partners have recently invested into a number of solar farms across the country.

Property Development

With the development of the first private Marina in Sri Lanka, the company plans to make further investments into property development in the future.

Windpower

The world's energy consumption is expected to double. Yet, our current consumption far exceeds the fossil fuels sourced to date. Therefore, it is abundantly clear that we will be dependent on energy from sustainable sources such as bio-fuels, the sun and hydrogen in the near future. The most promising of all renewable energies - the power of the wind is one of the most efficient and fast-growing power generation mechanisms in the world..

Mini Hydro

High priority is given to developing remaining hydro - power resources in the island, to reduce dependence on costly fuel imports and reduce the effects of global warming.

Energy generated by mini-hydro power or hydropower results from transformation of potential power into kinetic power (power generated from water). The same amount can be used in small dimensions such as mini or micro-hydro stations depending on the power installed. Debug has been investing in Mini-hydro for over a decade.

DEBUG GROUP OF COMPANIES

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