



# COMPANY **PROFILE**



*Imej Parking Sdn Bhd*

(214379-U)

WISMA IMEJ, NO. 7-1, JALAN BK 5A/2, BANDAR KINRARA  
47180 PUCHONG, SELANGOR, MALAYSIA.

# **GENERAL INFORMATION**

|                                       |   |                                                                                                                     |
|---------------------------------------|---|---------------------------------------------------------------------------------------------------------------------|
| <b>Company's Name</b>                 | : | Imej Parking Sdn Bhd                                                                                                |
| <b>Date of Incorporation</b>          | : | 23 March 1991                                                                                                       |
| <b>Date of Operation</b>              | : | 2 January 1992                                                                                                      |
| <b>Company Registration No.</b>       | : | 214379-U (199101004069)                                                                                             |
| <b>Ministry of finance Reg. No.</b>   | : | 357 - 00022719 (Bumiputra Status)                                                                                   |
| <b>Registered / Business Address:</b> |   | Wisma Imej, No. 7-1, Jalan BK 5A/2,<br>Bandar Kinrara, 47180 Puchong,<br>Selangor Darul Ehsan.                      |
| <b>Office Tel No.</b>                 | : | +603-8070 1399                                                                                                      |
| <b>Mobile No.</b>                     | : | +6012-3757356                                                                                                       |
| <b>Fax</b>                            | : | +603-8070 3810                                                                                                      |
| <b>Email:</b>                         |   | <a href="mailto:bd@imej.com.my">bd@imej.com.my</a>                                                                  |
| <b>Principal Business</b>             | : | Parking Operator & Manager<br>Parking Equipment Supplier<br>Trading Services                                        |
| <b>Capital Investment</b>             | : | Authorized Capital (RM 5,000,000.00)<br>Paid-Up Capital (RM 1,500,000.00)                                           |
| <b>Principal Business</b>             | : | Hj Hashim Mahmud (Managing Director)<br>Francis C K Ng (Executive Director)<br>Habibunnishah Mohd Hasnan (Director) |
| <b>Imej Parking HQ</b>                | : |                                                                                                                     |



**Imej Parking Sdn Bhd**

# **CORPORATE BRIEF**

Established in January 1992, **IMEJ PARKING SDN BHD** is a Bumiputera-status company duly registered with the Ministry of Finance (MOF) and various statutory bodies and corporations in Malaysia. Over the years, the company has built a strong reputation in the parking management industry through strategic collaborations and joint ventures with reputable organizations. These collaborations reflect our commitment to delivering professional and innovative parking management solutions across Malaysia.

Today, **IMEJ PARKING** manages approximately 40,000 parking bays nationwide, encompassing a diverse portfolio of shopping complexes, hotels, office buildings, hospitals, and open-air parking facilities. With extensive industry experience and operational expertise, the company continues to deliver efficient, technology-driven, and customer-oriented parking solutions tailored to the evolving needs of modern developments.

**IMEJ PARKING's** core business activities include traffic consultancy, professional car park management services, as well as the supply, installation, and integration of automated parking systems. Our comprehensive range of services includes:

- Car Park Consultancy Services
- Professional Car Park Management Services
- Outright Fixed Rental Management
- Minimum Rental & Profit-Sharing Models
- Outright Profit-Sharing Arrangements
- Joint Venture (JV) Car Park Operations with Property Owners
- Management Fee-Based Operations
- Management Fee & Profit-Sharing Schemes
- Build, Operate and Transfer (BOT) Projects
- Supply, Installation, and System Integration of Parking Equipment
- Parking Equipment Maintenance and Repair Services

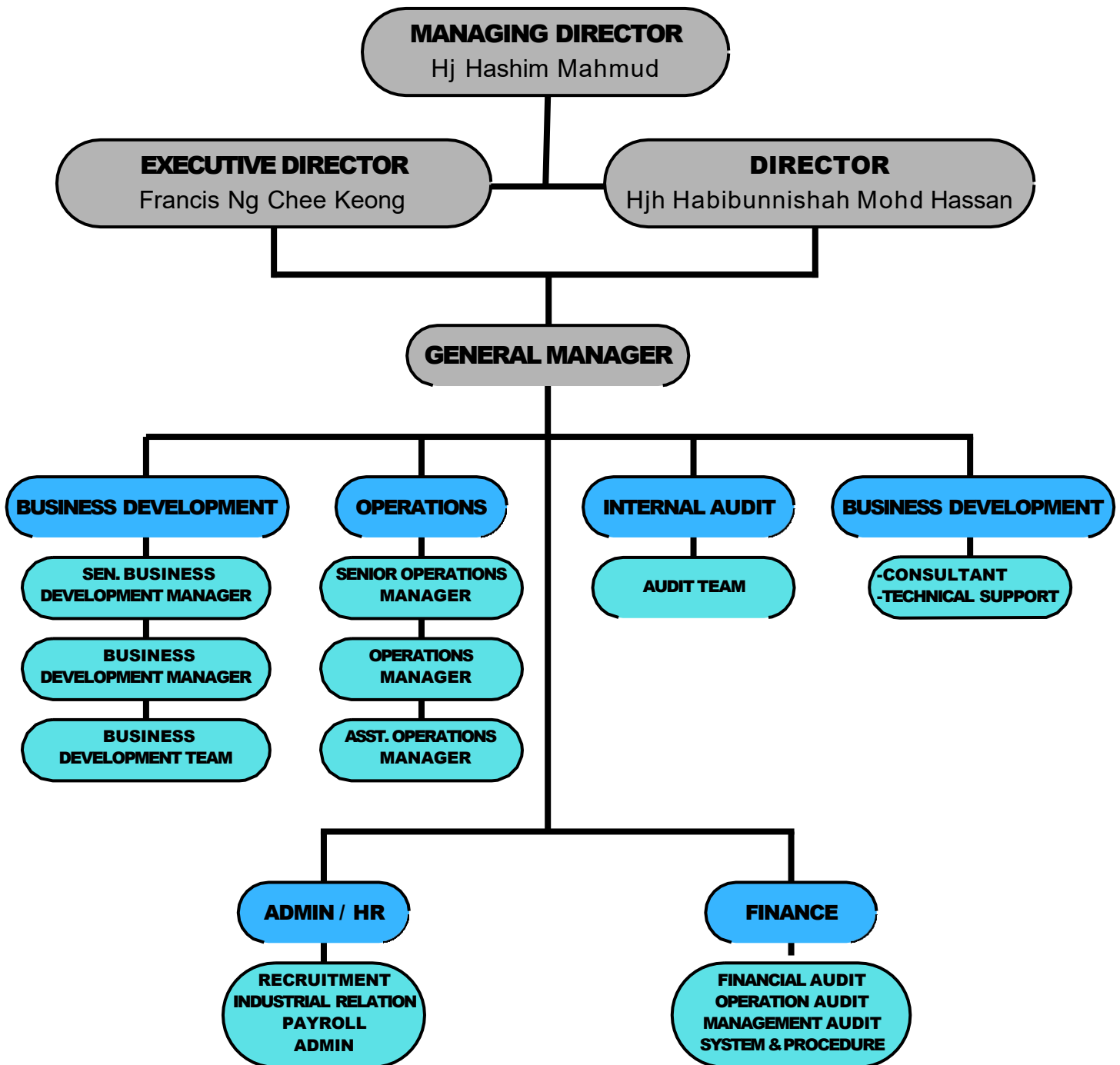
**IMEJ PARKING** has successfully undertaken numerous high-profile projects involving the supply, installation, and commissioning of advanced parking systems for prestigious developments throughout Malaysia. These include , Petronas Twin Towers (KLCC), Mid Valley City, , , Bangsar Shopping Centre, as well as various buildings under the portfolio.

Driven by innovation, operational excellence, and customer satisfaction, **IMEJ PARKING** remains committed to enhancing urban mobility and delivering reliable, integrated parking solutions that meet the demands of today's dynamic environment.



**Imej Parking Sdn Bhd**

# ORGANISATION CHART





## KEMENTERIAN KEWANGAN MALAYSIA

### SIJIL AKUAN PENDAFTARAN SYARIKAT BUMIPUTERA

NO. SIJIL : BP11720268334553919  
NO. RUJUKAN PENDAFTARAN : 357-00022719  
TEMPOH SAH LAKU : 31/07/2026 - 30/07/2029

Bahawa dengan ini diperakui syarikat :

IMEJ PARKING SDN. BHD. ( 214379-U / 199101004069 )  
7-1, JALAN BK 5A/2  
BANDAR KINRARA  
PETALING  
47100 PEKAN PUCHONG  
SELANGOR, MALAYSIA

Telah diiktiraf sebagai Syarikat Bumiputera oleh Kementerian Kewangan Malaysia. Taraf Bumiputera bukannya hak dan boleh ditarik balik sekiranya syarikat gagal mematuhi syarat/kriteria yang ditetapkan. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di Sijil Akuan Pendaftaran Syarikat Bumiputera (Lampiran C).

t.t

DATIN ROSNI BINTI MOHD YUSOFF

Perbendaharaan Malaysia Semenanjung  
b.p. Ketua Setiausaha Perbendaharaan  
Kementerian Kewangan Malaysia

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia :

31/07/2026

(Sijil ini adalah cetakan komputer dan tidak memerlukan tandatangan)



**KEMENTERIAN KEWANGAN MALAYSIA**  
**SIJIL AKUAN PENDAFTARAN SYARIKAT**

NO. SIJIL : K11720268334553919  
NO. RUJUKAN PENDAFTARAN : 357-00022719  
TEMPOH SAH LAKU : 31/07/2026 - 30/07/2029

Bahawa dengan ini diperakui syarikat :

IMEJ PARKING SDN. BHD. ( 214379-U / 199101004069 )  
7-1, JALAN BK 5A/2  
BANDAR KINRARA  
PETALING  
47100 PEKAN PUCHONG  
SELANGOR, MALAYSIA

Telah berdaftar dengan Kementerian Kewangan Malaysia dalam bidang bekalan/perkhidmatan di bawah sektor, bidang dan sub-bidang seperti di Lampiran A. Kelulusan ini adalah tertakluk kepada syarat-syarat seperti yang dinyatakan di Lampiran B. Individu yang diberi kuasa oleh syarikat bagi urusan perolehan Kerajaan adalah seperti berikut :

|                                  |              |                           |
|----------------------------------|--------------|---------------------------|
| CIK SAVINDAR KAUR A/P DYAL SING  | 700709105860 | OFFICE MANAGER            |
| ENCIK ANUAR BIN ALI              | 631002105713 | SENIOR BUSS. DEV. MANAGER |
| ENCIK MOHAMMAD FADHIL BIN ZAWAWI | 700322025225 | BUSS. DEV. MANAGER        |

t.t

**DATIN ROSNI BINTI MOHD YUSOFF**

Bahagian Perolehan Kerajaan  
b.p. Ketua Setiausaha Perbendaharaan  
Kementerian Kewangan Malaysia

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia : 31/07/2026

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NO SUJIL : K11720268334553919  
 NO RUJUKAN PENDAFTARAN : 357-00022719  
 TEMPOH SAH LAKU : 31/07/2026 - 30/07/2029

| BIL | TARIKH DAFTAR BIDANG | KOD BIDANG | KETERANGAN                                                                                                                               | STATUS |
|-----|----------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1   | 31/07/2026           | 090201     | BAHAN BINAAN DAN PERALATAN KESELAMATAN JALAN RAYA/ PERALATAN KESELAMATAN JALAN RAYA/ PERALATAN KESELAMATAN JALAN RAYA/PERABOT JALAN RAYA | Aktif  |
| 2   | 31/07/2026           | 100101     | PERALATAN SUKATAN DAN UKURAN/ PERALATAN SUKATAN DAN UKURAN/ SEMUA PERALATAN SUKATAN/UKURAN                                               | Aktif  |
| 3   | 31/07/2026           | 120401     | PERTAHANAN DAN KESELAMATAN/ PERALATAN KESELAMATAN DAN PENGUATKUASAAN/ ALAT KESELAMATAN,PERLINDUNGAN DAN KAWALAN PERLINDUNGAN             | Aktif  |
| 4   | 31/07/2026           | 210201     | ICT (INFORMATION COMMUNICATION TECHNOLOGY)/ PERALATAN DAN KELENGKAPAN TELEKOMUNIKASI/ ALAT PERHUBUNGAN                                   | Aktif  |
| 5   | 31/07/2026           | 220402     | PERKHIDMATAN/ PENYELENGGARAAN/PEMBAIKAN ALAT KESELAMATAN/ PERALATAN KAWALAN KESELAMATAN                                                  | Aktif  |
| 6   | 31/07/2026           | 220503     | PERKHIDMATAN/ PENYELENGGARAAN/PEMBAIKAN KEJURUTERAAN DAN KOMUNIKASI/ PERKAKAS/SISTEM ELEKTRIK                                            | Aktif  |
| 7   | 31/07/2026           | 220504     | PERKHIDMATAN/ PENYELENGGARAAN/PEMBAIKAN KEJURUTERAAN DAN KOMUNIKASI/ MESIN DAN PERALATAN WOKSYOP                                         | Aktif  |
| 8   | 31/07/2026           | 221502     | PERKHIDMATAN/ PENYEWAAN DAN PENGURUSAN/ MESIN DAN PERALATAN PEJABAT                                                                      | Aktif  |
| 9   | 31/07/2026           | 221506     | PERKHIDMATAN/ PENYEWAAN DAN PENGURUSAN/ BANGUNAN/PEJABAT/STOR/RUANG NIAGA/RUMAH KEDIAMAN                                                 | Aktif  |
| 10  | 31/07/2026           | 221510     | PERKHIDMATAN/ PENYEWAAN DAN PENGURUSAN/ TEMPAT LETAK KERETA                                                                              | Aktif  |
| 11  | 31/07/2026           | 221804     | PERKHIDMATAN/ PERKHIDMATAN KEWANGAN DAN INSURAN/ PENGURUSAN KEWANGAN DAN KORPORAT                                                        | Aktif  |

Tarikh Berdaftar Dengan Kementerian Kewangan Malaysia : 31/07/2026

# **AWARDS & CERTIFICATIONS**



## **IMEJ PARKING SDN BHD HEALTH & SAFETY POLICY**

IMEJ PARKING SDN BHD (IPSB) is a service oriented organization that subscribes to fair business ethics which includes a sound Human Capital Management Policy. We at IPSB are aware of our employees, customers and business partners health and safety obligations, and we are committed that our legal duties are executed as far as practicable at all times.

**ZERO ACCIDENT and ZERO ILLNESS** is our target and **ZERO TOLERANCE (ZETO)** is our practices.

Employees are required to comply with our Health & Safety policies and procedures at all times, and we shall provide the necessary resources for them to achieve these targets. Training & Education shall be structured to address health and safety risk by managing it through an auditable OSH management system.

Since our services are mainly located at our business partners' premises, we will ensure that these premises are actively practicing health and safety. Therefore our management system shall be reviewed regularly and improve with current requirements.



HJ HASHIM MAHMUD  
(MANAGING DIRECTOR)

1<sup>st</sup> March 2013

*HEALTH & SAFETY POLICY*



**Imej Parking Sdn Bhd**

# AWARDS & CERTIFICATIONS



SAFETY & HEALTH CERTIFICATES



**Imej Parking Sdn Bhd**

# PROMINENT CLIENTS



**Imej Parking Sdn Bhd**

# **IMEJ PARKING SPECIALIST**

Providing Car Park Management  
Consultancy Services

Providing Car Park  
Management Services

Joint Venture (JV) Car Park  
Operations with Landlord

Build (Car Park), Operate  
and Transfer (BOT)

Sale of Parking Equipment,  
Installation and Integration works etc.

Leasing of Car Parks

Parking Equipment  
Maintenance and Repairs.



*Imej Parking Sdn Bhd*

## **COMMON ISSUES**

1. INTEGRATION OF PARKING SYSTEMS
2. TRAVELERS UNAWARE OF PARKING BAYS
3. CONGESTION / TIME SPENT
4. DISTRIBUTION OF TRAFFIC FLOW
5. SECURITY & SAFETY
6. PROFITABILITY MAXIMATION

## **OUR SOLUTIONS**

1. INTEGRATION FRIENDLY AMONGST ALL BUILDING
2. IMPROVED CUSTOMER SERVICE
3. EFFICIENT ZONING AND SIGNAGES
4. EFFECTIVE / SMOOTH TRAFFIC FLOW
5. GOOD QUALITY PARKING EQUIPMENT
6. INCREASE SAFETY FEATURES
7. REDUCE TIME SPENT
8. AUDIT TRAIL



# **DELIVERABLES SYSTEM**

## **AUTOMATION**

- ♦ INTEGRATION EFFECTIVE
- ♦ REDUCED STAFFING REQUIREMENTS

## **GOOD GUIDANCE**

- ♦ EXCELLENT SERVICES VIA DRIVER GUIDANCES IN AN EFFICIENT & CONVENIENT WAY

## **RESERVATION / ADVANCE BOOKING**

- ♦ RESERVATION WHENEVER / WHEREVER FOR THE CUSTOMER

## **PROPER REPORTS**

- ♦ PROPER AUDIT
- ♦ MONITORING MADE EASY

## **BETTER MANAGEMENT**

- ♦ INCREASED REVENUE
- ♦ PROFIT MAXIMIZATION



# LPR Comparison

## THE DOMINION LPR

VS

## OTHER COMPETITORS

### THE DOMINION LPR



### OTHER COMPETITORS



## THE DOMINION LPR

VS

## OTHER COMPETITORS

| THE DOMINION LPR                                                                             | COMPARISON CRITERIA                   | OTHER COMPETITORS                                                                           |
|----------------------------------------------------------------------------------------------|---------------------------------------|---------------------------------------------------------------------------------------------|
| <b>✓ All-in-One Integrated Design</b><br>LPR, barrier gate, display & floodlight in one unit | <b>SYSTEM DESIGN</b>                  | <b>✗ Separate LPR Camera &amp; Barrier Gate</b><br>Multiple components, more hardware       |
| <b>✓ 5MP AI LPR Camera</b><br>High resolution for superior performance                       | <b>CAMERA RESOLUTION</b>              | <b>✗ Lower Resolution Camera</b><br>Standard 2MP camera                                     |
| <b>✓ Up to 99.8% Recognition Accuracy</b><br>Better long-range & night-time recognition      | <b>PLATE RECOGNITION PERFORMANCE</b>  | <b>✗ Standard Recognition Accuracy</b><br>Lower accuracy, especially at night or long range |
| <b>✓ Large Programmable LCD Display</b><br>High brightness, clear & visible                  | <b>DISPLAY</b>                        | <b>✗ Basic LED Display</b><br>Limited information display                                   |
| <b>✓ Digital Advertising Display</b><br>Generate additional revenue                          | <b>ADVERTISING CAPABILITY</b>         | <b>✗ Not Available</b><br>No advertising capability                                         |
| <b>✓ Real-Time Parking Occupancy Display</b><br>Show available parking bays                  | <b>PARKING GUIDANCE</b>               | <b>✗ Not Available</b><br>No real-time parking information                                  |
| <b>✓ Welcome Messages &amp; Building Information Display</b><br>Communicate with visitors    | <b>CUSTOMER INFORMATION</b>           | <b>✗ Limited</b><br>No dynamic messaging capability                                         |
| <b>✓ Season Parking Expiry Reminder</b><br>Display expiry date for season parkers            | <b>SEASON PARKER NOTIFICATION</b>     | <b>✗ Not Available</b><br>No season parkers expiry reminder                                 |
| <b>✓ Built-in Floodlight</b><br>Enhanced night-time visibility & security                    | <b>LIGHTING</b>                       | <b>✗ Separate Floodlight</b><br>Additional cost & separate installation                     |
| <b>✓ Cleaner &amp; Modern Entrance Appearance</b><br>Sleek, compact & professional           | <b>AESTHETICS</b>                     | <b>✗ Multiple Hardware Components</b><br>Bulkier & less aesthetically pleasing              |
| <b>✓ Lower Installation &amp; Maintenance</b><br>Fewer components, fewer failure points      | <b>INSTALLATION &amp; MAINTENANCE</b> | <b>✗ More Components to Maintain</b><br>Higher maintenance & more failure points            |
| <b>✓ Lower Total Cost of Ownership</b><br>Lower installation & maintenance cost              | <b>TOTAL COST OF OWNERSHIP</b>        | <b>✗ Higher Total Cost of Ownership</b><br>Higher installation & maintenance cost           |



Imej Parking Sdn Bhd

# EQUIPMENT SPECIFICATIONS

**CURRENTLY WE ARE USING AN ADVANCE LICENSE PLATE RECOGNITION SYSTEM (LPRS)**



*FOR A SEAMLESS ENTRY & EXIT EXPERIENCE,  
LPRS SYSTEM IS THE MOST IDEAL WITH 99%  
RECOGNITION RATE AND QUICK RESPONSE TIME  
ON APPROACHING VEHICLES.*

*THE CASHLESS INTERFACE IS DESIGNED TO  
WORK SMOOTHLY WITH THE LPRS RIGHT FROM  
THE ENTRY, PAYMENT AND EXIT*

***\*THIS IS ALL-IN-ONE UNIT LPR***

## LED DISPLAY

- ◆ HIGH BRIGHTNESS LED DISPLAY
- ◆ LICENSE PLATE DISPLAY
- ◆ PAYMENT MESSAGE DISPLAY

## LPR CAMERA

- ◆ 5 MEGA PIXELS
- ◆ STARLIGHT HD CAMERA
- ◆ MASTER SLAVE FUNCTION

## BARRIER GATE

- ◆ OPEN & CLOSE SPEED (2~5s)
- ◆ BOOM LENGTH (1~5m)
- ◆ FOLDING ARM SUPPORTED



**Imej Parking Sdn Bhd**

# EQUIPMENT SPECIFICATIONS



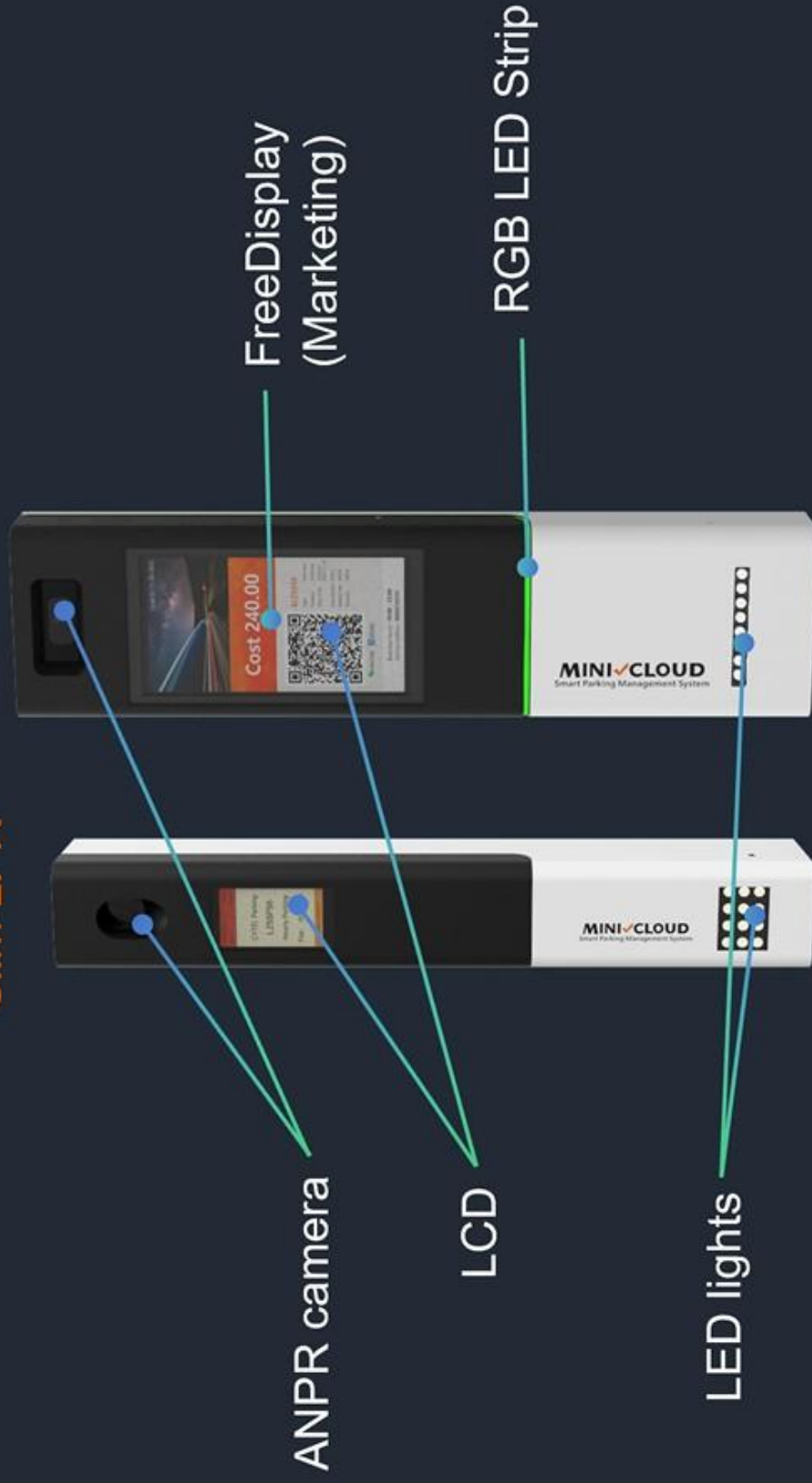
*Imej Parking Sdn Bhd*

# EQUIPMENT SPECIFICATIONS

## ANPR Units

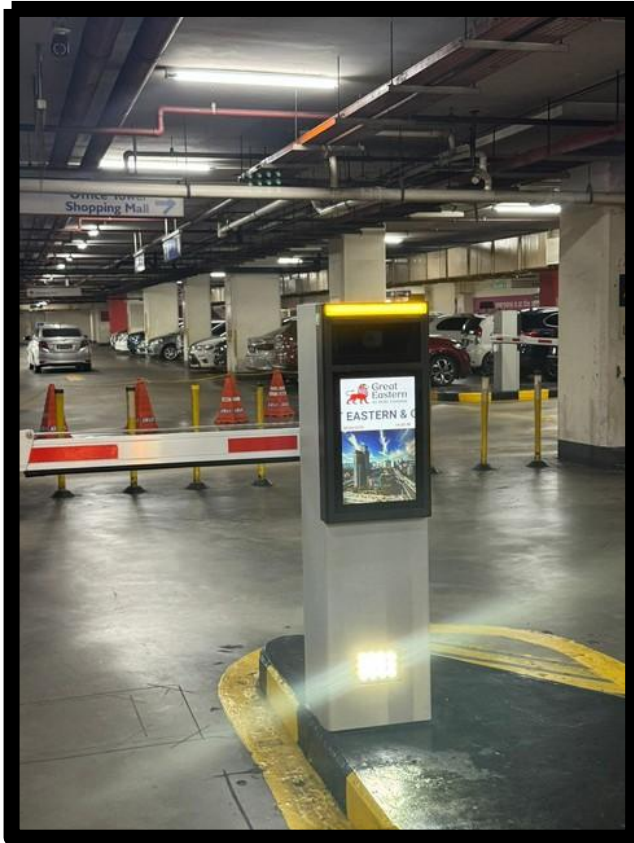
Grand LPR

Slim LPR



Imej Parking Sdn Bhd

# **CAR PARK OPERATIONS**



*LPR INSTALLATION AT  
AT MENARA GREAT EASTERN*

*CASHLESS SYSTEM  
INSTALLATION*



# **CAR PARK OPERATIONS**

## *OUR CUSTOMER SERVICES & APM SYSTEM*



**Imej Parking Sdn Bhd**

## *SIGNAGES & PROMOTIONS*



# **CAR PARK OPERATIONS**

## **ACCEPTING ALL PAYMENT METHOD**

The Dominion LPRS & Ultra Reader right now accepted multiple function of payment which is cashless payment such as Visa / Master Paywave, Debit , TouchNGo, FPX and All Available E-Wallet.



payWave



Online Banking Payments



Imej Parking Sdn Bhd

# ***THANK YOU***



***Imej Parking Sdn Bhd***  
(214379-U)

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