

For Immediate Release



APE achieves ISO 9001:2015 Certification

Macau, Monday, February 24, 2020 — Asia Pioneer Entertainment Holdings Limited (“APE” or the “Company”, with its subsidiaries collectively referred as the “Group”; Stock Code: 8400.HK) is delighted to announce that Asia Pioneer Entertainment Limited (APE), a Macau Gaming Inspection and Coordination Bureaus (DICJ) licensed gaming machine agent, has been awarded ISO 9001:2015 certification of its “Provision of repairing service of electronic gaming machine parts”. The on-site audit completed successfully under the standard ISO 9001:2015 on 16 December, 2019.



APE began internal preparation for certification since Aug, 2019 by evaluating its existing procedures and aligning them with the new requirements of Quality Management System (QMS). In order to improve the overall performance, it is required to maintain a high level of quality and strong customer service, and to provide a sound basis for sustainable development initiatives. The quality control covered Risk and Opportunities, Organizational knowledge, Training, Supplier Management and Customer Feedback, etc.

Mr. Herman Ng, Chief Executive Officer and Executive Director of APE stated, “Our decision to work towards ISO 9001:2015 accreditation demonstrates our additional assurance to our clients. We aim to provide high-quality and consistent products to our clients and our ongoing investment in technology and development. We look forward to be benefiting from this globally recognized standard of our expanding business in the Macau and Asia market.”

ISO 9001:2015 is an international quality management system standard of efficiency and customer satisfaction, which sets a higher level of specifications to be met beyond the previous standard, ISO 9001:2008. To achieve certification, a rigorous and comprehensive company-wide audit is performed by a recognized certification agency. APEs’ audit was performed by SGS Hong Kong Limited (SGS).



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About Asia Pioneer Entertainment Holdings Limited

Asia Pioneer Entertainment Limited (“APE”) is a leading electronic gaming equipment supplier in Macau. It is listed on the Growth Enterprise Market of Hong Kong Stock Exchange, Stock Code: 8400.HK. APE was established in 2006 in Macau and is an approved gaming machine agent licensed by the Gaming Inspection and Coordination Bureau of Macau (DICJ). APE is a global distributor, presenting gaming manufacturers from Slovenia, US, Taiwan and Australia. For more information, please visit <http://www.apemacau.com/>.

About ISO 9001:2015

ISO 9001 is defined as the international standard that specifies requirements for a quality management system (QMS). Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. It is the most popular standard in the ISO 9000 series and the only standard in the series to which organizations can certify.