

The mobile-messaging gateway provider says it has been victimised by a few rogue content providers who have abused its gateway and shortcodes to cheat mobile users

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Macro Kiosk ends service to content-provision clients

May 30 2007

IN an effort to weed out bad apples, Macro Kiosk Bhd, a mobile-messaging gateway provider, will close its door to its entire content-provision clientele, a move which will deny the company a key revenue stream this fiscal year.

The "drastic" step involving some 1,300 content providers globally, aims to safeguard the image of Macro Kiosk whose business ethics have been questioned by the authorities following irregularities among the service provider's clients.

Macro Kiosk chief executive Kenny Goh said the company will beef up its multi-sectoral corporate clientele to shield its earnings, and chances are it will recoup the expected lost income within two months.

"We have been victimised by a few rogue content providers who have abused our gateway and shortcodes to cheat mobile users. This has tarnished our image," Goh told a news conference in Petaling Jaya yesterday.

"But we are confident, within a month or two, of rebuilding our business in the corporate sector to support whatever losses we will incur," he added.

Goh declined to reveal how much Macro Kiosk stands to forego from the service-termination process which is expected to be completed in June.

The company will extend a remedial package, which includes linking its affected clients to other gateway providers.

Macro Kiosk, a 70 per cent subsidiary of main-board listed Goldis Bhd, is currently present in 10 countries including China, Thailand, and Indonesia.



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Foreign buyers account for half of Macro Kiosk's revenue in fiscal 2007. Macro Kiosk is essentially a mediator between its customers and mobile-phone network operators.

Macro Kiosk posted a net profit of RM2 million on revenue of RM38 million in the financial year ended January 31 2006.

Goh also said plans to list Macro Kiosk are still intact, but not in the near term.

He said only a crucial need for public funds will spur its much anticipated flotation.

"Moreover, staying private, has its merits as well, as it gives the seven- year-old company, which hires some 100 workers, more autonomy to chart its growth path," he added.

The Securities Commission had rejected Macro Kiosk's request for a listing on Bursa Malaysia's Mesdaq market some two years ago. - By Chong Jin Hun

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