CHANGE: FAILED VS NON-FAILED FIRMS

By

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TRACT

event and done only if the benefits out weights the costs. This study attempts to investigate corporate name change has a wealth effect on the company's shareholders. It investigates effects of name change announcement concurrent with announcements of reorganisation execturing of the firm. Event study methodology was employed to examine the above issues exect to failed and non-failed firms for the period from 1980 to 1996. A positive share exaction was observed with respect to the announcements of name change of failed firms enablete the reorganisation and restructuring. Share prices start reacting at least three days announcement day, with significant positive abnormal returns on the day of announcement returns in the post announcement period. However, there is no wealth effect observed enabled firms.

INTRODUCTION

meral, it is considered as an asset and therefore has a value attached just as any other asset of management, when a company decides to change its name, a professional advice is usually solicited adds value to the name The value attached to a corporate name might change over time and expected that no firm would change its corporate name unless it is beneficial to the stakeholders firm. It is also likely that corporate name change serves as a signal to convey favourable mation about the management's strategy on the future direction of the firm. Name changes

could also reflect a change in the firm's business activities, firm restructuring, reorganisation and mergers. It is claimed that the name change signals an expected improvement in the profit performance of the firm through higher employee morale and/or increase in consumer preference for the firm's products. Therefore in a fairly efficient market, name change announcements could have a wealth effect on the firm's shareholders.

A change of name might be due to merger or divestment exercise such as Leader Cable Industries. Bhd merged with Universal Cable Malaysia Bhd and changed its name to Leader Universal Bhd. Change of name could also be initiated to avoid confusion with another company that have same name, for example, Kamunting Industries Bhd. changed its name to KIB Textiles Bhd due to the name is alike to Kamunting Corporation Bhd. A change to a shorter name by descriptive acronymis usually initiated for ease of recognition like Arab Malaysian Merchant Bank Bhd changed MMMB Holdings Bhd, Ipoh Garden Bhd to IGB Corporation Bhd and First Allied Corporation Bhd to FACB Bhd. A Company with a new field of business might change its name to poster new image in the hope to introduce their new activity to the public. For example, in 1993, Face East Asset Bhd. began its new 'sports toto' business through acquiring Sports Toto (M) Bhd and changed its name to Berjaya Sports Toto Bhd.

The conflict of identity crisis, that is frequent changes in corporate name, has been identified as one of the common basis for corporate name change. Sometimes, besides the effort to find new identity, firms revert back to their old name due to difficulty of getting a new name that more acceptable to the shareholders and reflects the commitment of the firm. For example, Limit Hoe Industries Bhd changed it name to Peak Hua Industries Bhd in 1984 and later changed back to Lien Hoe Corporation Bhd in the same year. Another justification for corporate name change is to avoid focusing on one particular ethnic group which constraints on the effort increase market share or to enter a new market. For example, to cater the need of multiculturalists Bian Chiang Bank Bhd. changed its name to Bank of Commerce Bhd in 1979 in view of expanding their business on a national scale.

The process of changing a corporate name is painstaking, risky, and costly (Bosch and Hirsche 1989). Changing business name incur high costs in the form of consultants fees, redesigning logo and graphics, reprinting the company forms, letterhead, name cards etc., and to change staff uniforms, repainting the vehicles and building of the company. In Malaysia, there is reported data on the costs of changing name, but the literature documents that it cost Esso USDs million to change its name to Exxon in 1972 (McQuade, 1984). For Navistar, just the cost redoing signs at its headquarters and dealerships and reissuing stationery was estimated to a 13 to 16 million dollars (Bennett, 1986).

alter popular perceptions regarding the corporate identity (Hirschey, 1985). Horsky (1987) mentioned that there are risks in changing name. The firm, under its old accumulated some goodwill in the form of name recognition, company image, and that there are risks in changing name of this goodwill.

The firm to lose some of this goodwill.

The firm to lose some of this goodwill.

The possible that if a company is in difficulty or financially distressed, corporate name apported by serious effort to mitigate those problems might have a positive wealth

attempts to investigate the wealth effect of name changes by observing security surrounding the announcement date. It investigates the market response to the intangible capital investment.

TENEW OF LITERATURE

The his pioneering work, Howe (1982) investigates the change of name of 121 firms

New York Stock Exchange and the American Stock Exchange for the period from

Using event study approach with weekly stock returns, no statistically significant

reaction was associated with name changes.

Swyngedouw (1987) studied the effect of name change on profit performance of the type of firms that have a positive effect. Using a sample of 58 corporations that mames in 1981 to 1985 it was reported that most of the name changes are associated performance. The greatest improvement occurred for industrial firms, which had mance prior to the change. The contention those new names do enhance demand for products was not supported.

description of the manuschanges on samples that concurrent announcements, plus other announcements that they consider as may be be concurrent reference to previously reported organisation. Using 79 companies and the effect is statistically weak except for those firms having previously undergone and the effect is statistically weak except for those firms having previously undergone that the valuation effects of name changes are product and transitory.

Harawa (1993) studied on the semi-strong-form efficiency with respect to the corporate name change announcements in the Wall Street Journal. The results support the semi-strong-form efficiency hypothesis of the stock market where the substantial amount of the information of the forthcoming announcement of news of corporate name-change is available to investors before the actual publication of the news in the Wall Street Journal. Stock prices start reacting at least four days before the announcement and no significant price response in the post-announcement period.

Karpoff and Rankine (1994) studied the wealth effect of name change on 147 announcement for the period from 1979 to 1987. They found that weak positive stock price reaction to the announcement and suggest that findings are sensitive to sample selection. They concluded the the results cast doubt on two purported motives for name changes: that they convey information to the market about changes in firm's line of business or that they signal management's prival information about the firm's future performance. Finally, the conclusion suggests that thouse corporate name changes may serve a useful purpose, they have small valuation effects or tend to be anticipated by investors.

In more recent study, Koku (1997) investigates the effectiveness of corporate name charasignalling in the service industry. Analysing 28 firms from the Wall Street Journal for the perfrom 1980 to 1990, they found that firms which announced the name change together with of managerial decisions and regularly release news on other firm specific activities fared much bethan firms which did not release such information.

3. METHODOLOGY

The sample of firms used in this study was divided into two groups: failed and non-failed firms were selected based on the following criteria:

- 1. Firms that are protected under section 176 of the Companies Act 1965,
- Firms that are approved to undertake restructuring scheme to revive their financial conditionand,
- 3. Firms that are under receivership status.

The non-failed closely matched firms were selected randomly. Thirty-three failed firms found for the period of 1984 to 1997 and after checking the availability of the required data.

18 firms were available for analysis. The same number of non-failed firms was used as a communication.

meir name during this period. However, in this study, we only observed the effect of name change between Malaysian failed and non-failed firms only. The samples ments were fairly distributed over the thirteen years-observed periods.

share prices were gathered from the daily dairy of the KLSE. The determination of date of the name change was confirmed through the announcement made to the statutory document filed with KLSE. The price reaction to the announcements days surrounding the announcement.

methodology employed in this study followed that of Brown and Warner (1985). The methodology employed in this study followed that of Brown and Warner (1985). The methodology employed in this study followed that of Brown and Warner (1985). The methodology employed in this study followed that of Brown and Warner (1985). The

$$AR = OR - ER$$

been observed return (OR) is the rate of return on security j for day t. The observed return is

$$OR = \left[\left[\frac{P_t}{P_{t-1}} \right] - 1 \right]$$

Expected return (ER) is the rate of return on the composite index on day t. The expected returns excludated using the market regression model for the jth security. The expected return for the exactly is computed as,

$$ER = \alpha - \beta R_{mt}$$

Where.

 α = The average returns on stock i when the market index equals zero.

β = The slope of the characteristic line and measures the stock systematic risk.

 $R_{m,l}$ = Return on market index in period t

$$R_{mt} = \left[\frac{CI_t}{CI_{t-1}} - 1 \right]$$

The test statistics on the significant of name change is obtained using t-test. The null hypothesis to be tested in this study is that the announcement of corporate name change has no significant effect on the shareholders wealth. To determine the t-statistics for daily wealth of corporate name changes is calculated as follows,

$$t = \frac{A V_t}{\sqrt{\frac{\sigma}{n}}}$$

Where,

AV, = Average risk adjusted return for the day -20 to +20.

 σ = The standard deviation.

n = The total number of sample.

The significance of the period abnormal returns was tested using t-test, which describes = follows.

$$CAR_{t} = \frac{CAR_{jt}}{SE\left(CAR_{jt}\right)}$$

Where,

 $SE(CAR_{jt}) = \sqrt{T \times \sigma_{AR}^2 + 2(T-1) \times \sigma_{t,t-1AR}}$

 $\sigma_{t,t-1AR}$ = The variance of the abnormal return over the cut off point

 σ_{AR}^2 = The covariance between the current and lag period return

T = Number of days in the CAR statistics

The significance of daily average abnormal returns was further tested using a non-parametrized binomial statistic calculated as,

$$Z = \left[\frac{A - E}{\sqrt{NP(1 - P)}} \right]$$

Where A is the actual number of positive abnormal returns; E, equal to NP, is the experimental returns; N is the number of observations; and P is the experimentage of positive prediction errors. Under the null hypothesis of no effect, P=0.5, this binomistatistic is more conservative than the t-statistic test and does not require the assumption of normal

ESULTS

period (+1, +10), and for day t=-3 (three business days before the announcement period (+1, +10), and for day t=0 are shown in exhibits 1, 2 and 3.

The 10-days pre-announcement period, the failed firms experienced insignificant cumulative returns at 127% (t statistics=0.95). Seventy-two percent of the failed firms have positive returns (Z=1.89 significant at the 10% level). The share prices of the failed firms start restrively three days before the announcement and an extraordinary significant positive return is documented for the failed firms on the announcement day (AR = 129%, t=13.28 at 1% level). In the post announcement period the returns to failed firms were normal. For the failed firms recorded positive abnormal return (Z=-0.47) in this period. Overall 10.+10)), 67% of the failed firms experienced positive cumulative abnormal return, significant. The cumulative abnormal return remains stable after the extraordinary at the announcement day, which also the day where most of the firms re-quoted their materials.

The part of the part of the ment day with negative cumulative abnormal return at -11% (t=-5.27 significant at 1% only 28% of the non-failed firms recorded positive cumulative abnormal return (Z=-1.88 only 28%) in this period. Positive but normal cumulative abnormal return (3%) was 10 days after the announcement of name changes (t=1.18). Sixty-one percent of the firms showed insignificant positive abnormal return (Z=0.94) in the post announcement of significant results were observed 3 days before the announcement day and also on the percent day. Overall, low negative but significant cumulative abnormal return were observed sample (CAR=8%, t=-2.57), and 44% of these firms showed positive cumulative abnormal return abnormal return were observed sample (CAR=8%, t=-2.57), and 44% of these firms showed positive cumulative abnormal return abnormal return were observed sample (CAR=8%, t=-2.57), and 44% of these firms showed positive cumulative abnormal return were observed to the sample (CAR=8%, t=-2.57).

Exhibit 1: Summary of the Average Abnormal Return for the Failed and Non-failed Firms

Failed Firms					Non-Failed Firms					0.0	
Days	AR	t	CAR	% tve AR	Z-Stat	Days	AR	t	CAR	% tve AR	Z-Stat
-10	0.00	-0.04	0.00	33	-1.41	-10	0.01	0.42	-0.03	44	-0.47
-9	0.02	0.22	0.02	78	2.36	-9	-0.01	-0.51	-0.04	17	-2.83
-8	-0.03	-0.28	-0.01	33	-1.41	-8	-0.01	-0.31	-0.05	39	-0.94
-7	0.00	0.04	0.00	56	0.47	-7	0.00	-0.14	-0.06	61	0.94
-6	-0.04	-0.41	-0.04	28	-1.89	-6	-0.01	-0.21	-0.06	44	-0.4
-5	0.01	0.12	-0.03	39	-0.94	-5	-0.01	-0.34	-0.07	39	-0.94
-4	-0.07	-0.71	-0.10	22	-2.36	-4	0.00	-0.16	-0.08	39	-0.9
-3	0.04	0.38	-0.07	72	1.89	-3	0.00	-0.06	-0.08	44	-0.4
-2	0.00	0.05	-0.06	44	-0.47	-2	-0.01	-0.35	-0.09	39	-0.9
-1	0.04	0.43	-0.02	50	0.00	-1	-0.01	-0.19	-0.09	61	0.9
0	1.29	13.28	1.27	67	1.41	0	-0.02	-0.78	-0.11	39	-0.9
1	-0.02	-0.19	1.25	39	-0.94	1	0.00	0.00	-0.11	39	-0.9
2	-0.02	-0.21	1.23	39	-0.94	2	0.02	0.69	-0.10	39	-0.9
3	-0.01	-0.09	1.22	44	-0.47	3	0.00	-0.02	-0.10	44	-0.4
4	0.02	0.25	1.25	78	2.36	4	0.00	0.14	-0.09	78	2.3
5	-0.01	-0.05	1.24	44	-0.47	5	0.00	0.00	-0.09	44	-0.4
6	0.00	0.02	1.24	67	1.41	6	0.00	-0.05	-0.09	67	1.4
7	0.09	0.90	1.33	61	0.94	7	0.00	-0.12	-0.10	61	0.5
8	-0.03	-0.27	1.30	17	-2.83	8	0.00	-0.11	-0.10	17	-2.8
9	-0.01	-0.08	1.30	28	-1.89	9	-0.01	-0.33	-0.11	_ 28	-13
10	-0.02	-0.23	1.27	33	-1.41	10	0.03	0.96	-0.08	33	-1.4

Panel B: Cumulative Abnormal Returns

Part 1: Failed Firms Group

Period	CAR	t-statistics	% Positive AR	Z-Statistics
(-10, 0)	1.27	0.95	72%	1.89
(+1, 10)	0.01	0.06	44%	-0.47
(-10, +10)	1.27	1.02	67%	1.41

Panel B: Cumulative Abnormal Returns

Part 2: Non-Failed Firms Group

Period	CAR	t-statistics	% Positive AR	Z-Statistic
(-10, 0)	-0.11	-5.27	28%	-1.88
(+1, 10)	0.03	1.18	61%	0.94
(-10, +10)	-0.08	-2.57	44%	-0.47

2 and 3 show the frequency distribution of the average abnormal return for the failed and firms during the whole period observe (-10, +10). Large number of the failed firms positive abnormal return greater than 10%. For example, in 10 days before the announcement 100 firms) have abnormal returns greater than 10% (Z = 1.89).

Frequency Distribution and Descriptive Statistics for Abnormal Return During the Announcement Period for the Failed Group of 18 Name Change Observations

Mary 118 119 119 119	Period (-10, 0)	Day t = -3	Day t = 0	Period (+1, +10)	Period (-10, +10)
	Panel A	: Frequency D	istribution		
M s AR	10	3	9	4	10
M ≤ AR < 0.10	2	0	0	1.	0
AR < 0.08	0	0	0	2	0
AR < 0.06	1	3	0	0	1
■ SAR < 0.04	0	3	3	0	0
AR < 0.02	0	4	0	1	1
MC ≤ AR < 0.00	1	1	1	1	0
M4 ≤ AR < -0.02	2	- 0	2	2	0
M6 ≤ AR < -0.04	1	2	1	0	0
M ≤ AR < -0.06	1	0	0	1	1
AR < -0.08	0	2	0	0	0
AR < -0.10	0	0	2	6	5
F F	Panel	B: Descriptive	e Statistics	00.0->	\$LA ≥ 80:0-
Statistics	0.95	0.38	13.28	0.06	1.02
Percentage Positive	72%	72%	67%	44%	67%
T-Statistics	1.89	1.89	1.41	-0.47	1.41

of the failed firms with an extraordinary positive abnormal return at the announcement day.

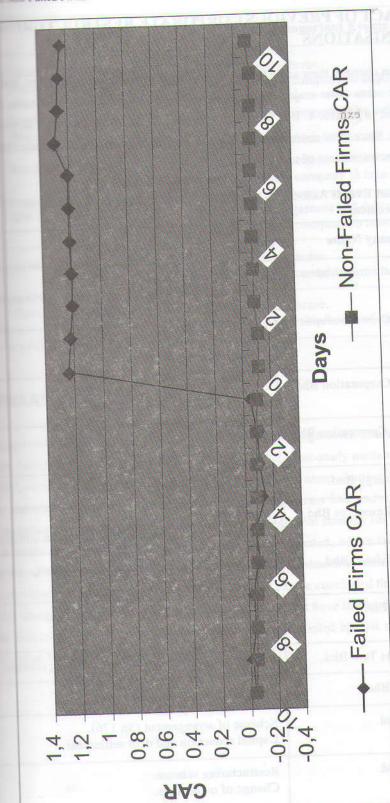
The effect can clearly be observed in figure 1 which shows the CAR plots for both groups. Given the nature of the of the name change process as illustrated in exhibit 4, and the change firm's reaction to the name change, it is likely that these results are influenced by each expected performance and future strategy.

One possible reason for the extraordinary effect is that most of the failed firms have been suspendent from active trading at the bourses quite sometime and the shares were being re-quoted together with announcement of management strategies for the future and name change. The market value of these counters was re-valued to reflect its current potential economic value based on the information. This notion is further substantiated by the fact that those failed firms with unclear unpromising strategies or lack of profitable restructuring business plan were not able to increase their shareholder's wealth at re-quotation.

Exhibit 3: Frequency Distribution and Descriptive Statistics for Abnormal Return during the Announcement Period for the Non-Failed Group of 18 Name Change Observations

Range	Period (-10, 0)	Day t = -3	Day t = 0	Period (+1, +10)	Period (-10, +10
12 (2) of 1 (20 x 0)	Panel A	: Frequency D	istribution	, ji0,0 >,	SV FULL
0.10 ≤ AR	3	1	0_	6	5
$0.08 \le AR < 0.10$	0	0	0	0	1
$0.06 \le AR < 0.08$	0	0	0	0	0
$0.04 \le AR < 0.06$	0	1	0	1	0
$0.02 \le AR < 0.04$	0	2	2	2	1
$0.00 \le AR < 0.02$	2	4	5	2	1
$-0.02 \le AR < 0.00$	1	6	4	0	1
$-0.04 \le AR < -0.02$	3	2	2	2	1
$-0.06 \le AR < -0.04$	2	0	2	2	1
$-0.08 \le AR < -0.06$	0	1000	1	0	0
$-0.10 \le AR < -0.08$	1	0	1	0	0
AR < -0.10	6	1	1.	.3	7
-0.47	Panel	B: Descriptive	Statistics		all states
t-Statistics	-5.29	-0.06	-0.78	1.18	-2.57
Percentage Positive	28%	44%	39%	61%	44%
Z-Statistics	-1.88	-0.41	-0.94	0.94	-0.47

Figure 1: Graphical CAR for Failed and Non-Failed Firms during the American Permit



4.1 THE IMPACT OF PREVIOUS CORPORATE RESTRUCTURING AND REORGANISATIONS

Eighteen failed firms changed their name following a scheme of arrangement, merger, acquisition sell-off, spin-off or some other major corporate restructuring together with profitable business strategy as presented in exhibit 4. It is important to note that the name change was initiated to reflect these changes. Since these restructurings were successfully implemented, the market respondence positively to the announcements of name change.

Exhibit 4: Important Events Associated the Failed Firms During Name Changes
Announcement

No.	Company Name	Important Events
1.	Olympia Industries Bhd	Reconstruction scheme Incorporate new company and close old company. Debt equity conversion
2.	Insas Bhd.	Under receivership. In restructuring process.
3.	Mega First Corporation Bhd.	Scheme of arrangement-reconstruction. Capital reduction and debt settlement.
4.	Uniphoenix Corporation Bhd.	Scheme of arrangement (Sn 176). Capital reduction and debt settlement.
5.	Advance Synergy Bhd.	Restructuring scheme.
6.	Diversified Resources Bhd.	Restructuring scheme. Incorporate new company to acquire old company
7.	Larut Consolidated Bhd.	Equity and financial restructuring scheme. Debt equity conversion.
8.	RJ Reynolds Bhd.	Restructuring scheme. Debt equity conversion.
9.	Berjaya Sports Toto Bhd.	Capital reconstruction and restructuring scheme.
10.	Faber Group Bhd.	Capital reconstruction scheme.
11.	Lion Land Bhd.	Scheme of arrangement (Sn 176). Capital reduction and debt settlement.
12.	MBf Land Bhd.	Restructuring scheme. Change of ownership.

No.	Company Name	Important Events
13.	Kuala Lumpur Industries Holdings Bhd.	Restructuring scheme. Incorporate new company to acquire old company.
SE.	Leader Universal Holdings Bhd.	Equity and debt reconstruction scheme (Sn 176)
15.	Landmarks Bhd.	Capital reconstruction scheme. Incorporate new company to take over old company.
16.	UMW Holdings Bhd.	Scheme of arrangement and debts reschedule. Incorporate new company to take over old company.
III.	Talam Corporation Bhd.	Restructuring scheme. Change holding company.
18.	Damansara Realty Bhd.	Restructuring scheme. Change of ownership/board of directors.

MARY AND CONCLUSIONS

failed firms that changed their names. Using an event-study methodology on daily prices days surrounding the announcement, suggests that name changes have no wealth effect shareholders of the firm unless the announcing firms had undergone restructuring or some form coupled with a clear management strategy for the future. The results elective to the promising business strategy implemented, where failed firms with strong business strategy recorded an extraordinary positive abnormal return. In all instances, post election change are observed only for those failed firms that have initiated a viable business plan future. It also suggest that the market cannot be fooled by just a name change, such a must be backed by serious efforts towards recovery.

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Appendix

List of Samples (Failed Company)

No.	Company Name	Effective Date
L	Damansara Realty Bhd Kesang Corporation Bhd	25.05.1993
2.	Olympia Industries Bhd Duta Consolidated Bhd	12.03.1992
3.	Insas Bhd Paper Products Malaya Bhd	03.11.1987
4	Mega First Corporation Bhd Everpeace Corporation Bhd	25.04.1991
5.	Uniphoenix Corporation Bhd Amalgamated Properties & Industries Bhd	11.06.1990
6.	Advance Synergy Bhd Batu Lintang Rubber Co Bhd	04.06.1992
7.	Diversified Resources Bhd Peerless Assets Bhd Imatex Bhd	19.09.1991
8.	Larut Consolidated Bhd Larut Tin Fields Bhd	24.06.1992
9.	RJ Reynolds Bhd Juara Perkasa Corporation Bhd	17.01.1991
10.	Berjaya Sports Toto Bhd Far East Asset Bhd	28.05.1993
11.	Faber Group Bhd Faber Merlin Malaysia Bhd	06.12.1990
12.	Lion Land Bhd Supreme Corporation Bhd	20.11.1991
13.	MBf Land Bhd Sri Hartamas Corp Bhd	14.02.1997
14.	Kuala Lumpur Industries Holdings Bhd Kuala Lumpur Industries Bhd	05.04.1991

No.	Company Name	Effective Date
15.	Leader Universal Holdings Bhd Universal Cable Holdings Bhd	27.08.1991
16.	Landmarks Bhd Landmarks Holdings Bhd	08.01.1990
17.	UMW Holdings Bhd UMW Management Services Bhd	31.07.1987
18.	Talam Corporation Bhd Talam Mines Bhd	29.01.1986

Sources: Kuala Lumpur Stock Exchange

Appendix

List of Samples (Non-Failed Company)

Sec.	Company Name	Effective Date
1_	IOI Properties Bhd Lam Soon Huat Development Bhd	13.01.1995
2	MMC Engineering Group Bhd Kuala Kampar Tin Fields Bhd	03.08.1992
3.	Aokam Perdana Bhd Aokam Tin Bhd	16.12.1991
4.	Reka Pacific Bhd Berjaya Industrial Bhd	08.08.1997
5.	Dayapi Industries (M'sia) Bhd Dragon & Phoenix Bhd	16.01.1984
6.	FACB Industries Inc. Bhd Kanzen Bhd	26.11.1997
7.	Kinta Kellas PLC Kinta Kellas Investment PLC	04.01.1993
8.	Fraser & Neave Holdings Bhd Malaya Glass Bhd	20.03.1996
9.	Camerlin Group Bhd Malex Industries Bhd	30.07.1997
10.	Mechmar Corporation (Malaysia) Bhd Mechmar Bestobell Bhd	14.07.1989
11.	Technology Resources Industries Bhd Roxy Electric (Malaysia) Bhd	07.03.1991
12.	Neico Industries (M) Bhd Sanyo Industries Bhd	29.09.1997
13.	Jaya Tiasa Holdings Bhd Berjaya Textiles Bhd	13.03.1995
14.		04.11.1997
15.	Phileo Allied Bhd Linatex Process Rubber Bhd	07.10.1994

No.	Company Name	Effective Date
16.	Westmont Industries Bhd Westmont Bhd	30.09.1995
17.	Pernas International Holdings Bhd Pernas International Hotels & Properties Bhd	11,09.1996
18.	United Malayan Land Bhd United Malayan Flour Mills Bhd	15.03.1996