

DATE : 11 FEB 2026
PUBLICATION : THE STAR
SECTION :
HEADLINE : EHB PLANS BUSINESS DIVERSIFICATION
CATEGORY : COMPANY
MEASUREMENT : 18 CM²
TONE :
REMARKS : N/A

EHB plans business diversification

PETALING JAYA: EXSIM Hospitality Bhd (EHB) has announced a proposed diversification of its business to include general contracting and centralised procurement activities.

The move is intended to complement the group's existing operations in hospitality, hotel management, and interior fit-out services, while broadening its participation across the construction and asset enhancement value chain.

Under the proposed diversification into general contracting, EHB plans to expand beyond its current fit-out scope to undertake a wider range of construction, renovation, refurbishment, and upgrading works.

In parallel, the proposed centralised procurement business will formalise and expand the group's procurement function. Both new business segments are expected to be undertaken by Exsim Concepto Sdn Bhd, an existing subsidiary with experience in fit-out services.