



News Release

PROTON APPOINTS ROSLAN ABDULLAH AS DEPUTY CHIEF EXECUTIVE OFFICER

Subang Jaya, 6 January 2022 – PROTON would like to announce the appointment of Roslan Abdullah, to the post of Deputy Chief Executive Officer. He officially assumed his duties on 1 January 2022. Previously, Roslan was the Vice President, Sales and Marketing for PROTON as well as Chief Executive Officer of Proton Edar Sdn Bhd (PESB), roles he had held since 1 June 2020.

A Finance & Accountancy degree holder from the University of Brighton, United Kingdom, Roslan has over three decades of experience in the automotive sector including appointments at Motosikal dan Enjin Nasional Sdn Bhd (MODENAS), ISUZU HICOM Malaysia and Honda Malaysia where he held the dual roles of President and Chief Operating Officer.

“Roslan Abdullah has played a key role in supporting the leadership of PROTON and guiding the overall management of the business, particularly by strengthening the sales and marketing functions. I am confident we will be able to form a strong partnership to lead the company to greater heights,” said Dr Li Chunrong, Chief Executive Officer, PROTON.

PROTON would also like to express its deepest appreciation to Dato’ Radzaif Mohamed, who retired as Deputy Chief Executive Officer on 31 December 2021. Appointed to the role on 1 April 2016, he was instrumental in overseeing the eventual partnership between DRB-HICOM and Zhejiang Geely Holding (Geely) and helped steer the company to its current standing in the automotive industry today.

“PROTON would like to place on record our appreciation to Dato’ Radzaif Mohamed for his invaluable contribution and unwavering commitment towards our success. The importance of getting it right in the early days of the partnership with Geely has been critical towards the company’s turnaround thus far and his leadership during this period was invaluable,” added Dr Li Chunrong.

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