

COMPANY PROFILE



MESSAGE FROM THE BOARD OF DIRECTORS



Quality • Security • Safety • Care & Partnership

At Pristine Security Sdn. Bhd, we believe that true excellence in security begins with partnership. Our team-based approach ensures that our resources and clients work hand in hand to achieve the highest standards of safety and security protection.

Our clients' well-being and peace of mind are our top priorities. By fostering transparent communication and shared accountability, we are able to design and deliver solutions that meet every operational and industry-specific challenges.

We uphold our values of care, respect, dignity, transparency and integrity, ensuring that all engagements are carried out with professionalism and confidentiality. Through continuous feedback and collaboration, we strive to improve our services and strengthen long-term client relationships.

A partnership with Pristine Security is built on trust, open dialogue and a shared vision for a safer, more secure future.

THE BOARD OF DIRECTORS
Pristine Security Sdn. Bhd.

MESSAGE FROM THE EXECUTIVE CHAIRMAN



At Pristine Security Sdn. Bhd., our passion lies in delivering quality, innovation and performance — the pillars that define our commitment to clients' success. We regard the protection of people, property and assets not merely as a service but as a solemn responsibility.

Since our inception, we have strived to set higher standards in the Malaysian security industry. Our guiding principle, "Performance with Conscience," reflects our belief that true success comes from combining professionalism with integrity, accountability and care.

We continue to work hand in hand with regulators, clients, business partners and employees to achieve excellence in every assignment we undertake. Through our Energised Security Training Programs, we empower our workforce with the knowledge, skills and proactive mindset necessary to respond to evolving challenges in security and safety management.

In today's complex environment, security is not just a requirement — it is an enabler of growth, confidence and sustainability. As a trusted partner, Pristine Security is dedicated to building long-term relationships that deliver measurable value and peace of mind.

So, when you think of a security service provider that understands the balance between performance and purpose, think Pristine Security.

KHIRUDIN TAJUDIN
MCSP, DPIN
Executive Director

COMPANY INFORMATION

PRISTINE SECURITY SDN BERHAD (PRISTINE) is an incorporated security company providing an integrated security services . The Management team consists of people who have acquired a high level of expertise. They are very committed to upgrading and changing the landscape of the industry towards professional & operational excellence.

PRISTINE has been in the security business of performance consulting, security risks management and strategic planning, organizational coaching and development of security programs, training needs analysis and assessments, security technology mapping, systems design and architecture, project management and outsourcing business since December 2000.

On 22nd July 2005, we were licensed by the Ministry of Home Affairs, Malaysia to provide security services and conduct private investigations in all the states of Malaysia. On 11th August 2005 PRISTINE SECURITY SDN BHD was registered with the Ministry of Finance (Ref: 357-02053208)

The principals of PRISTINE are former senior police, military, aviation and government officials who have served in many ministries and manufacturing industries. Combined, the years of law enforcement, strategic and operational planning and other competencies at all levels of Government and industries, PRISTINE is in a better position to commit to customer’s excellence in all our assignments and undertakings.

Above all with our values of lasting relationship, quality delivery of service and product and commitment to continuous improvement, we are able to achieve our mission as a total solution provider in security and safety.

PRISTINE brings its own brand of security and safety services and originality in a different way – ‘the highly energized way’. PRISTINE is developed and structured to complement and fulfill the aspirations of Government Development Policies which revolves around the broad objectives of:



Promoting and enhancing the development and growth of local support service industries.



To benefit from the advancement technology.



To further attract foreign investment.



To promote and realize the National Industrialization Programs.

COMPANY INFORMATION



Company Name:	Pristine Security Sdn Bhd
Registration Number:	2000010325 (535152-M)
Date of Incorporation:	12th December 2000
Authorised Capital:	RM600,000.00
Paid Up:	RM600,000.00
Directors:	Khirudin Tajudin Norhakimah Mhd Zain Hj Osman Ismail
Bankers:	Maybank Berhad
Company Secretary:	i-PRO Management & Services Sdn Bhd No 12-1G, Jalan AU 1A/4A Taman Keramat Permai, Setiawangsa 54200 Kuala Lumpur T : 03 4256 4110 F : 03 4251 9011
PPKM Member Since:	2005 (Membership number: 0352)
Head Office:	No. 6A Bangunan Melor, 06700 Pendang, Kedah
Telephone Number:	+60 11 2530 2049 +60 11 5506 0469
Management Hub :	PRISTINE SECURITY SDN BHD. G-45, Casa Tiara Service Apartment, Persiaran Kemajuan Subang SS16, 47500 Subang Jaya, Selangor.
Email:	pristine1812@gmail.com khirudin.pristine@yahoo.com.my
Kedah Branch:	No 7B Commercial Square Kolej Height Utara, 06000 Jitra Kedah Darul Aman

ORGANISATION STRUCTURE

BOARD OF DIRECTORS



SENIOR MANAGEMENT



RESOURCE TEAM



BRANCH MANAGERS



VISION

To be a leading and trusted provider of integrated security and safety solutions, recognized for our professionalism, reliability and innovation.

We aspire to continuously enhance the security landscape in Malaysia by aligning with national development goals and adopting global best practices.



MISSION

Our mission is to deliver reliable, assured, efficient and effective security services that safeguard our clients' assets, people and interests.

We are committed to:

- Regularly upgrading and improving our services.
- Staying abreast of the latest methodologies and technological advancements in the global security industry.
- Providing value-driven and performance-focused security outcomes.
- Building long-term partnerships based on integrity, transparency and trust.



DELIVERABLES

At Pristine Security Sdn. Bhd, our core objective is to deliver reliable, efficient and high-quality integrated security and safety services. We are dedicated to achieving excellence through continuous improvement, professionalism and innovation in every aspect of our operations.

Our Key Focus Areas

- **Occupational Health & Security Safety Standards**

Ensuring all operations and personnel adhere to the highest standards of workplace security safety.

- **Transparency and Governance**

Upholding best practices in management, accountability and compliance across all levels.

- **Specialised and Professional Execution**
Delivering security and safety services with expertise, discipline and attention to detail.

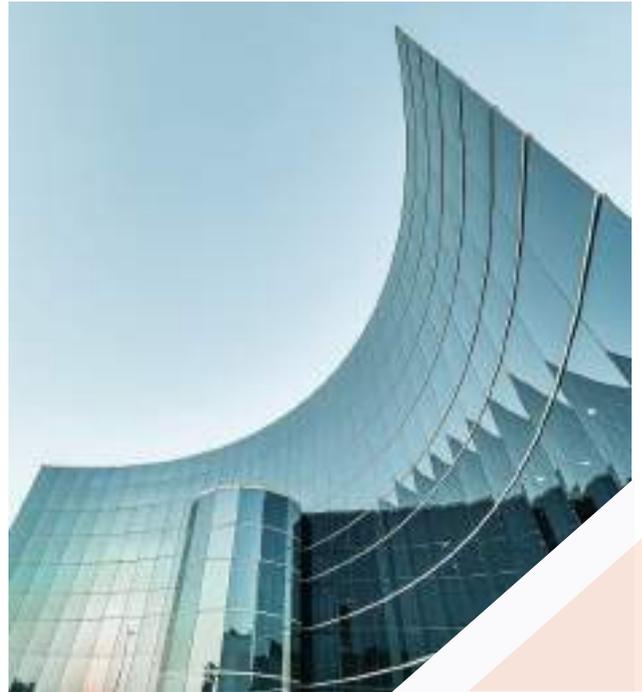
- **Integrated Security & Safety Systems**
Combining human resources, electronic systems and efficient operational processes for seamless protection. (Hybrid Security)

Strategic Business Objectives

- Focus on results not just manpower deployment.
- Maintain flexibility to adapt to diverse client needs and evolving challenges.
- Invest in upskilling and training to ensure continuous professional growth of assets.
- Strengthen performance measurement for improved security outcomes.
- Encourage efficiency and innovation through performance-based practices.
- Deliver long-term, sustainable security solutions.
- Re-evaluate security strategies regularly to stay responsive to emerging risks.

IT SECURITY FOR THE INDUSTRY

As we learned in the introduction, attacks on networked Industry systems can pose a real threat to human life as was the case in September 2020 with an accidental hacker attack on university hospital server in Düsseldorf, where a fatal target was the university



Smart Factory Risks

In today's interconnected world, smart factories and IoT systems face growing cybersecurity threats. While data-driven processes enhance efficiency, they also increase vulnerability to attacks. A company's production depends on digital networks — making robust cybersecurity monitoring critical to prevent and respond to risks effectively.

Building a Smart, Secure Factory

Technology alone is not enough — people are the key. Awareness, training, and a culture of security reduce human error and strengthen defenses. Integrating security from the design phase ensures both efficiency and resilience, empowering smart factories to operate safely and reliably.

Security by Design

"Secure by design" means embedding IT security at every stage of digital development. It promotes an open, integrated security framework, supported by leadership roles like the Chief Information Security Officer (CISO) or equivalent experts empowered to drive company-wide protection and awareness.

Data Security as a Core Element

For Industry, data security must be a fundamental strategy. This includes strong policies, regular audits, risk assessments and staff awareness. Security is not a one-time effort but a continuous improvement process involving management, operations, and communication across all departments.

In Conclusion

Digitalization has increased both complexity and vulnerability in IT and OT systems. The best defense is a holistic approach — embedding "security by design" into every process. This creates cyber resilience, ensuring long-term protection and stability across the organization.

PRODUCTS, SERVICES & PORTFOLIOS

Engaging Pristine Security Sdn. Bhd. means partnering with a trusted provider dedicated to delivering comprehensive, cost-effective and results-driven security solutions.

By outsourcing your security operations to Pristine, clients can:

- Avoid the high cost of having your own security human resources
- Be assured of extra security personnel when the need arises
- Enjoy the advantage of specialised expertise at an affordable cost
- Free yourself from the concerns of keeping up with your changing security needs
- Minimise possible losses and prevent potential losses and liabilities

Our team has the expertise and capability to manage complete security programs — from planning and implementation to evaluation and continuous improvement.



We emphasize performance accountability, conducting regular audits and independent inspections to ensure that every officer deployed meets the highest standards of professionalism and reliability.

Through a combination of advanced technology, structured supervision and ongoing innovation, Pristine Security continues to provide clients with peace of mind and measurable value in every engagement.



DIGITAL SECURITY MONITORING APPLICATION

MAXTracker – Smart Security Management

MAXTracker is Pristine’s advanced AI-powered digital platform that modernizes and automates field security operations. It enables real-time tracking, reporting and performance monitoring for security officers, supervisors and managers across multiple sites.

Key Features

- On-Field Attendance – Track personnel location, working hours and duty status.
- Live Tracking – Monitor guard movement and patrol routes in real time.
- Arrival & Departure Notifications – Automated updates for site entry and exit.
- On-Site Activity Logging – Capture incidents, patrol checks, and daily reports.
- Task Management – Assign and monitor job completion across departments.

Operational Modules

- Task & Job Processing – Manage vehicle logs, material movement and approval workflows with image verification.
- Incident & SOS Reporting – Enable guards to report incidents instantly with photos and GPS data.
- Digital Patrolling – Verify patrol checkpoints via mobile scans, generate automated reports and prevent proxy attendance.
- Material & Vehicle Tracking – Record movement, capture vehicle and driver images and notify relevant officers in real time.
- Corporate Vehicle Management – Track vehicle entry/exit, mileage logs and visitor vehicle registration via QR code scans.

Technology Advantages

- Web and mobile-based application
- Real-time analytics and reporting
- Automated alerts and performance insights



- Cloud storage for data access and archiving

- AI-driven efficiency, accountability and transparency



Objective

To ensure total visibility, accountability, and operational efficiency across all security operations through digital transformation — making security management smarter, faster and more responsive.

Example of Company's Security digitalization market and the focus aspects of prime security measures for the community

Digitalizing security involves using digital tools and methods to protect digital assets, data and systems from unauthorised access, attacks, disclosure, or destruction:

- Data-driven approach
- Understand the sources of information available and gather data about operations

Automation and AI

- Use artificial intelligence to detect anomalies and automation to act on them.

Segmented work areas

- Compartmentalize areas based on record sensitivity so only certain people can access them.

Other digital security controls include:

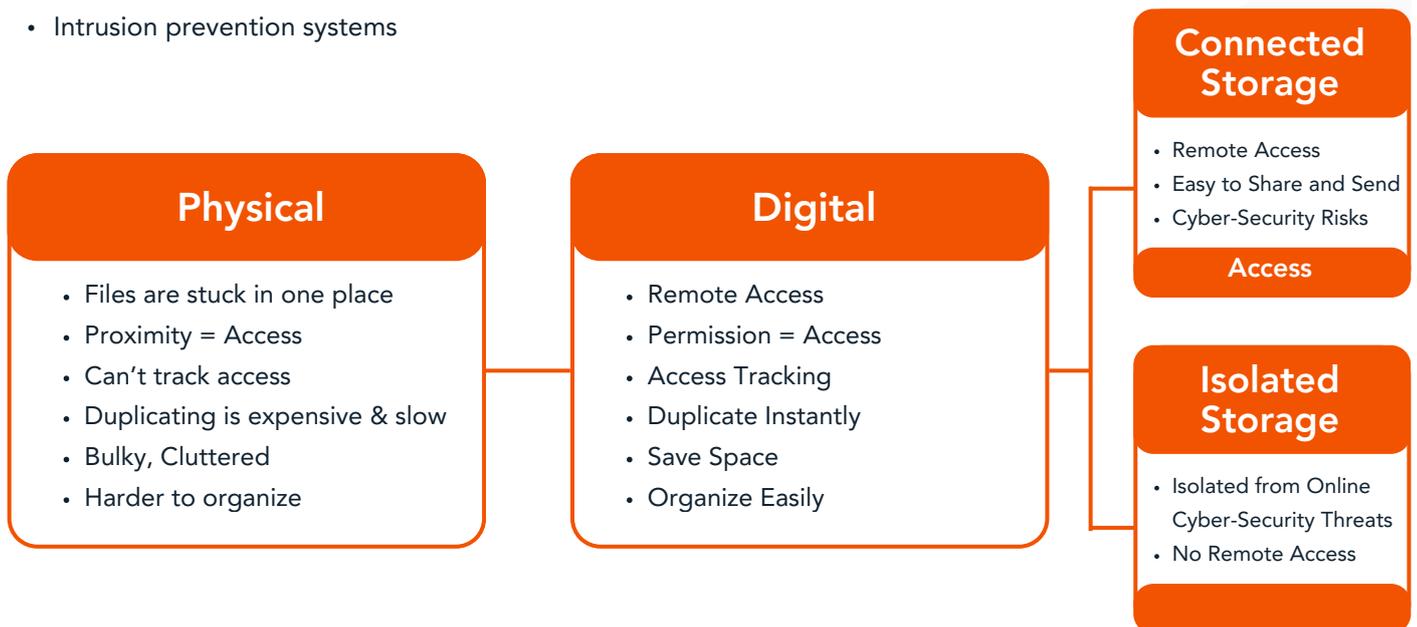
- Usernames and passwords
- Two-factor authentication
- Antivirus software
- Firewalls
- DDoS mitigation
- Intrusion prevention systems

Digital watermarking

- Insert invisible information into data to prove its authenticity and integrity.

Password protection and encryption

- Usage of password protection to record who has accessed a file and encryption to protect the files themselves.



CUSTOMISED GUARDING & PATROL SERVICES

Meet all your safety & security needs. Businesses can leave the expense of hiring and training, uniforms, fringe benefits and supervision to PRISTINE. PRISTINE policy of close management & supervision eliminates the deterioration of service often experienced by many security service users.



Uniformed Patrol Officers

Our uniformed officers enhance safety, deter crime and protect your assets with visible presence and professionalism.

Cost-Effective Security

Patrol services offer a budget-friendly solution that increases visibility and reduces the need for full-time on-site guards.

Foot Patrol and Vehicle Patrol

- Marked car patrols and parking lot checks
- Random route drives for unpredictability
- Community and vacation watch programs

Customized Patrol

Tailored to client needs — includes locking/unlocking, after-hours escorts, alarm response and coordination with law enforcement.

Proactive Problem Prevention

Whether on foot, bike, or vehicle, our officers provide a constant presence — trained to detect and prevent issues before they arise.

Bike Patrol

- Covers areas not accessible by car
- Random patrol routes and parking area checks

Performance Reporting

Clients receive detailed patrol reports for full transparency and accountability.

INVESTIGATION SERVICE

Our Investigation Department works with our Guard Division to provide confidential and efficient services such as covert surveillance, threat assessments, employee integrity checks, pre-employment screenings and polygraph testing.

Areas of Expertise

- Insurance & Fraud Cases
- Product Tampering & Adulteration
- Industrial Relations & Misconduct Cases
- Security & Safety Investigations

Additional Services

- Personnel Vetting & Background Checks
- Employee Monitoring & Mystery Shopper Services
- Polygraph & Security Profiling
- Incident Management & Crisis Resolution
- Litigation Support

Our corporate investigative team has diverse professional backgrounds, enabling us to handle a wide range of cases, including:

- Embezzlement, Theft and Fraud
- Counterfeiting and Product Diversion
- Espionage and Sabotage
- Harassment and Industrial Misconduct
- Due Diligence for M&A and Private Equity
- IP Rights & Trademark Infringements
- Vendor and Internal Audits

CONSULTING SERVICE

PRISTINE specializes in complete security analysis and risk assessment for clients across industries.

We provide structured evaluations to identify vulnerabilities and deliver customized recommendations that help reduce liability and protect assets.

Our consultants take a proactive and flexible approach, maintaining open communication with clients to create effective and adaptable action plans for both daily operations and emergency situations.



SPECIALISED INSURANCE INVESTIGATION

Our insurance investigative consultants have over 25 collective years of specialist experience in insurance and claims investigation. We assist our clients with the collection of forensic evidence in various situations including the following:

- Identifying and Solving Fraudulent Insurance Cases
- Ascertaining Claimant's Personal Disability
- Carrying Out Discreet Surveillance
- Suspicious Death Claims — Cause, Manner and Circumstances
- Corroboration of Evidence Given to Loss Adjusters by The Insured
- Locating Witnesses and Missing Persons
- Asset Searches
- Fire Claims Investigations
- Personal Injury Investigation & Hospitalisation Checks
- Theft and Burglary Investigations
- Traffic Accident Reconstruction

RISK MANAGEMENT

Our consultants have backgrounds in security risk management, engineering, human resource, legal, statistical analysis and auditing. We are experienced and qualified to provide large corporations with the following risk management services:

- Corporate Security Consultancy and Audits
- Business Continuity Planning
- Personnel Security Audits and Consultancy
- Development of Corporate Security Policies
- Technical Surveillance
- Countermeasures Consulting
- Personnel Vetting
- Crisis Management Planning, Design and Implementation

TRAINING - SIGNATURE COURSES

Strategic Outcome Based Security Contracts

- Cyber Security
- Accreditation of Professional Programmes:
 - Security Consultant
 - Security Management
 - Security Executives & Supervisor
 - Security Officer
- Security Technology & Systems
- Security Awareness - Building Detection Capabilities
- Security Contracts Management
- Security Leadership of Today
- Security Organisation of Today
- Threat-Oriented Profiling (TOP)
- Legal Rights of Security Service Buyers
- Legal Rights of Security Officers
- Smart Security Operations & Management
- Threat, Vulnerability & Risk Assessment (TVRA)
- Setting the Professional Standard
- Sustainable Security Business
- Building Trust Behaviour in Security Organisation
- Security Leadership Course (Workshop – Outdoor)
- Cargo Security
- How Your Security Mind Work
- Personal Effectiveness & Excellence
- Incident Response & Reporting (Accreditation)
- Security Protection Duties (Accreditation)
- Supply Chain Security
- Protective Security Framework & Principles
- Terrorist Threats
- Corporate Security

SPECIALISED ENVIRONMENTAL, OCCUPATIONAL SAFETY AND HEALTH CONSULTING SERVICES

- Workplace Noise Monitoring Surveys
- Provision of EHS Consulting Services / Safety and Health Officers
- Chemical Health Risk Assessments
- Regulatory Agencies Application / Liaison Services

Required From:

- Dept of Occupational Safety & Health (DOSH)
- Dept of Environment
- Dept of Fire & Rescue Services
- Atomic Energy Licensing Board (AELB)
- Dept of Health – Poison License
- OSH Hazard Identification Risk
- Workplace ESH Assessment
- Emergency Preparedness and Response
- Crisis Management and Business Continuity Planning

OCCUPATIONAL SAFETY & HEALTH TRAINING PROGRAMS

- Occupational Safety and Health
- Legislation in Malaysia: Effective Safety and Health Committee Workshop
- Emergency Response Team (ERT)
- Ergonomic Workshop for Office Workers
- Reduction of Noise Prevention at Work Place
- Work Safely with Chemicals
- Safety Hazards Analysis and Prevention
- Notification of Accidents, Dangerous Occurrence, Occupational Poisoning & Occupational Diseases Regulation 2004 (NADOPOD)

FOOD SAFETY & SECURITY

- Identify Food Safety, Security Issues & Controls
- Establish and Implement Food Safety & Security Plan – Prevention
- Establish Preparedness and Response Plan

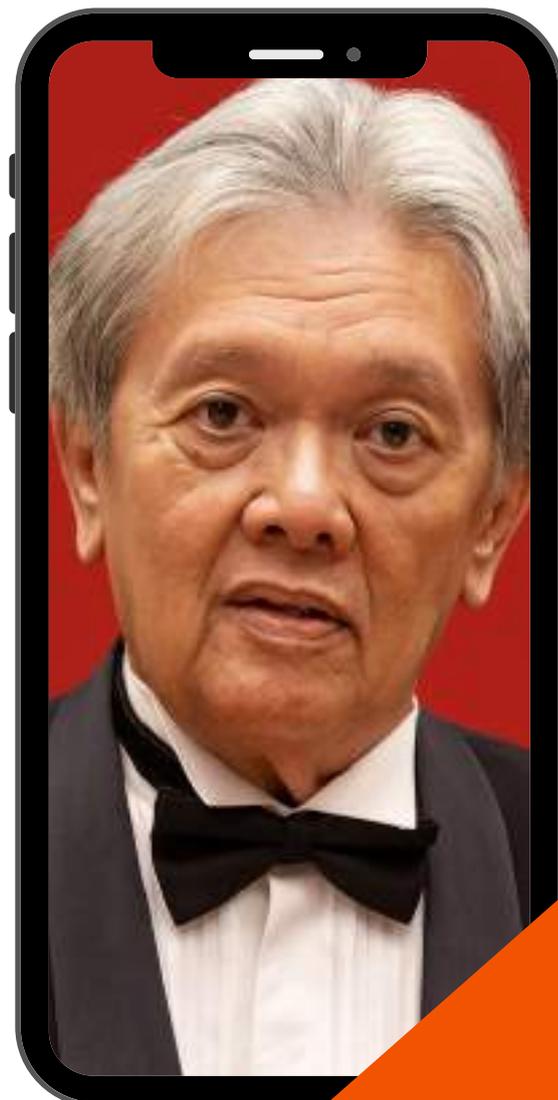
PROFESSIONAL RESOURCE TEAM

Professional Accreditations

- 50+ years of experience in Security Operations & Management
- Presenter at international seminars since 1984
- Industry Security Expert conferred by Ministry of Human Resources Malaysia
- Certified by UTM-International Business School UK in Strategic Management
- Various leadership roles in security sector training and development

Work Experience & Skills

- Extensive experience in security consulting and management
- Past roles in PDRM and various government bodies
- Led key projects, including fraud prevention and commercial crime
- Experience in HRDF, business continuity and crisis management
- Held leadership positions in National Professional Security Associations



Khidirin Tajudin

MCSP DPIN

Executive Director



Ismail Nasarudin

Senior Marketing Partner

Professional Accreditations

- BSc in Palais De Servis' Commision, Lusanne (1982/1983)
- Associate Consultant to Risk and Safety Human Factors Management
- President and Founder of National Association Airlines Crew
- Diploma in Human Resources and Industrial Management

Work Experience and Skills

- 8 years in Service Management Industry



M Krishna

Senior Advisor
Consultant Security and Investigation

Professional Accreditations

- FBI National Academy, Quantico, VA, USA (Jul 1 - Sept 1978)
- Police Law Examinations
- University of London Intermediate Law Exam in 1976
- Trained at FBI National Academy in Finger Printing Science, Law Enforcement Management, Public Speaking, Constitutional Law and Firearms Handling

Work Experience and Skills

- Singapore Police Force, Senior Officer (1964 to 1980)
- Security Manager, National Semiconductor Asia (Sep 1980 - Aug 1989)
- Investigation Manager, Premier Security Services (Sep 1989 - Apr 1990)
- Investigator, Anthony's Special Investigation Service (May 1990 - Aug 1991)
- Investigator, Dynamic Security Services, Singapore (Sep 1991 - Present)
- Manager, Delta Force Security Services & Consultancy Sdn Bhd (Aug 1988 - Nov 1999)
- Program Manager, Motion Picture Association International Singapore (May 1993 - June 2001)
- Consultant, Levis Strauss & Co (June 1996 - Aug 1998)



Professional Accreditations

- BSc in Psychology (State University of New York)
- Certified Global Remuneration Professional (GRP) since 2000
- Associate Member of the Institute of Chartered Secretaries & Administrators (ACIS), UK
- Completed HR Strategic Business Partner Seminar by WorldatWork

Work Experience and Skills

- 40+ years of experience in HR management with major American MNCs and GLCs
- Pioneered HR Business Partner roles in ExxonMobil for 8 out of 15 departments
- Extensive experience in expatriate assignments and HR consulting
- Expertise in Talent Management, Total Rewards and Performance Management
- Led succession planning, domestic inquiries and HR transformations



Iwan Asmady
GRP

Professional Accreditations

- Received professional accreditation from the Institute Technology MARA and was trained at the Swiss Insurance Training Center, Zurich, Switzerland.

Work Experience and Skills

- Encik Amarudin Tajudin is a well-known personality in the insurance industry, particularly in the life insurance sector, with experience since 1970. Before his retirement in 2008, he held top management roles in several major life insurance companies. He also served in various honorary positions such as:
- President of the Life Insurance Association of Malaysia (LIAM)
- President of the Insurance Institute of Malaysia (IIM)
- Council Member of the ASEAN Insurance Council
- He has delivered several papers at both international and local forums. Since 2009, he has been appointed as Advisor - Corporate and Services for Pristine Security Sdn Bhd and continues to support the company's corporate affairs and business procurement.



Amarudin Tajudin
Senior Advisor
Corporate & Services

Professional Accreditations

- 25+ years in commercial and security printing
- Trained in Switzerland, USA, Italy and Australia

Work Experience and Skills

- Managed web press setups and new project developments for the newspaper industry
- Expertise in security printing technology and forensic investigation for counterfeit document detection
- Conducted training programs for PDRM, Immigration and LHDN



Mohamad Ariffin bin Darus



Specialist and Expert Security Printing Technology and Forensic Investigator



Abdul Malik bin Ahmad



Specialist Information Technology & Security Software

Professional Accreditations

- 18+ years of experience in security software, trained in the United Kingdom in software and database technologies.

Work Experience and Skills

- Managed web-integrated security needs for new and existing clients.
- Responsible for software security and R&D of new applications.
- Provided training on information technology security, web database integration and software development.

Professional Accreditations

- Post-Graduate Diploma in Management from the Malaysian Institute of Management
- Certified Occupational Safety and Health Officer with over 35 years in operations and security compliance.

Work Experience and Skills

- Led security compliance efforts and EHS Synergy in global organizations.
- Extensive background in logistics, supply chain management and human resource training.



Johnny Michael Tan



National Advisor &
Principal Consultant
Security MCPF Penang



Ashaari Ramli



Digitalization and
Systems Consultant

Professional Accreditations

- B.Sc. in Computer Science – Iowa State University, USA
- Diploma in Computer Science – Institut Teknologi Mara (now UITM)

Work Experience and Skills

- Over 40 years in technical and management roles.
- IBM Malaysia: System Programmer and Systems Engineer for Petronas MIS implementation.
- Oracle Systems Malaysia: Technical Specialist and Customer Service Manager, leading Oracle installation and support projects.
- Specializes in corporate information planning and database implementation.

THANK YOU

OUR PAST & PRESENT CLIENTS



☎ 03 2738 3887

🌐 www.pristinesecurity.com.my

pristine
Security SDN BHD