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Headline: **PUC Partners With WeChat's Associate to Expedite Presto Market Presence**

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KUALA LUMPUR: ACE-listed PUC Bhd has inked a Memorandum of Understanding (MoU) with APAC Venture Sdn Bhd, the listed WeChat Preferred Partner on WeChat.com and Tencent's marketing partner.

In a statement, PUC said it will appoint APAC Venture as the marketing partner to expedite the presence of Presto App amongst its access to merchants.

Both parties will work together to promote PUC's Presto App via APAC Venture's WeChat official accounts and thus extend the products and services to a wider business and consumer community. Amongst others, the collaboration targets to enable the e-shopping cart in PUC or its nominated subsidiary's WeChat Official Accounts, website, mobile app and other channels.

In addition, it aims to enable the e-shopping option in PUC or its nominated subsidiary's merchant's WeChat Official Accounts, website, mobile app and other channels and advertise and resell WeChat Moment Ads and JOOX advertisements to PUC or its nominated subsidiary's merchants, partners and agencies.

"APAC Venture is one of the pioneers in expanding user reach via digital and mobile platforms and has maintained a good track record throughout the years," PUC managing director and chief executive officer Cheong Chia Chou said in a statement.

"There is a whole host of potential within this partnership, and with Presto's practical and innovative features and services and APAC Venture's forte in marketing services segment, we believe this partnership will help both parties to improve businesses and experiences of consumers.

"The development of in-app solutions will also benefit Presto's merchants because of the inclusion of the e-shopping option and gamification features, which will further elevate the consumers' experience with Presto," he added.

The MoU will be effective today for 12 months or until the execution of the definitive agreements, whichever comes first.