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KUALA LUMPUR: ACE Marketlisted PUC Bhd has inked a memorandum of understanding (MoU) with APAC Venture Sdn Bhd, the listed WeChat Preferred Partner on [WeChat.com](http://WeChat.com) and Tencent's marketing partner.

In a statement, PUC said it would appoint APAC Venture as the marketing partner to grow the presence of its Presto App.

Both parties will work together to promote PUC's Presto App via APAC Venture's WeChat official accounts and thus extend the product reach.

The collaboration will enable the e-

shopping cart in PUC or its nominated subsidiary's WeChat official accounts, website, mobile app and other online channels.

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

