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PUC and Bersian Sign MoU to Enhance Advertising and eCommerce Business

Key highlights: -

- PUC signs MoU with Bersian on cross marketing initiatives to grow and expand the business, through leveraging strengths in innovative solutions and growing clientele base
- The MoU will see Bersian promoting PUC's advertising and ePayments services to its existing clientele base, while PUC will market Bersian's POS Services to its network

KUALA LUMPUR, 19 October, 2017 – ACE Market-listed company, PUC Berhad ("PUC") (formerly known as PUC Founder (MSC) Berhad) today signed a Memorandum of Understanding (MoU) with Bersian Technology (M) Sdn Bhd ("Bersian") on cross marketing collaboration aimed at expanding and growing its advertising and ePayments business through the deployment of innovative products and services to a broader clientele base.

As part of the MoU, PUC will benefit from Bersian's efforts to promote PUC's suite of tailor-made advertising services to its existing clientele base, in providing new opportunities and an enhanced advertising approach that will boost clients' marketing strategies. Bersian will also market the ePayments capabilities and solutions of PUC to this growing network in the retail and food & beverage sector, enabling PUC to deepen its foothold in these emerging industries.

Similarly, PUC will contribute by marketing Bersian's industry-leading proprietary point-of-sale software solutions ("POS Services") to its network of clients in the retail and eCommerce sector. This will offer an efficient and innovative proposition, to address the dynamic advertising and eCommerce needs of its clients, across a multitude of industries.

Group Managing Director and Chief Executive Officer of PUC, **CHEONG Chia Chou** said, "We are delighted to collaborate with Bersian in combining our strengths in business solutions that complement each other's offerings as well as a solid network, which will enable us to strengthen the clientele network and widen our reach to include more sectors. In light of the growing business needs in advertising and eCommerce space, this initiative will allow us to deliver greater value to Malaysian businesses. In the ePayments sphere specifically, this MoU signals our commitment to help companies in their digital transition, as Malaysia migrates from cash and cheques to digital payments."

Bersian has clientele base covering over 3,000 licensed merchant outlets.

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About PUC Berhad

PUC Berhad ("PUC") (formerly known as PUC Founder (MSC) Berhad) was incorporated in Malaysia on 3 November, 1997 by China Founder Group. It is the first China government linked company to list on the ACE Market of Bursa Malaysia Securities Berhad (formerly known as MESDAQ Market of Kuala Lumpur Stock Exchange) on 8 April, 2002. It was also one of the first companies to be awarded the Multimedia Super Corridor ("MSC") status in Malaysia. Throughout the years, PUC has built a solid foundation in Malaysia especially in the four key segments – integrated media services, e-commerce, technology and renewable energy. For more information, please visit www.puc.com