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PUC Berhad Ahead of the Game with APAC Venture Partnership to Expand Presto's Market Reach via WeChat Official Accounts

Key highlights:-

- PUC and APAC Venture Sdn Bhd today signed a MoU to collaborate and work together by creating the synergies between two existing platforms, namely the WeChat Official Account (a mobile commerce marketing platform that enables businesses to market their business and interact with WeChat users) by APAC and Presto App by PUC.
- Pursuant to the MoU, both parties shall work together to promote each party's products and services to the respective clientele.

Kuala Lumpur, June 6, 2018 – ACE Market-listed company, PUC Berhad (“**PUC**”) (formerly known as PUC Founder (MSC) Berhad) inked a Memorandum of Understanding (“**MoU**”) with APAC Venture Sdn Bhd (“**APAC**”), the listed WeChat Preferred Partner on WeChat.com and Tencent's marketing partner.

Through this strategic partnership, PUC or its nominated subsidiary shall appoint APAC as the marketing partner to expedite the presence of Presto App amongst APAC's access to merchants. Both PUC and APAC will work closely together to promote PUC's Presto App via APAC's WeChat Official Accounts and thus extending 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.
- Enable the e-shopping option in PUC or its nominated subsidiary's merchant's WeChat Official Accounts, website, mobile app and other channels.
- Advertise and resell WeChat Moment Ads and JOOX advertisements to PUC or its nominated subsidiary's merchants, partners and agencies.
- Resell gamification and in-app development solutions in PUC or its nominated subsidiary's merchant's WeChat Official Account as well as on at its website, mobile app, as well as other channels.

According to Group Managing Director and Chief Executive Officer of PUC, **CHEONG** Chia Chou shared, “This MoU will see APAC and PUC working together to expedite Presto’s presence via the WeChat platform. APAC is one of the pioneers in expanding user reach via digital and mobile platforms and has maintained a good track record throughout the years. There is a whole host of potential within this partnership, and with Presto’s practical and innovative features and services and APAC’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.”

Chief Executive Officer of APAC Venture Sdn Bhd, Lim Kar Aik expressed, “We are honoured to collaborate with PUC in maximising reach to the consumers and merchants through the digital platform by offering more potential features and promoting the use of Malaysia’s home-grown eWallet – Presto App. This partnership is truly a dynamic one as we embark on a collective effort to bring the best of both platforms to merchants and consumers alike.”

Embarking on strategic collaboration is one of PUC’s active growth endeavours to optimise the potential and strengthen the performance of the Group, and PUC is positive of this new opportunity. The MoU will be effective today for 12 months or until the execution of the definitive agreements, whichever comes first.

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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.

About APAC Venture Sdn Bhd

APAC Venture Sdn Bhd is a digital solutions provider and the only WeChat Preferred Partner (<https://bit.ly/2JqPWPn>). The company works with clients to create high quality engagement campaigns to expand their brand presence and build brand loyalty. For more information, visit the APAC Venture website at www.apacventure.com.