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PUC Berhad Records 80.9% Revenue Increase in Q1 Fueled by New Media Projects

Key highlights:-

- PUC Berhad posted an 80.9% increase in revenue, with RM15.6 million earned in Q1FY18 compared to RM8.6 million in Q1FY17, and RM10.5 million earned in Q4FY17 (48% increase).
- The increase in revenue is due to the contribution from the advertising and media segment.
- The Group achieved 114.1% gross profit from RM2.8 million in Q1FY17 to RM6.0 million in Q1FY18, with a reported 185% increase in profit after tax to RM0.35 million year-on-year.

Kuala Lumpur, May 24, 2018 – ACE Market-listed company, PUC Berhad (“PUC”) (formerly known as PUC Founder (MSC) Berhad) today announced its financial results for the first quarter ended March 31, 2018 (Q1FY18), where the Group posted an increase in revenue of 80.9% to RM15.6 million from RM8.6 million recorded during the same period in 2017 (Q1FY17). The increase in revenue is due to the higher contribution from the advertising and media segment. This segment also remains as the major revenue driver for the Group, contributing 93.1% to the total revenue in the current quarter.

Meanwhile, the revenue earned in the current quarter was also 48% higher than revenue earned in the last quarter of 2017 (Q4FY17) of RM10.5 million.

The Group’s Gross Profit for Q1FY18 also displayed an increase of 114.1% year-on-year, from RM2.8 million to RM6.0 million, with an improved Gross Profit margin of 38.2% compared to 32.3% previously. The Group also reported a 185.4% increase in its Profit After Tax (PAT) to RM0.35 million compared to RM0.12 million the previous year, with an improved margin to 2.2%.

However, the current quarter marked a lower PAT compared to the normalised PAT in Q4FY17 of RM0.56 million, due to higher manpower and marketing costs required for the ongoing enhancement and promotional activities of Presto, the Group’s recently-launched revolutionary home-grown Social Marketing Platform with the eWallet component to be featured in due course.

The Group’s total equity stood at RM185.0 million as at March 31, 2018 – an improvement of 4.2% compared to RM177.5 million total equity recorded in Q4FY17. The Group continues to display healthy liquidity ratios of 6.9 times as at March 31, 2018, a positive increase from 4.3 times in Q4FY17; while its gearing ratio remains low at 0.04 time.

PUC Berhad Records 80.9% Revenue Increase in Q1, Fueled by New Media Projects 2/2

Group Managing Director and CEO, **CHEONG** Chia Chou said: “In keeping abreast with the industry’s latest developments, PUC is creating an ecosystem that can synergise all our core businesses including transforming our Advertising & Media services to be digitally aligned with the ever-evolving media landscape. Amongst our efforts to realise this plan is to form strategic partnerships with prominent players across various fields. With the upcoming launch of Presto Wallet services in addition to other digital offerings, we are on the verge of embracing more exciting new frontiers that will ultimately enable Presto to serve as a digital platform that will benefit and improve its users’ lifestyles.”

Presto was launched last December and is an interactive social marketing platform that offers a unique and rewarding shopping experience for Malaysians. The eWallet component will be featured in due course within the first half of 2018.

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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.