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PUC Takes Quantum Leap in Collaborating with Shenzhen Institutes of Advanced Technology to Introduce Presto Intelligence Technology Laboratory

Key highlights: -

- PUC Berhad's ("PUC") subsidiary PUC (Malaysia) Sdn Bhd ("PUC Malaysia") is partnering with ShenZhen Institutes of Advanced Technology ("SIAT") of the Chinese Academy of Sciences ("CAS") to set up the **Presto Intelligence Technology Laboratory**.
- The partnership will leverage on both parties' expertise and develop several new cutting-edge technological capabilities including Electronic Know Your Customer ("E-KYC"), facial recognition platforms, outdoor media demographics analyser, and photo editing tools.

KUALA LUMPUR, April 23, 2018 – ACE Market-listed company, PUC Berhad ("PUC") (formerly known as PUC Founder (MSC) Berhad) through its wholly-owned subsidiary PUC (Malaysia) Sdn Bhd ("PUC Malaysia") has entered a three-year joint agreement with Chinese industrial research institute ShenZhen Institutes of Advanced Technology ("SIAT") of the Chinese Academy of Sciences ("CAS") and will be embarking on setting up the Presto Intelligence Technology Laboratory.

As part of the agreement which was signed earlier today, both parties will work together collaboratively in the development of several new cutting-edge technologies such as the development of artificial intelligence ("AI") technology, including Electronic Know Your Customer ("E-KYC"), facial recognition platforms, outdoor media demographics analyser as well as photo editing tools and many more, which would enhance PUC's electronic payment and media services. This innovative technology can further be applied for commercial purposes on top of enhancing PUC's e-payment and media services which will contribute positively to the Group.

Group Managing Director and Chief Executive Officer of PUC, **CHEONG Chia Chou** said "This collaboration reflects the Group's continuous journey to enhance our technological capabilities and pave the way for new breakthroughs in the world of technology. We believe this will benefit the Group greatly as we focus on driving our new media, eCommerce, and financial technology-related businesses."

"Not only that, SIAT has numerous labs and resources that are crucial and valuable to our research efforts, and the transfer of knowledge and technology that is expected to take place during this duration will further elevate our expertise, putting us on par with various industry players with proven technologies. This collaboration will also strengthen the Group's objective as a catalyst to the emergence of a digital ecosystem in Malaysia, thus positioning Malaysia as a technology leader in this region." **CHEONG** continued.

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At the signing ceremony, Head of Business Development Department, Yalei Bi from SIAT-CAS said, “We are pleased to work together with PUC on establishing a joint laboratory to undertake cutting-edge research on areas like facial recognition and product recognition. I hope that our work can positively influence the future of technology in this part of the world, in line with our institute’s aspirations to emerge as a world-class industrial research institute.”

SIAT aims to enhance the innovative capacity of the equipment manufacturing and service industries in the Guangdong-Hong Kong region, promote the development of emerging industries possessing their own proprietary intellectual property, and become a world-class industrial research institute. SIAT has fostered long-term partnerships with tech giants Huawei and Tencent as well as AI leader SenseTime, amongst others.

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About PUC Berhad

PUC Berhad (“PUC”) (formerly known as PUC Founder (MSC) Berhad) was incorporated in Malaysia on November 3, 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 April 8, 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, eCommerce, technology and renewable energy. For more information, please visit www.puc.com.

About ShenZhen Institutes of Advanced Technology of the Chinese Academy of Science

ShenZhen Institutes of Advanced Technology (“SIAT”) was jointly established by the Chinese Academy of Science (“CAS”), the Shenzhen municipal government and the Chinese University of Hong Kong in February 2006. SIAT-CAS comprises seven institutes and numerous other labs and facilities. It aims to enhance the innovative capacity of the equipment manufacturing and service industries in the Guangdong-Hong Kong region, promote the development of emerging industries possessing their own proprietary intellectual property, and become a world-class industrial research institute. SIAT has fostered long-term partnerships with well-known enterprises such as BMW, Intel, IBM, Huawei, Tencent and SenseTime.