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## **PUC Berhad Records Profit Increase in First Half 2018 Fueled by Contributions Arising from Strategic Business Collaborations**

### **Key highlights:-**

- PUC Berhad posted a 71% increase in revenue, with RM32.1 million earned in 1HFY2018 compared to RM18.8 million in 1HFY2017, contributed by Advertising and Media segment as well as contribution yielded from the partnership with Shenzhen Institute of Advanced Technology with the commercialisation of some facial recognition technologies.
- Accordingly, with the maiden profit contribution from PUC's associated company, Pictureworks Holdings Sdn Bhd, Profit After Tax for 1HFY2018 increased by 391.4% to reach RM2.7 million.
- Revenue earned in the current quarter 2QFY2018 was 62.4% higher from RM10.1 million in 2QFY2017 to RM16.5 million. Profit After Tax also marked a year-on-year improvement of 451.5% to RM2.3 million.

**Kuala Lumpur, Aug 30, 2018** – ACE Market-listed company, PUC Berhad ("PUC") today announced its financial results for the second quarter and first half of the year ended June 30, 2018 (Q2FY2018, 1HFY2018), where the Group posted an increase in revenue of 71% to RM32.0 million for the first half of the year from RM18.8 million recorded during the same period in 2017 (1HFY2017). The increase in revenue is due to the higher revenue from the Advertising and Media segment as well as the contribution yielded from the partnership with Shenzhen Institute of Advanced Technology ("SIAT") with the commercialisation of some facial recognition technologies.

Accordingly, with the maiden profit contribution from PUC's associated company, Pictureworks Holdings Sdn Bhd ("Pictureworks") since the completion of the acquisition exercise on 6 June 2018, Profit After Taxation (PAT) increased by 391.4% to reach RM2.7 million in the first half of FY2018.

Revenue earned in the current quarter Q2FY2018 was 62.4% higher from RM10.1 million in Q2FY2017 to RM16.5 million. PUC's PAT marked a 451.5% increase as well to RM2.3 million in Q2FY2018 from RM0.4 million in Q2FY2017.

In terms of quarter-to-quarter comparisons, the current quarter's PAT increased by 561.5% from the preceding quarter.

The Group's total equity stood at RM209.2 million as at June 30, 2018 – an improvement of 13.1% compared to RM185.0 million total equity recorded as at March 31, 2018. The Group's gearing ratio has dropped marginally to 0.03 times as at June 30, 2018.

Group Managing Director and CEO, **CHEONG** Chia Chou said, “Our collaborations with SIAT and Pictureworks’ acquisition have brought positive contributions to the Group. We believe that the Group’s business growth can be further propelled expediently with meticulous selection and formation of strategic collaborations such as with Cloudbreakr, 11street, APAC Venture, and Axiata Digital Advertising. With these established collaborations with prominent key players in the industry, PUC Group’s value will be further enhanced and the Group’s performance is expected to be further improved. All these partnerships ultimately form linkages which will eventually lead to a comprehensive digital lifestyle ecosystem that allows people to enjoy better quality of life in the digital era.”

As part of the Group’s effort to continuously transform its media and advertising services with the evolving media and marketing landscape, the Group will focus on aggregating out-of-home media in the form of digital screens, leveraging off Influencer Marketing and increasing interactivity and user experience through integration with its Social Marketing Platform, Presto.

The Group has also yesterday announced that subsequent to the Bank Negara Malaysia’s (“BNM’s”) approval letter on 6 September 2017, its wholly owned subsidiary EPP Solution Sdn Bhd (“EPP”) has received a Letter of No Objection from BNM dated 28 August 2018 to commence the issuance of its eMoney product via Presto.

Presto was launched last December and is an interactive social marketing platform that offers a unique and rewarding shopping experience for Malaysians. This marks the Group’s foray into eCommerce and Financial Technology related businesses. The soon-to-be launched eWallet component and digital services will further see the Group expand its range of services with a focus to enhance Malaysians lifestyle in the digital age.

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#### **About PUC Berhad**

PUC Berhad (“PUC”) 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, eCommerce, technology and renewable energy. For more information, please visit [www.puc.com](http://www.puc.com).