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PUC STRENGTHENS PARTNERSHIP WITH AXIATA DIGITAL IN DIGITAL ADVERTISING AND DIGITAL FINANCIAL SERVICES

Key highlights:-

- Subsidiaries of PUC and Axiata Digital to collaborate on payments through Presto and Boost e-wallets and advertising through RedHot Media and ada (analytics, data, advertising)

Kuala Lumpur, July 19, 2018 – ACE Market-listed company, PUC Berhad (“PUC”) and Axiata Digital Services Sdn. Bhd. (“Axiata Digital”) further strengthened and fortified its existing partnership through two new Memorandum of Understanding (“MoU”) signings between PUC’s subsidiaries and subsidiaries under Axiata Digital. The new MoUs involve RedHot Media Sdn Bhd (“RHM”) with Axiata Digital Advertising Sdn Bhd (“ada”) and EPP Solution Sdn Bhd (“Presto”) with Axiata Digital eCode Sdn Bhd (“Boost”)

RHM and ada have entered into a partnership of which RHM will be ada’s (analytics, data, advertising) agency to handle all traditional media buying and planning services. Likewise ada will be RHM’s agency to provide digital services which include but are not limited to digital media buying, programmatic, social media management and other related services.

The collaboration between Presto and Boost will explore interoperability between the two services, to enable end-users to use their service to make payments or transfers to other end-users for free.

Group Managing Director and Chief Executive Officer of PUC, Cheong Chia Chou said, “The signing of these partnerships will further strengthen the Presto App through the provision of a well-rounded platform that is able to meet the demands of the savvy consumers out there in the market. These MoUs enable us to take our discussions further for the benefit of our users, and we believe that we are one of the pioneers in this regard. Indeed, the journey is just a beginning for us, and we look forward to continue working hand-in-glove with the Axiata Digital towards developing Smart Technologies for the betterment of the market.”

Mohd Khairil Abdullah, Chief Executive Officer of Axiata Digital added, “The signing of these agreements will enable PUC and Axiata Digital to work together more efficiently to provide flexibility and complementary services to each platform. We firmly believe that the structure of the partnership will largely enhance the user experience of our customers and in the long run improve our digital platforms. This is a combination of two powerhouses, working together to further elevate the technology industry for the provision of more sophisticated offerings whilst increasing our competitiveness in the markets.”

PUC and Axiata Digital’s maiden partnership was inked on April 19, 2018 with PUC buying equity interest in 11street, Axiata Digital’s leading online marketplace in Malaysia. PUC’s investment in 11street further sees the appointment of Group Managing Director and Chief Executive Officer of PUC, Cheong Chia Chou, taking the helm as the CEO of 11street. 11street is also jointly owned by SK Planet and Axiata Digital. Taking another step forward,

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11street will also deepen its collaboration with Boost to offer products and services to Boost users.

These collaborations will pave the way for PUC to become a leading digital lifestyle technology service provider within a shorter time span.

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Photo Cutlines

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	<p>Both PUC and 11street signed a Share Subscription Agreement (“SSA”) at the signing ceremony.</p> <p>Presents:</p> <ul style="list-style-type: none">- Mr. Cheong Chia Chou, Group Managing Director and Chief Executive Officer of PUC Berhad (<i>left</i>)- En. Mohd Khairil Abdullah, Chief Executive Officer, Axiata Digital Services Sdn Bhd (<i>right</i>)

About Axiata Digital

Axiata Digital Services (Axiata Digital), the digital services arm of Axiata Group Berhad (Axiata), was established to support the increasingly digital lifestyle of Axiata consumers. In four years, this portfolio now consists of 18 digital brands focused on digital financial services (e-wallets, remittance, micro-

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insurance and micro-lending), digital advertising and platform services focused on API's (Application Programming Interface) among which are Apigate, Boost, ada, BIMA, 11street and StoreKing. For more information, please visit www.axiatadigital.com.

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About ada

ada (analytics, data, advertising) is an integrated digital marketing business. We unlock the potential in digital by combining data science, creative and technology, for brands and businesses across Asia. Comprised of a team of 200+ in 8 markets across the region, ada is powered by proprietary technologies with deep consumer analytics from the data management platform, Xact.

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About Boost

Boost is a leading e-wallet application with over 2.5 million users with online and offline merchants located in over 25,000 touchpoints. Boost aims to revolutionize the way Malaysian consumers transact by creating a seamless payment experience without cash or cards. As a lifestyle application, users can perform services such as paying utility bills, buying prepaid top ups and digital vouchers as well as gifting them, free money transfers and even "Go Dutch" with its unique split bills feature and even paying for parking. Users also get instant cash back when using the service with rewarding and addictive experiences.

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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 RedHot Media Sdn Bhd

RedHot Media Sdn Bhd ("RHM"), specialises in media planning and execution helping advertisers to build their brand and more readily achieve their marketing objectives. RHM offers a range of end-to-end solutions covering branding strategy, creative design, advertising production, media planning and advisory, public relations, to on-ground activation. RHM works hand in hand with all types of media owners including television, radio, newspapers, as well as emerging mediums such as outdoor and indoor digital displays, mobile platforms and social media.

About Presto

Presto is Malaysia's revolutionary home-grown Social Marketing and eWallet platform, bringing shoppers a new way to save on shopping by earning **CASH BACK** rewards, at the same time, helps sellers to boost their brand presence and sales to countless of shoppers. Through a first-of-its-kind social marketing platform, shoppers are connected to a growing network of sellers, accessing unique and rewarding experiences to explore all that Malaysia has to offer from Food and Beverage to retail and many more. Presto also integrates social media to build a sharing community as well as helps

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sellers to promote their products and services through social media with measurable return on investment (“ROI”). Presto is powered by proprietary best-in-class technology developed and is owned by PUC Berhad. For more information, please visit www.prestouniverse.com.

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About 11street

11street is a trustworthy and convenient online marketplace that offers a great variety of products at competitive prices. It strives to revolutionise consumer’s online shopping experience by making it more personalised and engaging. 11street has a diverse selection of product categories which are tagged on Fashion, Electronics, Groceries, Health & Beauty, Kids & Baby, Leisure & Sports, Home & Living, and Books & Services including e-vouchers. 11street is also an optimised marketplace where its merchandising ecosystem, education, and training programs can fully support sellers regardless of the size of their business. Established in Korea since 2008, 11street is now one of the top global e-commerce marketplaces with 400,000 sellers serving over 30million consumers worldwide. 11street in Malaysia is operated by Celcom Planet Sdn. Bhd. – a joint venture between Axiata Digital Services Sdn. Bhd., SK Planet Ltd, and PUC Ventures Sdn. Bhd. For more information, visit www.11street.my

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