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PUC Strengthens FinTech and eCommerce Businesses with Strategic Partnerships Moves Closer to Becoming A Leading Digital Services Provider in Malaysia

Key highlights: -

- PUC will continue to build its fintech business segment with micro-financing a key growth initiative for 2019
- Integration and rebranding of 11street Malaysia to PrestoMall strengthened Presto's online market presence
- PUC's shareholders approved all resolutions presented at the Group's 21st Annual General Meeting

Kuala Lumpur, 27 June 2019 - ACE Market-listed company, PUC Berhad ("PUC" or the "Group") has made further headway towards its goal of becoming a leading digital service provider in the country with the strengthening of its FinTech and eCommerce business segments through strategic partnerships.

While media and advertising business will remain the major revenue contributor, the Group's strengthened FinTech and eCommerce businesses are expected to grow and contribute positively to its overall business in the near future.

A key growth initiative for PUC this year is the introduction of its micro-financing service under the FinTech space through its proposed collaboration with Yayasan Pekerja Malaysia ("YAPEM"). PUC had earlier entered into a Memorandum of Understanding ("MOU") with YAPEM to offer micro loan to YAPEM members.

"We will leverage on the credit-to-commerce model to create synergistic dynamics among our business segments, through stimulating spending in our eCommerce and other digital services," said **CHEONG Chia Chou, Group Managing Director and Chief Executive Officer of PUC** at its Annual General Meeting today.

PUC held its 21st Annual General Meeting today where shareholders approved the reappointment of directors and other resolutions. During the meeting, Cheong also presented PUC's key initiatives for the year as well as the Group's direction and strategies to ensure the growth and sustainability of its businesses.

In eCommerce, PUC has also enhanced its online market presence with the integration and rebranding of 11street Malaysia to PrestoMall, which forms the eCommerce component of the Presto ecosystem. Coupled with other digital services such as bill payments, mobile reloads, movie ticket purchase, digital games and food delivery, consumers could look forward to enjoy a seamless digital lifestyle experience. This will contribute to the Group's overall objective of developing a digital services platform.

“Users can continue to expect more digital services coming on board, in addition to the current offerings, such as travel services. All these will help create user stickiness to the app,” CHEONG said.

Following the official launch of Presto in December 2017, the Group has been working to build Presto into a Super App. Last year, the Group embraced eMoney function by introducing its eWallet named PrestoPay in its Super App. PrestoPay’s offerings include mobile reloads, bill payments, money transfers and withdrawals.

“We are very grateful to our investors, business partners and consumers for their constant support. The Group will continue to look out for potential strategic business collaborations and investment opportunities as an enabler to allow our businesses to tap on bigger opportunities for further value creation.”

“This is especially important when the Presto ecosystem is holding the role as an aggregator of digital services whereby forging strategic business partnerships could accelerate business expansion and ensure the competitive edge of our ecosystem,” CHEONG said.

Tracking back, apart from making strategic investments in Pictureworks Holdings Sdn Bhd and Presto Mall Sdn Bhd (formerly known as Celcom Planet Sdn Bhd), PUC has also formed the following partnerships to synergise its businesses:

- Adwhere Limited to leverage on digital media influencers
- ShenZhen Institutes of Advanced Technology for the development of AI technology
- Subsidiaries of Axiata Group Berhad to work on digital advertising and digital financial services
- Revenue Monster Sdn Bhd for unified payment solutions and third-party merchant acquiring service
- Revenue Harvest Sdn Bhd to launch QR-based online-to-offline transaction platform facilitating eVouchers and eDeals redemption as well as third-party merchant acquiring service
- YAPEM for the provision of micro-financing service to its 1.2 million members
- APAC Venture Sdn Bhd for cross-collaboration between Presto and WeChat Official Accounts

The Group recorded revenue of RM52.5 million in financial year ended (“FYE”) 2018, an increase of 21.9% compared to RM43.0 million recorded in FYE2017. The Group’s profit after tax (“PAT”) was higher at RM1.5 million for FY2018 compared to RM0.9 million in the previous financial year, if the share of results from associated companies in FYE2018 and impairment loss made in FYE2017 are excluded. For the first quarter of FYE2019, PUC Group reported a PAT of RM1.8 million on the back of revenue of RM12.9 million.

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Photo Cutlines

	<p>PUC Berhad’s Board of Directors in the Group’s 21st Annual General Meeting.</p> <p>(L2R) Ms. Hon Shil Hong, Raja Zafura binti Raja Zain, Mr. Liew Peng Chuen @ Liew Ah Choy, Mr. Nathaniel Grant David Sherick, Mr. Tang Chi Hoe (Kevin), Dato’ Othman bin Jusoh, Mr. Cheong Chia Chou, Datuk Oh Chong Peng, Mr. Kelvin Cheong, Mr. Kong Choon Keong</p>
	<p>Mr CHEONG Chia Chou, Group Managing Director and Chief Executive Officer of PUC Berhad presenting the Group’s key initiatives, directions and strategies for the year to the shareholders in its 21st Annual General Meeting.</p>

About PUC Berhad

PUC Berhad (“PUC”) was incorporated in Malaysia on 3 November, 1997 by China Founder Group. It was listed on the ACE Market of Bursa Malaysia Securities Berhad on 8 April, 2002. Throughout the years, PUC and its subsidiaries have built a solid foundation in integrated media services and payment solutions. In mid-2007, the Group embarked on a digital business journey. Today, the Group’s digital services include financial technology related services, new media, eCommerce, mobile payment, digital imaging, and artificial intelligence. These continuous efforts are in line with the Group’s vision to be a world-class homegrown digital lifestyle service provider. For more information, please visit www.puc.com.