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Headline: PrestoPay's Cashless Raya Bazaar

PrestoPay's Cashless Raya Bazaar

PrestoPay launched its first ever truly **Cashless Raya Bazaar** in preparation for the upcoming Raya celebrations on 16th May 2019. The Bazaar is held for three days at **Quill City Mall KL** from 16th to 18th May, offering customers a range of products across various categories from more than thirty (30) merchants with irresistible deals up to 70% discount.



(L – R) Mr. Jason Tong, (Head of eMoney, PUC Berhad), Mr. William Lim (Chief Executive Officer, AFO Radio), Mr. Cheong Chia Chou (Group Managing Director and Chief Executive Officer, PUC Berhad), Mr. Alan Cheong (Centre Manager of Quill City Mall KL) during the launch of PrestoPay Cashless Raya Bazaar

At **PrestoPay's Cashless Raya Bazaar**, customers will experience an array of curated pop-up stalls featuring brands like Kluang RailCoffee, Mon Cheri Essentials, SunQuick Juice and Deka Electrical over eight (8) different categories consisting of food and beverage, gadgets, travel and entertainment, health and beauty, groceries, fashion, sports and home electronics to complete their Raya needs. Customers will also be able to enjoy exclusive deals as well as discounts of up to 70% on products.

PUC Berhad's Group Managing Director and Chief Executive Officer, CHEONG Chia Chou said, "Going cashless enables convenient and seamless experience for both merchants and customers. Unlike physical cash, cashless payments are easy, safe, secure, quick as well as offers various discounts and cashback. To-date, 67% of Malaysians use some form of cashless payment such as mobile wallets, debit and credit cards as well as online banking. We at Presto will constantly strive to educate consumers through on-ground events, such as our **Cashless Raya Bazaar** in order to continuously increase exposure and showcase the convenience of going cashless especially through mobile wallets." PrestoPay estimates to gain up to RM1 million in targeted sales and anticipates a total footfall of 10,000 customers across the three-day long bazaar event at Quill City Mall KL. For greater convenience and to encourage cashless shopping experience for all Quill City Mall KL customers, the bazaar is also open to other mobile wallet payment methods, namely Boost, WeChat Pay and many more.

Official venue partner, Centre Manager of Quill City Mall KL, Mr Alan Cheong said, "We are always looking for new ways to attract and benefit our customers. Hence, by partnering with PrestoPay to roll out its first truly Cashless Raya Bazaar, we are confident that all attending customers at the bazaar will benefit from the seamless shopping experience. We look forward to continued partnership with Presto in encouraging our customers to use their electronic devices and further ease and upgrade overall shopping experience in our mall."



During the three-day long event, first-time users who download and register with Presto will be eligible to spin the wheel and win up to 2,000 mystery gifts daily. PrestoPay is also hosting a 'Spend and Win' contest with mystery prizes for nine (9) selected top spenders throughout the three-day bazaar period. Three (3) mystery prizes will be awarded to three (3) top spending PrestoPay users daily.

PrestoPay was introduced in year 2018 and is a unique mobile wallet accessible via Presto app, a revolutionary home-grown social marketing app operated by PUC Berhad. PrestoPay offers hassle-free cashless payments for online and offline retail transactions, prepaid mobile reloads, bill payments, money transfer, top up and withdrawal services for consumers as an alternative payment solution. The Presto app is available for download in both App Store and Google Play.

For more information about **Presto app** and its **mobile wallet PrestoPay**, visit <https://www.prestouniverse.com/presto>.