



## Save big on your next holiday with Presto Super App

Presto partners with Agoda to bring extensive booking options and incentives to App Users

### Key highlights: -

- Presto users can make wide range of bookings from Agoda through Presto App by September
- To make good deals even sweeter, travellers can enjoy added savings through cashback option on Agoda
- No limit to cashback amount

**Kuala Lumpur, 8 August 2019** – Presto, Malaysia’s fast-growing Super App, today announced the launch of PrestoTravel, its latest feature which entices travellers to enjoy ‘richer holidays’ through travel bonuses and cashbacks.

PrestoTravel is a Mini App which can be accessed through the Presto App and connects to leading online travel booking platform – Agoda – by next month, where users can browse for 290,000 hotels at their fingertips.

Beginning today, however, travellers can already purchase air tickets through Presto App; there is no need for travellers to browse multiple platforms to plan a domestic or international trip as an extensive choice of flights are all housed under one roof.

Based on a study conducted by Zion Market Research, the global online travel booking market was valued at approximately USD765 billion in 2017 and is expected to grow to USD1.96 trillion by 2026<sup>1</sup>.

Malaysia is also part of this growth trend as according to a Mastercard report, Malaysia ranked sixth among emerging markets. It recorded an estimated 11.9 million international outbound trips in 2016 and the number is forecast to grow by an average of 3.5 per cent annually to 14.2 million trips by 2021<sup>2</sup>.

Presto users will be rewarded with additional incentives, on top of the already discounted deals Agoda offers, by simply making payment with PrestoPay. The cashback Presto users can earn is limitless as it is based on the total transacted amount; and it will be redeemable after they have checked out from their hotels or utilised the services.

**CHEONG Chia Chou, PUC Berhad Group Managing Director and Chief Executive Officer,** said, “We are thrilled that we can now offer Presto users access to an extensive range of local and international hotels and flights. The icing on the cake is the cashback they can earn, which helps them maximise every Ringgit they spend.”

Cheong added, "With PrestoTravel, our Presto Universe has become a more complete and even more exciting experience. You have the convenience of PrestoPay to make payments and to receive cashback for truly rewarding deals, which makes it even more fun to shop for a new suitcase in PrestoMall or order your dinner when you are on the way home from the airport after a memorable trip."

"As one of the world's fastest-growing online travel agents, Agoda is committed to helping people travel anywhere by offering the best prices and experience. Malaysians are traveling more than ever and becoming savvier with their travel planning. We are excited that with this collaboration, we are able to offer them attractive deals from 290,000 hotels worldwide at the tip of their fingers, making travel more accessible for Presto users," said Damien Pfirsch, VP Strategic Partnerships & Programs, Agoda.

With several long weekends coming up in September, now is the best time to plan and book your next holiday. So, if you're hoping to escape the hustle and bustle of your daily lives and have some fun, look no further than Presto to be your new best travel buddy.

In the near future, PrestoTravel hopes to provide more partnerships and deals with value added services. The brand is actively looking to work with service providers that will complete its users travel experience by adding on attractions and activities to its list of services provided.

Besides PrestoTravel, Presto app also offers lifestyle convenience across multiple digital services including movie tickets purchase through WeTix, food delivery services through Hungry, and online shopping through PrestoMall that offers shoppers Madness Sale, Exclusive Deals, and many more from global and local brands.

All transactions in the Presto ecosystem can be made via PrestoPay, which offers hassle-free cashless payments, prepaid mobile reloads, bill payments, money transfer, top up and withdrawal services for consumers as an alternative payment solution.

Presto users can also experience the fun of catching toys through the Grabbit game on Presto Arcade, where they could remotely control a live claw machine anytime, anywhere on Presto app. Each new player will be awarded 7,500 Presto Tokens, and prizes will be shipped to players. Users can also earn more Presto Tokens by binding their PrestoMall and Presto accounts. For more details, visit: <https://www.prestouniverse.com/presto/blog/article-Kasi Join La>

Presto app is available for download at:

- Apple App Store: <https://apps.apple.com/us/app/presto-it-pays-both-ways/id1313602820?ls=1>
- Google Play: <https://play.google.com/store/apps/details?id=com.puc.presto>

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## Reference

1. Zion Market Research 2018, *Global Online Travel Booking Market Set To Reach Around USD 1,955 Billion By 2026*, <https://www.zionmarketresearch.com/news/global-online-travel-booking-market>
2. Choong, D. and Wong, YH., *Mastercard Future of Outbound Travel in Asia Pacific (2016 to 2021) Report*, <https://newsroom.mastercard.com/asia-pacific/files/2017/01/Mastercard-Future-of-Outbound-Travel-Report-2016-2021-Asia-Pacific1.pdf>



### **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](http://www.puc.com).

### **About Agoda**

Agoda is one of the world's fastest growing online travel booking platforms. From its beginnings as an e-commerce start-up based in Singapore in 2005, Agoda has grown to offer a global network of 2 million properties in more than 200 countries and territories worldwide. It provides travelers with easy access to a wide choice of luxury and budget hotels, apartments, homes, and villas to suit all budgets and travel occasions. Headquartered in Singapore, Agoda is part of Booking Holdings (Nasdaq: BKNG) and employs more than 4,000 staff in more than 30 countries. Agoda.com and the Agoda mobile app are available in 38 languages.

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