Chen Pelf Yeen
PUC Berhad
T: +60 3-2719 4079
E: pelf.chen@puc.com

Lye Yng Shin
PUC Berhad
T: +60 3-2719 1025
E: yngshin.lye@puc.com

PUC Inks A Partnership to Expand Its Domestic O2O Strategy Using JDX and Presto Technologies Together with Smuzcity

Key highlights: -

- PUC Ventures and Smuzcity agree to set up an official 'Jingdong Unmanned Technology' enabled store in Kuala Lumpur for the Jingdong Unmanned Supermarket Project, marks the first unmanned supermarket in the country
- The store will display and sell products from China and ASEAN via the O2O model

Kuala Lumpur, 19 September 2019 - PUC Ventures Sdn. Bhd. ("PUC"), a wholly-owned subsidiary of ACE Market-listed company, PUC Berhad ("the Group") has signed a memorandum of understanding ("MoU") with Smuzcity Berhad ("Smuzcity") to set up the first official 'Jingdong Unmanned Technology' enabled store in Malaysia for the Jingdong Unmanned Supermarket Project.

Smuzcity, a technology company which focuses on Internet of Things ("IoT") and Online-to-Offline ("O2O") solution, is founded to transform the traditional habitat of human being into a highly intelligent living environment by unmanned technology. It is the first official partner of JD Logistic Group ("JDLG") assigned by JDLG's logistics innovation lab known as Jingdong Logistics Group X Department ("JDX") in conducting the 'Jingdong X Unmanned Business' project business development, business negotiation, and business landing work for Malaysia.

Leveraging on JDX smart technologies for O2O business, PUC and Smuzcity will set up a new joint venture entity ("JV Entity") for the Jingdong Unmanned Supermarket Project under Presto O2O initiatives. Through the JV Entity, the first official 'Jingdong Unmanned Technology' enabled store will be set up in a shopping mall strategically located in Kuala Lumpur city centre, which will display and sell products from China and ASEAN via the O2O model.

Group Managing Director and Chief Executive Officer of PUC Berhad, CHEONG Chia Chou said, "Users could soon indulge in the future of retail shopping experience with cutting-edge technologies. Shoppers will only need to scan a QR code to enter the unmanned store, pick their favourite products off the shelves, and walk out from the store. The product payment will then be charged to their account accordingly. We are delighted to bring such a unique and effortless shopping experience to our Malaysian shoppers."

Cheong added, "The partnership will allow us to market and sell JDX products on Presto and to further strengthen the company's O2O services, which will mostly benefit Presto users. The partnership will further see PUC setting up Presto O2O company that reiterates the Group's digital vision to further solidify Presto's ecosystem. We look forward to developing the Jingdong Unmanned Supermarket Project with Smuzcity."

"On the digital front, to-date, we have on-boarded various digital services to Presto, including online marketplace, food delivery, hotel booking, movie and air ticket purchase as well as digital game named Grabbit. We are also enhancing the financial element of the ecosystem by introducing credit and more payment features for greater user exposure. Integration among these services will continue to be seen to create more positive feedback loops within Presto ecosystem."

Meanwhile, Founder of Smuzcity, Kent Lee Kian Yan said the company shares the same vision as PUC, that is, to develop and grow demands for unmanned stores in the country, especially when it comes to purchasing goods at an unmanned store at ease with their smartphones.

"Coupled with JDX's industry innovation and new technologies, we target to enhance shoppers' shopping experience. With JDX's active expansion in the region, it is marked to be their first step into Malaysia. Piloting our project with the unmanned supermarket, we look forward to deploy JDX smart technologies to hotels and other retail store categories gradually."

"We are grateful to work alongside PUC, and with their experience and knowledge, we believe our first unmanned supermarket store in Malaysia will be a success." Lee said.

Both parties also agree to jointly develop the JV Entity and expand the footprint across South East Asia cities in the next 3 years. This MoU will be effective today for 12 months or until the execution of the definitive agreements, whichever comes first.

Photo Cutlines

	Group Managing Director and Chief Executive Officer of PUC Berhad, CHEONG Chia Chou (right) signing a partnership MoU to expand PUC's domestic O2O strategy using JDX and Presto Technologies together with Founder of Smuzcity, Kent Lee Kian Yan (left). The signing ceremony is witnessed by Sales Senior Key Account Sales Manager of JD Logistics, Howard Duan (middle).
	PUC Ventures and Smuzcity agree to set up an official 'Jingdong Unmanned Technology' enabled store in Kuala Lumpur for the Jingdong Unmanned Supermarket Project to model JDX's Unmanned Convenience Store in China (pix). The store will display and sell products from China and ASEAN via the O2O model.
	Group Managing Director and Chief Executive Officer of PUC Berhad, CHEONG Chia Chou

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 key homegrown digital ecosystem creator. For more information, please visit www.puc.com.

About Smuzcity Berhad

SMUZCITY® Berhad is a public limited company founded on 2016, based in Kuala Lumpur, focuses on rapid urban transformation, defining and nurturing next generation's need, shaping a smarter habitat for greater freedom. Smuzcity is principally involved in providing O2O solutions based on 'unmanned' and 'cashless' concepts, allowing users to experience a futuristic lifestyle through technology applications such as Artificial Intelligence (AI) BOT, facial recognition, e-wallets, virtual reality and Internet of Things (IoT). For more information, please visit www.smuzcity.com