



PUC and Smuzcity Roll Out JDX Presto Concept Store on 12.12

Key highlights: -

- JDX Presto Concept Store, the largest cashless concept store in ASEAN, celebrates its official grand opening at Quill City Mall KL today, signifying joint effort of PUC and Smuzcity to creating a cashless retail scene in Malaysia
- Every transaction at JDX Presto Concept Store is cashless and seamless
- AI- and RFID-powered JDX Presto Unmanned Fridges are available in store

Kuala Lumpur, 12 December 2019 – JDX Presto Concept Store, the largest cashless concept store in ASEAN, celebrates its official grand opening at Quill City Mall KL today. The partnership between PUC Berhad (“PUC”) and Smuzcity Berhad (“Smuzcity”) in launching their first Online-to-Offline (“O2O”) store signifies the joint effort of the two parties to create a cashless retail scenario in Malaysia.

Spanning a total 50,000 square feet in the strategically located Quill City Mall KL on Level 3 (Lot 63, 63B and 72), JDX Presto Concept Store hosts products from a host of brands covering categories such as Electrical Appliances, Gadgets, Health & Beauty, Home & Living, Fashion and Food & Beverage, with a total of up to 3,000 Stock Keeping Units (SKUs) from J.Zao, as well as other top selling products from China and the ASEAN region.

It is easy to begin shopping around the store. Shoppers just need to scan the QR code of their selected product with the Presto app and enjoy a hassle-free payment experience by checking out with the eWallet named PrestoPay in the app. Shoppers can opt for on-the-spot self-pickup or for convenient delivery to doorstep, supported by JD Logistics, the logistics affiliate of JD.com, China’s largest retailer.

Shoppers can take a break from their shopping sprees and enjoy some refreshments from the AI- and RFID-powered JDX Presto Unmanned Fridges, developed by JD Logistics’ logistics innovation lab, JDX, that are available at the in-store cafe. By scanning the displayed QR code with Presto app, shoppers are able to unlock the fridge and pick their favourite products off the shelves. Payment will be deducted from PrestoPay accordingly after the door is closed.

In line with the government’s roadmap to transform Malaysia into a cashless society, PUC has fully embraced digital finance, from the inclusion of PrestoPay to the introduction of micro-

financing facility, PrestoPay Credit Financing to its ecosystem. At JDX Presto Concept Store, every transaction is cashless and seamless.

Group Managing Director and Chief Executive Officer of PUC Berhad, CHEONG Chia Chou said, “We proudly launched Presto two years ago, and along the way, our teams have worked relentlessly to gradually enrich Presto with various digital offerings. Today truly marks a great milestone on our journey, with the grand opening of our first ever O2O store. We are excited to extend to Malaysians the opportunity to first explore JDX innovations via PrestoMall and then complete the shopping journey by visiting JDX Presto Concept Store or vice versa, as we believe that the integrated experience is important for consumers to touch and feel the actual products, providing a sense of certainty to consumers with lesser or no experience in online purchase.”

Cheong added, “The symbol for Presto is a rabbit. It was chosen as the central character due to its fun-loving personality, its alertness, its ability to navigate challenges effortlessly, and the way it sprints and leaps at lightning speed, reflecting the brand’s propensity for growth. With the launch of our first O2O store, shoppers are welcome to meet and take a photo with Presto, doubling the joy of shopping with fun and interactive elements. Presto-themed merchandise is also available in the store for Presto lovers.”

Founder of Smuzcity, Kent Lee Kian Yan shared, “We are proud to leverage JDX technology to bring increased cashless convenience to shoppers in Malaysia through homegrown super app Presto.”

“Ever picture yourself shopping in shopping mall without your wallet? With a smartphone in hand, your shopping journey is now good to go. Together with PUC, we are committed to add a touch of innovation to the retail scene, redefining and shaping a unique O2O shopping experience for Malaysians,” Lee added.

Official venue partner, Group Executive Director of Quill Group of Companies, Dato’ Ar. Michael Ong said, “Our retail mall offers utmost support to the adoption of digital payment that is a win-win for both shoppers and sellers. Back in May, Presto held their first Cashless Raya Bazaar at Quill City Mall KL to encourage and educate consumers to go cashless while shopping for their Raya needs, which saw a success. We are more than delighted to be part of their adventure in the retail scene.”

Senior Vice President of Quill City Mall KL, Justin Liew added, “As Quill City Mall KL is repositioning itself towards the ‘phygital’ era, JDX Presto Concept Store is very much aligned with the direction we are moving forward. That focuses on consumer-centric technology infrastructure that facilitates the interactions between the consumers and brands. Thus, we are very excited to be able to collaborate with both parties closely in a set of exciting activities; such as, expanding home-grown brands to the international platform.”

In conjunction with the grand opening of JDX Presto Concept Store, the first 300 shoppers will be eligible to purchase selected SKUs at only RM12.12, limited to one item per shopper. Queuing starts at 8am and the doors are open to public at 11am on 12 December 2019. Continuing the celebration, until 15 December 2019, shoppers can spot and scan QR codes placed in the store and the mall to earn free PrestoPay Credits, which can then be spent in store and on any services on Presto.

Adding to the shopping pleasure, 5 shoppers who spend a minimum of RM50 in the store with PrestoPay from 12 December 2019 to 31 December 2019 will have a chance to win a pair of Hong Kong Disneyland Theme Park admission tickets.

Head to Quill City Mall KL and indulge in the joy of shopping now!

Presto app is available for download at [Apple Store](#) and [Google Play](#). For more information about Presto, kindly visit <https://www.prestouniverse.com/presto>.

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Photo Cutlines

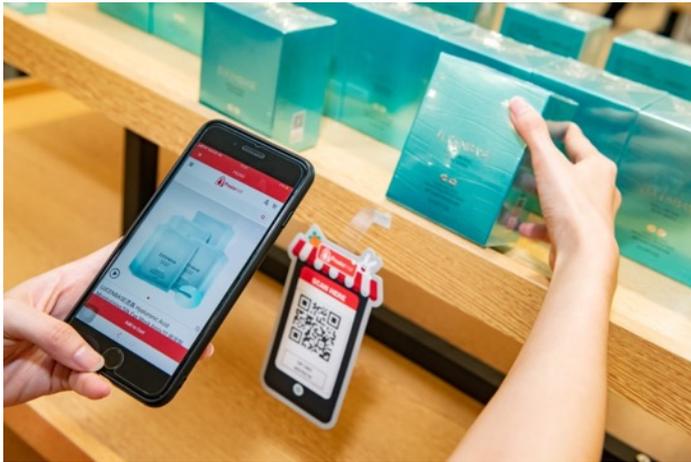


Grand opening of JDX Presto Concept Store on 12.12 at Quill City Mall KL officiated by:

- Senior Vice President of Quill City Mall KL, Justin Liew (L-1)
- Group CEO of Quill Group of Companies, Koong Wai Seng (L-3)
- Group MD & CEO of PUC Berhad, Cheong Chia Chou (L-5)
- Senior Manager of International Business Division Supply Chain & Logistics Dept. of JD Logistics, Gary Sun (L-6)
- Y.M. Tengku Dato' Hishammuddin Zaizi bin Y.A.M. Tengku Azman Shah Alhaj (L-7)
- Acting Chairman of Malaysia Digital Economy Corporation (MDEC), YBhg. Dato' Mathialakan Chelliah (R-6)
- Founder of Smuzcity Berhad, Kent Lee (R-5)
- Group Executive Director of Quill Group of Companies, Dato' Ar. Michael Ong (R-3)



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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

SMUZYCITY® 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

About Quill City Mall Kuala Lumpur

Moving forward towards the year 2020 Quill City Mall KL will be repositioning itself as a “phygital” mall that creates a physical space, with consumer-centric tech infrastructure that facilitates the interactions between consumers and brands throughout the shopping experience. Housing various new tenants on



board to build their very first “phygital” concept stores in Malaysia naming JDX Presto, E-Sport Arena and UniKL. Located in the heart of Kuala Lumpur, along Jalan Sultan Ismail and spans across with a net lettable area of approx. 780,000 sq.ft. A myriad of retail experiences ranging from fashion and lifestyle, dining, entertainment, accessories, home furnishing, cosmetics, healthcare, food & beverage and a whole lot more under one roof. Signature anchor tenants H&M, Kurasi, Red Lobster, GSC, Celebrity Fitness, AEON MaxValue Prime, Ashley Furniture Homestore, Watson, Miniso, Aragan Yokocho and The Whitehouse.

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