



**Press Release
For Immediate Release**

**PUC LEADS CONSORTIUM BID FOR DIGITAL BANK LICENCE
Its Joint Collaboration With Two State Governments
Will Create Banking Solutions For The Under-Served Segments**

Kuala Lumpur, 1 July 2021: PUC announced that together with strategic partners (the Consortium) it has submitted an application for a digital bank licence to Bank Negara Malaysia (BNM). The Consortium is led by PUC in collaboration with two state governments and a conglomerate, making it a wholly Malaysian consortium.

The Consortium was formed under the digital banking framework issued by BNM and its members recognize the gap presented by the under-served segments which include micro, small and medium enterprises (MSMEs) and B40 segment consumers in Malaysia. It will focus on services and tools to meet the financial needs of these target segments.

PUC's advanced digital ecosystem, Presto, encompasses e-commerce, logistics, e-wallet, loyalty, financing and payment solutions which will form a natural complement to the digital bank and enable it to drive innovation and boost digital transformation through its service offerings.

Both the participating states' populations include significant proportions within the B40 segment which will be targeted as the initial customer base. In addition, the numerous un-served and under-served micro and small enterprises within these two States will be given access to a user friendly, mobile-based digital banking network including micro-financing and other financial services.

About PUC Berhad

PUC Berhad is a company listed on the ACE Market of Bursa Malaysia Securities Berhad. Through its subsidiaries and affiliates, it has two core businesses, which are Omnichannel (comprising Media and Advertising) and a digital ecosystem known as Presto which encompasses e-commerce, e-loyalty aggregation, fintech and e-payment..

Presto is Malaysia's first homegrown multi-service lifestyle app that offers various lifestyle and convenient features as well as hassle-free mobile payments. Shop online, order food delivery, book your favorite movie tickets, events, or even flight tickets via Presto for a faster, cooler and richer digital experience. ***Presto: It pays both ways.***

Download Presto NOW:



 **Presto**TM

Issued by FredericksHussain on behalf of PUC Berhad

Media Queries:

Loke Poh Lin
mobile: 011-11642900
e-mail : lin@FHmalaysia.com