



**Media Release**

**For Immediate Release**

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**PUC CEMENTS STRATEGIC PARTNERSHIP WITH MYRAPIDTAP  
TO PROVIDE EXCLUSIVE E-MARKETPLACE TECH**

**Kuala Lumpur, 07 September 2021** – PUC Berhad, through its associate company, Presto Mall Sdn Bhd (**Presto**), signed an agreement with Community Marketplace Technology Sdn Bhd (**CMtech**), a joint venture partner of Prasarana Integrated Development Sdn Bhd (**PRIDE**) to enable the myrapidTap app with e-marketplace capabilities. The partnership is for an initial period of one year with an automatic extension option of a further two years.

The myrapidTap app is targeted to be launched by the end of this year. The myrapidTap app will provide commuters with cashless payment for the use of transport services including the payment of transit tickets on Rapid buses and potentially to be followed by RapidRail. Integrated into the app will be Presto's white-label e-marketplace solution which provides e-commerce services for suppliers and retailers inclusive of payment and logistics solutions.

This innovative new e-marketplace feature will serve as a value-added service for the myrapidTap app. With the inclusion of this new feature, myrapidTap users will be able to redeem rewards online using points awarded from travelling on public transportation.

PUC's Chief Executive Officer, Cheong Chia Chou said, "We are excited to partner with myrapidTap in this new collaboration by acting as a strategic business partner and providing them with a value-added solution to their app. This collaboration is also in line with our long-term goal for Presto Mall to expand its business model from an e-commerce platform into a drop shipping platform."

"We also foresee many potential benefits that this partnership can reap for public transportation commuters as digitalization reduces the risk of commuters coming into contact with the COVID-19 virus when making purchases online, thereby providing a safer shopping experience. In addition, this additional feature will upgrade myrapidTap into a super app capable of providing additional features and services to enhance the quality of the commuters' lives. On top of transportation services, the app will enable commuters to earn reward points from their daily commutes and to redeem their accumulated points in the e-marketplace."

Managing Director of CMtech, Herbert Poh, further added, "The myrapidTap application will be a catalyst for economic development and business activities, leveraging on small and medium enterprises along the Rapid KL transport lines. There are currently around 1.5 million commuters who will benefit from this additional feature, and we anticipate that this collaboration will result in an increase in the usage of the myrapidTap app as more customers are encouraged to use the app with the addition of the e-marketplace feature."

"The consolidated app will also allow easier access for the B40 community who are the main users of public transportation to make online purchases, thereby encouraging higher adoption to digitalization, in line with our country's long-term goal as outlined in Malaysia's Digital Economy Blueprint."

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## 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 favourite movie tickets, events, or even flight tickets via Presto for a faster, cooler and richer digital experience. Presto also provides a white-label e-marketplace solution which allows drop shipping and e-commerce services inclusive of payment and logistics solutions.

## About CMtech

Community Marketplace Technology Sdn Bhd (**CMtech**) is a Malaysian boutique advisory service company focusing on technology-based solutions, financial services and the transportation sector. CMtech shapes their clients' businesses and execute their strategies to address key issues such as the impact of innovations in mobile and digital technologies, the disruptive impact of FinTech as well as the changing face of customers.

The company is jointly collaborating with Prasarana Integrated Development Sdn Bhd (**PRIDE**) to develop myrapidTap, Malaysia's first transit e-wallet, an integrated mobile application consisting of features such as public transport e-payment services, ticketing, merchant platforms, and digital marketplace (e-commerce).

The myrapidTap application will be a catalyst for economic development and business activities, as well as leveraging small & medium enterprises along the RapidKL transport lines.

## About PRIDE

PRIDE is a subsidiary of Prasarana Malaysia Berhad. It was established in 2011, with its main objective to increase non-fare revenue of Prasarana Group via commercialisation of rail and bus assets.

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