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PUC stresses on continual digital technology usage

by AYISY YUSOF

PUC Founder (MSC) Bhd is to focus on e-commerce and digital technology to pave way for the next phase of business operation, leveraging on its expertise in the media and advertising segment.

PUC group MD and CEO Cheong Chia Chou said currently most businesses are conducted through a digital approach and there is a need for industries to embrace all things digital.

"We are optimistic on the future growth and potential of PUC. We continue to build on our technological prowess and competency, which will be a driving force across all of our businesses," he told reporters during a press conference in Kuala Lumpur yesterday.

Cheong added that the company's approach is to create memorable and personalised digital experiences to empower individuals with the advent of technology.

"In Malaysia, the digital economy is still at an early stage, which is a good timing for us to focus on. The future is going for digital. We help to provide a fast-growing trend in business," he said.

PUC believes the technology is able to help bring up media and advertising, as well as finan-



(From left): PUC group chief technology officer Erwin Foa, group chief strategy officer Kelvin Cheong, Cheong Chia Chou and group chief commercial officer Kenneth Hiew at the press conference in Kuala Lumpur yesterday

cial services to the next level.

"Fundamentally, all applications that we use today are e-services. The monetisation is always being through media and advertising as well as financial payment," Cheong said.

Meanwhile, PUC has also formed a new key leadership team to expand its operations in a bid to be the leader in the digital technology services provider.

"Our commitment will continue in developing our businesses in four segments comprising the integrated media services, e-commerce, technology and renewable energy (RE).

"We are also excited to welcome new but experienced talents to the company with diverse backgrounds, which will bring in a new flair and holistic approach to propel the company's business," he said.

PUC said the new management team comprises strong digital background and regional experiences in information technology (IT), business and finance, payments, media and advertising, corporate and consumer marketing communications.

Recently, PUC has acquired Enovax Pte Ltd, a full-fledged

integrated IT business solutions company to elevate its advancement in technology, enabling the provision of new product and service innovations.

Enovax provides a customised solution designed to help clients to securely connect to the payment and transaction gateway, as well as finance system.

Cheong said PUC is looking at a steady recurring income in the RE sector, banking on the One Megawatt Peak (MWp) capacity solar photovoltaic (PV) power plant in Kedah.

"The solar plant began its operation in August last year.

We obtained the fee-in tariff approval from the Sustainable Energy Development Authority Malaysia. We expect the plant would provide us a recurring income of about RM1.2 million annually," he said.

Cheong said the digital business and advancement in technology would help the company to improve on its margins, coupled with the injection from Enovax, a significant revenue contributor.

"We will be launching new products soon, focusing on media and advertising, as well as financial payment. We are confident this will have a good impact on our business," he said.

Cheong reiterated that media and advertising would be the main revenue contribution for the coming year and the company is eyeing a private placement in terms of e-commerce and technology businesses.

"We are committed to bringing success to PUC. We look at a double-digit revenue growth this year, while constantly working to bring better value to our shareholders.

"We always want to have a stable income and fast-growing. Our media and advertising is our core revenue that we bring in, which currently contributes about 93%," he said.