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PUC Founder rides on Laputa's Moola to offer on-vehicle advertising

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KUALA LUMPUR: ACE Market-listed PUC Founder (MSC) Bhd has entered into a strategic and exclusive partnership with Laputa Ventures Sdn Bhd to strengthen its integrated media services.

Under the two-year partnership, PUC's subsidiary Founder Qube Sdn Bhd will use Laputa's Moola, an advertising platform, to offer on-vehicle advertising.

"PUC is delighted to partner with Laputa to offer a fresh new approach to mobile outdoor advertising to Malaysian marketers via Moola. PUC will provide our expertise in integrated media services while Moola, a pioneer platform to connect brands and drivers, will offer a creative medium to connect with Malaysian audiences, through engaging advertising, which will see billboards making its way on cars," said PUC group chief commercial officer Kenneth Hiew.

Speaking to reporters at the signing ceremony yesterday, Hiew said on-vehicle advertising is cost effective as it uses private cars to reach out to audiences in a more focused way, with more targeted areas and zones compared with traditional outdoor advertising such as billboards, resulting in better return on investment and exposure for advertisers.

"This is going to create more value to PUC since we are already in integrated media services. We see that we will create more products to offer to advertisers and also brand owners in the market. In terms of Moola, because of the technology platform that they have, we foresee that there are more things we can work on together and more services we can offer," he added.

Hiew said the partnership reiterates PUC's commitment in the field of integrated media services as it continues to explore new collaborations with leading players that will bring about new forms of media and advertising opportunities, to contribute to industry advancements in the country.

He said drivers are selected based on the type of vehicles they drive, in order to match the types of campaign being run by the advertisers and it already has 15,000 vehicles registered.

PUC group managing director and CEO Cheong Chia Chou said integrated media services is still the group's main contributor, with others being e-commerce, technology and renewable energy.

He said the group will look at new ways of generating business but will not deviate from the four core businesses.

On the recent completion of the acquisition of Singapore-based Enovax Pte Ltd, Cheong said it now has a strong team in the technology business that will support its integration including partnerships with Moola, by providing more access to big data.

"Fundamentally that would help our media and payment businesses in the future," he added.

Asked whether it is eyeing more acquisitions this year, Hiew said the group is on the lookout for more opportunities that will add value to its strategy.

Meanwhile, Laputa head of marketing John Ong said the partnership will elevate opportunities for marketers to enhance reach in a new creative way by combining Founder Qube's network of clients with Moola's network of drivers.

He said the partnership will create bigger opportunities for brands to market themselves while empowering drivers to earn while driving. The technology and platform also provides clients with analytics to show the progress and outcome of campaigns.