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4 From left: Founder Qube Sdn Bhd GM Lim Ee Mae, PUC Bhd group chief commercial officer Kenneth Hiew, group MD and CEO Cheong Chia Chou, Laputa Ventures Sdn Bhd head of marketing John Ong, and chief technology officer Ivan Lau at the announcement of the partnership between Founder Qube and Moola on June 28. Founder Qube is a subsidiary of PUC whose focus is in integrated media services, while Moola is an advertising platform owned by Laputa Ventures.