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PUC Berhad's RedHot Media Enters Partnership with CARI Internet to Roll-Out Cross-Marketing Initiatives

Key highlights: -

- PUC Berhad's ("PUC") subsidiary, RedHot Media Sdn Bhd ("RHM") and CARI Internet Sdn Bhd's ("CARI") one-year agreement will see the rollout of several cross-marketing initiatives
- CARI will leverage on RHM's network reach and strength with RHM serving more than 20 clients in electrical appliances, education, property, technology, financial, telecommunication industries while CARI has 1 million registered users with 34 million page views per month

Kuala Lumpur, March 12, 2018 – PUC Berhad ("PUC")'s subsidiary, RedHot Media Sdn Bhd ("RHM"), an end-to-end advertising and marketing solutions provider, has signed a partnership agreement with CARI Internet Sdn Bhd ("CARI"), an online media company, which will see the rollout of cross-marketing initiatives to strengthen the companies' foothold in their respective industries.

As part of this one-year collaboration, RHM will become the preferred advertising and media agency for CARI's channels covering CARI Forum, one of Malaysia's largest online forum, its website, mobile app, and on-ground activations. RHM will develop campaigns for CARI across branding, creative design, and media planning to promote the brand to more Malaysians across traditional and digital media platforms.

CARI on the other hand, will promote PUC's social marketing platform, Presto, via advertisement across its key web and mobile platforms to drive consumer engagement. It will also supply its news and video content to Presto, which will see the Presto app featuring a CARI content tab, letting Presto Buddies (Presto users) to keep in tuned with the latest news highlights and industry happenings.

PUC's Group Managing Director and Chief Executive Officer, **CHEONG** Chia Chou said, "The synergy that both companies share as media aggregators and content creators will be key to this partnership, as we aim to enhance on our service offerings and embark on new opportunities. The partnership with CARI is aligned with our growth plans to build more strategic partnerships, whilst also exploring creative avenues for us to market Presto service to the online community with CARI providing a significant boost with its network of 1 million users."

Liew Chew Keat, CEO of CARI Internet Sdn Bhd, said, "We are pleased to work with RHM in leveraging its leading offerings and expertise in advertising and media to help propel us into our next phase of development. By integrating CARI news in Presto, we are expanding the presence of our news in different platforms, in this case in-app. This will allow us to tap into new demographics and segments."

RHM currently has a network of more than 20 clients covering the electrical appliances, education, property, technology, financial and telecommunication industries while CARI has 1 million registered users.

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About RedHot Media Sdn Bhd

RedHot Media Sdn Bhd ("RHM"), specialises in media planning and execution helping advertisers to build their brand and more readily achieve their marketing objectives. RHM offers a range of end-to-end solutions covering branding strategy, creative design, advertising production, media planning and advisory, public relations, to on-ground activation. RHM works hand in hand with all types of media owners including television, radio, newspapers, as well as emerging mediums such as outdoor and indoor digital displays, mobile platforms and social media.

About PUC Berhad

PUC Berhad ("PUC") (formerly known as PUC Founder (MSC) Berhad) was incorporated in Malaysia on November 3, 1997 by China Founder Group. It is the first China government linked company to list on the ACE Market of Bursa Malaysia Securities Berhad (formerly known as MESDAQ Market of Kuala Lumpur Stock Exchange) on April 8, 2002. It was also one of the first companies to be awarded the Multimedia Super Corridor ("MSC") status in Malaysia. Throughout the years, PUC has built a solid foundation in Malaysia especially in the four key segments – integrated media services, eCommerce, technology and renewable energy. For more information, please visit www.puc.com.

About CARI Internet Sdn Bhd

Started in 1996 and recognized by the Malaysian Book of Records as first Malay search engine for Malaysia, over the last 22 years, Cari.com.my has evolved into one of the largest Chinese and Malay lifestyle content providers in Malaysia. Reporting news topics such as Travel, Car, Entertainment, Sport, Women, IT and many other lifestyle contents on a daily basis. It provides the latest and most comprehensive lifestyle information and updates to discerning Malaysians, regional audiences and the rest of the world. News contents available on Cari.com.my includes text, photos, videos and live video streams. As accorded by Comscore and Alexa today, CARI is one of the top 10 most popular local websites in Malaysia, with over 30 million page views and 5 million unique visitors per month.