

Press Release

Helo Ads officially launched in Kota Kinabalu

Kota Kinabalu, Oct 3, 2010 – Pernec PayPoint Sdn Bhd, a subsidiary of Pernec Corporation Bhd, will continue to invest and value-add to promote growth of its payphone business as part of its plan to transform the operations.

The launch of Helo Ads at Lintasan Deasoka in Kota Kinabalu yesterday is part of this transformation process as the management of Pernec PayPoint has identified the advertising business as having good potential to become a core activity in its portfolio.

The Helo Ads is an out of home advertising platform implemented through advertisement spots on the numerous helo payphones around the country, covering all segments of the consumer markets. This can also be part of the effort to create the street furniture concept for the City of Kota Kinabalu.

“The payphone business was perceived to be a sunset industry not too long ago. However, with innovation and determination, Pernec PayPoint Sdn Bhd today is beginning to see the results of the transformation of its payphone operations and is positioning itself to tap the full growth potential of the new business,” said Pernec Corporation managing director Abdul Karim Abdul Sallam.

The event was officiated by Tuan Bahari Haji Hassan, Deputy Director General (Corporate) for Kota Kinabalu City Hall on behalf of the Mayor Datuk Iliyas Ibrahim at the Lintasan Deasoka, Kota Kinabalu on Sunday.

The availability of about 35,000 payphone sites, each of which can be turned into an advertising spot, means that we have unparalleled advantage in terms of secured sites, more often than not, a major issue among advertising players in the out of home advertising industry, said Abdul Karim.

For Release on 3rd October 2010

He said: “Therefore, we would like to take this opportunity to congratulate our pioneering Kota Kinabalu Helo Ads clients Sazarice Sdn Bhd and Sidma College. Hopefully this is the start of a journey that will be mutually beneficial for us.”

Abdul Karim explained that a significant number of Pernec PayPoint’s helo payphones are located near shopping centres and retail outlets such as hypermarkets which can be developed into retail media, another area which the company believes, offers strong growth potential for Helo Ads.

This is because in times of a slowdown, companies usually re-evaluate how they spend their money and tend to opt for more cost-effective, tactical type of advertising strategies.

According to Abdul Karim, the growing popularity for payphone advertising has put Pernec PayPoint in a strong position to spearhead the growth of this industry in Malaysia and at the same time, provide an alternative, cost effective advertising media to Malaysian corporations. This also means Pernec PayPoint is well placed to benefit from the steady growth in advertisement expenditure (Adex).

Pernec PayPoint is currently the biggest payphone operator in the country with about 35,000 payphones located in urban and sub-urban as well as rural parts of the country. At the moment, in Sabah the company has about 2,600 payphones with 520 of them located in Kota Kinabalu. It is also in the process of adding some 1,700 payphones throughout this state.

Noting that these payphone sites are an effective advertising media for the businesses in Kota Kinabalu, Abdul Karim welcomes all business concerns here to take advantage of this new offering and contact Pernec PayPoint for further information on this new advertising platform.

He added that these initiatives would not have succeeded without the strong support from the DBKK and other local authorities.

“I am confident that the new media for advertising will be able to satisfy your advertising needs and would like to urge all of you to take this golden opportunity to increase the visibility of your products and services,” said Abdul Karim.

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About Pernec Corporation Bhd

Pernec Corporation Bhd was established in 1973 and is a joint venture between Amanah Raya Bhd (Skim Amanah Saham Bumiputera), Permodalan Nasional Bhd and NEC Corporation (Japan). Under its wings, there are seven subsidiaries focusing on different areas of information and communications technology such as telecommunications infrastructure, manufacturing and services, IT infrastructure and solutions, e-Business, Islamic financial solutions and payphones operations.

Since its inception, Pernec has charted a steady growth in its operations and today is recognized as one of the key players in the ICT field, providing various solutions and products to a wide range of customers locally and abroad, particularly in the telecommunications sector.

In line with its renewed business strategy, the group has identified a number of new initiatives such as the Payphone business, eRas system, green energy and the Halalsquare and eBekal business portals as potential income streams to remain in the forefront in the competitive ICT business.

Issued by:

Group Corporate Communications

Pernec Corporation Bhd

3rd October 2010

For further information, please contact: **Dafizeck Daud**

Head, Media Relations

Phone: 03-4259 6000 ext 6285

Mobile: 019 303 4734