

Press Release

Pernec Katchi to invest RM25m for City Mix booths

Pernec PayPoint Sdn Bhd and Katchi Group Sdn Bhd will optimize the full potential of its newly launched City Mix phone booths through Pernec Katchi, which is set to invest up to RM25 million for 3,500 sites in the next three years.

Pernec Chairman Datuk Zainun Aishah Ahmad said the Pernec Katchi collaboration plans to roll out 1,000 City Mix booths in the first year, another 1,000 in the second year and 1,500 in the third, to be located in various locations across Malaysia.

Speaking at the launch of the City Mix booth in Kuala Lumpur yesterday, Zainun noted that Pernec PayPoint has over 40,000 phone booths nationwide, all of which are potential sites to be turned into a City Mix booth.

City Mix is a newly- designed phone booth combined with scrolling advertising panels. The product launching was officiated by Permodalan Nasional Berhad Chairman Tun Ahmad Sarji Abdul Hamid.

“The Pernec Katchi collaboration has carried out extensive research and development for the City Mix phone booth design, offering a perfect assimilation of form and function. Each booth will be specially made to be future proof and environmentally friendly.

“I’m glad to say that the launch of the City Mix, Out Of Home medium represents one of the first results of this collaborative efforts and I’m sure there’ll be many more to come,” said Zainun.

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According to Zainun, the Pernec Katchi City Mix network will offer a qualitative national network with over 3,500 locations nationwide to all prospective clients, the first such network in the Malaysian advertising history.

It will also become the first communications channel that can put up a nationwide campaign within 72 hours.

She said: “With City Mix, we will be able to offer harmonization of the advertising format and flexibility of the campaign periods, ranging from two weeks to one month. All these will lead to one thing for the advertisers: a better Return of Investment.”

Meanwhile, Katchi Group CEO Dr Marceline LeMarie noted that the partnership between the two parties has resulted in a reinvention of payphone in Malaysia. “This is a day I’ve been looking forward to for more than a year.”

“The Pernec-Katchi City Mix pay phone is a masterful blend of functional communication networks fused with state of the art technology to breathe new life into the public pay phone industry. It will no longer be just a phone,” LeMarie said.

“At Katchi, we believe you’ve got to start with the customer experience and work back toward the technology – not the other way around. We are going to reinvent the pay phone with Malaysia’s leading telecommunications, infrastructure, information, communications and technology company,” she said.

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About Pernec Corporation Bhd

Enabling Possibilities Enriching Life – this is our mantra, the principle that guides our approach to the ever-evolving telecommunications technology, our core business. How do we do this? This slogan calls for us to look for new, improved ways to improve the quality of life of our end-users, be they very large telecommunications companies or rural folks who use our wireless fidelity (WiFi) Internet network services.

In our quest to innovate the payphone business which is facing stiff challenges due to the advancement of mobile communications, we seek for new avenues for revenue and we have found one in our partnership with the Katchi Group by innovating new business potentials that sees the birth of Pernec-Katchi, our own brand for OoH advertising products.

We feel our knowledge of the local business landscape combined with the international experience of Katchi will create a formidable partnership in the OoH industry. Backed by the largest corporate entity in the country, our majority shareholder Permodalan Nasional Berhad, Pernec Katchi is well placed to carve a strong position among its peers in outdoor advertising.

About Katchi Group Sdn Bhd

Katchi Group was first established as Stroer Malaysia in August 2007 and officially launched in 2008 as part of the Stroer Group's foray into the emerging markets of Asia Pacific.

Funded by Oaktree Capital Management, a premier global alternative and non-traditional investment manager with US\$82 billion, the company is complemented by Stroer's Out of Home products, ranked No. 1 in Germany and No. 5 in the world.

In a relatively short period since its existence, the Katchi Group have been recognized twice as the 2nd Best OoH Media Company for 2009 and 2010 in Malaysia in an independent survey among the captains of the industry and published in the Advertising + Marketing magazine, outperforming many other OoH companies.

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