

Press Release

Pernec Corporation gives joy to less fortunate children

In sharing the spirit of Ramadhan Al Mubarak, Pernec Corporation Berhad has organized a “shopping session” for the 27 occupants from Rumah Perlindungan Nur Qaseh, Kuala Lumpur. They are taken to the Jaya Jusco AU2, Taman Setiawangsa where they get to choose their preferred Hari Raya attires.

“Pernec is indeed pleased to share this joy and fulfil our responsibility particularly towards the less fortunate individuals in our community. We hope we can give them that glitter of joy with the Hari Raya just around the corner,” said Pernec Corporation Group Managing Director Abdul Karim Sallam.

“As a caring individual, I firmly believe that we should always be emphatic and sensitive towards their needs and find ways to provide continuous support so that they won’t feel left behind. This is also to ensure that they can continue to receive good education and secure a better future,” he added.

The event has also received a warm response among Pernec staff with them making separate contributions through Pernec Co-operative. Representatives of the co-op are present to give out the presents.

Abdul Karim thanks all the support given for the initiative, saying that the contributions are meaningful for the children and would go a long way in helping them.

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Rumah Perlindungan Nur Qaseh was established in June this year and is located Taman Melati, Kuala Lumpur. This initiative is based solely on the conviction of the founder Puan Roslida Che Wail to assist less fortunate female children to get a normal education and life to them.

The centre houses orphans or children from poor families or new Muslim converts, aged 16 years and below. It has a total of 27 occupants now.

“It is our hope to see all the children here grow to become responsible individuals and we’ll do this by giving adequate opportunities for them to have a proper education. Our vision calls us to develop everybody that comes to stay with us to become excellent individuals that contribute positively to nation building,” Roslida said.

Ends.

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 our businesses which are facing stiff challenges due to the advancement of mobile communications, we seek for new avenues for revenue. Among our latest initiative is our partnership with the Katchi Group.

With this partnership, we innovate new business potentials that sees the birth of Pernec-Katchi, our own brand for Out of Home 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.

For further details, please contact:

Dafizeck Daud
Head, Media Relations
Pernec Corporation Berhad
Phone: 03-4259 6000 ext 6285
Email: dafizeck@pernec.com.my
Mobile: 019 303 4734