



FOR IMMEDIATE RELEASE

Progresif expands and nurtures career development among Bruneians

Bandar Seri Begawan, 13 April, 2015 - Progresif believe that hiring dynamic and highly skilled individuals are necessities to grow and develop the business, but training; knowledge transfer and career development is at the heart of Progresif's brand promise.

Yesterday, 36 new local staff and supervisors of Progresif completed a 9-day course training, which closes with a certificate presentation ceremony. The event was held at the Radisson Hotel where certificates were handed out by Chairman of Progresif, Yang Mulia Tuan Haji Abu Bakar bin Haji Ibrahim and Chief Executive Officer, Mr. Paul Hyde. Other board members present during the ceremony were Yang Mulia Awang Mozart bin Ibrahim and Yang Mulia Hjh Rena Azlina binti Dato Paduka Haji Abdul Aziz.

In February, Progresif announced goal to increase workforce in the next year by creating over 200 jobs, and are committed to achieving a 95% Bruneian staff by the end of 2016.

As of today, Progresif has a 92% local staff with a total of 201 employees - the staff and management team stands at 184 Bruneians and 17 expatriates in the senior management.

Progresif's objective is to contribute to the economic growth by nurturing Brunei locals to be creative and innovative individual. Among others, Progresif strives for more dynamic and sustainable economy, encapsulating the values of Brunei culture in accordance to the Brunei Darussalam's Vision for 2035.

The recent intensive training course for Progresif staff focuses on improving professional skills in aspects of customer service in a highly competitive communication market.

Exclusively for staff members of the Customer Care and Sales division, the course was aimed at introducing skills and knowledge on customer loyalty, rapport between customers and Progresif staff, as well as team building to increase productivity.

Progresif has been actively pursuing a strong customer based philosophy that promises to deliver customer satisfaction in terms of service and value for money. Organizing a course such as this is just one of the strategic initiatives to achieve Progresif objective to provide world class customer service.

Issued by Progresif Cellular Sdn Bhd. For more information, please contact its Communications Department:

Hafiza Mohamad: hafiza.mohamad@progresifcellular.com.bn
Amal Sohani Johari: amalsohani.johari@progresifcellular.com.bn
Ain Matassan: ain.matassan@progresifcellular.com.bn