



FOR IMMEDIATE RELEASE

Progresif takes next steps to revolutionise telco pricing in Brunei

Bandar Seri Begawan, Sunday 1st March 2015 – On the back of a wave of network improvements over the last 2 weeks, improving coverage, speed and capacity, today, Progresif took another step forward in their stated mission to revolutionise the telecommunications industry in Brunei with the introduction of free incoming calls for all Postpaid and Prepaid subscribers. Previously operators in Brunei have charged \$0.20 for incoming calls.

To further service customers, Progresif has also balanced the on-net and off-net rates for all postpaid and prepaid plans. This allows Progresif customers to call any network in Brunei (DST & TelBru) at the same low rate.

Progresif Chief Executive Officer, Mr. Paul R. Hyde said, “This change is just one more step in our plan to fundamentally reshape the telecommunication market in Brunei”. Mr. Hyde continued that, “When compared to global telecom markets, the legacy pricing structure in place in Brunei, has been prohibitive to peoples ability to communicate, and arguably, has been a detriment to the growth of the national economy.”

Progresif intends to bring simplified and completely transparent pricing allowing customers to use their mobiles freely for voice and data.

Mr. Hyde went on to say, “Since we first met with AITI last November to discuss and request these changes, we would be remiss in not recognising the valuable role that AITI have played in this process and their diligence in helping to ensure a level playing field for fair competition.”

“We fully anticipate that DST will begin to think in a more Progresif manner as we continue on our path to build a business whose sole purpose is to serve its customers”.

Based in Brunei Darussalam, Progresif aims to be a competitive and sustainable mobile operator offering innovative products and services to its customers. For more information on Progresif please visit www.progresifcellular.com.bn

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