



FOR IMMEDIATE RELEASE

Progresif strengthens top management

Bandar Seri Begawan, 14 October, 2014 – Progresif Cellular Sdn Bhd (*Progresif*) announced today that it had made two senior appointments as part of an effort to strengthen its top management. This is directly in line with the company's effort to improve its network and technical expertise, as well as its marketing proficiency, in preparation for the launch of its brand in Brunei.

Manuel De Mello was appointed Chief Technology & Information Officer (CTIO), while Devin Edwards assumed the post of Chief Marketing Officer (CMO), effective 1 October, 2014.

Manuel brings with him more than 30 years of international experience in telecommunications, having held many positions in network management and operations with major network operators and network infrastructure suppliers across many continents.

He has held the position of CEO Cable & Wireless Mobile (Panama), Chief Technical Officer of Wataniya Telecom in Kuwait, and has worked in various capacities with Cable & Wireless Plc. He was also involved in several network enhancements and managed services projects with Ericsson, Huawei and ZTE. His most recent assignment was to conduct an Operational Transformation and Efficiency (OTE) evaluation for Indosat, one of Indonesia's largest mobile network operators.

Commenting on his role in Brunei, Manuel listed improving network performance, quality and service; growing and deepening coverage in the country; and developing staff competence as among his immediate priorities.

"Our goal is to ensure that we consistently deliver high service quality to all of our customers to enhance their lifestyles, and our network is the foundation that will enable us to do this," he added.

Devin Edwards, who joined *Progresif* as CMO, is a marketing, branding and communications specialist, with more than 15 years of experience in telecommunications. During his 10-year tenure with Cable & Wireless (British West Indies), where his last position was Regional Vice President of Marketing, he led a successful rebranding exercise of all 14 countries within his portfolio. Prior to joining *Progresif*, Devin was principle of a marketing and branding consultancy firm in the U.S.

Devin said his focus was to develop a built-for-purpose, customer-centric brand that will set *Progresif* apart from the rest of the market.

"I am happy to be here in Brunei and am looking forward to learning more about its people and culture. I feel fortunate that I have been given this opportunity to join a dynamic team that is single-minded in its purpose to make a positive impact on the lives of all Bruneians," he added.

Progresif CEO, Paul Hyde, said that the addition of Manuel and Devin to his management team was both timely and essential.

"We are gearing up to ensure that we have a sound network and products before we launch our brand. I am confident that their expertise and global experience will enhance our capability to build a strong local team, with particular emphasis on skills transfer, to realise our Vision," he added.



As articulated in its Vision Statement, *Progresif* aims to be the most innovative mobile service provider in Brunei, delivering customer experiences unique only to its brand.

Progresif took over the business and operations of B-Mobile Communications Sdn Bhd on 1 July this year, and Paul Hyde, a British national, was appointed as its first CEO two weeks later. A wholly-owned subsidiary of Darussalam Assets Sdn Bhd, it is poised to be a competitive and sustainable mobile operator in Brunei Darussalam, offering innovative products and services to its customers.

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

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