



## FOR IMMEDIATE RELEASE

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### Progresif Cellular appoints CEO

**Bandar Seri Begawan, 24 July, 2014** – Progresif Cellular Sdn Bhd (PCSB) announced today that it has appointed Paul Hyde as its Chief Executive Officer (CEO), effective 11 July, 2014.

A British national, Paul brings with him more than 20 years of experience in the telecommunications industry from some of the most challenging markets in the world. He has held senior positions in the Middle East, Africa, Eastern Europe and the Caribbean, where he has been credited as the driving force behind the success of several regional telecoms operators.

In Eastern Europe, he led the expansion of a small, regional mobile operator into several new regions, establishing network coverage for a region the size of Scandinavia in a record of 18 months. In West Africa, he led the revival of a post-conflict GSM operation to the levels of success that won accolades for innovation, customer satisfaction and outstanding contribution towards the nation's economy. His success is not limited to larger-scale operations, as shown in the Caribbean, where he played a pivotal role in transforming a traditional phone company into a dynamic operator, launching 4G LTE Wireless, fixed broadband services and an award-winning chain of branded retail stores that won critical recognition and customer appreciation.

More recently, Paul has acted as advisor in developing markets closer to Brunei Darussalam, namely Myanmar and Cambodia.

Recognising that his new role is both exciting and challenging, Paul said that among his key priorities would be to develop a customer-focused organisation that can deliver an innovative portfolio of services backed by a consistently high level of customer service in order to build a strong, unique and reliable brand.

"It is imperative that we carve a strong position for ourselves in a small market such as this that brings value to our customers, and I believe we can do so if we have a strong and highly-competent workforce, backed by a sound network infrastructure," he added.

Paul also acknowledged that this would not be an overnight transformation, and that there was much to be done before any changes could be translated into memorable customer experiences.

"My goal is to turn Progresif Cellular into the operator of choice in Brunei, and while this takes time to achieve, I am confident that it is possible with the guidance and strategic direction from the Chairman and board of directors," he added.

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The Chairman of PCSB, Awang Haji Abu Bakar Haji Ibrahim, said he was confident that Paul would be able to lead a strong management team at Progresif Cellular.

“His vast experience and track record will bear positively on our operation, and I am confident he will be able to inculcate an organisational culture that will realise our vision for PCSB.

“Having worked with mobile operators spanning many continents, he is in a strong position to impart best global practices, management expertise and marketing strategies, among many others, that will benefit the company greatly,” he added.

PCSB took over the business and operations of B-Mobile Communications Sdn Bhd on 1 July this year. 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.

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