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PROGRESIF REBRANDS AND LAUNCHES NEW RETAIL CONCEPT

Last night marked the start of new beginnings for Progresif, as they proudly launched their new brand identity in conjunction with the unveiling of their first flagship store located in the An-nuha complex in Tanjung Bunut, which is set to open Saturday May 2 at 9am. Progresif plans to open a series of new stores and renovate some existing locations. Chief Sales Officer, Bob Gill said, "Our new stores are build for purpose to provide an unprecedented customer experience." "We have hired and trained more than 50 Bruneian sales staff to give them the knowledge and skills to provide an experience that will be unique only to Progresif".

The historic event was witnessed by invited stakeholders, partners and members of the media and officiated by guests of honor Yang Berhormat Pehin Orang Kaya Hamzah Pahlawan Dato Paduka Awang Haji Abdullah bin Begawan Mudim Dato Paduka Haji Bakar, Minister of Communications, Yang Mulia Dato Padula Dr Hj Mohd Amin Liew bin Abdullah, CEO of Darussalam Assets, as well board members, Yang Mulia Awang Haji Abu Bakar bin Haji Ibrahim, Yang Mulia Awang Mozart bin Ibrahim and Yang Mulia Hjh Rena Azlina binti Dato Paduka Haji Abdul Aziz.

The new brand identity, which was revealed at the event, is said to be grounded in simplicity, and guided by a constant exploration of what it means to be Progresif. Chief Marketing Officer, Devin Edwards stated, "The foundation of the business and the brand is a progresif spirit that pushes us to explore, to do more, do better and constantly evaluate our efforts." "We are not aiming to define what it means to be Progresif, rather we are in constant pursuit of progression."

The new Progresif logo is a visual expression of the progressive purpose that each one in Progresif believes, embraces and advocates. Across the company, from retail stores and technology posts to customer service centers, Progresif is driven to help people explore more, learn more and achieve more.

From the resurrection of B-Mobile to Progresif, which was made official in July 2014, Progresif has moved quickly to raise the bar, to stakeholders and consumers alike. With determination and hard work, all staff especially engineers were optimistic in establishing a better network and system for the consumers.

Having just released its official brand concept and logo as well as new campaign, Progresif was reported to have nearly doubled its customer base in a span of 6 weeks since the launch of their Free SIM campaign, from 40,000 to over 75,000 individual customers. Evidently, from this result, the Brunei market has pent up demand for telecommunications and the thinking that Progresif is bringing to market.

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

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