



## **Progresif opened new Times Square Store**

Marking a strong start to the New Year, Today Progresif cut the ribbon on their 5th flagship store at Time Square, Kg Jaya Setia. The newly rebranded store opening was officiated by Progresif Chairman, Haji Abu Bakar Bin Haji Ibrahim, Progresif Chief Executive Officer, Mr. Paul Hyde and the Managing Director of Times Square Mr. Tan Kah Boon. The opening ceremony was then followed with a short tour of the store by Progresif Chief Sales Officer, Mr. Bob Gill.

“Last year marked a number of significant achievements for Progresif, and for the advancement of the telecommunications sector in Brunei. In line with government objectives for competition, the launch of Progresif and the efforts of our hard working staff have truly begun to reshape the industry in Brunei, to the benefit of our customers and the economy” stated Mr. Paul Hyde. “This year will be an even busier year as we capitalize on last years profitability and continue our ongoing, self-funded, investment in infrastructure and staff training and development.” Mr. Hyde continued.

Earlier this week, Progresif introduced a set of Handset Plans allowing new and existing Postpaid subscribers to finance handsets by paying a small upfront fee and paying as little as \$9 per month. Corporate Communications Manager, Hafiza Mohamad, stated “The handset plan is another way that we are working to improve accessibility to communication in Brunei. A large part of the population is still using older model handsets which have limited data access capabilities which in effect render people without mobile internet access.”

Ms. Mohamad continued, “A welcome additional benefit to the economy is that the ability to finance handsets means that a greater number of handset purchases remain in Brunei rather than people purchasing in Malaysia or Singapore.”

Since their launch last year, Progresif have reached a few significant milestones including; acquiring 120,000 customers, opening 5 new flagship stores, creating more than 100 new jobs, and launching 10 new cell sites out of a total of 40 planned in their expansion effort.

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