



For Immediate Release

**PROGRESIF ANNOUNCES PLANS FOR SOCIAL RESPONSIBILITY
Four Pillars Include Education, Arts & Culture, Environment, and Entrepreneurship**

Bandar Seri Begawan, Brunei – January 3rd 2017 – Progresif Cellualr Sdn Bhd has announced its commitment to help support the vision of His Majesty, Sultan Haji Hassanal Bolkiah, to develop Brunei into one of the world’s most advanced nations, through its corporate social responsibility strategy which will see the company invest into Education, Arts & Culture, Environment and Entrepreneurship.

The move to devote resources into these four pillars is part of Progresif’s plan to support His Majesty’s goal for highly skilled people, a sustainable economy and a quality of life which is among the top nations in the world, as envisioned in Wawasan (Vision) 2035.

- **Education** – In a world that is increasingly competitive and knowledge-based, Progresif will dedicate resources and innovation to help prepare Brunei students to compete and contribute at the highest level.
- **Arts & Culture** – In collaboration with young and upcoming talent from all across the kingdom, Progresif is working with many communities in Brunei to stimulate, support and share creativity that will teach and inspire us all.
- **Environment** – Brunei is defined by an extremely unique environment that requires a very delicate balance between technology, history, culture and nature. Progresif is committed to policies and practices that ensure the proper conservation of the natural environment and cultural habitat and that deliver the highest level of health, safety and environmental stewardship.
- **Entrepreneurship** – *Progresif has achieved success on the very principles of innovation, creativity and collaboration that drive the entrepreneurial spirit. So the company understands the impact that local business development can have on Brunei and have committed leadership, knowledge and resources to help entrepreneurs achieve their dreams.*

Earlier in December, Progresif partnered with top bloggers in Brunei to join together to create Brunei’s Biggest Flat lay competition, with the goal of promoting awareness of their support of the four pillars of Progresif CSR projects. Working with local bloggers and the Collective, they gathered items that represent the four areas of focus which would be used to create their annual calendars which would in turn serve to gather ongoing support and reinforce their CSR focus throughout the year.

Corporate Communications Manager, Hafiza Mohamad commented, “Our approach to CSR, as with all we do at Progresif, is to collaborate with individuals and organisations, to achieve synergy, and in doing so derive even greater value for the communities we serve.”

The participating local bloggers formed teams to help collect the materials and the winning team was asked to select a charity to receive a donation of \$2,500.00 sponsored by Progresif. Team @emmagoodegg and @lipstickmyname came out as the winner, and chose to donate to the



children at YASKA. YASKA or Yayasan Kanser Kanak-Kanak is a non-governmental organization established in November 2011 by a group of health professionals to improve the quality of life for children with cancer and their families by caring for their physical, psychological and social well-being. The organization achieves this through a number of initiatives such as providing a level of palliative care for patients, running camps to build self-confidence and sending patients to join the Children Cancer International Programme.

YASKA also seeks to educate and promote awareness about children's cancer in Brunei to the general public through various events. The organization is predominantly funded by public donations.

In the past Progresif has partnered with big local corporations and NGOs to support strategies on corporate social responsibility activities, and to name a few were **BIBD ALAF in October 2015** - BIBD is an avid supporter of Education and had their CSR program on community-funded education fund named ALAF (Advocating Life-Long Learning for an Aspiring Future). ALAF lends a helping hand to underprivileged and orphaned students by supporting them through education all the way to graduation. Meanwhile on environmental aspects, Progresif engaged with **Green Brunei for their 2nd Remarkable race in March 2016**, a race focusing on promoting green awareness through a series of challenges or obstacles designed to test players knowledge on the environment, especially thinking outside the box to solve various green-based problems. Progresif supported this as part of its environmental initiatives targeted at youth. Progresif has shown continuous support for Entrepreneurs in Brunei through initiatives with icentre and Dare as well as Arts & Culture through their work with local visual and performing artists and related businesses.

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About Progresif

Progresif Cellular Sdn Bhd. is a Brunei-based Government Linked Company headquartered in Bandar Seri Begawan. Founded in 2014, whose mission is to establish Progresif as a catalyst for change in the telecommunications sector focused on enhancing quality of life and supporting economic growth in Brunei through the development of profitable, long-term, products and services, including cellular devices and service, mobile internet and broadband and enterprise connectivity. Progresif now has more than 265 employees and 150,000 customers, with nine retail stores throughout the kingdom.

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