



PRESS RELEASE

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*PROGRESIF REACHES OUT TO THE REGIONAL MARKET AT
COMMUNICASIA 2017*

Progresif Cellular is strengthening its brand presence in the region and paving the way for future regional opportunities in its first participation at CommunicAsia2017 in Singapore.

CommunicAsia is a premier ICT sourcing and knowledge platform in the region. The three-day event features a comprehensive display of cutting-edge technologies to ensure that businesses in Asia and beyond stay updated and ready to tackle consumer demands in the modern economy.

At the event in Marina Bay Sands, Progresif will be introducing Progresif Solutions, the company's new enterprise offering which features the latest line of flexible and affordable business solutions, to the regional market.

Radi El Fassed, Head of Product Development at Progresif, said that the event acts as a stage for Progresif to market enterprise solutions and connect with other industry players throughout the region.

"We've delivered innovation on many fronts for the local market. Now, we want to position ourselves in the region so that we can promote cost-effective and quick-to-deploy solutions that add real value to help companies achieve their business goals," he said.

Devin Edwards, Progresif's Chief Marketing Officer, said that Progresif Solutions stems from a desire to expand the company's product and service offerings beyond retail mobile communications and into the enterprise sector.

He stated "With Progresif Solutions, our ICT experts and partners work together with businesses to design and install solutions based on their needs. This synergy enables us to understand the communication needs of businesses which differ depending on industry and stages of growth. Ultimately, companies are able to achieve cost savings while having the freedom to do more."

Even as Progresif has leapt into the enterprise arena, the company has maintained its momentum in support for local startups and innovation. Last month, Progresif launched its own Startup Lab and announced Dart Logistics Sdn Bhd as the first company to join the lab.

The startup went on to unveil the DART app, Brunei's first ride booking service, at Progresif Headquarters where the event was extensively covered by local media. The app proved to be a hit with over 4,000 downloads so far.



The Startup Lab is the latest initiative by Progresif to support the growth of innovation and entrepreneurship in Brunei which is one of the company's pillars for corporate social responsibility.

At CommunicAsia, Progresif will also be looking to network with potential partners to collaborate with the Startup Lab to enable it to grow into a dynamic platform where startups will be able to grow and thrive in a competitive business environment.

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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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