



PRESS RELEASE

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FOR IMMEDIATE RELEASE

PROGRESIF STRENGTHENS RETAIL NETWORK WITH THE REOPENING OF TUTONG BRANCH

Progresif Cellular unveiled its newly renovated Tutong branch today, further reinforcing its retail network and capacity to serve a growing customers base in Brunei's third largest district.

The Tutong store, which is located at Petani Mall, has been renovated as a modern reflection of the Progresif brand. Renovation works for the store took a few months to be completed to ensure that the store's overall design and look aligns with a progressive retail experience.

The store's launch was officiated by the Guest of Honour Edzwan Zukri Pehin Dato Adanan, Board Member of Progresif.

Also present during the event was Tutong District Officer Shamsul Bahrain Hussein, Legislative Council representative for Tutong YB Hj Abd Wahab Hj Apong and Ade Nurismah Azurine Hj Ismail in her capacity as Chairman of the Tutong Municipal Department.

The event started with the recital of prayers followed by welcoming remarks by Paul Taylor, the new Chief Executive Officer of Progresif.

In his speech, Paul stated "We believe that quality of service is at the centre of what we do and providing the best customer service is one way we differentiate ourselves. In keeping with this critical theme, our flagship stores are built to offer a unique experience through a consultative approach, catering to the needs of our customers."

Bob Gill, Chief Sales Officer of Progresif, stated "We are delighted to re-open our new retail experience store in Tutong, which is completely different to what we had before. Now, our customers can touch, feel and experience the latest technology in mobile handsets and tablets we have on offer. Our store team are also readily available to advise and recommend on which solutions best fits the customer needs."

Hafiza Mohamad, Corporate Communications Manager of Progresif, explained "The Progresif brand is all about constant improvement and progress. The company has grown so much in the last two years. Now, we're happy to solidify our presence in Tutong with the refurbished store so that our customers can get a fresh perspective on the Progresif brand."



The guests were also treated to a brief tour of the new Progresif branch which was facilitated by Bob Gill.

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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 eight retail stores throughout the kingdom.

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