

# E=MAX

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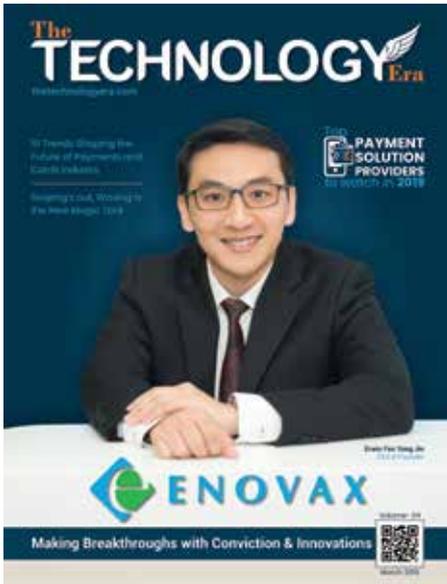
PASSION

FOCUS

RESPONSIBILITY



## ENOVAX MAKES IT TO THE FRONT COVER OF "TECHNOLOGY ERA"



Continuing on our journey to grow ENOVAX into a global brand, we plot and map our path of international exposure with great enthusiasm and vigor. Following numerous local and overseas awards bestowed upon our company since 2016, ENOVAX has not rested on our laurels. Conversely we are more aggressive in our pursuit of market acceptance and recognition. In line with our parent, PUC Group's business growth plans, ENOVAX have stepped up efforts in building up our credentials through product and service innovations, especially with the Presto and 11street platforms.

At the start of 2019, ENOVAX is once again honored to be featured on the Front Cover of the America IT magazine, TECHNOLOGY ERA. Our Founder and Chief Executive Officer of ENOVAX, Mr. Erwin Foo was given the limelight when his photograph was featured on the Front Page of the March 2019 issue. As the Front Cover story subject, ENOVAX enjoyed 4 pages of editorial write-up in the magazine proper which traced the milestones and technological achievements of our company through different stages of growth and evolution.

In this special issue, ENOVAX was highlighted as one of the "Top Payment Service Providers to Watch Out in 2019". This listing and industry acknowledgement is highly significant to ENOVAX and PUC, going forward. As we accelerate our PUC's proprietary social media marketing and e-wallet platforms under the Presto brand and expanding the digital market offerings of 11street Malaysia's payment gateway, this "Top Payment Service Provider To Watch" award spells great promise ahead for our business scope.

TECHNOLOGY ERA, published in Dallas, Texas, USA, is an authority in reporting digital technology trends, insights and strategic view-points from the experts and business communities. The publication offers the rare opportunity for ENOVAX to tell our story and share insights about our brand, including PUC's, to help elevate our business to the center of the conversation – through TECHNOLOGY ERA's magazine, website and digital platforms. With impressive readership demographics reaching 79.800 tech executives and IT leaders monthly, our story in TECHNOLOGY ERA will pave new opportunities as it highlights and defines the importance and potential of our digital payment technology for modern enterprise.

### In This Issue.....

- ENOVAX Makes it to the Front Cover of Technology Era
- The Technology Era Interview
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- ENOVAX Makes Good Progress on Presto Offerings
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- Company Briefing at start of 2019
- "Presto" Themed CNY Collaterals





## THE TECHNOLOGY ERA INTERVIEW

**COVER STORY**

**Top PAYMENT SOLUTION PROVIDERS to watch in 2019**

**ENOVAX**

**Making Breakthroughs with Conviction & Innovations**

**COVER STORY**

**We Make i.T. Easy For Enterprise Growth.**

**Under PUC BERHAD's umbrella, we are more dynamic, innovative and forward-looking.**

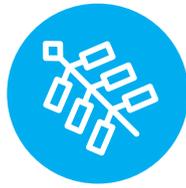
**“Our aim is to be able to expand and grow, both in size and market depth, with our clients' success in mind as a key business driver.”**

For many years now, THE TECHNOLOGY ERA is a much sought-after magazine for connecting tech executives who provide an unlikely yet refreshing perspective of their success stories. This print and online publication brings together CEOs, CIOs, CTOs, and other senior-level technology decision makers to speak on the evolution of technology and new industry trends. Through their content marketing platform and digital marketing campaigns, the magazine aims to profile some of the most compelling stories of tech executives across different industries and capture ideas, passions and personalities of these tech leaders who are actively shaping the role of technology in the business world today. And ENOVAX is one such story.

Following extensive industry survey, ENOVAX was singled out as one of the “Top Payment Service Providers To watch in 2019” in the latest issue of THE TECHNOLOGY ERA. Featured in this special issue is the emergence of online payment options which has further accelerated the significance of payment solution providers. The purpose-driven content of our ENOVAX story in this issue looked at our company advancement and evolution since inception in 2010, our talents, authentic leadership, business expertise and community impact on the future of digital technology on lifestyles.

In our interview with TECHNOLOGY ERA, we were able to tell our ENOVAX/PUC story and share insights about our work, aspirations and brand through creating convincing content for the readers and increasing the credibility and reach of our story. Our CEO Mr. Erwin Foo said that he was driven by a strong set of priorities in growing ENOVAX, cultivating great teams over the years, building our own niche expertise and serving a larger mission that provides greater meaning to ENOVAX's professional work.

The 4-page editorial, supported by color photographs of our Presto/11street product offerings, also documented ENOVAX's online payment innovations and its role in empowering sellers, distributors and consumers to adopt online payments in a surging market of technological benefits and convenience. Mr. Erwin Foo was credited with leading his team to successfully developing Presto Deals, Presto Wallet and PrestoPay as well as 11street marketing payment platform. In the longer term, it is hoped that ENOVAX team will be able to make greater contribution towards driving PUC to be a world class digital lifestyle services provider. With Presto's ecosystem, we also aspire to be one of the leading digital gateways for the world to venture in Malaysia and Asia and result in a paradigm shift in payment solutions and options.



## LUNAR NEW YEAR CELEBRATIONS IN PUC GROUP

The year of the Dog made a gracious exit and entered the “Year of the Pig”. The dawn of Lunar New Year marked the advent of another auspicious year as management and staff of PUC Group partook in celebrations on both sides of the causeway. Indeed, there were plenty of cheer and merry-making over the festive season.

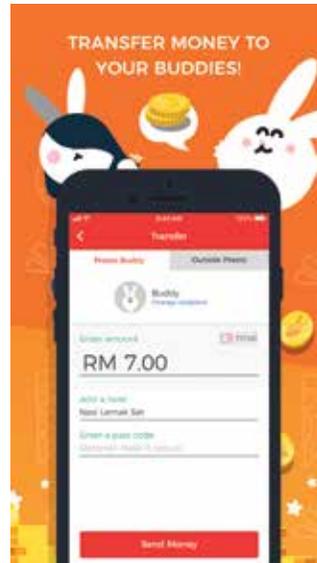
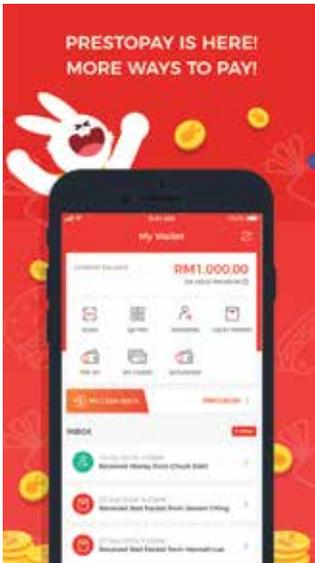
Over in Kuala Lumpur, our colleagues at PUC head quarters celebrated Chinese New Year with the boisterous performance of the traditional lion dance in the office premises on Thursday, 14 February (10th day of CNY). This was followed by a “LOHEI” (Yu Shen) lunch where everyone tossed the customary vegetable salad topped with raw fish for an abundance of goof fortune, wealth and luck.

A day later in Singapore, two Southern lions came leaping and prancing amidst loud din of drums and cymbals as they danced their way around ENOVAX/Pictureworks office to bless all for another year of prosperity. Accompanied by the well-loved God of Wealth, the troupe’s visit culminated in the “Plucking of the green” and the formation of lucky numbers “2155” with mandarin oranges. Management and staff of ENVAX/Pictureworks/PUC Singapore also sat down to an 8-course sumptuous lunch and challenged each other with loud bantering of “HAUT AH, HAUT AH” whilst they “LOHEI” for another bountiful year of harvest and good health.





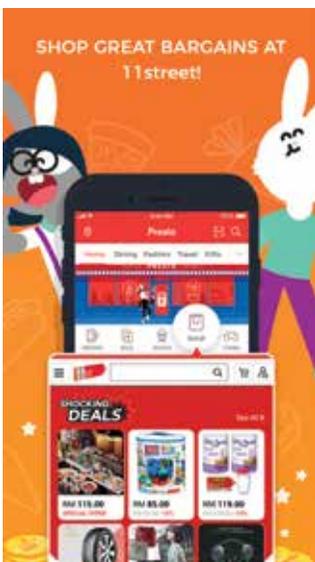
## ENOVAX MAKING GOOD PROGRESS ON PRESTO/11STREET OFFERINGS

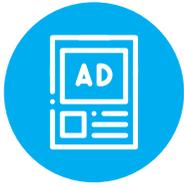


ENOVAX Team has now developed new e-commerce Apps for Presto and 11street. Since our initial roll-out of Presto, the revolutionary social marketing and eWallet platform in December 2017, ENOVAX has moved on to successfully developing more online marketing platforms, including the integration of 11street into Presto Wallet (PrestoPay). With this collaboration, Presto will be able to reach out to 11street's 45,000 merchants with more than 13 million product listings.

This alone is a powerful market base and is expected to bring about greater business opportunities and enable online purchases to

be transacted using the mobile wallet function which is accessible within the Presto ecosystem, a home-grown social marketing app operated by PUC that offers a shopping experience with cashback for online and offline retail transactions, the features of Presto Wallet make it one of the first in allowing Malaysians to perform prepaid mobile reloads and bill payments, amongst other features. Unveiled in stages, Presto ecosystem will bring PUC one step closer to becoming one of the leading digital lifestyle service providers in Malaysia.





## NEW ENOVAX ADVERTISEMENT UNVEILED

Since becoming a member of PUC Berhad, ENOVAX has shifted some areas of our business focus in line with PUC's aim in expanding aggressively into its technology business, particularly in electronic commerce and payment, advertising and media and related businesses. In this respect, ENOVAX has already made some headway in successfully developing and launching Presto Deals, Presto Wallet and PrestoPay.

In conjunction with the listing of ENOVAX as one of the "Top Payment Service Providers To watch In 2019" in IT magazine THE TECHNOLOGY ERA, a totally new Print Advertisement has been churned out for inclusion in the special issue carrying ENOVAX's appearance on the Front Cover and 4-page editorial write-up.

Headlined, "Growing ENOVAX Into A Global Brand", the new advertisement is designed to profile ENOVAX as a progressive and innovative IT-driven company with technological capabilities to become a global player in providing innovative business solutions in the digital age and space.



## CELEBRATING 100 DAYS OF JOY

ENOVAX's Solutions Manager Alan Qu and his charming wife Michelle played host to some 80 guests at their home in East Coast to celebrate 100 days of the birth of their first born, Chloe. It was a warm and sunny Saturday afternoon on 12 January 2019 when several of ENOVAX management and staff arrived in great spirits to witness the happy occasion.





## COMPANY BRIEFING AT START OF 2019

On Friday, 15 February 2019, our CEO Mr. Erwin Foo shared an hour-long briefing session in the office with management and staff of ENOVAX/Pictureworks/PUC Singapore to update those present on the latest developments in PUC Group. He also briefed them on the business divisions of the group and our future directions.

With Chinese New Year spirits still in the air, a lucky draw was conducted with attractive Hampers and Cash Ang Pows (red packets) giveaways. There were much anticipation and anxiety as the lucky numbers were announced, one after another. Better luck next year for those who did not win !



## “PRESTO” THEMED FESTIVE COLLATERALS

Once again “Presto” Bunny makes its appearance during the Lunar New Year in 2019. A series of festive collaterals in the form of ang pows (red packets), good luck couplets and inter-active videos featuring well wishes were rolled out. In bright and cheerful designs, the Lunar New Year series of “Presto” publicity materials were highly popular and well received.



### ENOVAX PTE LTD (A member of PUC Berhad)

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