

DIGI AND PETRONAS INK COMPREHENSIVE DIGITAL PARTNERSHIP

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L-R Abang Jimmy Abang Mordian, Head of Marketing, Retail Business Division, PETRONAS Dagangan Berhad; Aadrin Azly, Head of Retail Business Division, PETRONAS Dagangan Berhad; and Abdullah Ayman Awaluddin, Head of Convenience Retailing, Retail Business Division, PETRONAS Dagangan Berhad pose with Praveen Rajan, Digi's Chief Technology Officer (second from right) for the announcement of the partnership

Partnership enables both marketing and reward collaborations to benefit businesses and end-customers (B2B and B2C channels) Selected Digi services available at over 200 PETRONAS stations nationwide adds to growing list of customer touchpoints for the telco

Loyalty and rewards collaborations to activate further into partnership in H2-2018

SHAH ALAM, May 23 (Bernama) -- Digi and PETRONAS Dagangan Berhad (PDB) have announced a comprehensive digital partnership today to synergise marketing and rewards programmes as well as explore touchpoints to digitise and enhance benefits to businesses and customers alike.

Selected Digi services available at over 200 PETRONAS stations in the Klang Valley

PETRONAS and Digi customers will now be able to head to Kedai Mesra in PETRONAS

stations to enjoy selected services such as subscribing to a Digi line or credit reload, adding to the convenience of refuelling, refreshing and reloading at PETRONAS stations.

Additionally, Digi pop-up booths will also be set up at selected PETRONAS stations to make it more convenient for motorists who want to perform these services prior to entering Kedai Mesra. These services can be completed as quickly as 20 seconds at the booths, enabled by Digi's Mobile Sales app. This move strengthens Digi's already widespread network of 15,000 customer touchpoints, and enables PDB to offer a wider range of services to Malaysians who patron their stations.

Beginning with PETRONAS Station Sri Hartamas, PETRONAS stations nationwide will also be **vcash** ready, offering Malaysians an easy, convenient and digital way to pay for goods and services at Kedai Mesra with their smartphones.

The availability of these new Digi and PETRONAS services is set to continue growing to more stations nationwide throughout 2018.

Partnership also benefits enterprises via iFleet and PETRONAS SmartPay collaboration

Beyond B2C, this Digi-PETRONAS partnership extends its benefits to businesses with a cross-marketing collaboration between Digi's intelligent commercial fleet tracking solution **iFleet** and PDB's corporate fleet card programme, PETRONAS SmartPay. PETRONAS SmartPay fleet card users who sign-up for iFleet services receive 10% off their subscriptions per month, per vehicle while iFleet customers receive an attractive discount per litre of PETRONAS' quality fuel when they sign up for SmartPay.

This partnership will also see Digi subscribe to PETRONAS SmartPay exclusively for its fleet management solution, providing it greater convenience, savings and value monthly.

"We are focused on delivering great connectivity and digital services to our customers, made increasingly accessible through robust retail and digital channels, supported by a high-quality, consistent network experience across Malaysia. The partnership with PETRONAS enables Digi to connect with more Malaysians and fulfil our aim of providing digital services to all," said Praveen Rajan, Digi's Chief Digital Officer.

Aadrin Azly, PDB's Head of Retail Business Division said, "PDB is pleased to be able to partner Digi to enable such a wide-reaching digital marketing and solutions partnership. Ultimately this will not only improve the customer experience at our petrol stations but also aid in our own digitisation efforts as we strive to bring more digital products and services to them."

Plans are also underway to look into the reward programmes of both partners and explore ways in which customers and subscribers of both programmes can benefit. This is expected to activate further into the partnership in H2 2018.

About PETRONAS Dagangan Berhad

PETRONAS Dagangan Berhad (PDB) is the principal marketing arm of Petroliaam Nasional Berhad (PETRONAS), the national oil company, which holds 69.86% of its equity. Incorporated in Malaysia under the Companies Act 1965 on 5 August 1982 and listed on the Main Board of Bursa Malaysia on 8 March 1994, PDB has since established itself as Malaysia's leading retailer and marketer of downstream oil and gas products.

The Company markets a wide range of high quality petroleum products including motor gasoline, aviation fuel, kerosene, diesel, fuel oil, bunker fuel, lubricants, liquefied petroleum gas (LPG) and asphalt in Malaysia.

About Digi

We are a mobile connectivity and internet services provider enabling 11.8 million Malaysians to get the most benefit out of an increasingly connected world. With a strong legacy of product and service innovation delivered on our advanced 4G+ network, Digi has an ambition to become customers' favourite digital partner, providing relevant, personalised and engaging digital products and services that will further enable all Malaysians' digital lifestyles. This is because we believe digital communication empowers everyone to improve their lives, build societies and secure a better future for all. Listed on Bursa Malaysia, Digi is part of global telecommunications provider Telenor Group and is a leader in driving progressive and responsible business practices. For more information about Digi, visit www.digi.com.my

SOURCE : PETRONAS

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