

MEDIA RELEASE

AIZA AZREEN AHMAD IS PERTAMA DIGITAL BERHAD'S CHIEF EXECUTIVE OFFICER

25 November 2020, PETALING JAYA: Pertama Digital Berhad has appointed Aiza Azreen Ahmad as its Chief Executive Officer effective today, based on its announcement to Bursa Malaysia.

Aiza Azreen has held various leadership positions in Malaysia and Australia including in digital services, fintech and banking, software development and investment management. She was involved in pioneering Malaysia's cashless ecosystem with the Boost eWallet and transforming Bank Rakyat and Media Prima to achieve digital readiness.

Pertama Digital's Executive Director, Sabri Ab Rahman, said, "We are delighted to welcome Aiza Azreen as the CEO of Pertama Digital. With her expertise in venture building digital businesses, strategic leadership and execution, we believe she will help the company in growing our presence in both the local and ASEAN markets."



As it strengthens its digital businesses, Pertama Digital Berhad is targeting a revenue of RM500 million in the next two to three years.

Pertama Digital through its portfolio company, DAPAT Vista (M) Sdn Bhd, is expected to launch the MyPay mobile app in 2021 as part of its B2C push. MyPay is a government digital services platform for secure, easy and fast check-and-pay transactions with government agencies, among other features. Key areas of services that MyPay covers include information retrieval and payment for driving licence expiry, polling station location for general elections, National Higher Education Fund Corp (PTPTN) student loans, local council and police summons, assessment and quit rent, and insolvency.

To date, Pertama Digital through DAPAT Vista has launched eJamin, the pioneer digital bail payment solution deployed in the ASEAN region. It is used in criminal courts throughout Malaysia and has reduced the bail payment process from hours to only a few minutes. eJamin was developed in compliance with current judicial procedures and banking regulations.

Pertama Digital is also championing a coin conversion initiative as part of efforts towards nurturing a cashless society. The initiative will eventually allow users to convert coins into digital credits, thus bringing idle coins back into circulation in the economy.

About DAPAT Vista

Founded on the cusp of the millennium, DAPAT Vista (M) Sdn Bhd is a tech-driven Malaysian company. It specialises in mobile technology and digitalisation of government services. It provides solutions in mobile and web apps; mobile payment and messaging; business empowerment APIs, and other customised digital services. DAPAT also operates the mySMS gateway and owns and operates the MyPay and eJamin apps.

About Pertama Digital

Pertama Digital Berhad backs great fintech and govtech initiatives that are building impactful, inclusive solutions for Malaysians. It is the holding company of DAPAT Vista. It is listed on the Main Board of the Malaysian stock exchange, Bursa Malaysia.

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