

Press Release

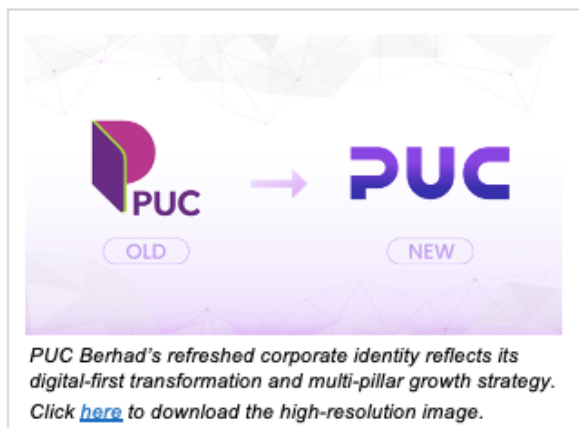
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PUC Refreshes Corporate Identity to Reflect Digital-First Investment Strategy

KUALA LUMPUR, [19.03.2026] — **PUC Berhad** ("PUC" or the "Group") today unveiled a refreshed corporate identity reflecting its strategic evolution into a digital-first investment holding company. Anchored by its financial and payment services core, the Group builds and scales multi-pillar ventures across financial services, media, technology and digital commerce, while positioning its ecosystem for institutional capital participation and long-term capital growth.

The refreshed identity marks a natural progression in the Group's development as it strengthens its financial foundation and advances its role as a platform for building and scaling digital ventures. The update reflects PUC's growing maturity as a listed investment holding platform focused on disciplined governance, sustainable growth and long-term value creation.

At the centre of the refreshed identity is a refined typographic expression of the PUC name, designed to project strength, clarity and confidence. The updated wordmark adopts a more structured and balanced form, reinforcing the Group's evolution into a more mature organisation with stronger financial foundations and institutional credibility. Its simplified construction enhances legibility and scalability across digital and corporate environments while reflecting the company's role as a bridge between capital and digital opportunities.



The brand continues to retain its signature PUC purple, preserving the recognition and brand equity established over the years while maintaining continuity with stakeholders, investors and partners. A refined purple gradient has also been introduced to symbolise transformation within continuity, reflecting the depth and diversity of the Group's expanding multi-pillar ecosystem.

The updated corporate identity will be progressively implemented across the company's digital platforms, corporate materials and stakeholder communications. The rebranding

does not affect the Group's legal name, business operations or corporate structure.

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ABOUT PUC BERHAD

PUC Berhad is a digital-first investment holding company building and scaling ventures across financial services, media, technology and sustainable industries. Listed on the ACE Market of Bursa Malaysia since 2002, the Group develops a multi-pillar digital ecosystem anchored by its financial and payment services core. Through platforms spanning digital payments, loyalty commerce, media engagement and emerging technologies, PUC drives financial connectivity and digital innovation across Southeast Asia. The Group is also expanding into sustainable industries including recycling and power-related businesses as part of its commitment to responsible long-term growth.

Issued by: PUC Berhad

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