

## **‘KL SENTRAL redONE’ LRT STATION UNVEILED**

*redONE and Prasarana Integrated Development inks Station Naming Rights Agreement*

**KUALA LUMPUR, 29 May 2023** - redONE Network Sdn Bhd (“redONE”), ASEAN’s largest Mobile Virtual Network Operator (MVNO) officially announced a strategic partnership with Prasarana Integrated Development Sdn Bhd today which entails the rebranding of the KL Sentral LRT Station as ‘KL Sentral redONE’ LRT station.

The partnership is part of a 5-year Station Naming Rights agreement between redONE and Prasarana Integrated Development, reflecting redONE’s commitment to enhance its brand presence and further connect with consumers in the Klang Valley.

Built over 20 years ago, the integrated station, which was designed as the largest ‘multimodal’ transport hub of its kind in Southeast Asia, is the heart of the country’s rail system where all existing rail networks are connected, making it an important interchange for commuters and travellers.

The transport hub serves passengers by connecting them to the Light Rapid Transit (LRT), Mass Rapid Transit (MRT), Express Rail Link (ERL) and Keretapi Tanah Melayu (KTM), including direct routes to Kuala Lumpur International Airport (KLIA).

With KL Sentral LRT Station rebranded as KL Sentral redONE LRT Station, the partnership enables redONE to significantly showcase its brand to a larger audience in the Klang Valley, helping to elevate awareness particularly among public transportation users.

redONE’s Chief Executive Officer, Farid Yunus, expressed excitement on the collaboration with Prasarana, “This partnership allows us to push our brand further to the millions of users passing through the station daily and further strengthens and establishes our presence in the Klang Valley. We strongly support public transportation and bringing living costs down for consumers, which is why, at redONE, we provide affordable postpaid plans from as low as RM8 a month.”

Meanwhile, Prasarana Integrated Development’s Chief Executive Officer, Fa’izah Khairuddin said the collaboration with redONE marks a significant milestone for the company. It underscores the company’s capability in providing the targeted customer segment and a platform for high brand visibility to its partners, as well as showcases its commitment to more innovative products/campaigns and long-term partnerships.

“By joining forces with redONE, we are confident that we will enhance the overall experience for millions of commuters and travellers while opening new avenues for brand visibility and engagement for ASEAN’s largest MVNO. We look forward to a successful partnership that will shape the future landscape of public transportation in the Klang Valley,” Fa’izah said.

In 2022, redONE also introduced the redRIDER campaign, a collaboration with Rapid KL to encourage the use of public transportation. Through the ongoing campaign, passengers stand a chance to win a free smartphone and exclusive redONE merchandise every month. Lucky passengers who board the Rapid KL MRT, LRT or monorail with special redONE railway tokens can just scan the QR code on the tokens to win these exciting prizes.

The rebranded KL Sentral redONE LRT Station name will be visible throughout the main areas of the station and along the Kelana Jaya line, including signages and maps as well as on board the trains, effective immediately.

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**About redone**

Established in 2012, redONE is the first Mobile Virtual Network Operator (MVNO) in Malaysia to provide affordable postpaid services and is well-known for its plans that start from as low as RM8 per month. Riding on a premier mobile network operator's widest 4G LTE infrastructure, redONE subscribers can expect to enjoy seamless internet connection and uninterrupted voice calls throughout Malaysia at budget-friendly prices. Winning multiple awards for its practices and values, redONE currently operates in Malaysia, Singapore and Thailand, and has ambitious plans to expand into other parts of ASEAN in the near future.

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**About Prasarana Integrated Development Sdn Bhd**

Prasarana Integrated Development Sdn Bhd was established in 2011, with its main objective to increase non-fare revenue of Prasarana Group via commercialisation of rail and bus assets. It provides the platform for Prasarana to further tap and maximize on the economic potential of its government-assigned land banks and real estate. As owners of several properties in the form of light rail transit (LRT) stations, depots and Park-n-Ride facilities for its staff and commuters, the company allows Prasarana to be a key player in the country's expanding property sector and has an influence in the look-and-feel of the commercial areas where the LRT alignments are developed.

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