

MEDIA RELEASE

For immediate release

RAPID KL CUSTOMERS TO ENJOY SEAMLESS JOURNEYS VIA MYRAPID PULSE APP x AIRASIA MOVE INTEGRATION

Prasarana and AirAsia MOVE Forge Strategic Partnership to Further Advance Urban Public Transportation

KUALA LUMPUR, 22 February 2024 – Rapid KL users will be able to enjoy seamless first-mile last-mile journeys with the integration of the MyRapid PULSE Journey Planner App (PULSE) with AirAsia Ride e-hailing services, which will deliver a connected travel experience for public transport users.

The strategic partnership between Prasarana Malaysia Berhad (Prasarana) and AirAsia MOVE through their respective subsidiaries Prasarana Integrated Development Sdn Bhd (PRIDE) and AirAsia Ride aims to enhance the overall travel experience for public transport users through efficient urban transportation solutions to make daily door-to-destination journeys hassle-free.

Fa'izah Khairuddin, Chief Executive Officer of PRIDE said, “We are excited to be entering into this partnership with AirAsia MOVE to leverage on AirAsia Ride’s growing market position in the e-hailing space to support our own vision of making daily commutes for our public transport users a convenient and positive experience. The partnership will reshape how we approach first and last-mile travel, enhancing efficiency, and paving the way for a more integrated and seamless travel ecosystem. This is to further advance the bigger objective of encouraging public transport usage, in line with the Government’s overarching vision of achieving 40% public transportation modal share target by 2030.”

Under this strategic partnership, Rapid KL users will be able to book an AirAsia Ride through 24 major LRT stations below with ease directly through the PULSE app and will be entitled to an added benefit of an exclusive RM2 rebate off their AirAsia Ride fares. Download AirAsia Superapp today and start your journey with AirAsia Ride.

| LIST OF STATIONS AND UNIQUE PROMO CODE | | |
|---|---|---|
| KELANA JAYA LINE | | AMPANG/SRI PETALING LINE |
| <ul style="list-style-type: none">Gombak (LRTGOMBAK)Sri Rampai (LRTSR)Setiawangsa (LRTSWANGSA)Ampang Park (LRTAP)Masjid Jamek (LRTMJ)Pasar Seni (LRTPS)Abdullah Hukum (LRTAH) | <ul style="list-style-type: none">Bangsar (LRTBANGSAR)Universiti (LRTUNIV)Asia Jaya (LRTAJ)Kelana Jaya (LRTKJ)Subang Jaya (LRTSJ)SS15 (LRT15)Ara Damansara (LRTARA) | <ul style="list-style-type: none">Sultan Ismail (LRTSI)Sri Petaling (LRTSP)Hang Tuah (LRTHT)Bukit Jalil (LRTBJ)IOI Puchong Jaya (LRTIPJ)PWTC (LRTPWTC)Bandaraya (LRTBRAYA)Pudu (LRTPUDU)Bandar Tasik Selatan (LRTBTS)Putra Heights (LRTPH) |

New and existing PULSE app users are eligible for the rebate and are entitled to up to two redemptions per day, using a promotional code that is unique to each station for the first-mile last-mile journeys to and from the listed stations.

Lim Chiew Shan, Regional CEO of AirAsia Ride, said, “We are proud to share this good news with PULSE users and AirAsia Ride users alike. Throughout decades, the LRT train system has been tirelessly carrying passengers across the Klang Valley, and it is our honour to further enhance the public transportation system in the Klang Valley by helping passengers travel safely and with greater savings to and from selected LRT stations every day.”

The PULSE app offers user-friendly navigation, enabling users to input their desired destination swiftly. It seamlessly redirects users to the AirAsia Superapp, where they can promptly get an estimated fare for AirAsia Ride services. This integration streamlines the journey planning process, offering users a convenient and efficient way to plan their travels.

This first phase of partnership with AirAsia MOVE is part of Prasarana’s greater plan to provide seamless connectivity for public transport users and commitment to ease daily commutes. Further studies and considerations will be made before implementing similar programmes to other rail and bus networks.

- Ends -

ABOUT PRASARANA MALAYSIA BERHAD

Established in 1998 and operational since 2002, Prasarana Malaysia Berhad (Prasarana) is the asset-owner and operator of Malaysia’s two LRT networks and the KL Monorail Line; in addition to the bus services of Rapid Penang, Rapid Kuantan, and Rapid KL, which includes the environmental-friendly Bus Rapid Transit - Sunway Line (BRT), besides being the service operator for MRT. Beyond the efforts to transform the country’s public transport services via Rapid Rail Sdn Bhd and Rapid Bus Sdn Bhd, Prasarana has also established Prasarana Integrated Development Sdn Bhd (PRIDE) to undertake commercial and transit-oriented development projects to further strengthen the performance of the company and generate non-fare revenue. Adhering to its mission to drive the transformation of Malaysia’s public transport services in line with the vision to provide sustainable transit services and be a catalyst for a mobility ecosystem including developing new styles in the lives of city dwellers based on transit -oriented development.

About AirAsia MOVE (formerly known as airasia Superapp)

AirAsia MOVE, formerly known as airasia Superapp is the newest online travel agent+ (OTA+) in town, providing a seamless and personalised experience for travellers at the best value in Asean and beyond. It envisions travel complemented by a community-led experience through features such as airasia chat, games, gifting, and a strong loyalty program that rewards users across its expansive ecosystem.

AirAsia MOVE’s ecosystem includes OTA services such as flight bookings from over 700 airlines, including the World’s Best Low-Cost Carrier AirAsia and 900,000 hotels world-wide plus ride-hailing, dining experiences, insurance, duty-free shopping and more, underpinned by integrated financial services by BigPay. It has been recognised by World Travel Awards as ‘Asia’s Leading Online Travel Agency 2023’ in its first nomination in the OTA category. Download the AirAsia MOVE app via the [Apple App Store](#), [Google Play Store](#) and [Huawei App Gallery](#).

Both AirAsia MOVE and BigPay are part of [MOVE Digital](#), the digital arm of Capital A Berhad.