QSR BRANDS TO PROVIDE FREE WIFI@UNIFI AT ALL ITS 1,110 KFC & PIZZA HUT OUTLETS NATIONWIDE

Johor Bahru, 14 October 2017 - QSR Brands (M) Holdings Bhd (QSR Brands), the region's largest quick service restaurant operator, with over 1,100 KFC and Pizza Hut restaurants in Malaysia, has partnered with Telekom Malaysia Berhad (TM) to accelerate its digital transformation and provide high-speed broadband via wifi@unifi to its customers at all its KFC and Pizza Hut restaurants across Malaysia.

The Memorandum Of Agreement (MOA) was formalised with a document exchange ceremony between Dato' Kamaruzzaman Abu Kassim, QSR Brands Chairman and Tan Sri Dato' Seri Dr. Sulaiman Mahbob, Chairman of TM, and in the presence of YB. Dato' Khaled Nordin, Johor Chief Minister and YAB. Dato' Sri Dr. Ahmad Zahid Hamidi, Deputy Prime Minister of Malaysia. Also present at the ceremony were Datuk Mohamed Azahari Kamil, QSR Brands Managing Director and Datuk Bazlan Osman, Executive Director & Deputy Group Chief Executive Officer, TM.

Dato' Kamaruzzaman Abu Kassim, QSR Brands Chairman said that the partnership with TM heralded a new chapter for KFC and Pizza Hut restaurants in Malaysia.

"As a pioneer within the quick service restaurants segment in Malaysia, KFC and Pizza Hut are committed to providing an excellent and holistic customer experience that goes beyond food quality and service. With Malaysians registering a high usage rate of internet services for social media and to consume content online, providing connectivity at our KFC and Pizza Hut restaurants is a natural progression to ensure our consumers can dine in while still being connected."

"We are confident with TM's capabilities to manage our telecommunication needs through a fully managed solution for QSR Brands, supporting our digital journey and enhancing the experience of about 20 million customers we serve every month," he added.

The upgrade will also improve efficiencies at the restaurant management level as it supports the restaurants back-end infrastructure aiding the flow of accurate and comprehensive information in a timely manner.

Meanwhile, Datuk Bazlan stated that, "We are very pleased and excited that this MOA further strengthen the relationship between TM and QSR. Through TM ONE, as TM's arm in serving our consolidated managed accounts, we aim to enable our partners' digital transformation by offering holistic solutions that consist of converged telecommunications and ICT services. Specifically for QSR, we have created a solution that includes wifi@unifi for JCorp, and 1,110 KFC and Pizza Hut outlets nationwide for the next five (5) years."

"In the essence of making 'Life and Business Easier', our converged communication solution is specially developed to enhance QSR customers' experience, befitting our position as Malaysia's Convergence Champion. Furthermore, with the end-to-end Managed ICT Services provided by TM, QSR will be able to focus more on its core business, thus further improving its operational efficiencies and enriching the overall experience enjoyed by the community it serves. TM will continue to play our role and explore more initiatives, especially in ICT services to enhance businesses in Malaysia," Datuk Bazlan elaborated.

In the MOA between both parties, QSR Brands has appointed TM as its partner, and it will be driven by TM's consolidated managed accounts organisation, TM ONE. This will further accelerate and enable the upgrade of QSR's internal information technology (IT) network service, in addition to providing solutions on high-speed broadband services which covers wifi firewall, switches and access points. With the agreement in place, QSR Brands would be able to consolidate its application and infrastructure landscape to overcome associated technology and talent challenges, while improving accessibility and security, and reduce its IT costs.

The project commencing November this year, is expected to be rolled out in stages to cover all restaurants by February 2018.

Through this collaboration, over and above its own 1,110 outlets, QSR Brands is also sponsoring free WiFi service at 200 locations across Johor, powered by TM's infrastructure, making it possible for Johoreans to enjoy free WiFi access and to stay connected at all times.

To date, TM has over 340 wifi@unifi sites in Johor. To locate the sites, members of the public can download unifi's "i-foundit!" app. The app locates wifi hotspots and connects users to over 5,800 hotspots across Malaysia. Android device users can download the app at Google Playstore. Apple device users will be able to download it via App Store soon.

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About QSR Brands (M) Holdings Bhd (QSR Brands):

A franchisee of over 775 KFC restaurants in Malaysia, Singapore, Brunei and Cambodia, it is also the operator of Pizza Hut in Malaysia and Singapore, with more than 390 restaurants and delivery concepts in Malaysia and 80 restaurants and delivery concepts in Singapore. In addition to its restaurant operations, it is extensively involved in breeder and broiler farming, hatchery, poultry processing as well as a host of ancillary businesses including baking, commissary, and sauce production. This makes QSR Brands a fully-integrated, Farm-to-Fork food operator. QSR Brands and its subsidiaries guarantee full halal compliance to customers in all the Group's markets. Every aspect of the food manufacturing process follows strict controls and accepts only certificates recognized by the Department of Islamic Development Malaysia (JAKIM) and strictly adheres to MS1500:2009.

About TM

Telekom Malaysia Berhad (TM), Malaysia's Convergence Champion and No. 1 Converged Communications Services Provider offers a comprehensive suite of communication services and solutions in fixed (telephony and broadband), mobility, content, WiFi and smart services. As a market leader, TM is driven by stakeholder value creation in a highly competitive environment. The Group places emphasis on delivering an enhanced customer experience via continuous customer service quality improvements and innovations, whilst focusing on increased operational efficiency and productivity.

Leveraging on our extensive global connectivity, network infrastructure and collective expertise, TM is well positioned to propel Malaysia as a regional Internet hub and digital gateway for South-East Asia.

As a multiple award winning model corporate citizen committed to good governance and transparency, TM continues its pledge to ensure the integrity of our processes, people and reputation as well as the sustainability of our operations. Our Corporate Responsibility (CR) ethos reinforces responsible behavior in the four main domains of the marketplace, workplace, the community and the environment. With a focus on ICT, the Group further promotes 3 major platforms i.e. education, community/nation-building and environment, through our Reaching Out programmes.

TM will continue to leverage on the strategic investments made earlier in webe and TM ONE to realise its Convergence and "Go Digital" aspirations as its moves beyond connectivity services into new value added digital services. The Company is embarking on a holistic approach covering customer experience, process optimisation and new business opportunities. This entails building a digitally aware and smarter workforce that acts as a catalyst to the digital transformation of TM, thus powering Malaysia's digital economy

TM looks forward to serving customers with relevant convergence propositions via the 5 pillars of Smarter Living, Smarter Businesses, Smarter Cities, Smarter Communities and a Smarter Nation - delivering a seamless digital experience and integrated business solutions to cater to individual lifestyle and business communication needs - towards making "Life and Business Easier for a Better Malaysia".

For further information on TM, visit www.tm.com.my.