

Press release
For immediate publication

PR1MA partners CelcomDigi to modernise affordable homes with high-speed connectivity and smart city solutions for Malaysians

PETALING JAYA, 7 October 2024 – CelcomDigi Berhad (“CelcomDigi”) and PR1MA Corporation Malaysia (“PR1MA”) today announced a partnership to transform PR1MA homes and commercial developments with smart city solutions, powered by Malaysia’s widest and fastest network. The collaboration underscores a shared commitment to enhancing connectivity, fostering digital inclusivity, and improving the quality of life for PR1MA homeowners and its communities.

Under the Memorandum of Understanding (MoU) between CelcomDigi and PR1MA’s wholly-owned subsidiary, PR1MA Communications Sdn Bhd, both parties plan to collaborate to provide fibre-to-the-home (FTTH) and fixed wireless access (FWA) solutions to PR1MA projects. The MoU also includes the implementation of centralised network solutions, managed from a single data centre, which will enable real-time monitoring of bandwidth usage and provide seamless digital experiences at affordable costs.

Additionally, both parties are exploring opportunities to offer special mobile and broadband bundle deals, tailored to meet the digital needs of PR1MA communities, making quality connectivity more accessible and affordable.

These integrated digital connectivity solutions are the foundation to enable both parties to explore the development of smart city features, such as security and surveillance systems, efficient energy management, and data-driven traffic management, all of which enhance safety, convenience, and sustainability for PR1MA communities.

This collaboration also supports the Government’s initiatives to achieve smart cities in line with its vision of enhancing digital technology and smart networks at the national level. PR1MA is committed to this aspiration by prioritising smart home development in its projects, incorporating features such as energy management systems and safety enhancements that add value to modern, and eco-friendly residences.

“This strategic collaboration with CelcomDigi marks a significant step forward in our mission to provide PR1MA residents with a truly comprehensive and holistic living environment. By leveraging cutting-edge solutions, we aim to enhance not only the comfort and convenience of our communities but also the safety and security of all residents. PR1MA is eager to explore innovative ways to integrate smart city technologies into both our existing and future projects, ensuring that our developments remain sustainable and inclusive. Ultimately, our goal is to create vibrant, connected communities that significantly uplift the quality of life and well-being for all PR1MA residents,” said YBhg. Datuk Seri Haji Mohd Nazri bin Md. Shariff, PR1MA Group Chief Executive Officer and Member of Corporation.

Datuk Idham Nawawi, CelcomDigi's Chief Executive Officer said, "We are pleased to be chosen by PR1MA to provide the best digital connectivity and innovative solutions that are essential in enabling modern living for PR1MA communities. This partnership allows the advancement of technology to be experienced by all levels of society, ensuring that more Malaysians benefit from smart city innovations. We continue to strengthen our commitment in accelerating the adoption of 5G, AI and advanced technologies, further supporting the nation's transformation towards a 5G-AI-enabled digital society.

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About PR1MA Corporation Malaysia

PR1MA Corporation Malaysia (PR1MA) is the main affordable housing agency under the Ministry of Housing and Local Government (KPKT). Established under the PR1MA Act 2012, PR1MA is responsible for the development of high-quality affordable housing for Malaysians. PR1MA homes are built with a holistic concept, emphasising the development of sustainable communities. As an award-winning housing agency recognised by the industry, PR1MA remains committed to providing high-quality housing to fulfil the needs of the rakyat and empower the national housing agenda.

Sustainable practices are adopted to build PR1MA homes, while the "Our Home, Our Community" concept emphasises modern and harmonious community living. PR1MA fosters national integration through holistic family and community-building programmes based on five (5) principles: Sihat, Saku, Sayang, Selamat and Suasana. Additionally, PR1MA creates a comprehensive homeownership ecosystem for Malaysians to enjoy the comfort of PR1MA homes with their families. This includes providing high-speed internet connectivity through PR1MA Communications Sdn Bhd (PCSB), providing asset management and quality facilities management through PR1MA Facilities Management Sdn Bhd (PFMSB), as well as facilitating end-financing for purchasers.

About CelcomDigi Berhad

CelcomDigi is Malaysia's largest mobile network operator with more than 20.2 million users on its network. Established on 1 December 2022 from the merger of Celcom and Digi, the company aims to serve the growing digital needs of its customers by leveraging its newly combined widest network footprint, distribution touchpoints, innovative range of digital products and services, and superior customer experience, powered by passionate CDzens. The company has clearly defined ambitions to advance the nation, inspire Malaysian society, and be a leader in inclusion and ESG practices. For more information on CelcomDigi, visit www.celcomdigi.com.

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