



MEDIA RELEASE

MRT CORP AWARDS ADVERTISING CONCESSION FOR THE MRT SUNGAI BULOH- KAJANG LINE

Kuala Lumpur, 28 September 2016: Mass Rapid Transit Corporation Sdn Bhd (MRT Corp) wishes to announce that it has selected the successful concessionaires which will manage advertising on the MRT Sungai Buloh-Kajang Line (SBK Line).

The concessions for both Package A for station advertising and Package C for train advertising have been awarded to Titanium Compass Sdn Bhd, while the concession for Package B for exterior advertising has been awarded to Big Tree-Seni Jaya Consortium.

Titanium Compass is a joint-venture comprising four companies: Puncak Berlian Sdn Bhd, VGI Global Media Public Company Ltd, Ikatan Asli Sdn Bhd and Utusan Airtime Sdn Bhd. VGI Global Media is a listed company in the Stock Exchange of Thailand with a business focus on out-of-home media while the others are Malaysian companies involved in the media and advertising industry.

The Big Tree-Seni Jaya Consortium comprises Big Tree Outdoor Sdn Bhd and Seni Jaya Sdn Bhd. Both companies are major players in the media and advertising industry.

The decision to award the concessions to the companies was made by the Board of Directors of MRT Corp recently.

Congratulating the companies for their success, MRT Corp Director of Commercial and Land Management Dato' Haris Fadzilah Hassan said the decision was the result of a stringent evaluation process.

"The four bidders, which were required to submit bids for all three packages, were evaluated firstly on their basic document submissions. They were then evaluated on their technical strength which covered the creativity and innovation of their proposals, past experience in the related field, financial strength and legal status.

"Lastly, their commercial bids were evaluated to determine the best commercial offer to MRT Corp, including the minimum annual guarantee and also revenue sharing. The consolidated scores were then tabulated to determine the best evaluated tender," Haris Fadzilah said.

The concession period for all three packages is 10 years.



MRT Corp had requested for proposals for the design, build, operate and transfer of advertising media for the SBK Line through a tender that was called in April this year. Submissions closed in June.

Phase One of the SBK Line between the Sungai Buloh Station and the Semantan Station will begin operations by the end of this year, while the remainder of the line from the Semantan Station to the Kajang Station will begin operations under Phase Two by July 2017.

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