



P1 to further strengthen 4G leadership position

PETALING JAYA: South East Asia's leading and one of the world's first 4G service provider Packet One Networks (Malaysia) Sdn Bhd (P1) is looking forward to a significant year ahead in strengthening its position in the 4G space.

Michael Lai, Chief Executive Officer of P1 said the company is still young but is a fast growing and dynamic organisation. "I am proud to say that P1 has achieved so much in just over three years. In this short period of time, we have established ourselves at the forefront of 4G technology movement in South East Asia. We have also rapidly expanded our coverage in 2011 alone by adding over 650 sites to a total of 1500 sites today. This means we now cover 50 per cent of the population," said Lai.

Lai expects this year to be a big coverage roll-out year for P1. He said that due to the high response rate to P1 4G service, P1 will continue its ambitious coverage expansion.

"The rapid and efficient deployment of the P1 4G network is crucial to delivering our commitment to make broadband a right for all Malaysians. This year, we are targeting to increase coverage to 65 per

cent of peninsular Malaysia. P1 is committed to improving network capability and customers will enjoy improved standards of service with the completion of this phase," said Lai.

"2012 is going to be a historic year for P1," said the CEO. "Several milestones that we have set are already within view. Albeit some of the challenges faced along the way were tough, we have managed to overcome them and we're set to become one of the few telcos attaining profitability in a record time of under five years. We have garnered a solid and growing subscriber base of over 356,000 users in Malaysia as of the third quarter of 2011. We are looking to cross the 500,000 subscriber mark this year," added Lai. To date, P1 has pumped-in about RM700 million in capex for its 4G services rollout.

Lai informed, "Voice service has been introduced as a value-added service for P1 customers. The implementation of voice services is a natural but significant step for us towards becoming a fully converged telco."

Last year, P1 announced that it is the first 4G service provid-

er in Southeast Asia to join the ranks of global operators in the Global TD-LTE (Time Division Long Term Evolution) Initiative (GTI) to champion TD-LTE technology. P1 entered into strategic partnerships with Qualcomm and China Mobile to spearhead the technology movement to bring this new wave of 4G evolution to Malaysia.

P1 is determined to bridge the digital divide by ensuring that access to the Internet is universal, ubiquitous and affordable for every Malaysian. A key area that P1 has been focusing on is in the education sector. Several of the schools around the vicinity of P1's headquarters in Petaling Jaya have been outfitted with P1 4G service under the P1-Edu program. This year, more schools are expected to be under the programme.

For more information on P1, visit www.P1.com.my.

