

SPNB Dana, MNC Wireless to provide financial support to affordable homes projects



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SPNB DANA INK MOU TO SET UP JV COMPANY

KUALA LUMPUR: Syarikat Perumahan Negara Bhd (SPNB)'s financing unit, SPNB Dana Sdn Bhd (SPNB Dana), has inked a Memorandum of Understanding (MoU) with MNC Wireless Bhd (MNC Wireless), to set-up an equity joint venture company to provide financial support for SPNB's affordable housing projects.

The MoU will facilitate MNC Wireless coming on board as SPNB's digital technology solutions partner.

SPNB Chairman Datuk Dr Abdul Latiff Ahmad said the MoU was in line with its digital transformation road map to further enhance its product and service offerings to customers, business partners' engagement management with a greener footprint and improved business processes lead time.

"Our aim is to help the people own a place to call home and this equity joint venture partnership serves this purpose and will enable us to further support our home buyers, as well as, digitalise our business processes," he told reporters at the MoU signing ceremony here today.

The digital platform, slated to be launched in 2018, would comprise a business-to-consumer oriented platform for the rakyat and home owners of SPNB's housing projects, as well as, a business-to-business focused platform for SPNB's business partners.

"It will be mobile and web-based, with user-friendly navigation flows that enhances engagement levels, which allows for a more comprehensive and quick access to information on SPNB's projects, coupled with an infotainment platform engine equipped with online marketing

capabilities, social media features, short messaging capabilities, integrated payment solutions and broadcasting solutions, among others,” said Abdul Latiff.

Meanwhile, SPNB Dana Chief Executive Officer Hilmy Abdul Malik said MNC Wireless had a proven track record as a digital technology solution specialist.

He said, as part of the MoU, MNC Wireless would develop a user-friendly and hassle-free digital platform for SPNB’s customers and business partners.

In addition, MNC Wireless would ink a conditional agreement with mTouche Technology Bhd, a Bursa Malaysia ACE Market-listed company, for the development of the said digital platform on Aug 28, 2017.

As of 2016, SPNB Mesra Rakyat’s affordable residential programme had completed 14,728 houses and 5,152 units were slated to be completed this year.

Also in the pipeline is a collaboration with the Federal Land Development Authority which would see 20,000 houses being built between 2018 and 2021, said Hilmy.

Currently, SPNB has 35 affordable housing projects ongoing, nationwide, with a gross development value of RM6 billion.

SPNB Dana is a wholly-owned unit of SPNB, which in turn is a wholly-owned entity of the Ministry of Finance Incorporated.

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