



## PRESS RELEASE

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### PERNAS ENGAGES MEDIA IN FUN TREASURE HUNT AT WANGSA WALK MALL

KUALA LUMPUR, 27 SEPTEMBER 2025 –Perbadanan Nasional Berhad (Pernas) has organized *Media Rush by Pernas 2025*, a treasure hunt activity held at Wangsa Walk Mall by MCL Land.

The program gathered almost 50 participants consisting of media representatives and Pernas staff. Among the media present were Media Prima, RTM, Vanakkam Malaysia, IKIM FM, Sinar Harian, Malaysian Gazette, Nanyang Siang Pau, as well as several other mainstream and digital platforms. Participants explored various parts of Wangsa Walk Mall while completing tasks designed to encourage teamwork and interaction.

Wangsa Walk Mall by MCL Land supported the program by providing the venue facilities, creating a comfortable and suitable environment for the activities, while 1901 and GJC, subsidiaries of Pernas, provided food and vouchers for the goodies bag. This collaboration ensured that participants could enjoy the treasure hunt in a fun and comfortable setting.

Pernas believes that maintaining strong relationships with media partners is important, as media organizations not only disseminate information about entrepreneurship and franchising but also support Pernas' entrepreneurs by providing coverage, featuring their businesses, and promoting them through news articles and social media. This program provided an opportunity to spotlight the importance of media engagement and strengthen bonds with media representatives as a way to appreciate their ongoing support.

The *Media Rush by Pernas 2025* served as a platform not only for networking but also for strengthening connections in a casual and enjoyable atmosphere.

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For more information about this appointment or other Pernas initiatives, please contact:

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## PERBADANAN NASIONAL BERHAD (PERNAS)

Perbadanan Nasional Berhad (Pernas) is a company owned by the Minister of Finance Incorporated (Ministry of Finance) with a mandate to spearhead the development of the franchise industry in Malaysia and support the growth of the nation's entrepreneurial community.

Pernas is committed to empowering the growth of entrepreneurship and the franchise industry in Malaysia. From mentorship to networking opportunities, financing, and training, we aim to expand knowledge, strengthen the franchise community, and nurture the next generation of franchise talent. Through these efforts, we believe we can drive positive change across Malaysia's entrepreneurial landscape.

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