



PRESS RELEASE



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**CELEBRATING SYNERGY: PERNAS AND BUBBLES O2 JOIN FORCES FOR AN IMPACTFUL  
PRESENCE AT PETRONAS LE TOUR DE LANGKAWI 2023**

**Bangsar South, 19 September 2023** – In an exciting development set to make waves in both the business and sporting worlds, Perbadanan Nasional Berhad (Pernas), an agency under Ministry of Entrepreneur Development and Cooperatives and Bubbles O2 Sdn Bhd (Bubbles O2) are joining forces in a groundbreaking collaboration in conjunction with Petronas Le Tour de Langkawi 2023 (Petronas LTdL 2023).

**"Jom Cari Pernas @ Reruai Bubbles O2" - A Carnival for One Million Spectators:**

Leveraging on its status as the proud sponsor of Petronas LTdL 2023 “Most Combative Rider” award category, Bubbles O2 extended the excitement by inviting Pernas in this creative collaborations to create an “entrepreneurship vibes” among the sports event-goers. Under the banner of "Jom Cari PERNAS di Reruai Bubbles O2", this innovative program aims to engage with local spectators throughout the 8 routes of the Petronas LTdL 2023.

**Sharing Information and Goodies:**

Pernas, through the Bubbles O2 Cavalcade, will disseminate valuable information and distribute exciting goodies to spectators and visitors alike. This outreach is part of Pernas's commitment to expanding the Franchise Model, with a focus on guiding and providing financial support to start-up franchise businesses, enabling them to flourish.

### Franchise Opportunities Await:

Individuals with a keen interest in venturing into the franchise business will have the unique opportunity to sign up and apply for the program at the Bubbles O2 booth within the LTdL Carnival area. This collaboration offers an exceptional chance for budding entrepreneurs to embark on a promising franchise journey.

### Synergy in Brand Promotion:

This strategic collaboration with Bubbles O2, a brand aggressively promoting its flagship product, "Bubbles O2 - Malaysia's Only Naturally Oxygenated Water" in both the Malaysian and international markets, presents an exceptional synergy. Pernas is set to harness this momentum to enhance its marketing strategy significantly. Notably, during MIHAS 2023, Bubbles O2 received a substantial investment from Pernas to fuel its expansion plans.

### Empowering the Sport and Cycling Industry:

In a parallel endeavor to foster growth within the sports and cycling industry, Pernas has provided invaluable financial assistance to FTW Racing. This specialized company excels in organizing extreme bike events and is a trusted supplier of branded cycling items.

The Pernas and Bubbles O2 collaboration at Petronas Le Tour de Langkawi 2023 promises to be a highlight of the event, combining the spirit of entrepreneurship with the thrill of world-class cycling.

Launching ceremony for Marketing & Branding Collaboration between Pernas and Bubbles O2 attended by Dato' Abu Bakar As-Sidek bin Dato' Haji Mohd Sidek. Chairman of Executive Committee (EXCO) Pernas and Puan Ain Azizah binti Arifin, Managing Director/Chief Executive Officer, Bubbles O2 Sdn. Bhd.

### **BUBBLES O2 SDN. BHD.**

Bubbles O2 was incorporated in July 2018, and the Company's processing facility commissioned the following year. Bubbles O2 obtained its Mineral Water License from Malaysia's Ministry of Health and Halal Certification in 2019, and was then introduced to the market.

Marketing & Sales

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### **PERBADANAN NASIONAL BERHAD (PERNAS)**

Pernas is an investment holding company established in 29 November 1969, owned by the Minister of Finance Incorporated (MOF Inc.) with the mandate to lead the development of the Malaysia's franchise industry.

Since the beginning of 2004, Pernas aims to lead the growth of the franchise industry in Malaysia and to increase the numbers of franchise entrepreneurs through its expertise by offering quality services and products as follows:

1. Franchise Financing Support for franchise businesses and entrepreneurs consist of all franchise business requirements including capital expenditure and working capital requirements;
2. Equity Financing Support to help increase the number of Bumiputera Equity Ownership in strategic franchise sector; and
3. Advisory services that include support of Bumiputera Entrepreneurs and Franchise Businesses to develop competitiveness in the business environment.

Pernas also provides trainings and special schemes for franchisors and franchisees as well as welcoming franchise partners to Malaysia. In addition, Pernas also offers other services such as Training, Retail Space, Investment & Property Financing (related to Franchise) and Equity Investment.

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