

For Immediate Release

MAGNUM CORP: 50 AND STRONGER

Malaysia's pioneering gaming company celebrates its golden anniversary with renewed commitment to strengthen its brand's positioning through new corporate identity and outlet uplifting exercise nationwide

KUALA LUMPUR, 8th January 2018: Magnum Corporation (Magnum) today celebrated its 50th Anniversary as the first private company to be awarded the license to operate the highly successful 4-digit numbers (4D) forecast betting game in Malaysia at a celebratory dinner at a hotel in Kuala Lumpur. The event was attended by more than 700 Magnum business associates and sales partners, many whom have been with Magnum from the very beginning.

Since its inception in 1968, Magnum has been setting the benchmark for the gaming industry on both the local and international front. In 1988, it was the first company in Malaysia to modernise the gaming operation through the computerisation of 4D ticket sales, resulting in greater efficiency and guaranteed fairness and sustainability. In 2009, it continued to innovate the industry by introducing the world's first 4D game with a jackpot element with the launch of 'Magnum 4D Jackpot'. This swiftly became the second most popular game in Malaysia and the most popular Jackpot game by far. Following the success of Magnum 4D Jackpot, Magnum subsequently launched Magnum 4D Jackpot Gold and Magnum 4D Powerball in 2014 and 2016 respectively.

Reflecting on Magnum's achievements over the past fifty years, Chief Executive Officer, Dato' Lawrence Lim Swee Lin thanked the unwavering loyalty and support of Magnum's customers, extensive network of business associates and sales partners throughout the country, whilst also praising the dedication of its workforce in delivering Magnum's vision to its customers and the communities they serve. He notes that while it was important to celebrate the golden milestone, the occasion also gives the organisation a golden opportunity to chart its path forward in a appropriate and sustainable way.

Dato' Lawrence Lim Swee Lin remarked that, "to continue our journey towards the next chapter, we cannot simply rest on the laurels of our past successes. If we are to continue to grow and to be successful, we must, as the saying goes, 'up-our-game'. Above all, we need to continue to Inspire Hope – not only for our loyal customers, but in all of us. To this end, Magnum will be embarking on a progressive journey to reaffirm our commitment to our loyal customers, business associates and sales partners, whilst continuing to excite our customers with fresh gaming experiences. In an increasingly challenging market, it is important that we remain competitive with our offerings, whether in the form of new innovative games, down to how we look and appeal to our customers."

Part of the next-chapter strategy will include a refreshed and updated brand identity across all Magnum's touch-points nationwide. All of Magnum's store fronts will undergo an uplift in stages, that will refresh and improve the overall brand image and experience for both customers and sales partners alike. Magnum plans to continue to remain relevant to today's new generation of customers. "With our past successes with industry-changing games innovation, we are confident that they will be very well-received by all stakeholders and customers," added Dato' Lawrence Lim.

With the understanding that an organisation's growth cannot be achieved without growing the values it brings to its workforce and communities, Magnum will continue to keep sustainability, charitable initiatives and its people development programmes at the heart of everything it does. "We have a saying in Magnum – '*Nobody can do everything but everybody can do something.*' With that in mind, as we move forward at Magnum, we are resolute in Inspiring Hope in everyone. We will strengthen our commitment to champion the underserved communities and to empower our people to fulfil their potential at work and as contributing members of society. Together, we believe we can all contribute in making 'Inspiring Hope', our vision, a reality." concluded Dato' Lawrence Lim.

###

For editorial enquiries or further information, please contact:

Eliza Chang (Manager, CSR & Public Affairs)

E: eliza@magnum.my

Suzanne Soo (Senior Marketing Manager)

E : suzannesoo@magnum.my