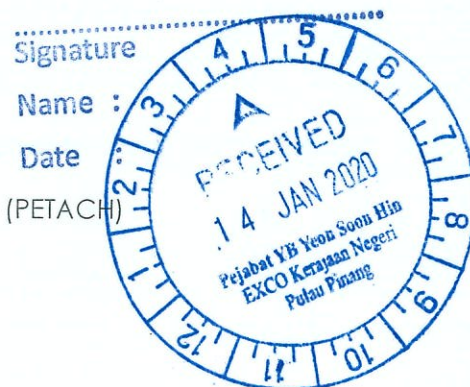


Our Ref : PGT-2020/010/OCY/ms
Date : 13th Jan 2020

YB Yeoh Soon Hin
Penang State Exco Councillor for Tourism, Arts, Culture and Heritage (PETACH)
Level 52, Komtar, 10503 George Town
Penang

Acknowledge receipt:



Dear YB,

Additional Budget for Experience Penang Year ("EPY") 2020 from Tourism Tax

The memo dated 7th Oct 2019 is referred.

As mentioned in the memo, this additional budget for EPY marketing & communications activities/campaigns which amounting to RM8,230,000 was tabled and approved by board of directors on 19th Sept 2019. Some of the projects has been commenced end of Dec 2019 and early 2020, which are:

<u>No.</u>	<u>Activities/Campaigns</u>	<u>Amount (MYR)</u>	<u>Date of Commencement</u>
1.	Inflight Magazine Gateway	1,450,000	Jan 2020 – Dec 2020
2.	Travellator in Dhoby Ghaut MRT Station	560,000	16 Dec 2019 – 9 Feb 2020
3.	Out-of-Home Advertising:	450,000	
	- Bus wrap x 10 buses		17 Dec 2019 – 16 July 2020
	- U Shaped Escalator Wall Ad		2 Jan 2020 – 1 Mar 2020
	- Light Box Ads		April 2020 – June 2020
4.	Covered Walkways	270,000	End of Jan 2020 – Dec 2020
	Total	2,730,000	

Besides, there are activities/campaigns which committed and will be commenced in Q2 2020, which are:

<u>No.</u>	<u>Activities/Campaigns</u>	<u>Amount (MYR)</u>	<u>Date of Commencement</u>
1.	EPY KL Roadshow	400,000	12-15 March 2020
2.	Flight Incentives – AirAsia Chengdu :		
	- Marketing Campaign	577,000	April 2020
	- Cash Incentive (1 st batch)	288,500	Sept 2020
	- Cash Incentive (2 nd batch)	288,500	April 2021
	Total	1,554,000	

Hence, we would like to follow up on the status of the grant, would it be possible to receive the grant partially before 24 Jan 2020 as we must comply to PGT finance SOP, Payment to be made to supplier/vendor in 14 days from the date of invoice received. We hereby attached the invoices for your kind perusal.

We thank YB in advance for looking into our request and look forward to a favourable response from YB.

Yours faithfully

A handwritten signature in black ink, appearing to be 'Ooi Chok Yan', written over a faint circular blue stamp.

Ooi Chok Yan
Chief Executive Officer
Penang Global Tourism Sdn Bhd

hand over to YB office 10/10/19

To : YB Yeoh Soon Hin
State EXCO for Tourism Development, Arts, Culture & Heritage

From : Mr Ooi Chok Yan
CEO
Penang Global Tourism Sdn Bhd

Subject : **Additional Budget for Experience Penang Year 2020 from Tourism Tax**

Date : 7th Oct 2019

The above matter refers.

In line with Visit Malaysia 2020, we will be undertaken a similar campaign for Penang, called Experience Penang 2020 or EPY 2020 with the tagline The Diversity of Asia. Apart from several EPY roadshows in different countries, we would like diversify the campaign into different form of marketing and publicity in order to boost the branding and awareness of Penang and to increase the number of visitors to Penang by utilize Tourism Tax.

During Special Board of Directors' Meeting on 19 Sept 2019, we have present the following additional budget RM8,230,000 for marketing & communication activities/campaign/programs for Quarter 4-2019 and approved by Board of Directors.

i) Marketing			
<u>No.</u>	<u>Activities</u>	<u>Countries</u>	<u>Budgeted Amount(RM)</u>
1.	Online Travel Agents/Wholesalers Campaigns	Malaysia, Southeast Asia, USA, Middle East	300,000
2.	Experience Penang 2020 Roadshow	Kuala Lumpur	400,000
3.	Airlines Campaigns (e.g. Singapore Airlines, Qatar Airways & AirAsia)	Europe, Oceania and Southeast Asia	500,000
4.	Flight Incentives	Juneyao Airlines (Shanghai), AirAsia (Chengdu), Other Destination – Japan, Korea & etc.	1,100,000 1,200,000 2,000,000
			<u>5,500,000</u>
ii) Communications			
<u>No.</u>	<u>Activities</u>	<u>Countries</u>	<u>Budgeted Amount(RM)</u>
1.	Inflight Magazine Gateway (12 months)	China	1,450,000
2.	Travellator in Dhoby Ghuat MRT Station (2 months)	Singapore	560,000
3.	Out-of-Home Advertising (6 months)	Taiwan	450,000
4.	Covered Walkways (12 months)	Kuala Lumpur's Golden Triagle Area	270,000
			<u>2,730,000</u>

We hereby attached the extract of the Minutes of the Special Board of Directors' Meeting (No.4/2019) for your kind reference.

This memo is put forward for your approval.

Thank you.

A handwritten signature in black ink, appearing to be 'Ooi Chok Yan', written over a horizontal line.

Ooi Chok Yan

EXTRACT of the Minutes of the Special Board of Directors' Meeting (No. 4/2019)
held on 19th September 2019

ADDITIONAL BUDGET FOR EXPERIENCE PENANG YEAR (EPY) 2020 FROM TOURISM TAX

Mr. Ooi Chok Yan, the CEO of the Company presented the following additional budget for marketing and communication activities/campaign/programs for Quarter 4-2019 to further promoting EPY 2020 in conjunction of Visit Malaysia Year 2020 for the consideration and approval of the Directors:-

i) Marketing

<u>No.</u>	<u>Activities</u>	<u>Countries</u>	<u>Budgeted Amount (RM)</u>
1.	Online Travel Agents / Wholesalers Campaigns	Malaysia, Southeast Asia, USA, Middle East	300,000
2.	Experience Penang 2020 Roadshow	Kuala Lumpur	400,000
3.	Airlines Campaigns (eg Singapore Airlines, Qatar Airways and AirAsia)	Europe, Oceania and Southeast Asia	500,000
4.	Flight Incentives	Juneyao Airlines (Shanghai)	1,100,000
		AirAsia (Chengdu)	1,200,000
		Other destination – Japan, Korea & etc.	2,000,000
			<u>5,500,000</u>

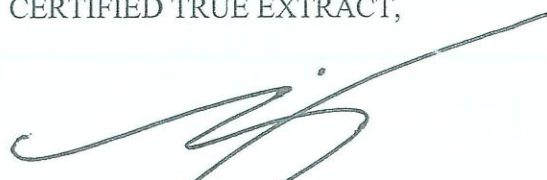
ii) Communications

<u>No.</u>	<u>Activities</u>	<u>Countries</u>	<u>Budgeted Amount (RM)</u>
1.	Inflight Magazine Gateway (12 months)	China	1,450,000
2.	Travellator in Dhoby Ghuat MRT Station (2 months)	Singapore	560,000
3.	Out-of-Home Advertising (6 months)	Taiwan	450,000
4.	Covered Walkways (12 months)	Kuala Lumpur's Golden Triangle area	270,000
			<u>2,730,000</u>

2/...

After the lengthy discussion and having considered the proposed marketing and communications strategies for promoting EPY2020, the Directors present unanimously approved the additional budget of RM8,230,000 from the Tourism Tax and requested Management to submit the budget application to Jabatan Kewangan Negeri.

CERTIFIED TRUE EXTRACT,



.....
YB YEOH SOON HIN
Director



.....
SIEW YOKE LAM (MAICSA 7050477)
Company Secretary