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PRESS RELEASE

CM LAUNCHES ‘myPBA’ APP FOR MOBILE DEVICE USERS IN PENANG

- **PBAPP’s new mobile app for Penang water consumers**
- **Designed for smartphone and tablet use**
- **Available from Google Play Store and Apple App Store**
- **myPBA provides connectivity and customer convenience**

PENANG, Monday (6/1/2017): Registered water consumers in Penang may now use mobile smart devices to make payment for water bills, lodge reports and access the latest information on water supply services.

Penang Chief Minister YAB Tuan Lim Guan Eng officially launched Perbadanan Bekalan Air Pulau Pinang Sdn Bhd’s (PBAPP’s) ‘myPBA’ app at Komtar today.

The app is available for immediate download, free of charge, from the Google Play Store (for Android devices) and the App Store (for Apple iOS devices).

The 5 key functionalities of the ‘myPBA’ app are:

1	Viewing water accounts online.
2	Mobile payment of water bills (via e-banking accounts).
3	On-the-go reporting of pipe bursts or water supply services.
4	Viewing important public notices from PBAPP.
5	Accessing information and news on water supply services in Penang.

YAB Tuan Lim lauded the launching of the app as a mobile platform for Penang consumers to interact effectively with PBAPP.

“I am pleased to note that ‘myPBA’ is an interactive app. It is designed to enable two-way communications between PBAPP and as many water consumers in Penang as possible,” he said at the launching ceremony in Komtar here today.

“On one hand, ‘myPBA’ allows PBAPP to provide important information to the public via mobile devices such as smartphones and tablets. On the other hand, the app also serves as a platform for the public to lodge immediate reports on burst pipes and water leakages, as well as to communicate directly with PBAPP on water supply services,” YAB Tuan Lim said.

Noting that consumers may now pay Penang water bills ‘on-the-go’ using mobile devices, the Chief Minister said ‘myPBA’ was also supportive of the virtues of Competency, Accountability and Transparency, or, CAT, as promoted by this Penang State Government since 2008.

YAB Tuan Lim also said that Penang was the only state in Malaysia that was implementing a ‘No Water Rationing’ policy, based on a 3-pronged approach:

1	Gazetting Water Catchment Areas	<p>A total of 62.9 sq. kilometres of forestlands in Penang has been gazetted as water catchment areas.</p> <p>This measure is in line with a ‘Greener and Healthier Penang’, unlike some other states where 100,000 hectares of forests have been logged or cleared.</p>
2	Tough Water Supply Management Policies	<p>In 2016 alone, PBAPP invested a total of RM89.5 million in projects such as Package 12 of the Sungai Dua Water Treatment Plant, the Bukit Dumbar 2 Pumping Station, New Reservoirs in Jawi and additional water pipelines.</p> <p>Meanwhile, the RM1.2 billion Mengkuang Dam Expansion Project, undertaken by the Federal Government, has been delayed and will only be completed in July this year. It may take up to 2 more years to fill up this dam.</p> <p>In the period 2017 to 2019, PBAPP will continue to invest in water infrastructure projects in Penang to ensure that there is no water rationing until the Mengkuang Dam is fully commissioned and handed back to Penang.</p>

3	Improving the Capability of Management	<p>PBAPP has also been upgrading its performance and productivity, based on the principles of CAT.</p> <p>PBAPP won an international ASEAN Award of Engineering Excellence in 2015, and has been recognised by the Ministry of Energy, Green Technology and Water as “Water Supply Operator of the Year” in 2013.</p> <p>Based on the principles of CAT, PBAPP is serving Penang as an efficient, professional and corruption-free water supplier.</p>
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Meanwhile, PBAPP and PBA Holdings Bhd CEO Dato’ Ir. Jaseni Maidinsa said the two primary objectives for launching the ‘myPBA’ app were connectivity and customer convenience.

“myPBA is PBAPP’s latest customer care innovation for the benefit and convenience of our 589,797 registered water consumers in Penang.

“We know that in today’s ‘connected world’, many Penangites enjoy using the latest smartphones and tablets on a daily basis. As such, we are launching a mobile app today for smart devices that allow our customers to ‘connect’ more effectively with us,” he said.

Dato’ Ir. Jaseni said the app was designed to be user-friendly and intuitive, in line with PBAPP’s motto for customer care: ‘friendly, caring and responsive’.

“We have created this app for all our customers in Penang. We hope you will use it to connect with PBAPP more effectively,” he added.

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