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Firm enters into advertising pacts with KK taxis, buses

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Kuala Lumpur: Nexus Union has entered into advertising rights agreements with several associations of taxis and buses in Kota Kinabalu, Sabah.

The signing ceremony was held at the Sabah Commercial Vehicle Licensing Board (CVLB) and witnessed by Sabah CVLB Chairman Datuk Raime Unggi.

"The associations involved were the Sabah Branch of the Malaysian Taxi and Limousine and Car Rental Operators Association, Persatuan Pemilik-Pemilik Kenderaan Murid-Murid Daerah Kota Kinabalu, and Persatuan Teksi Limousin Lapangan Terbang Antarabangsa Kota Kinabalu," Nexus Union said in a statement, here Monday.

Nexus Union said it would be signing agreements with other organisations representing or owning commercial vehicles in Sabah in the future.

Under the agreement, Nexus Union will represent the associations in soliciting and managing ads on commercial vehicles under the auspices of the associations.

Nexus Union has also appointed Founder Qube Sdn Bhd to get on-commercial vehicle ads in Sabah.

Founder Qube is a media and advertising company and is a subsidiary of PUC Founder (MSC) Bhd, a company listed on Bursa Malaysia.

The agreement followed the appointment of Nexus Union to build and manage the CVLB advertising portal.

Advertising on commercial vehicles is one of Sabah CVLB's initiatives to develop public transportation in the state, thus helping the owners, as well as the associations of commercial vehicles to earn additional income.

"Ads on commercial vehicles such as taxis and buses are an attractive advertising medium as it is visible to consumers everywhere, while the advertising costs are reasonable," said Raime Unggi, adding that the initiative could help develop the public transport industry in Sabah.

Incorporated in Sabah, Nexus Union is wholly-owned by locals. It provides various information and communication technology services to organisations and consumers in various fields, including cyber security, information portals and application development.

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