

**PLUS RANGKUL ANUGERAH PERAK STRATEGI PENGURUSAN
KRISIS TERBAIK**

Petaling Jaya, 28 April 2023:- PLUS Malaysia Berhad (PLUS) merangkul Anugerah Perak bagi Kategori Strategi Pengurusan Krisis Terbaik pada Anugerah Perhubungan Awam 2023 Anjuran Marketing-Interactive (Marketing-Interactive 2023 PR Awards) yang berlangsung di Singapura pada 27 April 2023.

PLUS, menerusi pencalonan projek “RFID Rollout Blowout!”, merupakan antara 6 finalis dari rantau ini termasuklah organisasi dari Amerika Syarikat, Indonesia dan Singapura.

Pasukan Komunikasi Korporat PLUS telah merangka dan melaksanakan strategi pengurusan krisis bagi menangani isu-isu persepsi awam yang bangkit apabila sistem RFID dilaksanakan di Lebuhraya Utara-Selatan pada Januari 2022.

Hasil daripada strategi pengurusan krisis tersebut, isu-isu awam yang berkait rapat dengan tanggapan serta persepsi terhadap pelaksanaan RFID telah dapat ditangani dan kini semakin ramai yang beralih kepada sistem RFID, seiring dengan hasrat Kerajaan melaksanakan sistem Multi-Lane Fast Flow (MLFF) pada masa yang akan datang.

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PERTANYAAN MEDIA:

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**PLUS WINS 2023 PR ASIA AWARD FOR THE BEST CRISIS
MANAGEMENT STRATEGY**

Petaling Jaya, 28th April 2023:- PLUS Malaysia Berhad (PLUS) won the Silver Award for the Best Crisis Management Strategy Category at the Marketing-Interactive 2023 Public Relations Awards held in Singapore on 27th April 2023.

PLUS' "RFID Rollout Blowout!" Crisis Management Strategy, executed in 2022, was selected among 6 leading international and regional finalists from the US, Indonesia, Hong Kong and Singapore.

PLUS' Corporate Communications team initiated a crisis communications strategy to counter the negative public perception issues that arose when the RFID system was implemented across the North-South Expressway in January 2022.

As a result of the crisis management strategy, public issues related to the notion and perception of the implementation of RFID have been addressed, and now highway users are switching to the RFID system, in line with the Government's goal of implementing the Multi-Lane Fast Flow (MLFF) congestion free highway in 2025.

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MEDIA QUESTIONS:

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