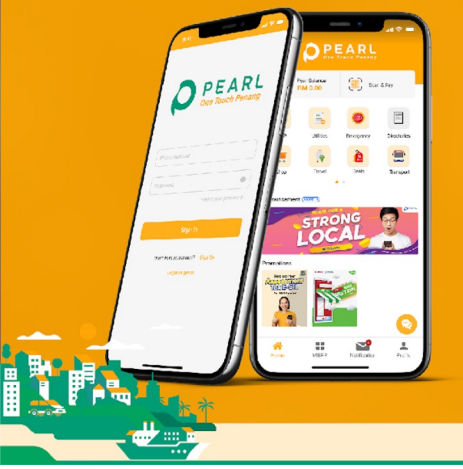
PEARL
One Touch Penang

Introducing **PEARL, One Touch Penang**

A hyperlocal one-stop **super app** for Penang Island's **residents**, **businesses**, and **visitors**



About PEARL One Touch Penang app

An initiative by Majlis Bandaraya Pulau Pinang that acts as a virtual one-stop platform connecting residents, businesses, and visitors on Penang Island

Residents can access all MBPP e-services on the PEARL app anytime, anywhere. Experience fast, convenient, and hassle-free dealings with MBPP.

Businesses can go digital instantly, tap into a new customer base, join collaborative marketing campaigns, and start enabling cashless payments.

Visitors can have PEARL as the go-to app to discover Penang Island, from booking accommodation and tickets to ordering food and beverages and shopping online.

One App to Rule Them All

Discover how PEARL benefits the local community and uplift Penang Island's local economy

A Host of Amazing Features Touching Every Aspect of Your Life & Every Segment of the Society

- MBPP Services
- e-Payment
- e-Wallet
- Travel
- Emergency Services
- Deals & Promotions
- Shop Management Tools
- Sell & Shop Local

SCAN QR CODE FOR MORE INFO

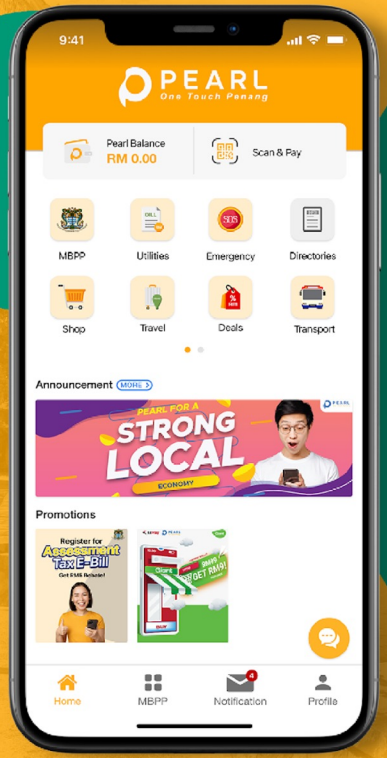
We appreciate your helpful feedback

Scan QR to Answer Survey

PEARL - One Touch Penang app is **LAUNCHING SOON!** For more info, visit **pearl.mbpp.gov.my**

PEARL
One Touch Penang

Where **everything Penang** is just a **touch away**



Become the first to experience the PEARL app and share us your feedback

SCAN QR CODE FOR MORE INFO

Beta Tester Registration is **NOW OPEN**

Unlock Amazing Features
Touching Every Aspect of Your Life

- Pay Assessment Tax
- Shop locally in the app
- Pay cashless with e-Wallet
- Book MBPP facilities
- Quick access to emergency services
- Buy prepaid reloads
- Buy tickets to attractions & tour packages
- Find public transport info
- Get latest Penang updates
- Pay compound in the app
- Book tickets to local events
- Get info from directories
- Submit queries, complaints & feedback to MBPP
- Enjoy deals & promotions
- Pay your bills in the app
- Book your stay in Penang

For more info, visit **pearl.mbpp.gov.my**

PEARL
One Touch Penang

Sell Online & Boost Your Sales with PEARL

PEARL Connects Local Businesses and the Community

Join us and bring **your business** closer to your **local community**

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Enjoy Great Benefits to Grow Your Business

- Omni Channel Selling Point
- Get quick orders from instant chat
- Retailer
- Collaborate with other businesses
- Licensed Merchant with MBPP
- Low cost of doing business digitally
- Experience easy order management
- Local Artisans & Entrepreneurs
- Enjoy PEARL loyalty benefits
- Jom Beli Online Merchant

For more info, visit **pearl.mbpp.gov.my**

PEARL
One Touch Penang

PEARL Mini-app Crowdsource Challenge

Calling for Digital Creatives & Tech Experts!

Registration opens between
14 SEPTEMBER 2022 - 30 SEPTEMBER 2022
Theme:
Intelligent, Liveable and Happy (ILHam) City

Be a part of the **Penang Smart City initiative** by having your mini-app go live on the **PEARL** app

Why Join PEARL Mini-app Crowdsource Challenge?

1 You get to be a part of the early movers of the Penang Smart City initiative by MBPP, which will open up future opportunities for you

2 Contribute back to society by creating a solution that benefits the community. Witness your mini-app improving lives and uplifting the economy

3 Save cost and time by rolling out your winning solution with PEARL - One Touch Penang app and have it go-live in no time

4 Grab the chance to have your mini-app expand to other states and cities across Malaysia

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Be a part of PEARL, One Touch Penang Today!
Share your solution and start making a difference

FREE REGISTRATION

For more info, visit **pearl.mbpp.gov.my**