



## PRESS RELEASE

# JOINING HANDS WITH UNIVERSITAS MULTIMEDIA NUSANTARA, GOWES RIDE-SHARING ON UMN CAMPUS

'GOWES' ride-sharing platform & app is now operating at Multimedia Nusantara University, Gading Serpong, Tangerang, accessing bike and e-bike sharing services.

**South Tangerang, 21 February 2020** – GOWES ride-sharing platform & application is a service of PT Surya Teknologi Perkasa (STP), a subsidiary of leading digital distribution company PT M Cash Integrasi Tbk (IDX: MCAS), announces an extension of its service to students, with campus bicycle-sharing: bikes and e-bikes have been strategically placed across UMN campus areas, supporting a "green campus" concept. UMN and its community members will be able to enjoy GOWES fleet, conveniently spread throughout the Nusantara Multimedia University campus area. The inauguration ceremony was highlighted by a mass ride of the GOWES fleet led by the management of GOWES, the Leadership and Academic Community of Nusantara Multimedia University, the Tangerang City Transportation Agency and ICLEI - Local Governments for Sustainability Indonesia, on the UMN campus.

*"In line with the concept of a green Universitas Multimedia Nusantara campus, we are here today to promote and provide environmentally-friendly short distance transportation solutions for UMN's entire academic community. We hope that with the availability of GOWES, the UMN community can reinforce green living, facilitate mobility, and of course encourage a healthier lifestyle"* declared **Iwan Suryaputra, Managing Director of PT Surya Teknologi Perkasa (STP)**.

*"To attract UMN students and community members to try our fleet, GOWES, together with UMN, offers to provide ride-sharing services free of charge for all UMN students and community members until February 29. It is hoped that in the future GOWES can become the main short-distance mode of transportation chosen by UMN community members"* **Iwan** added.

Add to it **Ika Yanuarti, Deputy Rector III for Student Affairs at Multimedia Nusantara University of Multimedia Nusantara University**, stated " UMN's students can participate on using GOWES in their daily activities to reduce the carbon footprint, the additional impact by using GOWES will also make them healthier."

GOWES ride-sharing platform is a core product of STP, and each unit is fitted with a Tracking Device & Digital Indonesia Map; Internet of Things (IoT) technology enables GOWES fleet to expedite use. The GOWES fleet IoT device is supported by Telkomsel, where internet data access and SIM Cards embedded in GOWES rely on Telkomsel network and infrastructure.

Users are not required to return their GOWES bike to any station; one can simply leave the GOWES bike anywhere in the GOWES operational area, and the Tracking Device & Digital Indonesia Map will enable the GOWES team to track the location and collect GOWES bikes.

At present, hundreds of GOWES fleets are already operating on the island of Bali, across Kuta, Legian, Sanur, Nusa Dua, and even the Garuda Wisnu Kencana (GWK) area of the island. In addition, GOWES has started up operations in the Alam Sutera Area, National Monument (Monas), Jakarta, Gelora Bung Karno (GBK) Jakarta, Ancol Dreamland Jakarta, Bogor Botanical Gardens, Semarang City, also at various other universities in the Greater Jakarta and Bandung Area. Bandung and Semarang. GOWES is also present in several residential locations in Jakarta, such as in Bintaro Jaya and Nava Park BSD City.

People interested in trying out GOWES can download the GOWES application through Google Play Store or the App Store. Top-up credit can be purchased at MCAS digital kiosks, located in thousands of points in Indonesia. What's more, STP offers digital products such as credits, internet packages and others to customers, through GOWES applications.

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#### **About GOWES**

GOWES ride-sharing & application is a leading Tracking Devices & Digital Indonesia Maps service, owned by PT Surya Teknologi Perkasa (STP), a subsidiary of PT M Cash Integrasi Tbk (MCAS). GOWES has been operating since early 2018 in Indonesia, as a short-distance transportation option for residents in locations such as the University of Indonesia, Binus University, the National Monument (Monas), Gelora Bung Karno (GBK), Bintaro Jaya cluster and Nava Park BSD City; now GOWES is in Bali, in areas across Kuta, Legian, Sanur and Nusa Dua; it has appeared in Semarang, Central Java and at various universities in the Greater Jakarta and Bandung area. GOWES user balance top-up can be purchased through MCAS digital kiosks, spread over thousands of points in Indonesia. Users can simply download the GOWES application through the Google Play Store or the App Store, enabling access to GOWES services. Further, the GOWES application also offers convenient transaction protocol for digital products, such as purchase of airtime, data packages and various others.

#### **About Universitas Multimedia Nusantara**

Universitas Multimedia Nusantara was founded in 2007 on the initiative of Dr. (HC) Jakob Oetama, Pioneer of Kompas Gramedia. As an Information and Communication Technology (ICT) -based university with Institutional Accreditation, UMN offers 13 study programs, all well-received by the public. UMN not only educates students to be ready to become professionals or research staff (academics), but also prepares them to become entrepreneurs in fields of technology, through the Skystar Ventures business incubator program. Skystar Ventures was founded in 2013 and in 2016 received an award as the best business incubator in the category of Assistance and Guidance for Tenants from Kemenristekdikti. Skystar Ventures has also been accredited with an "A" business classification technology incubator by the Head of the Directorate of Science and Technology Zone and Other Supporting Institutions of the Ministry of Research and Technology, in cooperation with the Indonesian Business Incubator Association (AIBI).

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