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KPRJ MARKS 30 YEARS WITH HISTORIC REBRANDING AND ROYAL RECOGNITION

Celebration Highlights Three Decades of Growth and New Corporate Identity.

ISKANDAR PUTERI [17 November 2025] – Kumpulan Prasarana Rakyat Johor Sdn Bhd (“KPRJ”) today celebrated its 30th Anniversary with a grand ceremony that not only unveiled its new corporate identity but also paved the way for its next chapter in advancing Johor’s growth and expanding its influence across nationwide.

The prestigious event was graced by **Duli Yang Amat Mulia Tunku Mahkota Ismail, Pemangku Sultan Johor**, alongside **Yang Amat Berhormat Dato’ Onn Hafiz bin Ghazi; Menteri Besar Johor, Yang Berhormat Dato’ Haji Asman Shah bin Abd Rahman, Johor State Secretary** and **Yang Berhormat Dato’ Lukman bin Abu Bakar, Chief Executive Officer of KPRJ**. Their presence signalled strong support for KPRJ’s evolving mandate as a driver of Johor’s socio-economic development.

The celebration commenced with a special montage presentation, showcasing KPRJ’s remarkable three decades journey of growth, achievements and contributions to the people of Johor. This was followed by a captivating laser light launch gimmick, symbolising innovation, forward-thinking and a bold leap into the future. The most momentous highlight, however was montage of **DYAM Tunku Mahkota Ismail, Pemangku Sultan Johor** graciously sketched the new KPRJ logo; an iconic gesture that marked the official beginning of KPRJ’s rebranding and renewed identity.

The unveiling of KPRJ’s new logo **refined corporate identity** represents not just a visual transformation but a reaffirmation of purpose. Designed to reflect progress, unity and resilience, the new identity signals KPRJ’s readiness to strengthen its presence in Johor while expanding collaborations across Malaysia and nationwide.

This reflective journey was further immortalised through the launch of KPRJ’s **exclusive Coffee Table Book**, a visually rich chronicle documenting three decades of growth, progress and institution-building. The publication ties directly to

the anniversary theme, “3 Dekad Membina Legasi, Mencorakkan Masa Hadapan” and stands as a lasting testament to KPRJ’s legacy and aspirations for the future.

Chief Executive Officer of KPRJ, Yang Berhormat Dato’ Lukman bin Abu Bakar stated, *“The unveiling of our rebranding today reflects more than a change in appearance. It marks a bold transformation, presenting a clearer brand architecture that unites our subsidiaries and investments under one stronger identity.”*

Since its incorporation in 1995, KPRJ has been entrusted with key projects shaping Johor’s economic and social landscape, from strategic infrastructure to property development and investments. Over the years, KPRJ has continuously evolved, expanding its business portfolio to include high-impact sectors. Most recently, KPRJ diversified into the environment sector, aligning its growth strategy with sustainability and global green priorities. For 30 years, KPRJ has upheld the trust of the State, ensuring its ventures create long-term value for the people of Johor.

The 30th Anniversary celebration was not just a look back at achievements, but a bold declaration of what lies ahead: a future guided by sustainability, innovation and an unshakable commitment to Johor.

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About Kumpulan Prasarana Rakyat Johor Sdn. Bhd. (KPRJ)

Kumpulan Prasarana Rakyat Johor Sdn. Bhd. (KPRJ), established on 8 November 1995, is wholly owned by the Johor State Government. Since then, KPRJ has grown into a key player in the state’s development, with projects covering engineering and construction, property and asset management, investment, digital and environment. Its work has helped improve Johor’s economy and the everyday lives of its people.

KPRJ also plays a big role in some of Johor’s most important projects. It is part of Iskandar Malaysia through its stake in Iskandar Investment Berhad (IIB) and holds shares in companies like Infra Desa (Johor) Sdn. Bhd., Iskandar Waterfront Holdings Sdn. Bhd. and Southkey City Sdn. Bhd. With strong finances, experienced leadership

and a committed team, KPRJ works to bring lasting value and benefits to the state and its people.

KPRJ aims to be Johor's leading Government-linked company, not only in Malaysia but also on the international stage. Its focus is on staying relevant, being financially strong, delivering sustainable returns and building a culture of integrity, innovation, teamwork, leadership and entrepreneurship. Guided by these values, KPRJ continues to play an important role in shaping Johor's future.

Issued by **ShekhinahPR** on behalf of **Kumpulan Prasarana Rakyat Johor Sdn. Bhd. (KPRJ)**.

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