

PROTON Strengthens Youth EV Talent with University Collaboration

The PROTON Business Case Challenge 2025 engages final-year students nationwide to develop real-world problem-solving and industry-ready capabilities

Subang Jaya, 18 November 2025 – PRO-NET, a subsidiary of PROTON, is proud to be part of the Proton Business Case Challenge 2025, a nationwide competition that invites university students to put their business acumen and innovative thinking to the test.

Organised as part of the Proton Young Talent (PYT) Programme, the challenge provides students with a platform to tackle real-world automotive business scenarios and propose creative, data-driven solutions that reflect the fast-evolving mobility landscape.

“The Proton Business Case Challenge is an opportunity to see how young Malaysians think about the future of our industry,” said Mr. Zhang Qiang, CEO of PRO-NET. “With electric vehicles on the rise, we want to inspire the next generation to think boldly and act confidently. PRO-NET is always ready to nurture new talent and provide them with opportunities to grow within the industry.”

A Nationwide Search for the Best Business Minds

The competition will be held in six regional rounds, culminating in a Grand Finale on December 13, 2025. Each team of four to five students will be tasked to analyse, formulate, and present strategic business solutions under time constraints—testing their teamwork, creativity, and strategic thinking.

PRO-NET will be at the following venues:

Region	Venue	Date
Central	Universiti Malaya	17 November 2025
Northern	Universiti Utara Malaysia	19 November 2025
Southern	Universiti Tun Hussein Onn Malaysia	26 November 2025

The Proton Business Case Challenge 2025 is open to Malaysian citizens who are Bachelor’s Degree or Master’s final-year students, aged 26 and below in 2025.

Rewards Beyond Cash: A Pathway to PROTON

Winners of the Proton Business Case Challenge will receive cash prizes of up to RM5,000, with the Top Presenter earning a special award of RM1,000.

Most significantly, the top-performing students will receive Conditional Offers to join the Proton Young Talent Programme upon graduation—an exclusive gateway to a professional career with



PRO-NET
PROTON NEW ENERGY TECHNOLOGY SDN BHD

PROTON, offering mentorship, structured development, and hands-on experience in Malaysia's leading automotive company.

For updates, booking information, visit the Proton e.MAS website and follow our official social media channels: [Facebook](#) (Proton e.MAS Cars), Xiaohongshu (Proton e.MAS Cars), [TikTok](#) (@protonemasofficial), and [Instagram](#) (@protonemasofficial) for more information.

#PROTONeMAS5 #MostAffordableEV #OwnYourSpace #FreedomThatElectrifies

- END -

About Proton e.MAS

Proton e.MAS is Malaysia's pioneering national electric vehicle and new energy brand, a sub-brand of PROTON and distributed by PRO-NET. Playing a pivotal role in EV adoption and building the brand's ecosystem, Proton e.MAS is dedicated to leading the charge towards sustainable transportation with an unwavering commitment to innovation and excellence. Our expanding network of dealerships, comprehensive aftersales services, and ecosystem ensures that every customer enjoys a seamless and gratifying experience. Our mission, aligned with our parent company PROTON is to INSPIRE CONNECTIONS by consistently delivering Innovative Technology, R eliability, and international standards. Proton e.MAS was unveiled on 12 June 2024.

Proton e.MAS

Facebook: <https://www.facebook.com/ProtonEMASOfficial/>

Instagram: <https://www.instagram.com/protonemasofficial/>

TikTok: <https://www.tiktok.com/@proton.e.mas/>

Issued by:

PRO-NET

Salawati Mohd Yusoff

Chief Branding Officer

Telephone: +6012-219 4581

Email: salawati@proton.com

Christopher Ng

Manager, PR & Communications

Telephone: +6012-818 7597

Email: christopher@proton.com

Agus Mohd Nawiah

Senior Executive, Public Relations

Telephone: +6017-232 6225

Email: agusmn@proton.com

For media enquiries, please contact H/Advisors Klareco on behalf of PRO-NET:

Menuka Vejasegaran

H/Advisors Klareco

Telephone: +6014 345 2006

Email: menuka.vejasegaran@h-advisors.global