

PRO-NET Enters Strategic Partnerships with Leading CPOs for Proton e.MAS Branded Charging Stations

Proton e.MAS owners to enjoy discounted charging rates when paying through the Proton e.MAS app

SUBANG JAYA, 19 AUGUST 2026 – PROTON New Energy Technology Sdn Bhd (PRO-NET), the company behind the Proton e.MAS brand, has entered into strategic partnerships with leading electric vehicle (EV) charging point operators (CPOs) DC Handal, JomCharge and chargeEV to introduce e.MAS branded charging stations nationwide.

Under the partnerships, PRO-NET and DC Handal, JomCharge and chargeEV will collaborate on branding and marketing initiatives at participating EV charging facilities, while supporting the expansion of charging infrastructure and enhancing the charging experience for e.MAS owners.

The nationwide rollout of e.MAS branded charging stations is scheduled to begin in the third quarter of 2026, starting with a popular destination before expanding across the country. The initiative will focus on strategic, high-traffic public locations, bringing the e.MAS charging experience to places where customers regularly travel and spend time. At participating stations, e.MAS owners who pay through the Proton e.MAS app will also be able to enjoy discounted charging rates, providing greater value as they charge their vehicles.

As Malaysia's No. 1 EV brand, Proton e.MAS has continued to expand its charging ecosystem to support the growing needs of its customers. More than 4,700 charging points, covering over 90% of Malaysia, are currently accessible through the Proton e.MAS app, complemented by the Integrated Live Charging Map available in e.MAS vehicles. This strategic partnership with leading CPOs marks the next step in extending the Proton e.MAS ecosystem and bringing the brand's charging experience to more public locations.

The initiative represents a further step in PRO-NET's efforts to work alongside industry partners to support the continued growth of EV charging access in Malaysia. Through this collaboration, PRO-NET will support participating CPOs in expanding their charging infrastructure, creating more opportunities for EV users to access charging facilities while introducing a more recognisable e.MAS presence at participating charging stations. It also supports the Government's localisation agenda by creating opportunities for greater participation by local vendors and industry players in the development of Malaysia's EV ecosystem.

"As more Malaysians make the transition to electric mobility, convenient and accessible charging will become an increasingly important part of the ownership experience. Through our collaboration with leading CPOs, we want to make charging more rewarding for e.MAS owners and give them greater access to charging at key locations. This partnership brings

together the strengths of PRO-NET, our charging partners and the e.MAS digital ecosystem to support our customers as EV adoption continues to grow in Malaysia,” said Mr. Zhang Qiang, Chief Executive Officer of PRO-NET.

The partnership also gives e.MAS owners greater value, convenience and peace of mind. The participating CPOs are established charging operators with existing support capabilities, giving customers access to assistance when required. The specific charging rates and arrangements will be mutually agreed upon between PRO-NET and the respective CPOs.

“The integration of charging access with the Proton e.MAS app gives us an opportunity to make the charging experience simpler and more rewarding for e.MAS owners. By working with established CPOs, we can make charging more convenient while giving customers access to existing support capabilities when assistance is needed. Together, these elements help us create a better charging experience for e.MAS owners,” said Mr. Ahmad Munif Halim, Head of Charging, PRO-NET.

As Proton e.MAS continues to grow its presence across Malaysia, PRO-NET will continue to work with charging partners and local industry players to expand access to convenient and reliable EV charging, while creating greater value for e.MAS owners and supporting the Government’s efforts to grow the local EV ecosystem through greater participation by Malaysian vendors and industry players.

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 on Proton e.MAS models.

#PROTONeMAS #PROTONeMAS7 #KLIMS2026 #Kuasaemas #EVMalaysia

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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, Reliability, and international standards. Proton e.MAS was unveiled on 12 June 2024.

Proton e.MAS

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