

*...r Brand,
Timeless Classic!*

The BrandLaureate **BEST BRANDS™** Awards 20





YOUR **BRAND**,
A TIMELESS CLASSIC!

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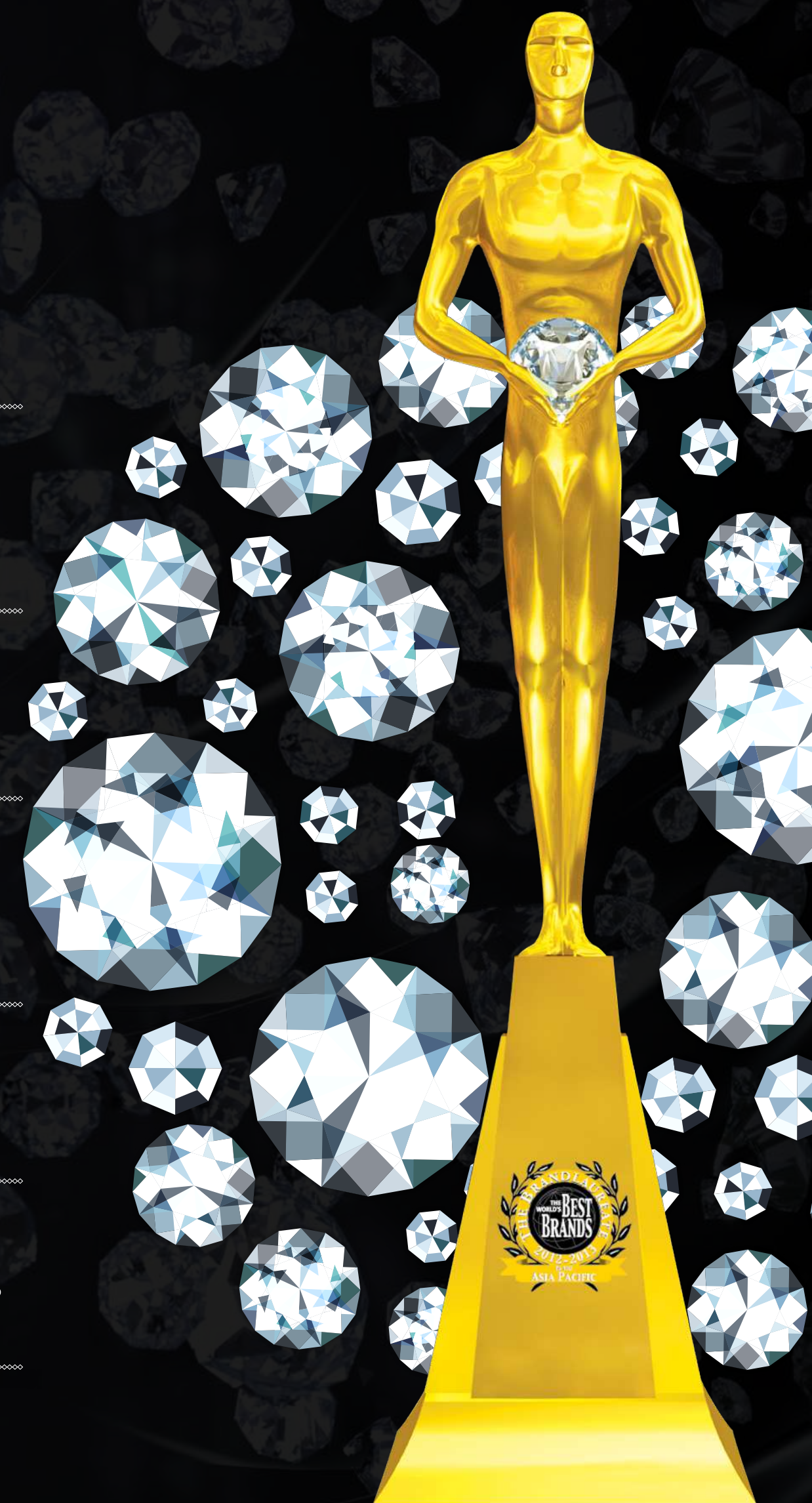
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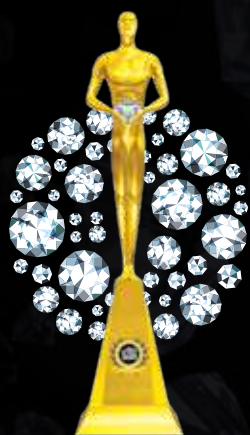
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YOUR **BRAND**,
A TIMELESS CLASSIC!

THE ASIA PACIFIC BRANDS FOUNDATION

Founded in 2004, the **Asia Pacific Brands Foundation (APBF)** is a non-profit organization dedicated to developing brands in a myriad of business backdrops. Led by its Patron, H. E. Tun Dr. Mahathir Mohamad, Malaysia's fourth Prime Minister, together with a Board of Governors who are experienced captains of industries and established brand icons.

The power of branding is a visual, auditory and sensory experience which is undoubtedly vital to the success of brands. Brands are catalysts that transcend achieving objectives, making profits or establishing one's status so that it appeals to consumers. In reality, consumers' buying preferences are determined by the way brands attract and engage them.

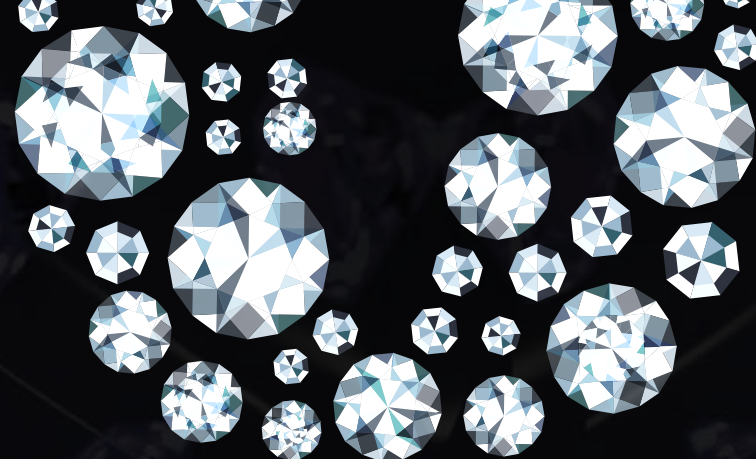
It is crucial that organizations realize the significance of brands and branding. Likewise, consumers must also be educated and informed concerning the qualities of good brands and best-branding practices. This is where the APBF steps in to develop the 'art of branding'.

With aspirations to encourage the awareness of branding in Malaysia and across the world, the APBF takes an active role in identifying and nurturing outstanding Malaysian brands on an international platform. The Foundation continuously champions its mission to educate and communicate the 'value of branding' – with the concept that brand culture, combined with good practices, will give Malaysia the edge, even against the world's most advanced nations.

Starting off on a modest note with publication of branding articles in print media, the APBF has gradually evolved into an association which organizes branding seminars and forums to discuss the latest issues and developments in branding. The commitment of the organization in encouraging the performance of businesses through branding has seen the launch of the Tun Dr. Mahathir-The BrandLaureate Lecture Series, with the aim of furthering the objectives of the APBF.

After its establishment, the APBF has embarked upon a number of initiatives through The BrandLaureate to support its brand mission. Among the significant events initiated include The BrandLaureate Awards, first in 2006; for Multinationals (MNCs), Public Listed Companies (PLCs), Trans-National Corporations (TNCs), Government Linked Corporations (GLCs) and Large Corporations (LCs). With the success of the awards, the APBF then launched The BrandLaureate – SMEs Chapter Awards (now renamed SMEs BestBrands Awards) to honour the Small and Medium Enterprises (SMEs).

A visionary organization, the APBF aims to continue to take branding into a new dimension via its heartfelt commitment and undying passion.



BOARD OF GOVERNORS OF THE BRANDLAUREATE



H.E. Tun Dr. Mahathir
Mohamad
Patron



Dr KK.Johan
President



Datuk Wira Jalliah Baba
Advisor



YM Raja Datuk Ropiah
binti Raja Abdullah
Secretary General



Chew Bee Peng
CEO



YBhg General (Rtd) Tan Sri Dato'
Paduka Dr. Hashim Mohd Ali
Chairman



Tan Sri Dato' Hamad Kama Piah
bin Che Othman



Tan Sri Dato' Sri
K. Teh Hong Pow



Tan Sri Leong
Hoy Kum



Professor Emeritus
Tan Sri Dato' Seri Paduka
Dr Lim Kok Wing



Tan Sri Dato' Seri
Dr. M. Mahadevan



Tan Sri Datuk Seri Tony
Fernandes, OBE



Tunku Dato' Seri
Shahabuddin Tunku Besar
Burhanuddin



Rear Admiral
Tan Sri Dato' Seri
K. Thanabalasingam
(Rtd)



Tan Sri Dato' Seri
Darshan Singh Gill



Tan Sri Datuk G
Gnanalingam



Tan Sri Datuk
Dr. Augustine
Ong Soon Hock



Puan Sri Datin Seri
Dr. Susan S.C. Cheah



Dato' Anne Eu



Dato' Jimmy Choo,
OBE



Tan Sri Dr Ramon
Navaratnam



Dato' Sieh Kok Chi



Datuk Dr.
P.H.S. Lim



Dato' Haji Abdul
Rahman Mohamed



Dato' Lawrence
Chan Kum Peng



Datuk Dr. (R)
Mohamed Mydin
Bin Md Musa



Dato' Dr. Sheikh Muszaphar
Shukor Al Masrie



Datuk Lee
Chong Wei



Alex Yoong



Ms. Amber Chia

YOUR BRAND, A TIMELESS CLASSIC!

"Your Brand, A Timeless Classic!" is the theme of The BrandLaureate Awards 2012-2013 organized by the Asia Pacific Brands Foundation (APBF). In selecting this theme, the APBF believes that brands on the quest to be market leaders must also strive to become timeless classics and build lasting legacies that will be remembered for generations to come.

The world is filled with brands, but as a timeless classic, the brand has indeed sustained the test of time – building upon its brand longevity with compounding dominance. It has strong brand equity which is the envy of all and this is achieved by making branding the foremost objective of the brand.

Life as a timeless classic brand is a journey – one which explores new horizons every day of the year to build the finest brand attributes. With innovation, the brand evolves to become better and stronger. Innovation is the lifeline as it continues to set new trends and at the same time enable the brand to adapt to various market conditions throughout the world in its quest for brand supremacy. It has a strong brand culture – which is the backbone of the brand. Responsible, genuine, sincere and trusted are brand values that form the 'DNA' of the brand.

A timeless classic brand is built over time and it takes years of commitment and tenacity. Louis Vuitton, Mercedes Benz, Rolex, De Beer, Moët Chandon and 3M are some great examples of timeless classics which appeal to generations of global customers with sheer brand excellence. They are brands that have footprints globally – generating billion-dollar revenues. These brands have achieved such stature through years of branding and innovation to meet the demands and desires of consumers. They up the ante to provide a strong brand experience and connect emotionally with customers – differentiating them from other brands.

A timeless classic is most endearing and highly sought after with its strong personality and beauty. Like a diamond, it has a timeless appeal and resonates with class and pride. Such a brand is highly respected and admired by all.

**A TOUCH OF CLASS
THE MARK OF PERFECTION
A CLASS ABOVE
A TIMELESS CLASSIC**

THE CLASSIC TROPHY



The BrandLaureate Awards 2012-2013 trophy epitomizes the theme of the Awards: *"Your Brand, A Timeless Classic!"*

The coveted trophy, crafted and plated in 24k gold, has The BrandLaureate statuette standing tall and proud, looking confident and strong, on a solid base which forms the foundation of the timeless classic brand. The firm and solid base represents the power and position of the recipient brand as an entrenched industry leader.

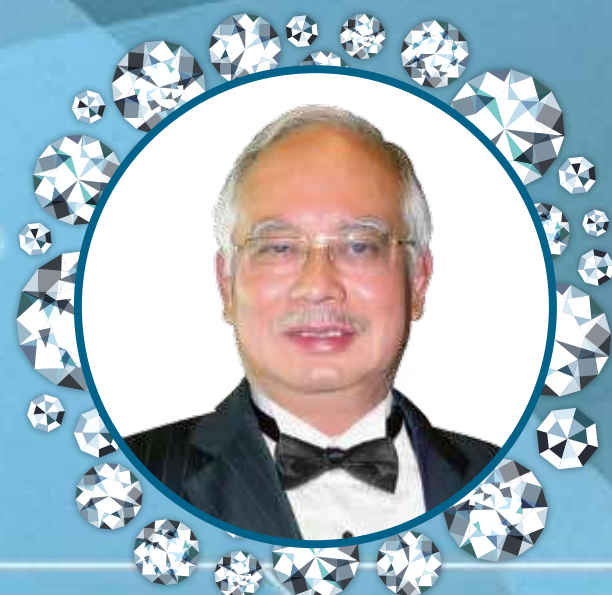
The statuette's hands face inwards, holding a diamond (Swarovski Element) in its palms. Ergo, the time classic brand is akin to a diamond which has timeless appeal – simultaneously precious and priceless. The diamond represents the dynamicity and dominance of the brand, the ongoing desire and drive to propel the brand, the sheer determination and discipline of the brand, the never-ending development and durability of the brand and the profound dignity to fulfil the destiny of the brand. All these qualities make it endearing and bless the brand with a distinct differentiation.

The BrandLaureate emblem at the base of the trophy is synonymous with brand excellence and supremacy and the laurel leaves surrounding the emblem signifies victory and honour.

The BrandLaureate Awards 2012-2013 limited edition trophy is a timeless classic which is highly sought after and is only reserved for the very best and most deserving.



YOUR **BRAND**,
A TIMELESS CLASSIC!



YAB DATO' SRI HAJI MOHD NAJIB BIN TUN HAJI ABDUL RAZAK

PRIME MINISTER OF MALAYSIA

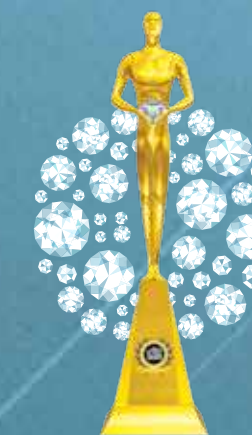
AS MALAYSIA FORGES
AHEAD WITH A NEW
DRIVE AND DIRECTION,
THE GOVERNMENT
STANDS COMMITTED
TO THE NATION'S
DEVELOPMENT
- FOCUSING ON
BUILDING AND
STRENGTHENING A
HARMONIOUS SOCIETY.
ONE OF THE WAYS WE
CAN ACHIEVE THIS
IS BY SECURING THE
COUNTRY'S ECONOMIC
PROSPECTS.

Last year, the nation's Gross Domestic Product (GDP) grew by 5.6 per cent – surpassing consensus forecasts of 5.0 per cent and the Treasury's 2013 Budget Forecast of 4.5 to 5.0 per cent. We are on track to become a high income and advanced nation by 2020. However, this will only be possible with the combined efforts of companies with footprints around the globe. Not only does it require hard work and initiative, but it is important for companies like yours to go out there and brand Malaysia while branding the organization.

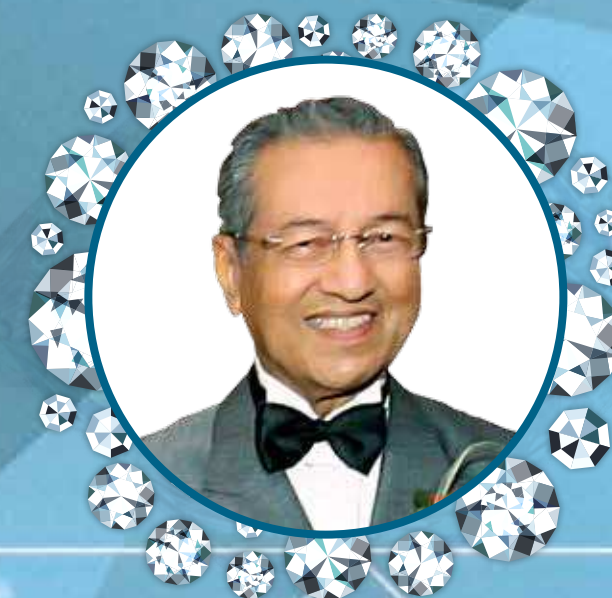
A strong brand identity is essential for the success of a company and is equally important for a nation. The only way we can counter the intense global competition is by maintaining a strong brand image and providing the right perception of Malaysia to the rest of the world. Brand owners and brand leaders are ideal candidates to pilot this branding exercise which is beneficial to the organization and country.

Congratulations to all the winners of this year's The BrandLaureate Awards. I am also glad to note that the Asia Pacific Brands Foundation (APBF) aptly continues to recognize those who have been branding Malaysia under the Country Branding Awards.

YAB Dato' Sri Haji Mohd Najib
Bin Tun Haji Abdul Razak



YOUR **BRAND**,
A TIMELESS CLASSIC!



H.E. TUN DR MAHATHIR MOHAMMAD

PATRON OF THE ASIA PACIFIC BRANDS FOUNDATION

There are many qualities which make a brand successful. Being innovative is one. Also being adaptable and giving added value – as brands, no matter corporate, product or personal, must be able to hold a strong emotional bond with their customers.

Commitment is one element that business owners cannot take lightly. It is vital in the start of any business, through its sunny days and gloomy outlook, and has to continue on for infinity. Commitment shows the seriousness of the brand leaders in offering the global public their products and services. A brand will only be able to level up and become a global phenomenon if there is continuous and deepest commitment – not only commitment to its customers, but also to its own company and the country.

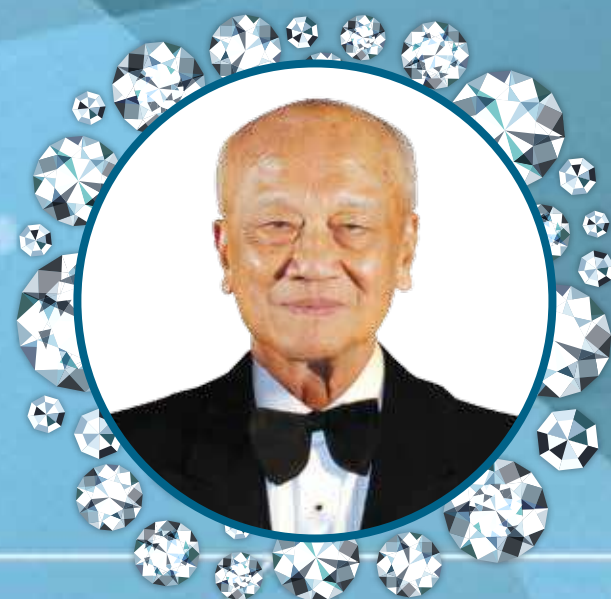
Drivers of growth for the economy, brand leaders must ensure that in the process of achieving profitability, best practices are met. Only through this will quality and consistency of products and services be maintained – making it possible for the brand to keep to its promises and be a responsible player in the world of business.

Once again, our congratulations go out to this year's BrandLaureates. You are the best in your respective industries today. Now you have to sustain your position and improve on it so that you will continue to be on top of the competition year after year. Push the barriers of continuity and charge ahead for a stronger tomorrow.

H.E. Tun Dr Mahathir Mohammad



YOUR **BRAND**,
A TIMELESS CLASSIC!



YBHG GENERAL TAN SRI DATO' PADUKA
(DR) MOHAMED HASHIM BIN MOHD ALI (RTD)

CHAIRMAN OF THE ASIA PACIFIC BRANDS FOUNDATION

FIRSTLY, I
WOULD LIKE TO
CONGRATULATE THE
BRANDLAUREATES.
THE THEME, "YOUR
BRAND, A TIMELESS
CLASSIC!" IS ONE
BEPFITTING MANY OF
THE BRAND LEADERS
HERE TODAY.

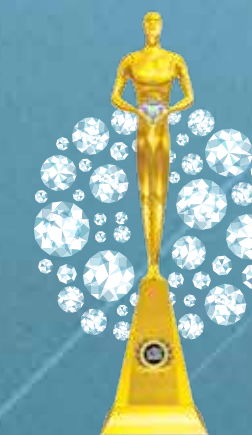
As we all know, a brand cannot become a timeless classic overnight. It requires time – time to implement the best practices, time to train and educate the staff, and essentially, time to brand. Like the saying goes, Time is of the essence, and companies, big or small, must use their time wisely and effectively to be successful in the international arena.

Branding is a labour of love by the company for its products and services and needs to continue on – regardless of the economical atmosphere or internal politics.

Classic brands like yourselves are a testament to the commitment of branding – as you have all weathered business storms and seen sunny, successful days.

We at the Asia Pacific Brands Foundation acknowledge your strength and drive towards creating brands that have established lasting impressions across the world. Let tonight be a celebration for all your effort and a catalyst to more successes in the future.

YBHG General Tan Sri Dato' Paduka (Dr)
Mohamed Hashim bin Mohd Ali (Rtd)



YOUR **BRAND**,
A TIMELESS CLASSIC!



YBHG DATUK WIRA JALILAH BABA

ADVISOR OF THE ASIA PACIFIC BRANDS FOUNDATION

A brand will only succeed if the customers are supportive, loyal and satisfied with products and services offered to them. Customers will not tolerate failure and need to be able to trust brands in order to gain confidence in them. If there is continuous trust in the brand, only then will consumers be able to make the brand their preferred choice.

Brand managers and leaders should take pride in the success of past endeavours, but at the same time, focus on developing their brands further – to continue keeping customers fulfilled. Thus, innovation in all aspects – products, services, customer service and branding, is vital in order to attain the ultimate goal of becoming a classic and timeless brand.

As brand custodians, I am confident that you will be able to guard your brands from any pitfalls; and at the same time, work on their sustainability.

Tonight belongs to you as you celebrate the success of your brands and your untiring efforts to build them to be the best. Enjoy the night!

YBhg Datuk Wira Jalilah Baba

CONGRATULATIONS
TO THE RECIPIENTS OF
THE BRANDLAUREATE
2012-2013 AND I AM
MOST PROUD OF YOUR
ACCOMPLISHMENTS.
IN BEING SELECTED
A BRANDLAUREATE,
YOU JOIN THE ELITE
OF ELITES IN THE
WORLD OF BRANDS
– ONE THAT IS ABLE
TO COMMAND THE
RESPECT AND LOYALTY
OF THE CUSTOMERS.



YOUR **BRAND**,
A TIMELESS CLASSIC!



DR KKJOHAN

PRESIDENT OF THE BRANDLAUREATE

**WELCOME TO THE
BRANDLAUREATE
AWARDS 2012-2013.
THIS YEAR, THE THEME,
“YOUR BRAND, A
TIMELESS CLASSIC!”,
IS ONE THAT WILL
RESONATE WITH
BRANDS ALL AROUND
THE WORLD. THE
BUSINESS OF EVERY
BUSINESS IS BUILDING
A CLASSIC BRAND.**

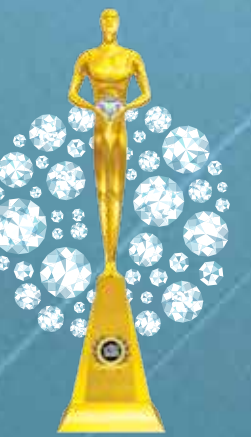
In selecting this year’s theme, the Asia Pacific Brands Foundation (APBF) believes that brands should be daring and charge into the business biosphere with the belief and faith that they have what it takes to become a classic and timeless brand. Any brand willing to go beyond satisfying customers, creating a progressive portfolio while using innovative branding techniques, has a chance to become immortal – long after we are all gone.

All your brands are undoubtedly under the spotlight. All of you are triumphant winners in your own respective industries and clearly believe in the strength and value of branding. After all, it is branding that sets you apart from your competitors – making it possible for you to rise above your challenges and be victorious.

We pay homage to and commemorate brands that are highly respected and admired. And as we celebrate the brands in our midst today, let us continue to innovate – to be powerfully driven by the passion to brand.

*Being a **BRAND** is every business’s dream.
Being a **CLASSIC BRAND** is every brand’s dream.*

Dr KKJohan



YOUR **BRAND**,
A TIMELESS CLASSIC!



CHEW BEE PENG

CEO OF THE BRANDLAUREATE

A classic brand is one that has the aptitude and ability to endure tumultuous beginnings; and never cease to soar even after triumphs and accomplishments. Such a brand remains steadfast and successful in promoting confidence in consumers with its deep-seated roots in the world of business. It reflects the hard work and earnest effort the company has put in to make it a brand that stands the test of time.

The BrandLaureate Awards recognizes classic brands from various industries – including property, banking, agriculture, electronics and retail. Paving the way for success with global footprints, these brands have played an important role in being catalysts of growth to the country’s economy. The APBF believes that these efforts and accomplishments should be acknowledged – and it will continue to educate the public on the right perspective concerning brands and branding.

Winning The BrandLaureate Award is in fact not the end, but a continuation of the journey towards greater successes and triumphs to come – it is a journey that all of us will have to take if we want to become leaders.

As the leader in Branding Awards, The BrandLaureate will continue to expand its frontiers; I would like to take this opportunity to say thank you to all of you for your support

Chew Bee Peng

**CONGRATULATIONS
TO THE
BRANDLAUREATES.
MAY YOU CONTINUE
TO BUILD ON YOUR
BRAND SUCCESS AND
CREATE A LEGACY
THAT WILL WITH
STAND THE TEST OF
TIME.**

EVERYTHING ABOUT YOU
IS
ALL IN YOUR **BRAND** AND **BRANDING**.

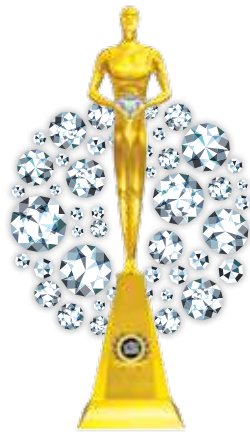
... Dr. KKJohan



TOP 10 MAN OF THE YEAR

The Top 10 Man of the Year Award recognises corporate and industry leaders who have contributed to nation building through their areas of expertise. They are the movers and shakers of Malaysia's economy and trail blazers who innovate and explore new frontiers in search of growth.

They are highly respected and role models of success.



YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

YAM TAN SRI DATO' SERI SYED ANWAR IBNI SYED PUTRA JAMALULLAIL TUANKU SYED PUTRA TOP 10 MAN OF THE YEAR AWARD 2012-2013



CHAIRMAN OF THE YEAR AWARD

YAM TAN SRI DATO' SERI SYED ANWAR IBNI SYED
PUTRA JAMALULLAIL TUANKU SYED PUTRA

**Chairman
Nestle (Malaysia) Berhad**

THE BRAND STORY

Noble Beginnings

A member of the royal family of Perlis, Tan Sri Dato' Seri Syed Anwar Jamalullail Tuanku Syed Putra is an astute businessman and corporate figure – well known and respected within business circles in the country. He holds a degree in Accounting from the Macquarie University in Sydney, Australia, and later qualified as a Chartered Accountant of the Australian Society of Certified Practising Accountants in 1984.

Syed Anwar started his professional career as a financial accountant with Malaysia Airlines System Berhad (MAS) in 1975, and in 1979 he moved on to the global accounting firm, Price Waterhouse (Australia), as Senior Auditor. Three years later, he joined D&C Nomura Merchant Bank Berhad as Manager of Investment and in 1985 became the Manager of Corporate Finance with Amanah Merchant Bank. He was also the Group Managing Director of Amanah Capital Berhad.

Leader of Leaders

As a corporate leader, Syed Anwar's expertise is much sought after and he has been invited to be on the boards

of many conglomerates in Malaysia. Since 2002, he has held chairmanship for a number of companies, for instance Malaysian Resources Corporation Bhd. (2002-2005), System Television Malaysia Bhd. (2002-2005), (EON Bank Berhad (2008-2010), EON Capital Berhad (2006-2010), DRB-Hicom (2005-2009).

He was also Executive Chairman of Realmild (M) Sdn. Bhd. and Radicare (M) Sdn. Bhd. as well as an independent director of Maxis Communications Berhad, Bangkok Bank Berhad and various other companies.

Towering Titan

Syed Anwar is currently the Chairman of Cahya Mata Sarawak (CMS) Berhad, a leading conglomerate listed on Bursa Malaysia, and Sarawak's largest and most integrated infrastructure company. He is also the Chairman of food conglomerate, Nestle (M) Sdn. Bhd., TV3 and Pulau Indah Ventures Sdn. Bhd. – a joint venture between Khazanah and Temasek of Singapore. In the education sector, he was appointed Chancellor of SEGi University in 2011.

Syed Anwar's expertise spans across various industries and

he is constantly pushing the boundaries of the companies that he helms – to set new standards of excellence and establish solid corporate governance.

During his tenure as the Group Managing Director of Amanah Capital Berhad, he was appointed as the Head of the Investment Panel of Lembaga Tabung Haji by the fourth Prime Minister of Malaysia, Tun Dr Mahathir Mohamad, to help revamp it to become more professional and profitable.

Impressionable Persona

Soft-spoken and affable, Syed Anwar has contributed much to the development of the corporate sector in Malaysia with his wisdom and knowledge. He has time and time again risen above trials and tribulations and has successfully taken on challenges with bold tenacity and unbeatable commitment in the course of his illustrious career. He continues to deliver the best with his strong leadership and foresight.

While he is deeply involved in the corporate sector, Syed Anwar graciously finds time to be actively involved in social work and voluntary services.





The BrandLaureate
AWARDS 2012-2013

YBHG. TAN SRI DATO' SRI HAMAD KAMA PIAH BIN CHE OTHMAN TOP 10 MAN OF THE YEAR AWARD 2012-2013



CORPORATE LEADER OF THE YEAR AWARD

YBHG. TAN SRI DATO' SRI HAMAD KAMA PIAH
BIN CHE OTHMAN

President & Group Chief Executive Officer
Permodalan Nasional Berhad

THE BRAND STORY

Barrier Breaker

A well-known corporate leader, Tan Sri Dato' Sri Hamad Kama Piah bin Che Othman, is currently the President and Group Chief Executive of Permodalan Nasional Berhad (PNB), the country's premier investment institution.

Hamad's career with PNB spans over 30 years and prior to his appointment as the President and Group Chief Executive in 1998, he was the Group Managing Director. Under his leadership, he has successfully steered PNB to go beyond the RM100 billion mark in income and bonus distributions since its inception.

Through the corporate exercises led by Hamad, PNB has grown its investment to more than RM255 billion worth of unit holdings and proprietary funds for its various investments in about 200 subsidiary companies in Malaysia, including substantial shareholdings in Malayan Banking Bhd., Sime Darby Bhd. and UMW Holdings Bhd.

Sprouting Secure Roots

Hamad has set up PNB in the overseas market by opening

international offices in cities such as London, Tokyo and Singapore. Under his management, the group has become a formidable real estate player in the international arena – with multi-billion ringgit acquisitions of landmark commercial buildings in the UK and Australia.

His strong leadership has enabled PNB to overcome the numerous financial crises that beset the local and global economy. PNB was able to get through the Asian Financial Crisis of 1997/98 to the Subprime Mortgage Crisis of 2007/08, relatively unscathed.

Charitable Charisma

Hamad initiated two of the most important corporate outreach programmes for the group – the Minggu Saham Amanah Malaysia (MSAM) and 360-Days Seminar Programme. MSAM has benefited more than 2.6 million people and almost 300,000 people have attended the free financial planning seminars provided under the latter – held daily nationwide. Helping the underprivileged and providing them with opportunities for education matter most to Hamad. In 1998, he established Kolej Ilmu PNB for underprivileged students; and in 1999, he initiated the establishment of Yayasan Tun

Ismail which awards scholarship to excellent students to study in distinguished universities in the UK.

Etched in Greatness

Hamad is Director of Amanah Saham Nasional Bhd., Pelaburan Hartanah Nasional Bhd., Amanah Mutual Bhd., Sime Darby Bhd., Sime Darby Property Bhd., Chemical Company of Malaysia Bhd. and several other companies. He is the Chairman of University Kelantan Malaysia and I-Berhad as well.

With a list of achievements to his name, Hamad's achievements and contributions to PNB and the country have been recognized through various awards; including the International Socrates Award in the category of 'economy and business' by the Europe Business Assembly, Most Eminent Brand Icon Leadership Award 2011 by The BrandLaureate, Lifetime Achievement Award 2011 and Global Visionary Leader of the Year 2013 by the Leaders International Magazine, Masterclass GLC CEO of the Year (2009 and 2010) by the Kuala Lumpur Malay Chamber of Commerce and the Business Person of the Year 2011 by Asian Academy of Management.





YBHG. TAN SRI DATO SRI DR TEH HONG PIOW TOP 10 MAN OF THE YEAR AWARD 2012-2013



BANKER OF THE YEAR AWARD

YBHG. TAN SRI DATO SRI DR TEH HONG PIOW
Founder & Chairman
Public Bank Berhad

THE BRAND STORY

Brilliant Banker

Tan Sri Dato' Sri Dr. Teh Hong Piow is the Founder and Chairman of Public Bank Berhad, Malaysia's third largest bank and the largest private bank. As one of Malaysia's pioneer bankers, Teh has been at the forefront championing the growth and development of Public Bank.

Teh's success story truly inspires. Born in Singapore on March 14, 1930, he attended primary and secondary education at the Anglo Chinese School and started work as a clerk in Overseas-Chinese Banking Corporation Ltd. Through hard work and dedication, he rose to the position of Officer within five years and in 1964, he was promoted to the position of General Manager at the young age of 34.

Teh left Malayan Banking in 1966 to set up Public Bank – with the philosophy that it is a bank 'of and for the public', serving the banking needs of the public with a wide range of products and services accompanied by excellent service.

Realigning Norms

Prudent management, a strong balance sheet, superior assets, quality customer service, entrenched corporate governance and effective business culture of the bank has enabled it to overcome numerous local and global economic downturns – setting new industry standards.

The success of Public Bank in riding the financial cycles proved its staying power. It is the only bank that has been recording profit year-on-year for the past 48 years; and as of 2012, is the largest non-government-linked corporation in Malaysia – with a market capitalization of RM57.52 billion. Amongst its industry peers, it has the best asset quality, lowest cost-to-income ratio and highest net return on equity.

Virtuous Visionary

Teh's success can be attributed to his indomitable spirit, passion and commitment to the bank. Not one to shy away from challenges, he believes that honesty, integrity and trustworthiness are important traits to have and one should not let challenges constrain one's potential or compromise one's values.

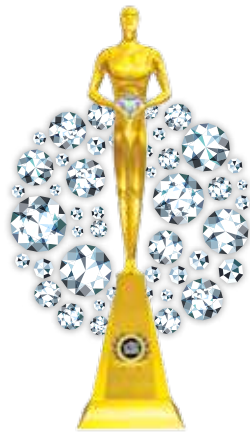
Apart from being the Chairman of Public Bank Group, Teh is also the Chairman of Public Mutual (the No.1 unit trust brand in the country) and Lonpac Insurance. Teh holds memberships in many professional institutions and associations, including Institute of Directors and Chartered Institute of Bankers (UK) as well as Malaysian Economic Association and Institut Bank Bank Malaysia.

Touching Lives

Aside from business, Teh takes joy in giving back to society. A philanthropist at heart, he has assisted countless citizens through Public Bank's corporate social responsibility (CSR) initiatives; including participation in nation building, enhancement of the marketplace, investment in staff & promotion of workplace, education, community support and environmental conservation.

As an acknowledgement of his selfless contribution to society, he has been conferred numerous awards and recognitions from both local and international organizations, including the Best CEO (Investor Relations) 2012 for Malaysia, The BrandLaureate Tun Dr. Mahathir Mohamad Man of Year 2010-2011 and Asia's Banking Grandmaster 2010.





YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

YBHG. TAN SRI LIM KANG HOO TOP 10 MAN OF THE YEAR AWARD 2012-2013



PROPERTY MAN OF THE YEAR AWARD

YBHG. TAN SRI LIM KANG HOO
Executive Vice Chairman
Iskandar Waterfront Holdings

THE BRAND STORY

Construction Captain

YBhg. Tan Sri Lim Kang Hoo is the Executive Vice Chairman of Iskandar Waterfront Holdings (IWH) and the man behind the development of Iskandar Malaysia, a new metropolis and southern gateway to Malaysia in the state of Johor covering 2217 square kilometres.

Lim started his career in the family's construction business after completing secondary school. Having learned the ropes of the trade, he teamed up with a partner to form a civil engineering and construction business which grew to become what Ekovest Berhad is today. He is currently the Chairman of Ekovest Berhad and has been on the Board of Directors since 1988.

Building Beyond

As the Executive Vice Chairman of IWH, Lim has played a pivotal role in promoting Iskandar Malaysia to local and international investors. IWH is also the master developer of Danga Bay, (formerly known as Lido Bay) – situated 7 kilometres from the city of Johor Bahru.

His 'love affair' with Johor began in 1997 when he envisioned the potential to recreate a new city in the South to 'make up for' Singapore which broke away from Malaysia in 1965. Being a visionary with remarkable foresight and patience, Lim set out to systematically transform Johor Bahru and realize his dream of remaking it into an international city.

Firm and Steadfast

While most developers build houses, make their fortunes and move on, Tan Sri Lim has remained faithfully committed to Johor over the past 15-odd years. He continues to roll out his vision for a new waterfront city. His brainchild, Danga Bay, the most popular family leisure and recreation spot in Johor, is a testimony of his dedication – complete with public amenities and facilities.

It began as a social project for the people of Johor and Lim has not deviated from that goal since. Despite its popularity and commercial value, Danga Bay has for a long time been completely devoid of any commercial components, save some eateries. This is rare for such a strategic location. Lim, however, bucked the trend by providing social and recreation

facilities first for the people of Johor. Only now is land in there being opened for development by a slew of reputable local and foreign investors.

City Champion

Lim is now devoting all his energies to materialize his vision for a new JB Waterfront City. His passion, commitment and great sense of nationalism and patriotism is an inspiration to all who have worked with him. His love for Johor, in particular, is unshakable – even though he hails from Kuala Lumpur. Yet, for all his contributions and commitment to Johor, Lim remains unpretentious and often far-removed from the glare of the media.

For his outstanding contributions, he was conferred the Panglima Setia Mahkota (PSM) award, which carries the title, Tan Sri, by the Yang di-Pertuan Agong in 2012 – a fitting tribute to a man who has devoted over a decade of his life to developing Danga Bay in Johor.





YBHG TAN SRI DATO' SRI LIM WEE - CHAI TOP 10 MAN OF THE YEAR AWARD 2012-2013



MANUFACTURER OF THE YEAR AWARD

YBHG TAN SRI DATO' SRI LIM WEE - CHAI
Chairman / Founder
Top Glove Group of Companies

THE BRAND STORY

Latex Lord

Tan Sri Dato' Sri Lim Wee-Chai, the Founder and Chairman of Top Glove Group of Companies, is the driving force behind the success of the business and brand. He established Top Glove, a rubber glove manufacturing company, in 1991 – with only one factory and three production lines then.

Today, Top Glove is the world's largest producer of rubber gloves – with 25 factories spread across Malaysia, Thailand and China; and a production capacity of 40.7 billion pieces a year. It has a market capitalization of RM3.717 billion. (Data as of May, 2013.)

Lim comes from a rubber trading background, where his family was involved in the rubber business in Titi, Negri Sembilan. He graduated with a Bachelor of Science Degree, with Honours in Physics, from University Malaya and Master of Business Administration from Sul Ross State University, Texas, USA. With his strong science background, it was natural for Lim to tackle the problems pertaining to rubber-glove manufacturing.

Modest Beginnings

Foreseeing the demand for gloves with the growth of the healthcare industry, he decided to set up Top Glove with his wife as partner – pooling RM180,000 as start-up. Things were difficult at first as they had to build the brand. As the business progressed, R&D initiatives were taken to cater to the needs of the customers; ensuring high-quality products.

Lim attributes the success of the brand to its employees who have played an important role in the development of the business – many who have been with the company since the onset. He treats them as part of the family – looking into their welfare with the introduction of new benefits and services.

Golden Gloves

For Lim, success in business means hard work as there is no shortcut to success. One also has to work smart and be supported by a strong team. Staying focused helps to realize one's dreams; while the ability to remain calm in the face of challenges is important. To have an upper edge over competitors, sound knowledge of the industry is vital to promote the right decisions.

Working along the personal motto, "Must Know, Must Do, Must Teach", Lim believes in continuously coming up with new ideas and venturing into fresh businesses. He enjoys the process of selecting team members – teaching them and building a strong team to take operations so he can start another business and continue innovating.

Resonating Beyond

Lim sits on the board of many associations and agencies – he was appointed as a Council Member of the East Asia Business Council (EABC) by the Minister of International Trade and Industry, Malaysia; and was elected Council Member of the Federation of Malaysian Manufacturers (FMM) in 2010.

With his business acumen and leadership skills, Lim has been a recipient of more than 10 awards, including the prestigious accolade, Master and Country Entrepreneur of Malaysia for the Year, by Ernst and Young in 2004; Entrepreneur of the Year at the Asia Pacific Entrepreneurship Awards 2008 and The BrandLaureate Brand Icons Leadership Award – won in 2011. He is the pride of the country and a great source of inspiration to aspiring entrepreneurs.





The BrandLaureate
AWARDS 2012-2013

YBHG. PROFESSOR EMERITUS TAN SRI DATO' SRI PADUKA DR LIM KOK WING TOP 10 MAN OF THE YEAR AWARD 2012-2013



CREATIVE INNOVATION MAN OF THE YEAR AWARD

YBHG. PROFESSOR EMERITUS TAN SRI DATO' SRI
PADUKA DR LIM KOK WING

Founder & President

Limkokwing University of Creative Technology

THE BRAND STORY

Kaleidoscopic Visionary

Blessed with the ability to move people, transform mindsets, touch the hearts of people and shape opinions through his highly creative work, Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing is an entrepreneur, visionary, mentor, strategist, educationist, innovator, peacemaker and Asia's most well-known communication strategists – building campaigns on meaningful messages.

He began his career as a cartoonist and then moved on to set up his own advertising agency in 1975 at the age of 29. Called the Wings Creativity Consultants, he muscled into an industry controlled by expatriates and multinationals. With perseverance, talent and skill, he catapulted his business into the top rung within a short time and was wooed by an international network. A merger with the third largest communication network in the world led his enterprise to become a global business. Subsequently, he broke away to form his own integrated communications organization that created a name for itself for outstanding work.

Concept Educator

Lim, bearing a unique look for a high-powered corporate

figure, is greatly respected for his effort to raise the benchmark for industry through creativity and innovation. With a flaming passion for education, he started the LimKokWing University of Creative Technology in 1991 – creating a new concept in education: 'Bringing the world into the classroom and classrooms into the world'. His vision is for students to graduate with qualifications which they can take anywhere – and he has achieved it through networking with some of the most established and specialized universities around the globe. Through Limkokwing, Lim seeks to change the way people think and the way they look at things.

Outside the Box

Being a creative person, Lim constantly confronts Malaysians to rethink the way they run business – often reminding them that the world's most successful and powerful countries are also the most creative and innovative.

He looks for different ways to make learning more meaningful – taking the non-traditional approach and in the process bringing fresh new thinking to education. He set up 'incubation units' to develop new businesses – which are natural extensions to the University's programs in helping

students to apply their skills in practical ways. Students pick up entrepreneurial capabilities, as these businesses will be franchised to keen students.

Unique Mark of Immortality

Lim is the man behind many of the country's community campaigns to build public awareness on important issues such as Rakan Muda, Tak Nak, anti-smoking, Inflasi Sifar, Commonwealth Games and Vision 2020. As a mindful strategist, he has also been called upon to assist South Africa and the late Nelson Mandela – to prepare for the country's first democratic election. He has received numerous awards for his achievements and contributions – a true testament to his magnificence.

Lim is the President of Asia Creativity Institute, Malaysian e-Sports Hub, Designers and Animators Guild (Malaysia & UK), National Creativity and Innovation Institute and ASEAN Design & Multimedia Institute. He is also the Advisor of National Science Centre, Special Advisor of Branding Association of Malaysia as well as a Member of the Malaysian Business Council, National Innovation Council, National Higher Education Council and Malaysian Arts & Culture Council.





The BrandLaureate
AWARDS 2012-2013

YBHG. TAN SRI DATO' SERI TONY FERNANDES, OBE TOP 10 MAN OF THE YEAR AWARD 2012-2013



AVIATION MAN OF THE YEAR AWARD

YBHG. TAN SRI DATO' SERI TONY FERNANDES, OBE
Group Chief Executive
AirAsia Berhad

THE BRAND STORY

Travel Trump

A name synonymous with travel, YBhg. Tan Sri Dato' Seri Tony Fernandes, OBE, heads many successful endeavours; but is best known as the Group CEO of AirAsia, Asia's leading low-fare, no-frill airlines. Together with partners, Dato' Pahlamin Rajab, Dato' Kamarudin Meranun and Dato' Aziz Bakar, Fernandes founded Tune Air Sdn. Bhd. in 2001 and built AirAsia to be one of Malaysia's greatest triumphs.

Fernandes is an accountant by profession and his last job before setting up AirAsia was with Warner Music as its Regional Vice President for South-East Asia. With no experience in the airlines industry, Fernandes took on the challenge – building the brand with passion, commitment and tenacity. And 13 years down the road, AirAsia is a household name and a force to be reckoned with in the aviation industry!

Strutting Global Wings

Resonating his personal credo, "Believe the unbelievable, reach the impossible, never take 'No' for an answer", his leadership and strong business acumen has enabled

AirAsia to establish its footprints internationally, at par with international airlines which offer full-flight services.

From a domestic airline, AirAsia has now grown into a regional airline group that includes short-haul carriers: AirAsia Malaysia, AirAsia Thailand, AirAsia Indonesia, AirAsia Philippines and AirAsia Japan; the long-haul carrier, AirAsia X, and the new regional base AirAsia Asean. Under his direction, AirAsia has been voted the leading low-cost air carrier in the world for four consecutive years and has set the benchmark for other new low-cost air carriers in the region.

Equal Opportunity to Travel

AirAsia's tagline, "Now everyone can fly", is not merely a tagline, but a reality; and with its low fares, it has enabled many who dream of flying to do so. It has also brought families and friends together and helped to promote tourism amongst countries in the region.

Fernandes is a leader in all respects, including leading and motivating his staff. A CEO who believes in being hands-on, he is willing to do all it takes to assist his staff and treats them as a part of his family; irrespective of age, gender,

race or creed. AirAsia practices an open culture where the staff are encouraged to engage with Fernandes and senior management on all matters pertaining to work. He believes in inspiring his employees, known as Allstars, to commit their best to the company and those who excel are promoted based on meritocracy.

High Imprint

Fernandes has contributed significantly to the aviation industry in Malaysia and the region, having laid standards and benchmarks of excellence while constantly innovating to meet the needs of the evolving aviation sector and travellers. Under his helm, AirAsia has also contributed to the significant development of the nation's economy and tourism industry.

Fernandes has received awards such as the Forbes Asia Businessman of the Year 2010 and was recognized by Queen Elizabeth II, who bestowed him the title Commander of the Order of the British Empire for his services in promoting commercial and educational links between the UK and Malaysia. Truly, Fernandes is the pride of the nation and a source of inspiration to the world!





The BrandLaureate
AWARDS 2012-2013

YBHG. TAN SRI DATO' SERI VINCENT TAN CHEE YIOUN TOP 10 MAN OF THE YEAR AWARD 2012-2013



SPORT BRANDING MAN OF THE YEAR AWARD

YBHG. TAN SRI DATO' SERI VINCENT TAN CHEE YIOUN

Founder

Berjaya Corporation Berhad

THE BRAND STORY

Commerce Mogul

As the Founder of Berjaya Corporation Berhad, Tan Sri Dato' Seri Vincent Tan is one of Malaysia's well-known business moguls. A pioneer of many business sectors including McDonalds, 7-Eleven, U Mobile and Berjaya Radioshack. He is also the owner of The SUN newspaper – the first and only free national newspaper in Malaysia.

Tan started his career at a bank clerk and later joined American International Assurance (AIA) – where he rose to become a supervisor at a young age of 21. Not contented with his success at AIA, he decided to start his own business and went into a joint venture with Tokyo Marine and Fire Insurance but it was the purchase of the McDonalds franchise in 1980 that gave him his break. He successfully built the McDonalds brand in Malaysia and with a good understanding of the fast-food business, he secured the franchise to other F&B brands such as Starbucks, Wendy's and Krispy Kreme Doughnuts.

Tan successfully turned Berjaya Corporation into one of the largest firms in Malaysia and is listed on Bursa Malaysia. His business ventures include property development, consumer marketing, gaming, direct selling, retail, hotel & resorts, financial services and education.

Zestful Risk-taker

His entrepreneurship, foresight and ability to take risks have brought him tremendous success. Despite encountering challenges in the businesses he operated, he overcame them with great tenacity and zest. Tan built his businesses through strategic alliances in various sectors of the market and played an important role in the development of Malaysia's economy.

Tan's enterprising spirit and passion for new businesses and challenges led him to set his eye on sports – in particular football. In 2010, he brought controlling share in the Welsh football team, Cardiff City Football Club (established in 1899 as Riverside AFC). At the time of purchase, Cardiff City was heavily in debts and at the point of administration. His purchase stabilized financials and helped the team enter the English Premier League (EPL) for the first time after a 51-year absence – bringing joy and pride as well as fulfilling the dreams of the Welsh.

Football Fuss

Tan's involvement in Cardiff City brought radical change to the team, building up the internal brand to be more cohesive and united and getting it promoted to the EPL for the 2013 season.

Many are amazed that a Malaysian can purchase and finance an English football club as majority of buyers are Europeans and Middle Easterners.

Later in 2013, Tan expressed his interest to invest in Bosnian football with the purchase of FK Sarajevo, a football club. He will also be building a football academy to attract talented football players from Bosnia and Herzegovina and to provide them with the best training facilities.

Immortalized Visionary

With the purchase of the Bosnian club, Tan is establishing his mark in international football and with his strong leadership and ability to take risks and challenges, he will stamp his mark in the field of sports, just as he has done in the business sector.

In February, 2012, Tan retired as Chairman of Berjaya Corporation to focus on charitable and social causes. Tan has set up the Better Malaysia Foundation with the aim of dispensing funds to less fortunate individuals and NGOs involved in charitable causes.





YBHG. DATO' PROFESSOR JIMMY CHOO YEANG KEAT, OBE TOP 10 MAN OF THE YEAR AWARD 2012-2013



HAUTE COUTURE MAN OF THE YEAR AWARD

YBHG. DATO' PROFESSOR JIMMY CHOO YEANG KEAT, OBE

THE BRAND STORY

Early Footing

The name, 'Jimmy Choo', is synonymous with exquisitely crafted shoes and is undeniably one of Malaysia's greatest pride. His elegant, creatively designed shoes adorn the feet of global personalities, including Michelle Obama, Madonna, Nicole Kidman and the late Princess Diana. As a brand, 'Jimmy Choo' has become a fashion statement and is celebrated for its exceptional craftsmanship, quality and design.

The son of a reputable shoe designer from Penang, Dato' Professor Jimmy Choo Yeang Keat, OBE, spent his early years working as his father's apprentice. It is believed that he created his first pair of shoes at the age of 11. Having learned the ropes of the trade, he decided to pursue his dreams and move to London to further study the art of footwear at Cordwainers College – which has since become a part of the London College of Fashion.

The Star Catcher

Choo founded his own couture label in 1983 and opened his first shop in London's East End. His designs caught the attention of many celebrities. He subsequently launched his

ready-to-wear line with the late Tom Yeardey in 1996. Vogue Magazine ran an eight-page spread featuring his creations, combined with outfits from various British dress designers. This confirmed his status as a master craftsman globally – and he has not stopped to look back since.

Choo has indeed stamped his mark in the world's haute couture industry and helped to promote Brand Malaysia through his shoes and designs. He later sold his share of the ready-to-wear business in November 2001 to Equinox Luxury Holdings Ltd. – entrusting the brand to carry on his hallmark of comfort and elegance; whilst he continued to operate his couture line under the Jimmy Choo Couture label.

Creativity via Skills

Choo is a firm advocate of "Creativity Through Skills" – believing that a designer should be knowledgeable in every aspect of creation. He is deeply involved in passing knowledge to aspiring shoemakers through proper education and vocational processes. He is currently the Ambassador of Footwear Education at the London College of Fashion and a spokesperson for the British Council in its promotion of British education.

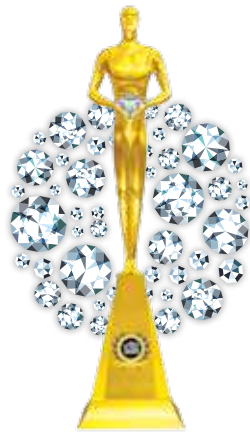
In Malaysia, Choo has been invited by the Government to assist in Genovasi (The Innovation Generation) – the sole Design Thinking School in Malaysia where young Malaysians will be able to receive an induction into innovation. He is also the Honorary Professor of Universiti Teknologi Mara (UiTM) – sharing his expertise with the institution to develop world-class shoe designers and bringing in the latest shoe technology from abroad to assist students.

Best Foot Forward

In 2003, Jimmy Choo was honoured for his merits in fashion by Queen Elizabeth II – she bestowed the dedicated shoe designer with the Officer of the Order of the British Empire title.

Other accolades include the Lifetime Achievement Award presented in November last year during the 4th World Chinese Economic Forum in Australia and the Fashion Icon of the Year Award by the Global Leadership Awards of the American Leadership Development Association in July 2011.





YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2013-2014

YBHG. DATUK DR PAUL CHAN TOP 10 MAN OF THE YEAR AWARD 2012-2013



EDUCATION MAN OF THE YEAR AWARD

YBHG. DATUK DR PAUL CHAN

President
HELP University

THE BRAND STORY

Education, a Lifelong Process

For Datuk Dr Paul Chan Tuck Hoong, Co-founder and President of HELP University, "Education is a lifelong journey of searching for excellence and the truth. There is no finishing line and that is the beauty of it. Every day brings new discovery and it is for our minds to absorb and put it to good use. It is a calling and a journey to bring out the best of the students and develop their talents. The difference between a businessman and an educator is that the former manufactures students while the latter nurtures, shares aspirations and transforms them to be great individuals. We have a responsibility to educate our students and to develop them to be future leaders and this involves putting in place the best environment – from lecturers and learning methods to facilities. When students fail, it means that the teachers have failed; and so too, the institution."

Chan subscribes to the acronym IED! to run the business: 'I' stands for innovation and to execute matters with minimal resources; 'E' is for expansion – in terms of student intake, curriculum and programmes offered; 'D' is to differentiate and be unique; and 'I' for internationalization – of going global in terms of geographical space, categories and mindset.

Sowing the Seeds of an Educator

After completing his Form Six, Chan pursued his tertiary education at University of Malaya. This marked the start of his career and journey in the field of education, making his debut as an academician with his alma mater, University Malaya, where he taught for 23 years – culminating himself as an entrepreneur in the field of education.

Before starting HELP, Chan and his wife, Datin Low Kam Yoke, one of the Co-founders and now the CEO of HELP, dabbled in other businesses such as manufacturing, trading and forex and share investments. The decision to return to education arose out of the conviction that the Malaysian education system then did not provide enough places and opportunities for students to further their studies. In the 1980's, there were only five public universities and a few colleges offering diploma courses. Private universities were not in existence. Today, there are around 48 universities – both public and private enterprises.

A Learning Sanctuary with Heart

HELP Institute was set up in 1 April 1986, and according to Chan, was the first social business enterprise. The business was set up not because of money or profit but to pursue the

couple's conviction of providing sound education to young Malaysians.

Starting out as HELP Institute, located in a four-storey shop lot, HELP is now one of the largest private tertiary institutions in Malaysia and attained public listing in 2007. The first course introduced was the Bachelor of Science Economics external programme from the University of London. Later, the Bachelor of Business with an Australian institution was introduced and that attracted many students as it was the trend then to pursue courses in business management.

Globally Impactful Institution

The strength of HELP lies in the Faculties of Business and Psychology. In fact, its Faculty of Psychology is the largest in Asia and its goal is to position itself as the centre of HR and leadership development. Currently, HELP has an enrolment of more than 11,000 students of multifarious nationalities.

Today, HELP is recognized locally and internationally for its high academic standards and for being linked to world-class universities such as London School of Economics and Political Science, Cardiff University of Wales, University of Melbourne and many more.



NO ONE
IS
MORE
PROUD
OF
YOUR
BRAND
THAN
YOUSELF.

... Dr. KKJohan



BRAND PERSONALITY

They are the faces and ambassadors of their brands. Their mission is to drive the brand to be the brand leader. They walk the talk, are committed and passionate to their brands.



MIKE L. MURPHY THE BRANDLAUREATE BRAND PERSONALITY AWARDS 2012-2013



BRAND PERSONALITY

MIKE L. MURPHY

Animator & Film Director

THE BRAND STORY

The World of Mike

An American filmmaker, animation director, animator and pre-visualization designer for film and television, Mike L. Murphy, has directed many winning advertisements and short films.

Growing up in Los Gatos, California, he left high school a year earlier after getting a tour of the then Walt Disney Feature Animation studios, when they were making Aladdin. Murphy consequently attended the California Institute of the Arts in Valencia, California.

His first film as director was Night of the Broccoli in 2004, about a man who simply wants to impress his date with his cooking abilities, but the vegetables have revenge in store. This was followed by his 2005 film, Get Lost, and 2006 film, Rose, which premiered at the Rhode Island International Film Festival and won first place for cinematography.

Beyond the Wonder Years

As a child, Murphy was very creative, growing up making films and creating puppets for his shows. After graduating, he got his first job as an animator for Walt Disney Imagineering, where he indulged in his dream job of animating robots. He then landed his first movie as a computer animator on Warner Brother's The Iron Giant.

Since then, Murphy has worked as an animator for many well-known movies, including Harry Potter and the Sorcerer's Stone and Iron Man. Murphy was one of the main animators for the character, Gollum, in The Lord of the Rings: The Two Towers. In 2010, he directed the animated sequences for 20th Century Fox's Diary of a Wimpy Kid. In the following year, he directed and produced the Young Storytellers Foundation 'Bohemian Dream Party' – a charity event to benefit arts education for Los Angeles-based youth.

Screen Savvy

Mike L. Murphy's passion in directing, animating and producing has played a pivotal role in the entertainment industry in Hollywood – transcending nationality, culture and lifestyle. He has since then created 308 Publishing INC which specializes in creating online training programs and workshops by using cutting-edge technology – bringing experts from the entertainment, fashion and arts communities to students throughout the world.

A firm believer of 'once you know the fundamentals, you can adapt to any tool or technology', Murphy introduces the underlying structure of art through 308 Publishing INC, via the teaching of fundamentals of each art form rather than focusing solely on technology. By investing heavily in creating free content which is accessible to potential students

online, enabling them to sample the trainings and grow to trust in them, he hopes to create free-content generation and acquire new innovative leads. The brand leverages the Internet to allow anyone with an online connection to learn from top experts and thought-leaders.

Cyber Community

As such, 308 Publishing INC ensures that all trainings are accessible online, especially on mobile. Over 60 per cent of its students access trainings via a mobile phones or tablets, so it is essential that the videos are short and quick to play. Moreover, the brand encourages students to turn their dreams a reality by telling a compelling story – where they can see the transformation that the lessons can help them achieve.

The brand connects through live online events, free workshops as well as training materials; and a constant supply of high-quality content – allowing potential students to find them online and enrolled students to get additional training beyond the specific courses they have chosen. It strives to create an encouraging online community for each of its brands, allowing like-minded individuals from all over the world to be able to meet up online and share their passions.





YBHG. DATO' ROBERT WONG LUM KONG THE BRANDLAUREATE BRAND PERSONALITY AWARDS 2012-2013



BRAND PERSONALITY

YBHG. DATO' ROBERT WONG LUM KONG
Group Managing Director,
Oriental Holdings Berhad

THE BRAND STORY

The Touch of Destiny

Dato' Robert Wong, who hails from Penang, had his first taste of business when he was 12 – working at his family business which distributes and sells hair salon products and equipment. The family business was a pioneer in hair salon products then and held the agency rights for Wella and Just Wonderful, two leading hair care brands from Germany and USA respectively. Upon finishing his secondary school, Wong left for Australia to further his studies and upon graduating from the Perth Technical College in Accountancy, he returned to Penang and joined the family business and assumed the role of General Manager. Three years later, in 1967, he left the family business and served as a Senior Accountant of local accounting firm and during that period, Wong was seconded to a stock broking firm for one and a half years to reorganize and manage the business.

Revvng Beyond

Wong's career with Oriental Holdings Berhad began in 1972 when he was appointed as Advisor and Director respectively; and in 1976, he was appointed to the Board. Oriental Holdings is a conglomerate with 76 subsidiaries and associates operating in 10 countries. The company deals in a range of products – ranging from automotive assembly and sales, plastic manufacturing, plantation, property development, financial services, hotel and healthcare. Since 1987, he has b

een Managing Director of Boon Siew Sdn. Bhd., a company with the controlling interest in Oriental Holdings Berhad, as well as its subsidiary companies.

Wong's passion for cars was initially a hobby but he had the opportunity to be deeply involved with the trade when he was appointed as Advisor and Director of Oriental Holdings in 1971 – with a special focus on the automotive business. Oriental Holdings is a conglomerate with 76 subsidiaries and associates operating in 10 countries. The company deals in an assortment of products and services, ranging from automotive assembly and sales, plastic manufacturing, plantation, property development, financial services, hospitality and healthcare. Wong is also the Managing Director of Boon Siew Sdn. Bhd. since 1987 – a company with controlling interest in Oriental Holdings Berhad and its subsidiary companies.

Steward of Excellence

Oriental Holdings, through its subsidiary Kah Motors, held the distribution rights to the Honda brand in Malaysia. Under his stewardship, he established Honda's brand presence in Malaysia and was instrumental in making Honda the No. 1 Best Selling Car in Malaysia for 11 consecutive years – from 1990 to 2000. The Malaysia branch is the only company in the world to have achieved this status. In the motorcycle segment, Wong played a key role in maintaining Honda as the No. 1 Best Selling Motorcycle in Malaysia for almost five decades, with the Honda Cub achieving the Malaysia Book of Records'

title for 'Longest Motorcycle Model in Production History' with over 3 million units sold!

It is his commitment to the business that has led to this phenomenal growth and Wong has been the brand champion of Oriental Holdings – growing the business from strength to strength and building on its brand value and sustainability.

Apart from overseeing the motor trade business, Wong's leadership extends to other businesses in the Group such as hotels, plastics, plantations and construction machinery. He set up Teck See Plastic Group as an integrated one-stop centre for designing, compounding and manufacturing of automotive and consumer products.

Icon of Half a Century

Wong is a member of CPA Australia, which he joined in 1965; followed by membership in the Malaysian Institute of Certified Public Accountants and the Malaysian Institute of Accountants. He is also a member of the Malaysian Institute of Directors and a Fellow of the Institute of the Motor Industry (IMI). Amongst his other directorships, he is a director of Hicom-Honda Manufacturing Malaysia Sdn. Bhd. and also a director of Hitachi Construction Machinery (Malaysia) Sdn. Bhd. and Singapore Safety Driving Centre Ltd.

With 50 years' of experience behind him, Wong continues to drive the development of Oriental Holdings and is always gung-ho on its future business prospects.





The BrandLaureate
AWARDS 2012-2013

YBHG. DATO' SRI TAI HEAN LENG THE BRANDLAUREATE BRAND PERSONALITY AWARDS 2012-2013



BRAND PERSONALITY

YBHG. DATO' SRI TAI HEAN LENG
Managing Director/Chief Executive Officer
Malaysia Steel Works (KL) Bhd.

THE BRAND STORY

Epic Engineer

Dato' Sri Tai Hean Leng is an engineer by profession. He began his career with Malaysia Steel Works (KL) Bhd (Masteel) in 1987 as a Plant Manager – in charge of the manufacturing of LPG pressure vessels for the oil and gas industries.

Masteel, founded by Tai's father in 1971, is one of the leading steel manufacturers in Malaysia. It produces high-tensile steel bars, mild steel bars and prime steel billets and has been recording consistent growth and profitability for the past four decades.

Tai holds a Bachelor of Science degree in Mechanical Engineering from the University of Southern California and later did his Masters degree in Finance from the University of Hull, United Kingdom, in 1993. In 1994, he was appointed the Executive Director of Masteel and is currently its Managing Director and Chief Executive Officer.

Helming the Horizon

As the Managing Director/CEO of the organization, Tai is actively involved in the formulation and implementation of Masteel's corporate strategies, brand expansion and operational matters. Under his leadership, the brand has achieved numerous milestones which have contributed to the brand's success. A new manufacturing plant in Bukit

Raja, Selangor, that produces prime steel billets was set up in addition to the original plant in Petaling Jaya. With new machinery, precision technology and computerization, the manufacturing capacity has increased and product quality improved. Masteel has also ventured into downstream production, increasing its value chain and providing customers with more products and services.

Tai is an aggressive marketer, and with his strong business acumen, has increased the network of customers in the domestic and international markets. Masteel exports to countries in South-East Asia and has sealed contracts with steel traders in New Zealand and Australia – he views these two countries as providing good opportunities for brand expansion.

Dynamism Personified

Dynamic and progressive, Tai has pushed the company into new areas of business opportunities – as seen in its collaboration with Ion Beam Applications (IBA), Belgium, where Masteel combined its complex manufacturing skills with IBA's expertise in radio pharmaceutical production to manufacture radioactive isotopes in its effort to answer the call of the Malaysian government to develop the biotech industry of the country.

Tai's passion for the business is reflected in his drive to develop Masteel to be an industry leader and he has played

a major role in its success. The steel industry is dominated by a few key players in the country; but he has been able to snatch market share and position the brand as a leading steel manufacturer in Malaysia.

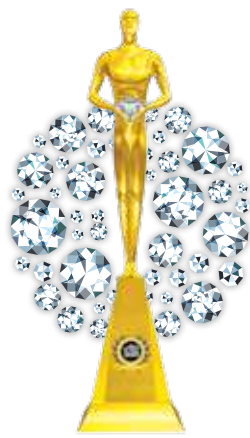
The steel industry is the cornerstone of the nation's economy and it must be provided with the right environment for it to operate. Tai co-founded the Malaysia Steel Association (MSA) to promote the development of Malaysia's steel industry and ensure that proper policies and trade structures are in place for the development of the steel manufacturers in the country. Tai is currently its Vice President.

Man of Many Hats

Apart from helming leadership position in Masteel, Tai also sits on the Board of Metropolitan Commuter Network Sdn Bhd, which is a wholly-owned subsidiary of Masteel. He is also a member of the Board of Bio Molecular Industries Sdn Bhd., an associate company of Masteel and several private companies in Malaysia.

With more than 20 years' experience in the steel industry, Tai's mission is to further consolidate the position of Masteel in the country and expand its regional footprints. The journey ahead may be filled with challenges; but Tai is confident of overcoming them – turning obstacles into opportunities at the appropriate time.

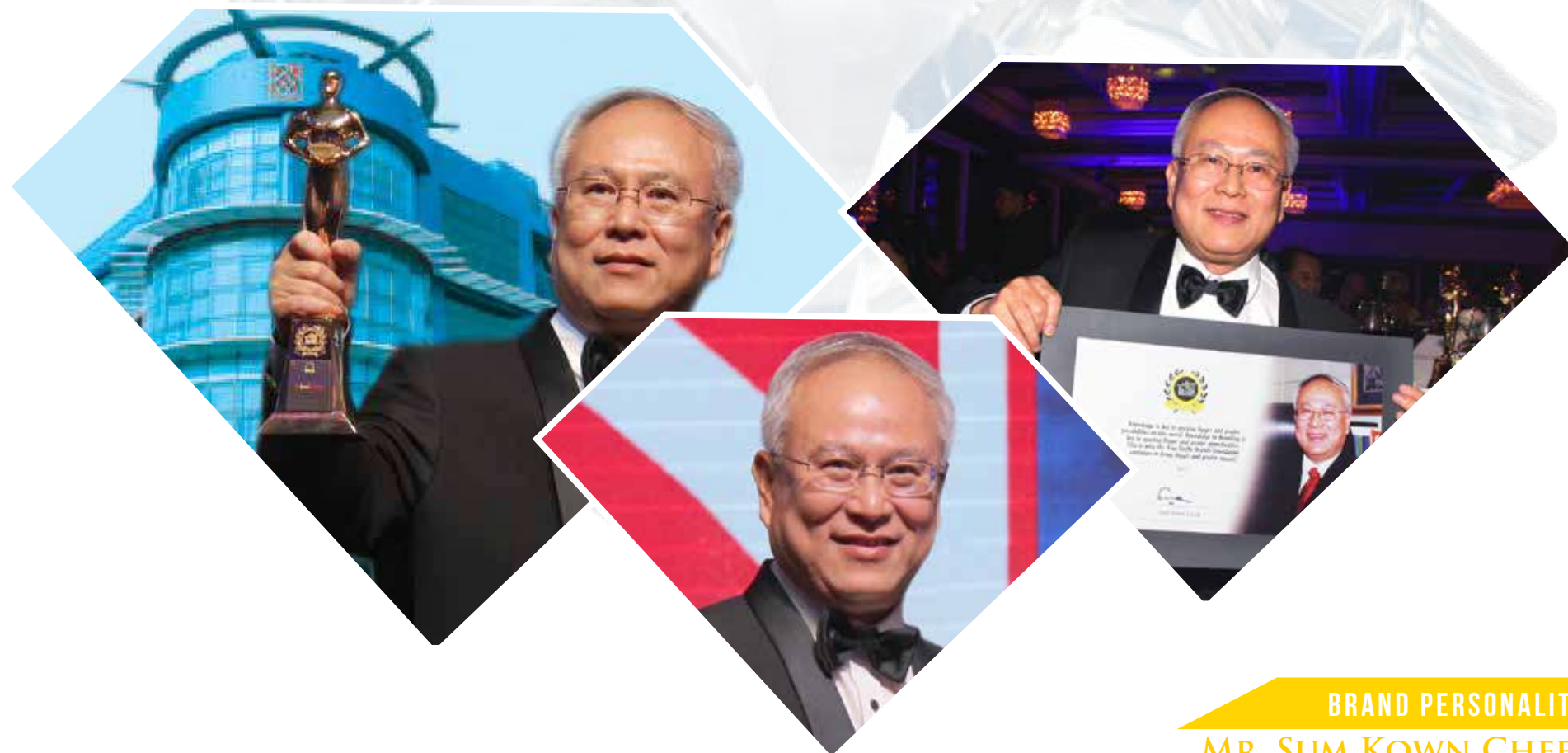




YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

MR SUM KOWN CHEEK THE BRANDLAUREATE BRAND PERSONALITY AWARDS 2012-2013



BRAND PERSONALITY

MR. SUM KOWN CHEEK

**Executive Chairman and Managing Director,
Pelangi Publishing Group**

THE BRAND STORY

The Entrepreneurial Educator

Mr. Sum Kown Cheek is the visionary and brand builder of Pelangi Publishing Group (PPG). He graduated from University of Sains Malaysia in 1978 and joined the teaching profession for more than a decade. In 1993, he left the teaching vocation to join Pelangi Publishing Group as its Managing Director – and since then has spearheaded the growth of the brand from a private limited company to a public-listed entity in 2004.

During the early days, Sum's mission was to publish educational books that will help teachers and students cope with the changes in the education system. Pelangi then secured the local school textbook market, and with this, the company became a major player in the publication of schoolbooks. It has, to-date, published more than 700 titles in English and Bahasa Malaysia and this includes local novels and comics.

Electronic Edification

The brand's motto, "Quality Books for Quality Education", is a reflection of Sum's passion for books and reading as a source of knowledge that will enhance one's own self development. In keeping up with the advent of e-learning and the digital age, Pelangi developed its own line of academic and children's multimedia DVDs, CDs, and CD-ROMs.

The brand also has online bookstores that cater to all local and international needs and in September 2011, the company launched extensive e-book titles by converting physical books into the digital format to keep up with the technological age. Via multimedia and online venturing, Pelangi now offers a complete range of products and services that cater to the various needs of consumers.

Cumulative Quality

Far-sighted, ambitious and resourceful, Sum regularly attends international book fairs and conferences to keep up with new trends and latest developments in the publishing industry. This has enabled Pelangi to develop new products that attract consumers and make the brand relevant.

Under Sum's leadership, PPG became the first Malaysian publisher to be awarded the ISO 9001:2000 accreditation in publishing. The certification serves as a platform for the company to further enhance its presence in the international market; and this is seen in Pelangi establishing its footprints in Indonesia, Thailand, United Kingdom and Singapore – where it has set up subsidiary companies. In China, Pelangi collaborates with Hebei Publishers to produce Chinese books that are sold in Thailand and Indonesia.

Trail-blazing Ahead

The expansion has resulted in increased marketing activities and opportunities not only in these countries but also ASEAN countries such as Myanmar, Vietnam, the Philippines; as well as in countries like Sri Lanka and Pakistan. Pelangi plans to spread its wings to build a well-connected network within the ASEAN region.

As a brand leader, Sum is well respected in the industry and has played a pivotal role in developing the publishing industry in Malaysia and beyond. As an Exco Member of the Malaysian Book Publishers Association (MABOPA), he frequently represents the organization to attend various publishing events in Asia.

With more than two decades in the industry, Sum continues to blaze the trail with his ideas and innovative thoughts – to inculcate a stronger reading culture in the country and help Malaysians become more knowledgeable and competitive in the international arena.



UNLOCK THE SECRET
OF
YOUR **BRAND** THROUGH BRANDING.

... Dr. KKJohan



CORPORATE BRANDING

Recognising the best of Corporate Brands that have strong brand identity and brand positioning



The BrandLaureate
AWARDS 2012-2013

CORPORATE BRANDING

AGRO BANK



BEST BRANDS IN FINANCIAL SERVICES

Agriculture Banking

COMPANY PROFILE

Holistic Services

As an institution which provides holistic financial services and banking facilities, Agrobank gives out its utmost priority to the needs of its customers by providing attractive products and services – such as savings activities, banking services, loan facilities, insurance coverage and advisory services.

Agrobank is a Government-Linked Company (GLC) under the Minister of Finance Incorporated (MFI). The bank's financing of the agricultural sector is driven by a policy set forth by the Ministry of Agriculture and Agro-based Industry.

Agrobank is a continuity of the former Bank Pertanian Malaysia – which has four decades' experience in agricultural banking and an excellent track record in shaping and developing successful entrepreneurs. With a wide network of branches throughout Malaysia, it is confident in providing the very best service to all.

The bank continues to uplift the well-being of the agricultural community and to carry on the general business of a modern and progressive financial service institution catering for the total fiscal needs of customers.

THE BRAND

Refreshed Disposition

The Agrobank's new identity has been designed to reflect the Bank's strategic intent to competitively position and lead in the delivery of a full range of financial services – with a focus on agriculture.

Its logo, in the form of a prominent red triangle, communicates stability and reliability – chosen to reflect the new energy, commitment and aspirations of Malaysia's leading agricultural bank, where the shared vision between the bank and its customers is represented through a circular icon within the symbol. In evolving its 39 years of dedication to the development of the agricultural sector, its corporate tagline, "Sentiasa di Sisi Anda" (Always by Your Side), is retained.

Growing Aspirations

Agrobank aspires to be a leading bank with a focus on agriculture. In order to fulfil that, it is now en route to accomplish its mission for the organization itself. The bank will provide a full range of financial services and a client-driven market, financially sustainable way with specific target groups; 'agropreneurs', micro, small & medium entrepreneurs and private individuals.

Additionally, Agrobank emphasizes on practicing Islamic finance in order for its market to have full trust in its products

and services. To meet this objective, it formed a Shariah committee to advice on its Shariah matters. These principles are the foundation for the practice of Islamic finance through the observance of the tenets, conditions and values espoused by Shariah. Non-compliance with said principles may bring about financial and legal disrepute which could affect the reputation of the Islamic Financial Institution (IFI) and the industry generally. Bank Negara Malaysia places great importance in ensuring that the overall Islamic financial system operates in accordance with Shariah principles.

Positive Momentum

Despite the tremendous success in the financial industry, Agrobank still seeks to undergo development of its services in order to create better values for customers. It has huge plans to promote Malaysia's sound agricultural development and to also co-ordinate and supervise the grant of credit from public funds for agricultural purposes by the various persons or bodies of persons – whether incorporated or unincorporated.

It is also working toward an enhanced service through the provision of loans, advances and other credit facilities for the development of agriculture sector and agriculture-related business. Its mission also includes mobilizing savings, with particular regard to the agricultural sector and in furtherance of this object to accept savings and time deposits.





CORPORATE BRANDING CCM FERTILIZERS

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN MANUFACTURING Fertilizers

COMPANY PROFILE

Ensuring a Better Quality of Life

Chemical Company of Malaysia Berhad (CCM), an investment holding and management company, is engaged in the manufacture, marketing and supply of pharmaceuticals, chemicals and fertilizer products. Since 1966, CCM has had a significant corporate presence in Malaysia and has grown into a responsible and independent Malaysian company – further enhancing the quality of life for all.

Listed on the *Main Board of Bursa Malaysia* with good returns to shareholders' values, CCM envisions to provide innovative science and technology based solutions to consumers. CCM Group offers a wide range of products and services to the chemical, healthcare and agricultural industries. Its integrated approach to business makes it a unique one-stop agency.

Being one of the country's largest generic pharmaceutical manufacturers, the *Pharmaceuticals Division* of CCM produces over 200 generic drugs and 20 over-the-counter (OTC) brands like *Champs*, *Proviton*, *Flavettes* and *Naturalle*. Meanwhile, its *Chemicals Division* has been the leading industrial and specialty chemicals manufacturer in Malaysia for over seven decades.

THE BRAND

Fertilizing the Future

The Group's *Fertilizers Division* is the only fertilizer manufacturer locally acknowledged with the prestigious *MS 49:1994* product certification and *ISO 9001: 2008 Quality Management System* certification, both accredited by *SIRIM*.

The division is also the pioneer in the manufacturing of NPK compound fertilizers in Malaysia. *Cock's Head Brand*, a registered trademark since 16 April 1953, is a guaranteed composition of compound fertilizer which promotes efficient nutrient uptake by the plant – manufactured under stringent QC and assurance standards. With a large dealer network, its fertilizers are readily available to customers and the agricultural community both locally and in neighbouring countries.

Root Expansion

CCM Agri-Max Sdn. Bhd., which comes under the purview of the *Fertilizers Division*, is the leading trading company that mainly handles trade and distribution of straight, mixture and other compound fertilizers locally. CCM is also expanding its international businesses to other countries in the region. Wide trading networks have given the brand an exclusive edge over others.

CCM has a professional team of experienced personnel in the fertilizer trade and is actively exploring new markets. Its clients consist of plantation companies and large estates. The quality of supplied products from all over the world is widely recognized by its patrons.

Groundbreaking Growth

CCM has founded a club specifically dedicated to the agricultural community. The *Golden Growers Club*, Shah Alam, Selangor, which operates strictly as a non-profit, free-membership organization, was established in 1998. It is an excellent location as it houses the *Fertilizers Division* HQ for CCM – the pioneer compound manufacturing facility and part of the establishment of the brand. The purpose of the club is to educate and provide technical updates to individuals involved in the agricultural industry, to encourage and enable members to enhance their knowledge, and through its study tour and forum, provide the most economical and beneficial information to its members.

CCM is well known for offering total solutions for the benefit of its valued customers. The company's achievement in winning numerous awards such as *CHB 44 Anugerah Barangan Cemerlang* from MITI in 1985, *Best Practice Award 2005* from NAFMA and the *Enterprise 50 Award 2006* stands as a testament to this.



The BrandLaureate
AWARDS 2012-2013

CORPORATE BRANDING JOHOR PREMIUM OUTLETS



BEST BRANDS IN RETAIL Outlet Shopping Destinations

COMPANY PROFILE

Retail Therapy

Johor Premium Outlets, officially opened for public in December 2011, is a joint venture between Genting Group's subsidiary, Genting Plantations Berhad, and Simon Property Group Inc.

Located at the intersection of the *North-South Expressway* and the *Second Link Expressway*, this open-air shopping paradise is the first *Premium Outlet Center* opened in the South-East Asia. It has 130 collections of leading designer and high-street brand stores – featuring impressive daily markdowns of 25 to 65 per cent!

With a unique outdoor setting and a calming ambience – unlike traditional shopping malls, Johor Premium Outlets is an iconic and luxurious shopping destination which makes 'retail therapy' for the whole family a truly enjoyable one.

Being the first and only *Premium Outlet* in South-East Asia, it has brought great contribution to the growth of Malaysia's economy – particularly for Johor. Since its opening, Johor has attracted big tourist crowds – becoming a major shopping destination with millions of visitors from all over Malaysia, Singapore and around the region.

THE BRAND

Crowd Magnet

In order to maintain itself as a model brand, Johor Premium Outlets continuously develops its position as the market leader by managing the centre with unparalleled quality – thereby exceeding the expectations of customers.

Constantly expanding and improving, the brand has recently added 50 new stores, comprised of over 100,000 square feet (*Phase Two*) – bringing the total number of stores to an impressive 130. Joint promotions for extra savings with various hotels on *Shop and Stay* packages are also available to attract more tourists.

Overcoming Obstacles

To accommodate the growing needs of consumers, this distinctive shopping destination uses innovative branding techniques. Via feedback received from the merchants and customers, the brand improves and develops itself to meet the satisfaction of customers during their shopping spree.

In the retail industry, one of the greatest challenges is maintaining the optimum target in revenue and the customers' fulfillment. It is the brand's responsibility to make sure savvy shoppers can enjoy the thrill of seeking out great deals. As such, Johor Premium Outlets continuously ensures that its products and prices offered meet customer expectations.

Exclusive sales and promotions by various brand names are offered during the weekends and festive seasons to attract more customers.

Shopping Sensation

As a well known tourist destination, Johor Premium Outlets has been awarded the *Best Commercial Development and Best Commercial Architecture Design in Malaysia*. Recently, during the *South East Asia Property Awards* held in Singapore, the brand received the *Highly Recommended Achievement Award*. The award recognizes and celebrates contributions of the highest quality and standards from developers, agents, architects and designers from all the major property markets in the region, including Singapore, Indonesia, Thailand, the Philippines and Vietnam.

For the future of the brand, visitors can expect more exciting news and developments coming their way. Customers will continue to enjoy an enhanced shopping experience with even more designer labels and leading brand names at impressive savings – all in one convenient location.





The BrandLaureate
AWARDS 2012-2013



CORPORATE BRANDING KULIM TECHNOLOGY PARK



COMPANY PROFILE

National Strategy Manifested

The Kulim Hi-Tech Park (KHTP), officially opened in 1996, is the first hi-tech park in Malaysia. The KHTP is situated in the district of Kulim, in the state of Kedah. Currently, the development covers an area of approximately 1700 hectares (approximately 4000 acres).

KHTP is conceived and developed as one of the national strategies of *Vision 2020* for Malaysia to become a fully industrialized nation by 2020. Envisioned to be the 'Science City of the Future', it is continually being developed and promoted as an integrated science park – targeting clean, capital-intensive, and high value-added technology-related industries, primarily in the fields of advanced electronics, mechanical electronics, telecommunications, semiconductors, optoelectronics, biotechnology, advanced materials, R&D and emerging technologies.

Located at the centre of the Northern Region, the park is very close to the *North-South* and *East-West* highways. It is 27 km from the *North Butterworth Container Terminal* and 45 km from *Bayan Lepas International Airport*. It is directly linked to the *East-West Highway* via a four-lane primary access road. Right from the onset, the development incorporates six elements (or 'Zones'), namely: *Industrial, R&D & Training, Amenity, Housing, Urban* and *Institutional*.

THE BRAND

Impactful Landmark

The industrial zone of the park was the first to take off in 1994. Covering an area of 1176 acres, this component was developed in two phases – with the first covering 617 acres, comprising 31 industrial lots, as well as R&D, administrative and support facilities. Phase two is made up of 559 acres with 14 industrial lots.

For its commercial project, *KHTP Business Centre* serves as a distinctive commercial icon – on top of its enviable location right in the heart of the increasingly bustling Kulim Hi-Tech Park. It also has the *KHTP Techno Centre* and *KHTP IT Centre*, due to the realization that there is a need for development of entrepreneurs in IT in the Northern Region. KHTP has established an *IT Centre* to function as a one-stop centre for a wide range of IT activities. In addition, there is also the *KHTP Administrative Centre*, centrally located within the *Urban Zone* of the park. The popularity of the centre is immensely attributed to its easy accessibility to the other zones within the park.

Residential Researching

Via the R&D zone; companies, organizations or individuals performing R&D activities in KHTP can leverage on the availability of high technological tenant companies. Products, services or research findings of the former could go a long way to support the operations of these latter companies.

BEST BRANDS IN REAL ESTATE

Hi-Tech Park

There is also the great opportunity of networking with other industrialists, R&D institutions and local 'technopreneurs' in the park.

KHTP also includes the residential areas, which are *Kulim Perdana* – a mixed housing development featuring beautiful yet very affordable houses; *Kulim Heights* – 823 bungalow lots & three blocks of apartments; and *Kulim Techno-City* – a mixed residential area of more than 8000 houses, including commercial properties.

Holistic Hub

Its main adornment, the *Kulim Golf & Country Resort*, which is situated in the heart of KHTP, allows one to experience a 'new spirit' of club life. Upon entering its grounds, one will not only be greeted by a resort surrounded by a 27-hole *International Championship Golf Course*, but will also discover the joy of living amidst tranquillity and prestige. Both the golf course and the clubhouse are masterfully designed to encourage sportsmanship via golfing, social and recreational activities.

Kulim Technology Park Corporation Sdn. Bhd. (KTPC), a whole-subsidiary of the Kedah State Development Corporation, is the developer and manager of the KHTP; while the Malaysian Federal Government fully supports the development by way of dedicated development funds and other critical advisory and promotional support.



The BrandLaureate
AWARDS 2012-2013

CORPORATE BRANDING KPJ



KPJ HEALTHCARE BERHAD



BEST BRANDS IN HEALTHCARE

COMPANY PROFILE

Health Master

KPJ Group is a home-grown brand that is well established with the largest number of medical specialists and sub-specialists. Undoubtedly one of the leading healthcare service providers in the nation, KPJ operates the largest network of private specialist hospitals in Malaysia. KPJ Healthcare has 23 hospitals nationwide and three hospitals abroad - with two in Jakarta, Indonesia, and one in Bangkok, Thailand.

Its portfolio includes hospital management, healthcare technical services, hospital development & commissioning, nursing, health science, pathology services, central procurement and retail pharmacy.

KPJ stands with more than 10,000 staff, supporting almost 1000 medical consultants specializing in various disciplines; including cardiology, oncology, orthopedic, plastic & reconstructive surgery and weight management, among others.

KPJ is now a provider of professional healthcare managers as well as clinical professionals. With its own *University College*, KPJ offers homegrown specialist programs for medical doctors, trainings for nurses and allied health.

THE BRAND

Reshaping the Medical Landscape

Known to be transformational, KPJ has changed the industry landscape by opening the first two *Five Star* hospitals in the Klang Valley. It also broke the mould by moving beyond hospital-based segments – currently renowned as a one-stop centre for a diverse range of healthcare related services.

The KPJ brand has been recognized by an independent consultancy, *Brand Finance*, twice in 2013, making it the only private healthcare service provider listed on *Malaysia's Top 100 Brands* and one of the top-value creators in the country in terms of its brand. KPJ has been named by both *Frost and Sullivan* and *Readers Digest* as the most trusted healthcare provider in Malaysia.

Branding Health

A safe working environment in KPJ is one of its key focuses – to ensure the prevention of work-related injury and infections and to make certain the well-being for each of its staff. It also has a wholly owned subsidiary education institute, *KPJ Healthcare University College* – the first private higher education institution approved to offer post graduate medical programs.

As a business with a heart, KPJ Healthcare has conducted a number of Corporate Social Responsibility (CSR) initiatives

and one of them is the *Klinik Wakaf An-Nur* program – a charity clinic that is open to all less-fortunate citizens, regardless of race or religion.

KPJ Group has contributed to the growth of Malaysia's economy by supporting national development via the *Economic Transformation Program*. With new hospitals, KPJ expects to provide more employment and career opportunities. It has also contributed to the 'health tourism' industry by expanding its 'health tourism' market and continuously providing training and career development opportunities for locals.

Progressive Prospects

KPJ Group continues to persist in significantly adding value to its services and remains cautiously optimistic about the resilience of the healthcare industry. Hence, all hospitals procure the best in technology and equipment, as well as embark upon expansion in the market through strategic acquisition exercises. KPJ has also collaborated with renowned universities to create intellectual capital to prepare for future leadership positions.

The primary market of KPJ will always be Malaysia. The group is committed to sustaining the growth with allocation for the development of new hospitals as well as relocation – for the upgrading of existing facilities. It aims to add more hospitals to its network and explore new niches – primarily in healthcare education and aged care services.





The BrandLaureate
AWARDS 2012-2013



CORPORATE BRANDING LONPAC



BEST BRANDS IN FINANCIAL SERVICES General Insurance

COMPANY PROFILE

Mission Driven

Formerly known as London & Pacific Insurance Company Bhd, Lonpac Insurance Bhd. is a wholly-owned subsidiary of LPI Capital Bhd. On 1 May 1999, LPI transferred its entire insurance business to Lonpac through a rationalization scheme.

Lonpac believes that the contributing factors to its brand success lies in its corporate mission. The primary focus of the brand is to provide innovative insurance products supported by customer-centric service excellence. It aims to provide clients with an easy channel for all their insurance needs.

The brand plays a key role in promoting the stability and integrity of the Malaysian financial system – with a positive impact on society and the national economy by fostering economic development and stimulating business activities. This, in turn, creates employment opportunities, generates return to shareholders and produces tax revenue for the government.

Lonpac strives for sustainability through financial and technical strength based on recognized and proven standards. It will constantly explore and forge new strategic alliances which will ensure sustainability in the years to come.

THE BRAND

Establishing Relevance

Lonpac actively pursues *Information Communications Technology (ICT)* infrastructure upgrades on a regular basis – to ensure that it has the capacity and resources to deliver best-in-class services to customers. In 2013, it introduced upgrades in the three broad areas of its ICT: Internet delivery and production system enhancement, infrastructure augmentation and ICT security improvement.

The brand is representative of the way it conducts itself and approaches organizational development – aiming to create an environment that is fair, caring and accountable for its people. Plus, its drive is to create value for its stakeholders – firmly anchored to its vision and corporate mission.

Relatable Brand

Lonpac is also committed to the continued development of the society and is helping to improve the communities in which it operates. It is part of a larger community shared by all Malaysians – thereby creating a truly holistic and caring society. Lonpac has helped to initiate and fund various social programmes; including sporting events, education and skill training workshops, as well as offer financial assistance to less privileged families.

Success is not without its challenges and among the greatest obstacles that Lonpac faces is weathering the adverse operating environment which has become increasingly competitive with the entry of new players, particularly foreign insurers, who are capitalizing on the impending liberalized regime expected in 2016.

Long-term Aims

Various innovative measures are in place with the aim of meeting the customers' needs as well as overcoming challenges. These include its online system with JPJ which has eased customers in renewing their road taxes, *Lonpac E-Assist*; a complimentary value-added service, provided to its comprehensive private-car insurance policyholders – offering a wide range of services in the event of breakdowns or accidents and *Lonpac Home-Assist*, a complimentary value-added service provided to its householder & house owner insurance policyholders which offers a wide range of home-related referral services.

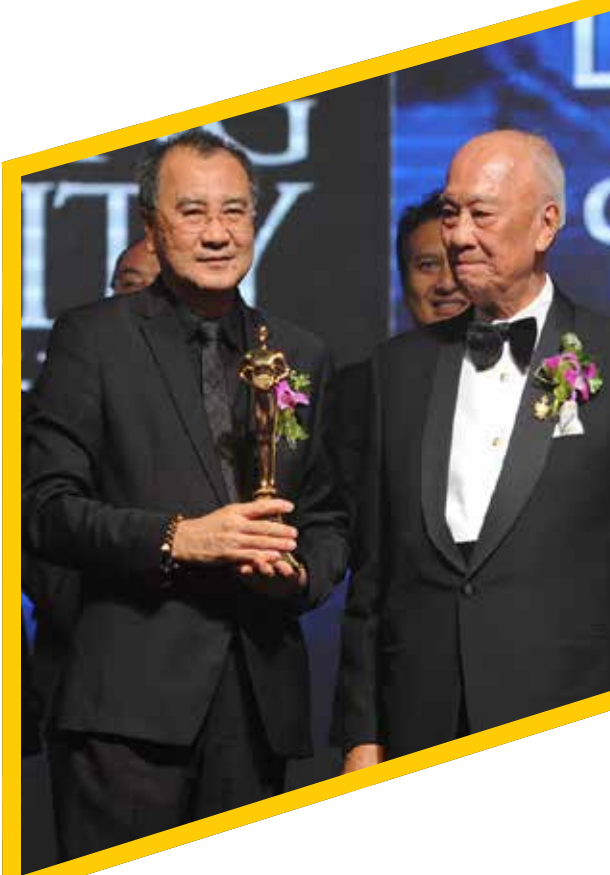
Its future plans are to be fulfilled via the continuous expansion of a quality agency force. It is also looking forward to develop packages on preferred classes of businesses – to target specific industries and develop schemes on retail or personal lines policies for corporate client staff.



The BrandLaureate
AWARDS 2012-2013



CORPORATE BRANDING LIMKOKWING



COMPANY PROFILE

Entrenched Creative Titan

Half of the world's population is comprised of youths below the age of 25 and very few are involved in decisions that affect their way of life, desires, interests and future. This is no different for *Limkokwing University*.

The Institute has been the first step forward towards achieving a successful and rewarding career for students. For parents, the Institute has played a role as an eye-opener – as they began to see the wide-ranging possibilities in creative careers. For industry, it has provided an opportunity to participate in nurturing the much needed creative capability. For the Government, the Institute has been a primary resource in developing creative capital.

For over the last decade, the Institute has set the pace for the education community. The philosophy has been a simple one – to empower the individual. And in doing so, the Institute has grown, expanded, upgraded and revamped itself to the creative titan it is today.

Its approach to global education has brought worldwide attention to the quality of Malaysian education; simultaneously establishing campuses around the globe – bringing new development and broadening the horizons of education globally.

THE BRAND

At Par with the Times

Industry requirements and global trends have been reflective yardsticks as the Institute introduced new studies, relevant to the times; as well as prospectively for the future needs of the nation. Designing itself engulfed major expansions in the *Graphic, Electronic, Product, Industrial, Interior, Multimedia, Information, Communication and Animation* realms.

Industry collaboration has granted wonderful opportunities for students to engage their creative expressions in real-work experience; including employment developed for restaurants, hospitals, manufacturers, resorts, publishers, humanitarian foundations, societies & clan associations, councils, public relations companies, municipal councils, government ministries, and non-government organizations. The work has been wide-ranging from the type of creative input needed for the type of organization that required the input.

Youthful Eyes, Mindful Heart

The Institute has simultaneously forged strong connections with the industry – to provide students with guidance and support to create the right learning environment. *Limkokwing* envisions a time when youths from all parts of the world will become engaged in all sectors of the world socio-economics – where issues affecting young people are debated and decided upon.

BEST BRANDS IN EDUCATION Creativity and Innovation

It aims to create a global network of youths empowered with knowledge and skills to be able to contribute to the world economy – moulding young minds to be active in global events where their opinions can be heard and respected, simultaneously triggering a global change in education. It is advocating the replacement of outdated systems with fresh ones that adequately prepare young people to face contemporary global challenges.

Impressionable Design

Since its inception in 1991, the educational brand has been sensitive to market demands because of a strong sense of responsibility to produce graduates who are able to make a smooth transition from classroom to workplace.

The University has earned accreditation and recognition globally for its innovative programmes. Recently, the institution won the *Most Innovative International Blog of the Year* for *Tan Sri Lim Kok Wing's Blog* by *World Bloggers and Social Media Awards 2013*. The university was also the winner for *Corporate Social Responsibility Leadership Awards 2012* by the *Young Entrepreneur Organization Malaysia* and *Malaysia External Trade Development Corporation (MATRADE)*.





CORPORATE BRANDING MASTEEL

The BrandLaureate
AWARDS 2012-2013

Masteel
MALAYSIA STEEL WORKS (KL) BHD



BEST BRANDS IN MANUFACTURING Steel

COMPANY PROFILE

Roots of Steel

Masteel currently produces the high-tensile deformed steel bars and mild steel round bars which are used to make homes, buildings, roads, highways and bridges – literally helping to provide the solid framework upon which Asia's thriving economies are being built upon.

The brand has come a long way since the Group was founded in 1971. Back then, *Masteel* was a 100 per cent privately-owned and family-run business, which produced commercial grade mild steel round bars and steel billets for the local market only. Today, the brand is a public-listed company that exports around 30 per cent of its annual output of 350,000 metric tonnes (MT) of steel bars to 10 countries around the region – namely Vietnam, the Philippines, Indonesia, Bangladesh, Pakistan, Thailand, Singapore, Australia, Sri Lanka and Myanmar.

Domestically, the brand's strategic location within the Klang Valley and the quality of its steel products has seen the Group become a major supplier of steel bars for projects like the new *Istana Negara*, the *Kuala Lumpur International Airport 2* (KLIA2), the *Klang Valley Mass Rapid Transit* (MRT) rail project, and parts of the *Putrajaya Government Administrative Centre* in its early days of construction as well as several private sector construction and property projects.

THE BRAND

Transforming Terrains

The second-generation brand transformation from local contender into a regional conglomerate began in the 1990's and under the astute and dynamic leadership of MD and CEO, Dato' Sri Tai Hean Leng, *Masteel* initiated several paradigm-shifting strategies that allowed it to meet the opportunities and challenges of the 21st century.

By embracing new and advanced technologies, amassing foreign institutional investors, bringing in regional professionals and divesting of the family's shareholdings, *Masteel* was able to fund the setting up of its upstream expansion business, the melt shop in Bukit Raja, Selangor, which produces the raw material needed for the production of steel bars, steel billets – a significant milestone for the Group, making it self-dependent.

Exponential Expansion

As the Group has grown, so has the number of workers – from a staff force of 65 in 1971 to 600 valuable people working at the Petaling Jaya and Bukit Raja facilities to-date. As a trade union-free working environment, *Respect* and *Value* is upheld – leading to an interesting yet positive side-effect.

In 2008, the Group was selected by *Finance Asia* as the *Best Mid Cap Company on Bursa Malaysia* and KPMG included it as one of the 100 companies on the local bourse to have the

Best Shareholder *Value Creation*. In 2010, *Standard & Poor's* picked *Masteel* as one of its 'top 25 picks in Malaysia' while in 2011, it was inducted into *The Edge Billion Ringgit Club*.

Solid Vision

Masteel's brand vision is to become synonymous with high-quality steel bars and billets within the region and beyond. Its brand mission is to be a regional one-stop-shop for steel bars, either to be the supplier that a customer comes to directly or to supply our finished products to a third-party distributor or partner. In line with this, all of *Masteel's* finished products adhere to the prestigious *SIRIM* (MS 146), *ISO 9001* and *Australian Certification Authority for Reinforcing Steels* standards.

Innovation is also at the heart of everything done at *Masteel*. It is the first in the nation to employ a state-of-the-art electric arc furnace in its operations – constantly investing in improving its plants, machinery, capacity, efficiencies, staff and marketing strategies with new technologies and best practices. Evolution is at the heart of *Masteel* – the continuous need to keep ahead of the times by relentless improvement– from its plants, computers and machinery needed, to its Board, management and workforce. It will continue to do so to make the *Masteel* brand an industry benchmark and a timeless classic.



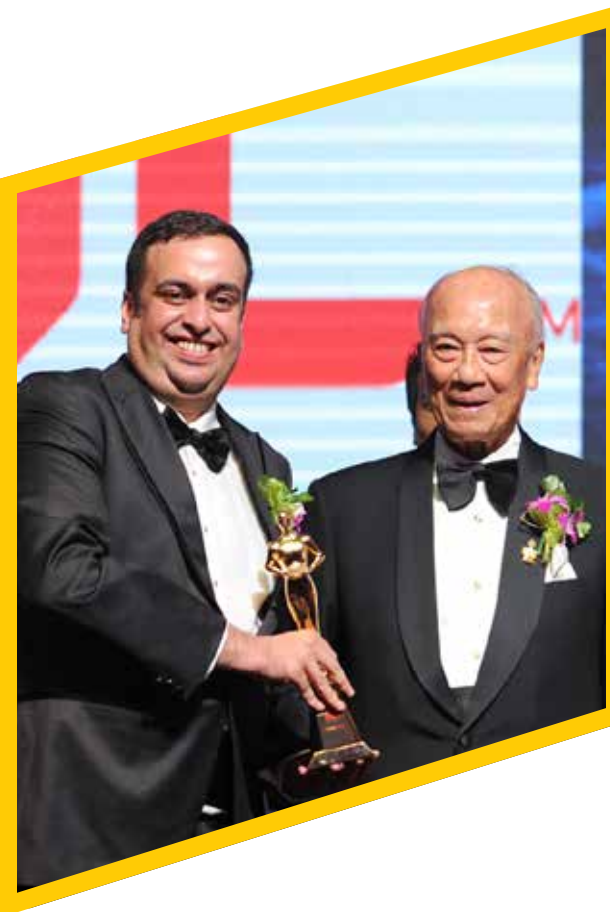
CORPORATE BRANDING

MOL

The BrandLaureate
AWARDS 2012-2013

MOLTM
Money Online

MOLTM
Money Online



BEST BRANDS IN ICT

E- Payment

COMPANY PROFILE

Super Friendly Brand

MOL Global is one of South-East Asia's biggest Internet companies that owns 100 per cent of both payment service provider, MOL Access Portal Sdn. Bhd. (MOL) and the world's pioneer social network, Friendster Sdn. Bhd. (Friendster).

Through its ownership of MOL and Friendster, MOL Global is Asia's largest end-to-end content, distribution and commerce network – pairing MOL's physical payment collection points and payment platforms with the large online footprint of Friendster, social network and user community in Asia.

A pioneer online social network with more than 115 million registered members, Friendster is one of the best sites which prides itself in delivering an easy-to-use, friendly and interactive environments where users can create avatars, discover innovative worlds, enjoy games and meet new people.

MOL has been operating and developing payment systems since 2000 and handles over 60 million transactions annually; with an annual payment volume of over USD500 million. Leveraging on a network of more than 1,600,000 physical and online payment channels, MOL is proudly linked to 88 online banks in 10 countries worldwide.

THE BRAND

Affecting the Globe

Today, MOL is one of Asia's fastest growing payment systems in developing nations with over 5,000,000 transactions per month through more than 1.6 million payment channels across 80 countries worldwide. Through Friendster, it reaches 115 million registered members – allowing the brand to process more than USD500 million in transactions per year.

Recognized as one of Asia Pacific's fastest growing technology companies in the Deloitte Technology Fast 500 Asia Pacific Awards (for 2005 and 2006), MOL has also won a Merit Award for the Best of E-Commerce Applications in MSC Malaysia Asia Pacific ICT Awards 2003. Moreover, MOL received the Member Excellence Award at the PIKOM ICT Leadership Award 2009 and is a Microsoft Certified Partner. In 2010, MOL ranked 23rd in the Deloitte Fast 500 Companies of Asia Pacific 2010, becoming South-East Asia's fastest growing Internet company.

Radical Payment Platforms

As Asia's leading online payment service provider of over a decade, MOL provides various payment products such as MOLPoints, an Internet 'wallet' with which one can purchase online game credits and other content and services without a credit card; MOLReloads, an application that facilitates electronic distribution of prepaid airtime through terminal-based infrastructure for MOLPoints and external prepaid

service providers; MOLPay, a secure payment solution developed by MOL Access Portal Sdn. Bhd. for MOL members which enables small enterprises such as online-shop blogs to securely transmit funds from the buyer to the seller via payment at online and physical channels; and MOLCube, a mobile EMV Card Payment platform which provides safe and secure mobile payment transaction for corporations and individuals to collect credit and debit card payments via smart mobile phones by swiping the card on the MOLCube chip card reader device.

Online Content Distribution Leader

As the Global Social Gaming marketing is growing at a Compounded Annual Growth Rate (CAGR) of 27.2% from USD 1.2 billion in 2009 to USD 4 billion in 2014, MOL aims to stay well connected with over 500 content partners and more than 1.6 million payment channels worldwide.

From Social Networking to Online Gaming, MOL undoubtedly has something for everyone. To-date, it has shown a pragmatic growth strategy of investing in global electronic distribution networks. In 2011, MOL invested in Turkey's Game Sultan, Vietnam's NganLuong and acquired AyoPay – all of which are market leaders, distributing online games and content in their respective regions and collectively linked to over 360,000 physical channels. The strategic acquisition and investment has indefinitely solidified MOL's market leadership in the distribution of online content globally for many years to come.





The BrandLaureate
AWARDS 2012-2013



CORPORATE BRANDING OSK PROPERTY



BEST BRANDS IN REAL ESTATE Property

COMPANY PROFILE

Redefining the Land

Established in 1997, OSK Property Holdings Berhad (OSKP) is a Bursa Malaysia-listed company – with residential, township and commercial projects located in strategic growth areas across the country.

The company operates in three segments: *Property Development* – which is engaged in the development of residential and commercial properties, *Property Management* and *Holding Entity*. OSKP is principally involved in the development and management of prime residential and commercial properties in Malaysia. Capitalizing on its strengths, the brand aims to acquire more land banks in prime corridors which will enable it to further enhance the ergonomics of properties in the nation.

Presently, OSKP is developing projects with a gross development value of over RM6.5 billion situated at strategic growth areas across the country. With a portfolio of exciting projects in place and a combined GDV of over RM4 billion, it remains fully committed to building homes in prime corridors which will further enrich and enhance the lives of communities in Malaysia.

THE BRAND

Brand Imprinting via Landmarks

The brand's continued positive achievements are attributable to its ability to offer an extensive range of products that cater to diverse market needs. Driven by the pursuit of innovation, outstanding quality and design conducive to community living at its best, OSKP has built and created a strong base of followers and supporters, as well as innovative products which meet customer demands.

The latest developments of the brand have all got off to a flying start – not only proving popular amongst its customers but also winning an array of local and international awards. Some of the flagship projects by OSKP include *Mirage by the Lake* (Cyberjaya), *Mirage Residence* (Kuala Lumpur), *Pan'gaea* (Cyberjaya), *Atria* (Petaling Jaya) and *Sutera Damansara* (Sungai Buloh).

From Glory to Glory

For many years now OSKP has been aware of the importance of setting and achieving a certain level of quality in all its processes and to enforce a stringent policy through a quality management system. This direction has proven to be rewarding as many of the projects undertaken have won acclaimed international property awards, including the *Asia Pacific Property Awards* for its innovative concepts and impressive architectural designs.

OSKP was recognized in the top 30 rankings of *The Edge Malaysia Top Property Developers Awards 2012*, where it came in ranked 28th. Fuelled with determination to strive harder to benefit its stakeholders, the brand has diversified its portfolio beyond residential projects into new areas – namely the industrial business park segment.

Building a Sustainable World for Tomorrow

As OSKP celebrates its accomplishments and the many awards attained, the company also takes part in various social activities in support of the community and care for the society's well-being – including visits to children's and old folks homes, where the institutions are presented gifts of supplies and cash.

Moreover, the Group also aims to build long-term sustainable value for all of its stakeholders by adopting the concept of sustainable development through the 'green' approach; as an integral part of its business operations and activities.





The BrandLaureate
AWARDS 2012-2013



CORPORATE BRANDING PELANGI



COMPANY PROFILE

Publishing Powerhouse

Pelangi Publishing Group (PPG) is a publishing and printing company founded in 1979 as Penerbitan Pelangi Sdn. Bhd. (PPSB) by a team of young entrepreneurs comprised of former teachers.

Having over 30 years of experience in the industry, the company has grown to become a classic brand par excellence – rising from a small local publisher into a full-fledged global name exuding superb brand values and professional ethics. Now a household name for top-quality books produced by a reliable, well-qualified team of writers, content providers, and illustrators, the PPG logo, represented by a rainbow, depicts hope and optimism; the colour red symbolizes hard work, persistence and determination whilst the square frame symbolizes realistic expectations in hope and action.

With the tagline, "Quality Books for Quality Education", it is clear that excellence is the cornerstone of its business. PPG believes in cultivating healthy reading habits by stimulating public awareness on the importance of reading – aspiring to inspire intellectual thinking through the publication of books. PPG has undoubtedly contributed to the heightened intellectual awareness of Malaysian society as a whole.

THE BRAND

Present Pages

Today, Pelangi has grown into a multi-million corporation with an annual group turnover exceeding RM50 million, specializing in the publication of more than 700 titles annually.

In keeping up with the development of the digital age, PPG has well-established web-related services – catering to local and international needs as well as an innovative product line comprised of extensive e-book titles and its *Smart e-Pen* and *Our Online* storefront.

The Power behind the House

The core strength of PPG is its combined editorial, publishing and marketing teams; synergized as a dynamic unit to produce good quality books. PPG recognizes that employees are key assets and training is regarded as an essential part of success – promoting efficiency in the brand operations. To this end, in-house and external staff training, in the form of workshops, courses and seminars, is conducted regularly. Such preparation is aligned to the objectives and directions of the company; simultaneously keeping the staff abreast with new developments in the field.

PPG also encourages product innovation in the organization by creating original content as well as publishing the latest and

BEST BRANDS IN PUBLISHING Books

relevant educational materials aligned with the contemporary school syllabus and current trends.

Printing Prospectively

PPG, geared for greater heights, has formed strategic partnerships with international names, such as J. K. Rowling, for the publication of a Malay-language version of the *Harry Potter* series, localized publication of the bestselling *Twilight Saga* by Stephenie Meyer, *Discovery Communication Inc.* for Discovery, and Walt Disney Company materials.

In line with its prospective brand expansion, the Group has evolved into a conglomerate of companies capable of catering to the diversified publishing, printing, multimedia and digital needs of the contemporary market. The brand currently has subsidiaries and associate companies in China, Thailand, Indonesia, Singapore and the United Kingdom – which is a clear sign of expansion beyond the local domain into the regional and international markets.

PPG has also ventured in the movie industry recently by filming an educational movie that is set to premier early this year.



CORPORATE BRANDING SENGHENG

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN RETAIL Electronic Appliances

COMPANY PROFILE

Electric Growth

Established in 1989, Senheng Electric Sdn. Bhd. is one of the leading consumer electronics chain stores in the country. Helmed by the three Lim brothers, *Senheng* has gone from a tiny consumer electronics set-up at half a shop lot with stocks worth less than RM30,000 to the largest multi-million ringgit electronic chain store today – with branches straddling the length and breadth of Malaysia.

As a household name, the brand has gained reputation and credibility that has made it number one in the industry through progressive, forward looking and innovative touches.

Senheng Electric delivers quality products from branded and reputable suppliers with high standard of QC. Access to various quality bathroom, bedroom and living room systems to kitchen appliances and electronics is given to customers at all it outlets.

In-store professional assistance and after-sales services are provided along with timely shipment of goods from warehouse to stores and to customers. As a reliable organization, *Senheng* is known for its speedy, efficient response and superb quality of services.

THE BRAND

Transformed to Serve Better

Over the years, *Senheng* has been through significant changes for the sake of better serving customers. Although the future is yet to unfold, it is ready to adapt to meet client needs and provide an enhanced shopping experience for everyone.

Operating over 100 outlets throughout Malaysia, the brand's mission is to create a better quality of living by providing complete home appliances and this has lead Senheng Electric to earn several accolades throughout the years. In the process of providing top-notch services, all of its sales personnel undergo a stringent training program to enhance service professionalism as well as product knowledge.

Contemporary Look & Services

With an all new and improved in-store looks, design and feel, customers at Senheng Electric are presented with an array of electronic and electrical appliances; from home to kitchen, computers to *Smartphones* and other gadgets – making it indeed the one-stop electric centre for everyone.

Customers can also visit any store for after-sales services and repairs. At *Senheng*, customers no longer need to carry heavy products home as it provides free delivery to houses within 50 km for members.

The company also provides various care plans to help customers to take care of their products and a *One to One Replacement Program* or warranty extension options for all its products. Providing nationwide services, *Senheng* also practices flexi-payment as customers can choose from various payment options and methods.

Beyond the Brand

In today's competitive world, it is not easy to establish a business without resources and that is where *Senheng* comes in to help by offering opportunities for young entrepreneurs to join the company and provided with full training in the entire operations; including the franchise training. Within a period of five years, if the candidate is capable and willing, a franchisee license will be rewarded to grow the business. *Senheng* gives the opportunity for people to excel, move up and grow bigger together with the company.

Senheng Electric aims to offer great value to its customers by creating a better quality of life. Hence, the company's future plans is to expand further in terms of number of outlets in Malaysia for better reach. In addition, value is also provided to customers, for example an online store, is being established in Malaysia – which gives a whole new refreshed image for the brand as a leading electronics and appliance specialist retailer in Malaysia.





The Brand Laureate
AWARDS 2012-2013

CORPORATE BRANDING TANGS

TANGS



COMPANY PROFILE

A Dream made TANGible

A leader in fashion and contemporary lifestyle retailing, TANGS has been at the forefront of Singapore's retailing scene since the opening of its first store in the republic in 1932. TANGS today has two stores in Singapore – TANGS Orchard and TANGS Vivo City, as well as two stores in Malaysia – TANGS 1 Utama and TANGS Empire Gallery.

C.K. Tang Limited is the story of how the vision, fortitude and integrity of a young Chinese immigrant helped to create one of the most well-known premier retail companies today. Similar to the founder, the brand thrives upon the core values of *Honesty, Integrity and Providing Quality*. Its vision has been clear from the very beginning and that is to be a leader in the fashion lifestyle business – bringing continual enjoyment, satisfaction and success to customers, staff and business partners.

TANGS has evolved from the traditional 'departmental store' concept by introducing a unique retail experience with creative store design, merchandizing concepts, experiential shopping ambience and personalized service.

The brand has proven to be a lasting leader by continually setting trends and responding to changing needs by being innovative and creative through many methods.

THE BRAND

Forward and Fierce

The latest debut from the group is the TANGS Genting Highlands at First World Plaza, launched in December 2012. Having established itself as a prominent leader in the vibrant retail scene over the years, its continued existence can be attributed to its ability to adapt well to changing consumer trends by recognizing the need for focused marketing and diversity in business.

Special efforts have been made through vigorous market and consumer research to ensure that the stores are relevant to the needs of Malaysian shoppers; while maintaining the signature blueprint of its concepts. Currently, the store provides the ultimate retail indulgence with merchandise sourced globally – according to international trends to meet the multi-faceted needs of discerning shoppers.

Bold is Beautiful

Achieving the brand leader position is an effort and what more keeping it. Providing quality products and services together with a vibrant and entertaining experience, fostering close relationships, playing an active role in social, environmental and charitable causes and finally marketing, creative merchandising and sourcing of exclusive international products, are all pivotal.

TANGS has taken on globalization initiatives actively. As a company of Singaporean origins, TANGS Malaysia has adapted business practices from Singapore into local context through regular correspondences. Marketing campaigns are

BEST BRANDS IN RETAIL Department Stores

synchronized, especially during key festive seasons, and local initiatives from TANGS Malaysia are also being shared and adapted by Singapore as well.

A successful loyalty marketing programme, the TANGS Lifestyle Card, introduced five years ago, has a current base of 90,000 members who are rewarded with many exciting benefits throughout the year. A thriving Corporate Social Responsibility programme called TANGS Gives Back is also carried out annually in its continuous effort of giving back to society.

Elegantly Electronic

In keeping up with the electronic and digital times, TANGS has incorporated a few very modern strategies to deliver the latest information to consumers – such as the use of electronic direct mailers (EDMs) when communicating with TANGS Lifestyle Card members and tablet-friendly applications for the easy viewing of flash e-catalogues, consistent revamping of the TANGS Malaysia website to keep the content fresh and updated, and also use of social media channels to connect to growing users of such medium.

With the digital world taking over everything, a brand has to stay abreast to keep up in the competition. Bearing this in mind, the future branding communications of TANGS would be to further branch into e-channels and to create exciting campaigns that include joint promotions with relevant third-party business partners to increase customer reach and market penetration.



The BrandLaureate
AWARDS 2012-2013

CORPORATE BRANDING THISTLE

thistle
HOTELS AND RESORT



BEST BRANDS IN LEISURE & HOSPITALITY Hotel

COMPANY PROFILE

The Desired Holiday

Thistle hotels are part of the GLH Hotels Management Limited, which operates a number of hotels throughout the UK. *Thistle* is constantly reviewing its standards to offer guests exactly what they need at a fair price, with absolute peace of mind – that they do not have to compromise on quality or service.

With global expansion, the hotel brand is now in Asia with an exciting multi-million ringgit investment in hotels and luxury resorts in Port Dickson and Johor Bahru, Malaysia.

Thistle Port Dickson is equipped with 251 newly refurbished rooms with amenities of international standards. All guestrooms are set with a magnificent view of the Straits of Melaka or the golf course.

Thistle Johor Bahru boasts an outdoor-resort-style swimming pool, three restaurants, two bars and a health spa. It provides 382 fully refurbished guestrooms; including 125 executive luxury rooms with spectacular views of both the sea and city.

THE BRAND

Thistle Port Dickson

At *Thistle Port Dickson*, guests can choose from the *Superior Twin & King Room* or the *Deluxe Twin & King Room* or the *Premium Suite*, the *Presidential Suite* and the *Indigo Suite* for a luxurious feel with an unprecedented level of indulgence.

The restaurants at *Thistle Port Dickson Resort* have been built with innovative dining in mind. The all-day dining, *Fresh Restaurant*, provides affordable and delicious international and local delicacies entrees. The *Glass Restaurant* focuses on Italian cuisine with a soothing alfresco or indoor ambience. The *Steps Restaurant* is where guests can lounge and freshly baked pastries along with hot beverages. The *Chinoise* is well known for its classic Cantonese and Szechuan delights in a traditional Chinese setting.

Thistle Johor Bahru

Overlooking the Straits of Johor, the restaurants and bars at *Thistle Johor Bahru* offer a huge range of cuisine and dining options. The *Glass Restaurant* puts forward a culinary feast of local and international cuisine and the *Steps* is the apt lobby lounge for guests to wind down and relax – offering light entertainment with stunning views of the gardens and Straits of Johor. The *Oasis Restaurant* is an innovative Japanese and Italian fusion cuisine eatery with distinct dining areas and

bar – where diners can watch the chefs compose in the open kitchen.

Complete with all the facilities one could wish for, whether it is for business or pleasure, this resort provides legendary hospitality and the very best of Malaysia. *Thistle Johor Bahru* also has superb meeting and event facilities – making it a prime destination for business. Thanks to the beautifully landscaped grounds, sea views and tropical climate, the establishment is also a popular venue for weddings and corporate events.

Impressionable Holiday Getaways

In realm of holiday getaways, representing international standards of the very highest, the *Thistle* brand is indeed here to leave a long-lasting impression – and it is doing so simultaneously in two locations!

Thistle Port Dickson understands the desire for personal service and anticipates every need of its guests – the perfect host for the ideal getaway, whether it is sun, sand or sea.

And *Thistle Johor Bahru*, located at one of Malaysia's most important business and tourist centres, is a luxurious *Five-Star* hotel resort in the heart of the city – which is just minutes away from Singapore.



THE MORE YOU **BRAND**,
THE MORE PERSUASIVE YOUR **BRAND** IS.
BRAND RECALL IS TOP OF THE MIND.

... Dr. KKJohan



PRODUCT BRANDING

Renowned for their excellent products and services, these brands have top of mind recall and are consumer's preferred choice.



The BrandLaureate
AWARDS 2012-2013

PRODUCT BRANDING ASIA MEDIA



BEST BRANDS IN MEDIA Transit - TV Network

COMPANY PROFILE

Timely Tuning

Asia Media is a renowned company specializing in broadcasting, advertising and digital media company in Malaysia. The backbone behind the country's largest transit-TV network, it was conferred the 'Biggest Transit-TV Network (Bus)' in 2008 by *Malaysia Book of Records*.

Its brainchild, named *Asia Media TV* (AMTV), is the company's flagship that uses LCD-TV screens to display infotainment programs, advertisements, community-driven messages and public service bulletins in public transportation.

The company is engaged in out-of-home digital advertising aimed at passengers riding public transit vehicles in the Klang Valley and Johor Bahru divisions in Peninsular Malaysia and is the pioneer market leader and also the sole provider of transit TV.

The speciality of Asia Media is that it avoids just offering conventional material. Its advertisement is mixed with entertainment – something it is able to do because it produces its own in-house content. This fact alone works as a substance for the brand in differentiating itself from other out-of-home advertisers in Malaysia.

THE BRAND

Geared to Excel

Asia Media TV has been equipped on a total of 1,950 buses, with over 3800 LCD screens. With daily viewership exceeding 500,000 and two million unique audiences, covering the widest public transportation network. It remains one of the most effective mediums in reaching out to mass audiences. Among the strong factors contributing to the success of the brand are the long-term contracts stipulating exclusivity with the government and local transportation companies. Its key bus partners include Rangkaian Pengangkutan Integrasi Deras Sdn. Bhd. – which is widely known as *Rapid KL* buses, Handalindah Sdn. Bhd., responsible for the *Causeway Link* buses and also Plusliner and *Nice++ Express* fleets to which belong to Konsortium Transnasional Berhad.

Brand Perseverance

AMTV believes in the presence of ongoing perseverance in becoming the model brand it is today – instilling within the organization the culture to compete against oneself first and to regard others as a benchmark. As a game-changer in the genre, AMTV demonstrated its usefulness beyond that of providing infotainment to viewers and a platform for advertisers when it broadcasted the details and image of five-year old Sharlinie Mohd. Nashar, who disappeared in January 2008 – viewed by a combined total of 12 million commuters

in the Klang Valley.

Asia Media also actively practises CSR initiatives, emphasizing on youth entrepreneurship, sponsorship of airtime for Government and NGOs such as WWF (*Earth Hour 10*), PDRM (*Crime Watch*), MAKNA (*Breast Cancer Awareness campaign*) and *Saving the Wildlife Campaign* for Zoo Negara.

Aspiring Beyond

Asia Media is currently targeting to strengthen its market position by creating entry barriers for competitors and expanding its coverage transit-TV network system penetration. The brand aspires to reach other public transport such as the *KL Monorail*, *Light Rail Transit (LRT)* and *KTM Komuter*.

AMTV plans to invest a further RM50 million over the next three years to upgrade its existing transit-TV network system to a *Live Narrowcasting Digital* transit-TV system-enabling it to provide live programs such as daily news, latest government policies and announcements, interactive TV, sports and weather forecasts in high-quality digital audio-visual format. It is also looking forward for global expansion, with talks of joint-ventures in Dubai, London, Indonesia and India; and a potential listing on the stock exchange.





The BrandLaureate
AWARDS 2012-2013

antabax

antabax

PRODUCT BRANDING

ANTABAX



BEST BRANDS IN CONSUMER Antibacterial Cleansing Solution

COMPANY PROFILE

Entrenched Establishment

The history of *Lam Soon Cannery* began in 1950 when it was incorporated by the late Ng Keng Soon to trade in copra and canned food.

His sons, Whang Tar Choung and Whang Tar Liang, took over the management following his death in 1955. The company then embarked on the manufacturing of cooking oil and laundry soap at its factory in Singapore.

Lam Soon became a household name in South-East Asia, with quality products and strong brand management skills, it is recognized as a major *Fast Moving Consumer Goods* (FMCG) player.

With over 60 years' heritage, the brand has grown with operations in Singapore, Malaysia, Thailand and Vietnam.

In Malaysia, Lam Soon Edible Oils Sdn. Bhd. is known for producing household names such as *Knife*, *Buruh*, *Daisy*, *Labour*, *Zip*, *Antabax* and many more. The brand has evolved over time with greater community engagement through the support of pressing issues and charitable causes.

THE BRAND

The 'Germinator'

One of *Lam Soon's* fastest growing brands in Malaysia is *Antabax*, a personal care product with antibacterial properties. It is one of the most recognized and acknowledged brands among consumers and the industry – receiving a slew of awards and accolades. The brand catered to promote a healthy and hygienic lifestyle for the whole family with its wide range of products; including shower creams, bar soaps, liquid hand soaps, hand sanitizers as well as antibacterial cleansing wipes. The entire range is also certified *Halal*, giving Muslims users full confidence.

Antabax is a trusted and innovative brand focused on the community by offering 24-hour 99.9 per cent antibacterial protection against germs; fortified with skin vitamins in a variety of contemporary fragrances for today's modern consumers. Its formulation comes with special ingredients, including anti-oxidant and anti-inflammatory properties of Vitamin C and E, as well as cell-rejuvenating effects of essential Vitamin B Complex. All of *Antabax* products are dermatologically tested to be gentle on even the most delicate skin – making the range suitable for daily use.

Mass Microbe Elimination

Antabax has been running its annual public education and awareness programs on hygiene since its first CSR initiative in 2009. In collaboration with Ministry of Health, the brand

conducted the *1Malaysia Hand Hygiene Campaign* – one of the largest CSR health programs carried out in the country and continued to join forces on raising hygiene awareness with the *1Malaysia Hand Hygiene Month campaign*, themed 'Hands of Health Across the Nation' – reaching more than three million people in 2011.

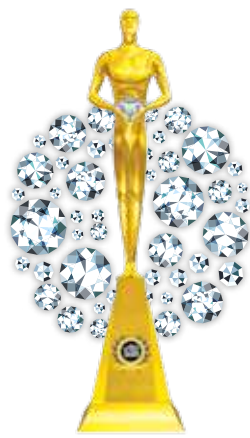
In 2012, during the drastic increase number of *Hand, Foot and Mouth Disease* (HFMD) in Sarawak, *Antabax* collaborated with the Ministry of Health Malaysia again to introduce the *Antabax Backs Communities Against HFMD* (ABCs Against HFMD), an education and awareness campaign which saw students and teachers from concerned schools take part in demonstrations on hand hygiene and health tip awareness to reduce the spread of HFMD through workshops and dissemination of education materials such as leaflets, posters and interactive worksheets.

Healthy Future

Antabax has partnered with the Ministry of Health Malaysia, Malaysian Association of Health Education Officers (MAHEO), Hospital Sungai Buloh, 10 private hospitals, transport hubs *Terminal Bersepadu Selatan* and *Semasa Sentral (KL Sentral)*, 28 schools nationwide and more than 3500 food and beverages outlets from food handler associations.

These campaigns by *Antabax* are primarily aimed at promoting a healthy and hygienic lifestyle for Malaysians as a whole.





YOUR **BRAND**,
A TIMELESS CLASSIC!

PRODUCT BRANDING

KENNY ROGERS

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN F&B

Rotisserie Roasted Chicken

COMPANY PROFILE

Serving It Hot and Healthy

Malaysians were introduced to *Kenny Rogers ROASTERS* (KRR) in 1994 by Berjaya Roasters (M) Sdn. Bhd. It is a brand inspired by country singer, Kenny Rogers, whose philosophy is putting love back into food and serving food that is simple yet delicious – utilizing no-nonsense cooking methods.

KRR truly subscribes to the notion that food made with love brings people together and this is indeed the brand's strongest identity and practice since its inception.

Well known for its rotisserie-roasted chicken, KRR has always been seen as a restaurant chain at the forefront of promoting a healthy diet by offering balanced, wholesome and delicious meals.

Popularly known as a mid-casual dining restaurant with roast chicken as its main core item – complemented by a rich variety of hot and cold dishes, KRR has become a local favourite. As a brand, it is constantly innovating and growing in what it offers its customers and how it interacts with them.

THE BRAND

Keeping up with Technology

Recently, in addition to serving wholesome and healthy food, KRR added a fun and interactive element to its offering in the form of the *Muffin Maniac* mobile game application – allowing its guests to role-play as a *Samurai* while slashing muffins to gather high scores.

Besides that, KRR has also introduced *KRR Klix*, another mobile application which allows guests to easily locate the nearest *Kenny Rogers ROASTERS*; and it includes other value-added services.

In today's world of emerging online trends, *Kenny Rogers ROASTERS* also makes use of powerful social media tools such as *Facebook*, *Twitter* and *Instagram* to interact and convey information and promotions.

A Hearty ROASTER

Being part of an industry that is highly competitive with customers who are always looking for quick meals, it can be a challenge to serve healthy meals. However, not one to compromise on its motto of serving healthy meals, the KRR team has taken plenty of initiative in constantly garnering customers' feedback and developing new offerings that are not only healthy, but handy as well – even for customers who are living fast-paced lives. In view of this; KRR announced the launch of its first drive-through service in Asia, available at the *Kenny Rogers ROASTERS* restaurant located in Setia Tropika, Johor Bahru.

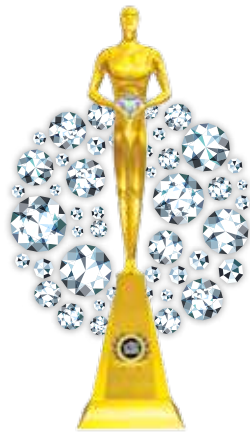
Kenny Rogers ROASTERS has also, over the years, been actively involved in community service and sponsorship-related events to contribute towards the wellbeing of society. The *ROASTERS Chicken Run*, created in 2005, has successfully raised more than RM425,000.00 for a variety of charitable organizations and homes. Also, under the *Kenny Rogers ROASTERS Community Chest Campaign*, the *Wishing Tree* initiative has proven to be a significant year-end event where members of the public get to do their part in serving the community.

A Blazing Future

2014 will be truly a remarkable year for the brand as KRR will be celebrating its 20th anniversary. In commemoration, there will be a series of activities and special promotions designed for the public.

Having served Malaysia for 20 years, *Kenny Rogers ROASTERS* continues to look forward towards not only nourishing its guests, but making a significant positive impact in society at large – to serve the country for many more decades to come!





YOUR **BRAND**,
A TIMELESS CLASSIC!

PRODUCT BRANDING

LI NING

The BrandLaureate
AWARDS 2012-2013



COMPANY PROFILE

'Sporty' Supplier

Li-Ning Company Limited is one of the leading sports brand companies in China, mainly providing sporting goods, including footwear, apparel, equipment and accessories for professional and leisure purposes – primarily under the *Li-Ning* brand.

Headquartered in Beijing, the Group has brand marketing, R&D, designing, manufacturing, distribution and retail capabilities.

It has established an extensive supply chain management system and retail distribution network in China; predominantly via outsourced manufacturing operations and franchised distribution.

In addition to its core Li-Ning brand, the Group manufactures, markets, distributes and sells outdoor sports products in China under the French brand AIGLE – the exclusive rights of which were granted by a joint venture established with Aigle International SA.

THE BRAND

Franchising Beyond

The joint-venture in 2005 with the French sports apparel company has given *Li-Ning* the exclusive rights to the distributors of AIGLE products in China for 50 years. The company directly owns some of the retail stores while others are franchised and engage in the manufacture, R&D, marketing and sale of table tennis and other sports equipment under the *Double Happiness* brand through a subsidiary in which the Group has 57.7 per cent interest.

As of March 2007, there were 4,297 *Li-Ning* retail stores. On top of that, the company also develops, manufactures, markets, distributes and sells licensed products in China under the Italian sports fashion brand, Lotto, via an exclusive license granted by a company owned by Lotto Sport Italia and engages in the R&D, manufacture and sale of badminton equipment under the *Kason* brand. In 2006, *Li-Ning* posted revenues of US\$418 million and total profits of about US\$39 million.

Radical Racquets

Meanwhile in Malaysia, *Li-Ning.com.my*, a newly established network in 2012, has partnered with the *Li Ning* racquet distribution network in China to distribute high-quality racquets. *Li-Ning.com.my* directly imports stock from China via distributor-priced group purchases. Prior to sales, each racquet is checked and randomly picked for an official authentication check. Its unique product brand and marketing

BEST BRANDS IN CONSUMER

Sports Equipment & Apparel

strategy has proven highly effective with the increased demand of sales and positive reception.

Designed using the latest state-of-the-art technology, *Li-Ning* racquets go through thorough stringent engineering and QC processes. Each racquet is a result of painstakingly elaborate hand-crafted workmanship – not mass-produced like most other big names in the field. The result is the racquets have minimal facial folds (stress concentration points) at the bending area of the frame. They are easy to hold and assist in giving the most precise and powerful shots – a perfect choice for professionals and amateurs as they offer subtle control and enhanced repulsion power.

Consumer at the Core

The wide range of *Li-Ning* badminton racquets suits every type of player and his or her unique playing style; and are manufactured with the most advanced technology – keeping in mind the basic requirements for agility and reflexes. They are lightweight, usually under 100 grams; and not exceeding 230 mm in width and 680 mm in length.

Hence, by undergoing strict QC processes, the manufacturer assures that customers get the toughest and most sophisticated racquets. Attributing its huge success to understanding the specialized needs of its consumers and always staying on top in delivering superior products with the advancement of technology and sports, *Li-Ning* is well on its way to become a reputable global sports brand leader. places top priority on human capital development.



PRODUCT BRANDING LOST WORLD OF TAMBUN

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN LEISURE & HOSPITALITY Resort & Theme Park

COMPANY PROFILE

Power behind the Name

With so many worlds packed into one, the *Lost World of Tambun* is an action-packed, exciting adventure destination with the most thrilling rides and attractions in Ipoh, Malaysia.

A theme park located in the historic town of Ipoh, Perak, set in natural landscapes, surrounded by exquisitely breathtaking limestone features. Whether one is seeking a weekend of mayhem oozing with family fun or a burst of eco-adventure – take it all in as you journey through the attractions of this wonderland!

Eight main elements make up this world of adventure – *Lost World Water Park*, *Lost World Amusement Park*, *Lost World Hot Springs and Spa*, *Lost World Tiger Valley*, *Lost World Petting Zoo*, *Lost World Tin Valley*, *Lost World Team Building Park* and the latest attraction, aptly known as *Lupe's Adventure*.

Experience the concept of fun edutainment where you will not only get to enjoy the attractions but be close to nature. Awareness and knowledge about the upkeep of the hills and animals at the petting zoo is essentially imparted to visitors.

THE BRAND

Magical Elements

What makes this theme outstanding is the surrounding 400 million-year-old limestone hills. Furthermore, the *Lost World Hot Springs and Spa* is a healing and wellness destination – popular with locals and travellers. One can revitalize in a wide selection of bio-thermal hot spring pools which offers therapeutic benefits. Another exceptional feature is the chance of adventure for the eco-enthusiast – which includes three-hour cave exploration, wading through the knee-deep mud and chest-deep water at *Six Mile Tunnel*.

The success of this exciting theme park is surely due to the contributing factors that lie behind its organization – the folks here support organizational development initiatives, including creating a performance-based work culture, change management, conflict resolution and leadership development. The *Lost World Hotel* also sets a milestone as being the only hotel in Perak to be smoke-free.

The *Lost World of Tambun* seeks to provide a lasting brand experience for its visitors through various A&P channels such as advertising on relevant lifestyle and travel publications; simultaneously emphasizing on a strong online presence through interaction with consumers on *Facebook* and promotional deals on online couponing sites.

Northern Impact

As a theme park built up north in a small town as Ipoh, some of the clear challenges are the establishing of its name as well as upkeep. Still, empowered by a solid management staff of sheer dedication and professionalism, such challenges are met with positive outcome.

The theme park has involved itself in special initiatives to help brand growth. It recently launched the first ever roller-coaster ride in Perak called *Lupe's Adventure*. The placing of LED billboards along a major roads in Penang and participation in travel marts organized by *Tourism Malaysia* in conjunction with *VMY 2014* will also help to institute a firmer image for the brand.

Future Growth

In spite of the positive response from visitors, the *Lost World of Tambun* still aims to go beyond its current success – to have a larger brand visibility on targeted international markets through various existing and new channels.

There are plans to embark on sponsorship avenues – whereby interested external parties can adopt a sponsorship package of an attraction for the whole year. Additionally, there will be joint events of international standards with renowned partners – geared to create greater awareness of the wondrous treats the theme park has to offer.





PRODUCT BRANDING

MAZDA

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN AUTOMOTIVE

Sedan

COMPANY PROFILE

Making Machines Masterfully

Originally established in January 1920, Mazda started manufacturing tools in 1929 and soon branched out into production of trucks for commercial use.

In the early 1960's, Mazda launched its first passenger car models and began developing rotary engines. Still headquartered in Hiroshima in western Japan, Mazda Motor Corporation today ranks as one of Japan's leading automakers.

Mazda has been exporting cars to the United States and Europe for over 40 years. Its overseas sales accounts for more than two thirds of total turnover. Mazda has two main production sites in Japan and 14 overseas facilities. Mazda's factory at Hiroshima is one of the largest single-site automobile plants in the world – with an annual production capacity of about 480,000 units. The plant located at Hofu has a capacity of nearly 410,000 units.

Overseas sites include joint ventures based in the United States and in Thailand with Ford Motor Company, Mazda's largest shareholder.

THE BRAND

Engineering Innovation

Mazda boasts an illustrious history of engineering innovation, symbolized by the rotary engine. Although many leading firms attempted to adapt the concept, only Mazda persevered and succeeded in creating a commercial sports car engine. Today, Mazda is the only manufacturer in the world that makes gasoline, diesel and rotary internal combustion engines. The latest incarnation of the rotary engine powers the *Mazda RX-8* – a car that truly embodies the 'Mazda DNA'.

Mazda's *raison d'être* is to make cars that are fun to drive – cars that enthuse but are also affordable. Hence the brand message, "Zoom-Zoom", aims to capture this feeling, expressing the passionate spirit of motoring enjoyment that drives Mazda forward. On top of that, Mazda ensures that it stays on top in promoting activities that are strongly rooted in local communities. Hence, its social activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions.

Excellent Branching

As of 31 October 2013, Mazda had established four branches in Malaysia (all of which have sales, after-sales service and spare parts capability) and it has also appointed 68 dealers nationwide. Vehicles are distributed through their own branches and third-party dealers in Malaysia as well as through third-party dealers in Philippines.

Other than the Mazda CKD (Completely Knocked-down) vehicles which are locally assembled, all the other Mazda

models distributed in Malaysia are CBU (Completely Built-up) units which are imported from Mazda Japan's manufacturing plants located in Japan and Thailand. All Mazda models distributed in the Philippines are CBU units imported by Berjaya Auto Philippines Inc., a 60-per-cent owned subsidiary of Berjaya Motor International Limited, which in turn is a wholly-owned subsidiary of Bermaz Motor Sdn. Bhd.

Malaysian Ties

Bermaz Motor Sdn. Bhd. (Bermaz) commenced operations on 1 April 2008 after Bermaz and Mazda Motor Corporation (Mazda Japan) entered into a distribution agreement on 28 February 2008 in which the latter awarded the former distributorship of specific models of Mazda CBU vehicles, spare parts, accessories and tools in Malaysia and the retailing of Mazda vehicles and provision of after-sales services for Mazda vehicles.

Presently, Bermaz has a total of 43 sales showrooms and 23 3S (sales, service and spare parts) centres in the country. Continuously improving and innovating, Bermaz has launched its flagship showroom in Glenmarie, Shah Alam; which is the largest Mazda showroom in Southeast Asia; and also works as 4S centre, providing additional services such as road tax and insurance renewal, customer relation services and body and paint repair. Today, as Thailand is the first market in ASEAN to import the Malaysian-assembled Mazda vehicles, the company now aims to study other potential markets in the region, hoping to make Malaysia a regional hub for the Japanese car maker.





The BrandLaureate
AWARDS 2012-2013

PRODUCT BRANDING PETRONAS SYNTIUM



COMPANY PROFILE

Oil and Gas Trendsetter

PETRONAS Dagangan Berhad (PDB) is the principal domestic marketing arm of Petroliaam Nasional Berhad (PETRONAS). Incorporated in Malaysia under the *Companies Act 1965* on 5 August 1982 and listed on the *Main Board of Bursa Malaysia* on 8 March 1994, PDB has since established itself as Malaysia's leading retailer and marketer of downstream oil and gas products.

Besides marketing activities, PDB also jointly operates a jet fuel storage facility and hydrant line system at the *Kuala Lumpur International Airport*.

Committed to an aggressive growth journey, PDB continuously delivers innovative and superior products and differentiated services in its four core businesses of *Retail*, *Commercial*, *Liquefied Petroleum Gas (LPG)* and *Lubricants*.

The company invests extensively in research and development (R&D) to ensure that it continues to offer a wide range of internationally recognized high-quality petroleum products – including motor gasoline, aviation fuel, kerosene, diesel, fuel oil, LPG cylinders and asphalt.

THE BRAND

Lubricated for Excellence

Over the last three decades, PDB's cornerstone of success has been its passion for innovation and relentless pursuit of excellence. This has resulted in a wide range of internationally renowned premium quality petroleum products today.

Its retail business, built on its leadership position, has an extensive network of over 900 stations throughout Malaysia. PDB continues to grow through the opening of new retail service stations – complemented by the broad expansion of products and services offered through *MESRA* convenience stores.

On the Lubricant front, PDB remains committed to accelerating growth through the introduction of innovative and niche products that are the result of dynamic international partnerships and vast experience in motorsports.

Positioned Securely for Greatness

Through years of R&D, PDB has consistently introduced new products lines and services under its portfolio to cater to specific customer requirements and industries. Today, it is the market leader in the *Commercial* and *LPG* sectors – with strong fundamentals to retain and further solidify this position.

PDB has also vastly extended its comprehensive nationwide logistics and distribution system – which now includes bulk depots, aviation depots, bunkering facilities as well as LPG

BEST BRANDS IN CONSUMER Car Lubricant

bottling plants, in an effort to make its products and services accessible nationwide.

Beyond Malaysia, PDB operates five downstream companies namely PETRONAS Energy Philippines Inc. (PEPI) & Duta Inc. (DUTA) in the Philippines, PETRONAS Vietnam Co. Ltd. (PVL) & Thang Long LPG Co. Ltd. (TLLCL) in Vietnam and PETRONAS International Marketing (Thailand) Co. Ltd. (PIMTCL) in Thailand.

Exponential Growth

PDB's leadership position in the Malaysian retail and marketing of downstream oil and gas products provides a robust foundation for the company to achieve its vision of becoming 'Malaysia's First Choice Brand' for petroleum products. With aggressive plans for market penetration and renewed commitment toward customer service excellence, it has clearly set the platform for its next stage of growth.

PBD nurtures the core expertise of its 1700 dedicated employees across the country – as part of its commitment as a responsible corporate citizen to play its part in Malaysia's nation-building and growth agenda. As a *FORTUNE Global 500* largest corporations in the world, PDB values the knowledge, skills and experience of its people – totalling more than 30,000 from 32 different countries globally. In line with its vision to be a leading oil and gas multinational of choice, PDB places top priority on human capital development.





The BrandLaureate
AWARDS 2012-2013

PRODUCT BRANDING PUBLIKA

publika



BEST BRANDS IN REAL ESTATE Lifestyle Mall

COMPANY PROFILE

Vibrant Urban Sanctuary

Publika is a vibrant urban sanctuary made up of interesting destinations and activities imbued with a strong sense of community. Managed and developed by UEM Land after acquiring Sunrise Berhad in 2011, *Publika* has always taken the stance of an innovative retailer. It goes beyond the boundaries of a run-of-the-mill commercial centre and has steadily won the hearts of the artsy community in the Klang Valley vicinity.

Located at increasingly popular Jalan Dutamas 1, the mall started off with *Solaris Dutamas* and evolved into a spot where art meets retail – with art, cultural, and social activities forming the 'soul' of *Publika*. The mall is augmented by non-conventional approach of 'creative retail' such as fashion, accessories, gifts and trend-setting retail experiences. *Publika* offers creative vending which displays unique shops, one-off concepts, unusual ideas and new trends – such as charming cafés with an artsy vibe, contemporary fashion boutiques, bistros with live music, custom-made accessories & gifts and even a vintage store or two.

Taking art as inspiration, the creativity of *Publika* lies in the presentation, experience and service in shops where proprietors place a high value on inventiveness, originality, and quality of craft. Through its anthem, "Bringing art to life and bringing life to art", it aims to inject elements of arts in the environment and encourage it in the stores.

THE BRAND

Beyond the Norm

The inventive mall has plenty of events for *KL-ites* to indulge in and experience – from movies, music, gigs, launches to fashion shows, charity drives and awareness campaigns. Among famous events hosted at *Publika* include the *Publika Jazz Festival*, *Earth Hour* and the *Bon Odori Festival* by the Japanese community. With a target audience that consists of expatriates, networked youth, restless metropolitans, mature adults and new families, its variety has certainly the makings to provide for the shoppers in these categories.

In hopes of having more 'human' effect that is in line with the company's community centric philosophy, *Publika* is specifically designed to be a lively 'incubator' of creativity and thought, where producers and shoppers actively engage with arts, culture, current issues and concerns of our time.

Inception

The inception of *Publika* began with the development of *The White and Black Box*, a part of *MAP*, an arts and cultural platform to develop and showcase art-related activities through exhibitions, theatre, music gigs, dance performances, talks, workshops, corporate and community events. Murals, sculptures, installations and interior design, which also double up as functional items such as playground equipment and public benches, are specially designed and created by Malaysian artists – aimed to make art public and an everyday experience, simultaneously giving visibility to Malaysian artists and their works.

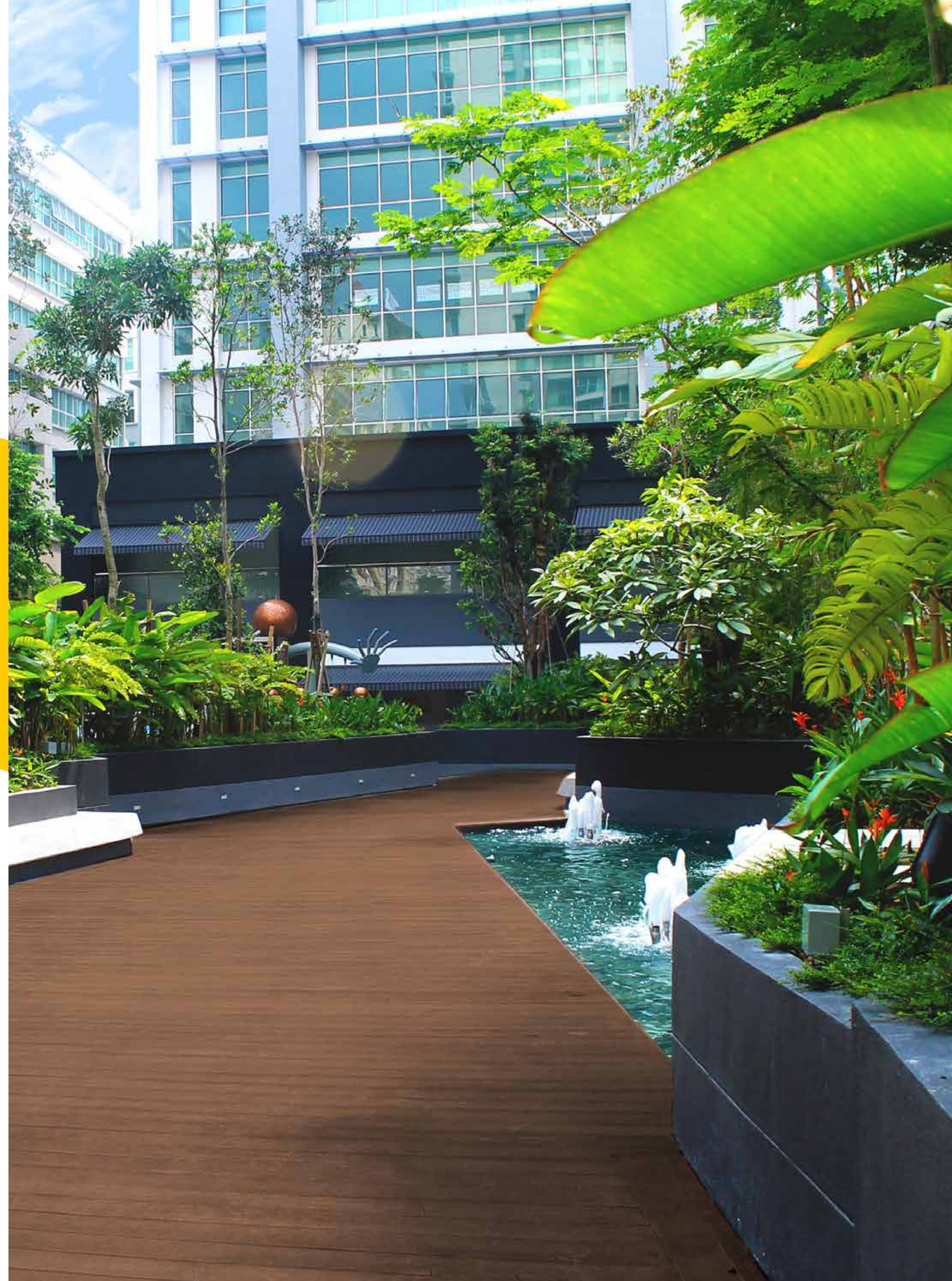
Shoppers at *Publika* are often inspired by colors, forms and new angles and perhaps be motivated to express their own creativity either through participation in art, craft or cooking workshops or adopt a new lifestyle aspect in this new *Publika* community which embraces individuality. With a high level of commitment to art, fans of the unique mall can be assured it will continue to be arts-based and a community hub where people can gather and connect in the name of arts.

Other key zones offered in *Publika* include the *Square*, a venue for events and activities, equipped with a stage, sound system; the *Park*, a child-friendly play park, featuring fun sculptures, water features and lush landscaping; *Linear Park*, a safe path that will bring one around *Publika* at *Solaris Dutamas*.

Artful Future

Looking forward, by continuing to focus on the human element that has worked all this while, the community-based mall aims to be the ideal space for people to come together and connect in a positive environment.

As a refreshing artistic movement in the 'urban jungle' of KL, there is no doubt that the spirit of originality is alive and flourishing at *Publika*. In its quest to provide a platform for aspiring artists to showcase their talents, it also sends a message of drive, determination and innovation in the development of malls in Malaysia.





The BrandLaureate
AWARDS 2012-2013

PRODUCT BRANDING SOTHYS



SOTHYS | OXYGENATING

www.sothys.com.my

SOTHYS
PARIS

We are THE Skincare Solution Specialist

A dose of O² and vitamins with Peach and Apricot.



COMPANY PROFILE

Youth in a Bottle

SOTHYS Malaysia, widely acknowledged as 'The Skincare Solution Specialist', is one of the top high-end professional skincare brands in the nation. Societe Francaise De Cosmetiques Sdn. Bhd., or famously known as SOTHYS, was established to market and distribute the SOTHYS exclusive range of professional skincare products in 1993.

An enthusiastic and dedicated team of professionals has promoted the brand with passion for the last 21 years. SOTHYS Malaysia has since opened seven flagship salons – including two men-only salons in the Klang Valley.

SOTHYS is seen as a market leader not only because of its outstanding R&D and marketing techniques; but also because it delivers sustainable and effective results using non-invasive products and methods with expertise, professionalism and care.

SOTHYS is dedicated to serving women and men who are committed to having youthful, healthy looking skin. SOTHYS has created milestones every year through services rendered with utmost integrity, honesty and passion.

It has been SOTHYS's mission to not only provide top range skincare products and services to women and men, but inadvertently educate the community that beauty stems from personal hygiene and sustainability of youthfulness – without using invasive methods.

THE BRAND

The Innovator and Trend-Setter

The heart of SOTHYS lies in R&D and the team believes strongly in the fundamental value of 'Cure and Treatment'. The SOTHYS's R&D team holds true to the need to create and develop products that are safe yet effective for skin needs – in line with the latest technologies.

SOTHYS is a brand built on fundamentals of strong values passed through generations – now carried through to their third generation. Besides holding firmly to traditional values, SOTHYS is also an innovator and trendsetter. The talented and passionate professionals hired at SOTHYS are responsible for many breakthroughs; including being the first brand in the world to invent the concentrated serum in ampoule form.

Through its collaboration with beauty institutes, SOTHYS has become the market leader and industry innovator in producing synergistic beauty programmes, sophisticated treatment procedures, exclusive and professional methods of body care and high-performance homecare products.

Lie and Luxuriate

SOTHYS, understanding the need of its customers as a customer itself, has set out to make the experience not only an unforgettable one but one to luxuriate in as well. *Salon*

BEST BRANDS IN WELLNESS Skincare & Beauty

Ambience and Skincare Solution Specialists are the main pillars that create a lasting brand experience. The focus of the *Salon Ambience* is on using the five senses to create a setting which affects customers positively and comfortably on a visual, physical and mental level. Said ambience plays an important part in the customer's visit as it exudes the effect of 'being cocooned in comfort' throughout the experience at SOTHYS. Besides professional consultations and personalized touch-of-hand skills, the *Skincare Solution Specialists* also possess a passion to immerse each customer in their soothing care.

Spreading the Good Glow

A brand like SOTHYS cannot be established without challenges; however by applying the same fundamentals and core values in almost everything, it has risen above all challenges as a winner.

Growth shows progress, and thus, the recent introduction of the second business model which is the *Premium Salon Business* model by SOTHYS testifies to this. The *SOTHYS Licensed Premium Salon* has recruited 25 salons nationwide and continues to expand to East Malaysia with a targeted total of more than 100 salons by the end of 2015.

Re-oxygenate your skin with the **NEW** Peach & Apricot Vitamin
Oxygenating Treatment at only **RM198*** (NP: RM290)

Terms & Conditions*

- * While stocks last
- * Pictures are for illustration purposes

www.facebook.com/SothysMalaysia



The BrandLaureate
AWARDS 2012-2013

PRODUCT BRANDING SILKY GIRL

SILKYGIRL
Unleash your confidence



BEST BRANDS IN CONSUMER Cosmetic Colour

COMPANY PROFILE

Trans-border Make-up

In the world of colour, cosmetic skin tone is important. A shade of eye shadow that is popular in Europe might be completely different to what Indian or North Asian consumers prefer.

Local knowledge is therefore vital when taking a cosmetics company across borders and trying to open up new markets. Price is just one of many factors. Climate, diet and even religion can play a role in a woman's choice of make-up.

These considerations underpinned the bold decision of Alliance Cosmetics Group (ACG) to go toe-to-toe with the likes of Maybelline and L'Oreal in Southeast Asia. The Malaysian company recognized there was a niche for a local brand in a market previously dominated by foreign players.

Alliance Cosmetics was already the dominant force in Malaysian make-up market when it was acquired by Navis Capital Partners in 2010. The ACG is a leading distributor of cosmetics and personal care products.

THE BRAND

Cosmetic Care Champion

The brand portfolio includes *Revlon* cosmetics, *Revlon* hair colour, *Avene* skincare, *Elancyl* body care, *SILKYGIRL* cosmetics, *SILKYGIRL* fragrances, *Silky for Men* fragrances, *Silky Lips* lip care, *Silky White* face products, *Silky Care* feminine hygiene wash, *Tokalon* face masks and *Cutex* nail polish remover.

The ACG is the sole distributor of *Revlon* and other renowned global cosmetics brands in Malaysia, Singapore and Brunei. The company bought over *Revlon* operations both in Singapore and Malaysia before being appointed by the *Revlon* principal office in the US, and is in the top three cosmetic distributors in the market.

Colourful Landscape

The Alliance Cosmetic Group International launched *SILKYGIRL* in June 2005 in Malaysia, Singapore and Brunei, adding excitement to the landscape of colour cosmetics in the mass-retail market in these countries. *SILKYGIRL* offers a complete range of high-quality colour cosmetics that will meet the needs of discerning consumers in both the urban and suburban markets.

The brand personality of *SILKYGIRL* is fun, young, colourful and exudes confidence. The core promise of the brand is delivered through the latest color trends and high quality

specifications of the products. Currently, *SILKYGIRL* is available at more than 10,000 counters all over Malaysia, Singapore, Brunei and Indonesia. *SILKYGIRL* is set to make waves in other ASEAN countries.

Set to Redefine

SILKYGIRL is a homegrown brand that offers a complete range of colour cosmetics for fun-loving young women interested in enhancing their self-confidence. *SILKYGIRL* has just the right product that brings out the best in the Asian woman. Formulated for Asian skin, the *SILKYGIRL* colour palette ranges from bold, fun and exhilarating hues that easily complements one's mood and persona. It aims to help aspiring women look and feel good, and believe in themselves.

SILKYGIRL is personified as a 'BFF' who helps build confidence and celebrate the joy of youthfulness through her aspirational guidance and lifestyle. *SILKYGIRL*'s tagline, "Unleash Your Confidence", epitomizes the core value of the brand since its inception.

Following the success of *SILKYGIRL* color cosmetics, ACG launched its fragrance line in July 2006. Apart from introducing the *SILKYGIRL* women's fragrances, the Group also introduced the *Silky for Men* fragrances; bringing on board Malaysian heart-throb, Mawi, into the *Silky* family.

LESS IS MORE

SILKYGIRL
TIP

SILKYGIRL
ASKS

Powder
Darling



Precision Brow Liner
<http://joisuhan.wordpress.com/>

SILKYGIRL
Review



SILKYGIRL
PICKS

Lashes, Lids
& Lips





PRODUCT BRANDING SHOKUBUTSU

The BrandLaureate
AWARDS 2012-2013

植物物語
Shokubutsu

植物物語
Shokubutsu



BEST BRANDS IN CONSUMER Shower Foam

COMPANY PROFILE

Roaring Beginnings

Southern Lion is a joint-venture company between Lam Soon (M) Sdn. Bhd. and Lion Corporation, Japan. It began operations in April, 1987, at Larkin Industrial Estate, Johor Bahru.

The following year, the brand launched *Bio Zip*, its own powder detergent – which remains one of its strongest brands today. Other pioneer products include *Dobi* bar, launched in 1989; and *Puteri Emas*. In 1990, Southern Lion became the pioneer manufacturing company to set up a plant in the Tebrau Industrial Estate outside Johor Bahru – with a land area of 10 acres.

The brand has made remarkable progress over the years. Southern Lion believes in a better standard of living and strives to continuously improve consumers' quality of life of offering products bearing innovative concepts and assured quality.

Accordingly, in 1998, the brand embarked on a new challenge by launching its *Personal Care* products – despite stiff competition from leading players in the market. *Shokubutsu Body Shower Foam* was thus launched, with two variants.

THE BRAND

Personal Care with a Difference

Shokubutsu Body Shower Foam was launched in Malaysia in 1998 and as the first body wash with original Japanese formulation which is made of 100 per cent plant cleansing ingredients.

Backed by Lion Japan, *Shokubutsu* is produced under stringent R&D and quality control in its Johor plant. After the launch of the *Personal Care* products in 1998, the demand for *Shokubutsu Body Shower Foam* rose steadily – prompting Southern Lion to set up its own *Personal Care* production plant. With the new plant set up in 2000, it became a key player in the *Personal Care* segment.

Wave Maker

In February 2003, Southern Lion was certified with *ISO 14001* standard for environmental-friendliness. Also in line with producing products of the highest quality, in March 2003 it received *GMP Certification* for its *Personal Care Products*.

Following the recognition, in November 2006, its factory was certified *Halal*, being aware of the importance of this certification for all its Muslim consumers – especially for its *Oral Care* product range.

Shokubutsu made huge success by becoming the No. 1 beauty shower foam in Malaysian households in 2004. In 2009, a new GMP plant with triple production capacity was officiated. Since then, the brand has expanded into various product segments within *Personal Wash*. Today, Southern Lion is housing many leading brands like *TOP*, *Bio ZIP*, *Shokubutsu*, *Systema*, *Fresh & White*, *Kodomo* and *Zact*. It has also grown to become the No. 1 detergent company in Malaysia.

Northern Vision

Southern Lion seeks to fulfil its envisioned goals for the betterment of the organization. In line with its vision statement, the brand aspires to be the market leader – within the top three positions in every field of competition.

It will also take every effort to create and build brands which are synonymous with high quality and environmental care. Additionally, with regards to its operations, Southern Lion strives to attain and sustain its core competence in cost-efficient production and market innovations. Throughout this whole process, the brand strives to enhance the value of its products to shareholders, customers and employees.





The BrandLaureate
AWARDS 2012-2013

PRODUCT BRANDING YOKOHAMA

YOKOHAMA
Industries



BEST BRANDS IN AUTOMOTIVE Batteries

COMPANY PROFILE

Market Leader

Yokohama Industries is a trusted name in automotive batteries in the country. Founded as Tai Kwong Yokohama in 1967, the business started its operation based on reconditioning used automotive starter batteries. The company has been a Public Listed Company (PLC) on the Malaysian bourse since 1995.

True to its motto, "Learning from experience and growing on knowledge", the brand has come a long way as the lead acid battery manufacturer in the country to a renowned OEM supplier for national cars and other automotive brands.

Today, *Yokohama* is Malaysia's leading battery manufacturer, producing two million batteries annually, recording over 17,000 points of sales domestically, and is exported to more than 40 countries worldwide.

Domestic distribution of *Yokohama* batteries is carried out through the sister company, Borneo Technical Co. (M) Sdn. Bhd., which has 16 branches serving a nationwide base of 17,000 customers.

THE BRAND

Quintessential Quality

Apart from holding a leading share in the replacement market, Yokohama also serves the OEM market by supplying batteries to manufacturers such as *Perodua, Honda, Toyota, Hyundai, Naza Peugeot, Modenas, Yamaha* and *Nissan*. Presently, the company operates a cutting-edge manufacturing plant situated in Semenyih, Selangor, and a wholly owned five-acre lead reclamation plant in Pengkalan, Perak, which offers lead recycling and blending services within the group. Both plants are *ISO 9001* and *ISO 14001* compliant, with a *TS 16949* accreditation in view.

At *Yokohama*, quality is enhanced through its fundamental design principle. Stringent tests that comply with global standards are conducted and repeated before products are approved for mass production. Every battery undergoes a series of quality checks before earning its esteemed place in the *Yokohama* box – guaranteeing that users always "Start with the Best!"

Going Green

As a company that is environmentally friendly, *Yokohama* strongly focuses on the importance of recycling scrap batteries – proving false widespread misconceptions that battery manufacturing and lead reclamation constitute 'dirty business'.

About 97 per cent of ULABs (user lead-acid batteries) is recycled – ensuring that lead from the ecosystem is removed in virgin form. Reclamation of lead and polypropylene from scrap batteries has been a major activity for *Yokohama* – a natural progression from its core manufacturing business. Yokohama Industries is proud of its record of recycling 100 per cent of generated waste; simultaneously creating a sustainable organization – both the responsible consumption of resources and vigilant environmental management.

Empowering Hearts

The wellbeing of each employee is always enhanced and tended to as human resource is considered to be the organization's greatest asset – thus encouraging a dynamic composition of people in its workforce to help enhance diversity of knowledge, experience and ideas.

The *Yokohama Centre for Electrochemical Research (CER)*, a division of Yokohama Batteries dedicated to enhancing self-reliance in lead-acid battery and recycling technologies, while undertaking design and development duties, facilitates joint research programmes with universities, institutions and industries to ensure its position at the forefront of Malaysian and global technologies. Indeed, the brand's success is the result of its commitment to product reliability, backed by exceptional after-sales service.

ENERGY.

ON DEMAND.

YOKOHAMA
Batteries



START
WITH
THE BEST

EVENT SNAPSHOTS



EVENT SNAPSHOTS



THE SPIRIT OF EXCELLENCE
IS
CAPTURED AND EXPRESSED
THROUGH
YOUR **BRAND.**

... Dr. KKJohan



TOP 10 PRESIDENT'S BRAND AWARDS

These are brands that have achieved sterling brand performances. These brands have dynamic brand leadership and supreme brand positioning. They have a strong culture of innovation and creativity that have helped them to withstand the test of time.



The BrandLaureate
AWARDS 2012-2013



TOP 10 PRESIDENT'S AIR ASIA



LOW COST CARRIER

COMPANY PROFILE

Pauper to Prince

AirAsia, the leading and largest low-cost carrier in Asia, services the most extensive network with 87 destinations. Established in 1994, it began operations on 18 November 1996 and became the pioneer of low-cost travel in Asia and is currently headquartered in Kuala Lumpur. Within 12 years of operations, the carrier has transported over 200 million guests and grown its fleet from just two aircrafts to over 147.

The story of *AirAsia* is in itself a testament to the brand's attitude and values – its rapid growth and success story (of how it was bought for RM1 with a huge amount of debt) to now being named the *World's Best Low-Cost Airline* for five consecutive years by *Skytrax*, and also *World's leading Low-Cost Airline* by *World Travel Awards 2013*.

The airline today is proud to be a truly *ASEAN* airline with established operations based in Malaysia, Indonesia, Thailand and the Philippines – servicing a network stretching across all *ASEAN* countries plus China, India and Australia. The brand culture lives by six values: *Fun, Caring, Safety Conscious, Hardworking, Full of Integrity and Passionate*. With fun, of course, being a key component in everything the brand does, emitting a personality which is bold, innovative and 'cool', it stands out in a positive way – which can be seen in the range of innovative approaches in branding, such as the method it advertises and creates buzz.

THE BRAND

Airline for the Masses

AirAsia, staying true to its tagline, "Now Everyone Can Fly", has ensured flying is accessible to the masses. The fast growth and success of the brand has also contributed immensely to the economy of the nation – especially through tourism. And as the airline expands, it continues to create many skilled job opportunities.

Similar to any industry, the aviation industry is susceptible to major factors such as skyrocketing fuel prices, slowing world economy, regulatory changes, infrastructural constraints, air traffic congestion, aviation management throughout the country and region and rising geopolitical risks. However, the brand does its best to improve and minimize costs, reduce wastage and remain efficient and profitable. It also believes the main challenge is to continuously improve itself from within – to ensure the provision of the best service to guests.

Taking Flight Tenaciously

Not one to rest on its laurels, *AirAsia* has taken a valiant move in associating with sports personalities and teams. Sports marketing has allowed it to continue to grow and groom talents in the sports world. Its support for Malaysian athletes like Zulfitri Khairuddin for *MotoGP*, Low Wee Wern for squash and the recent use of the *English Championship Team QPR* in a coaching clinic around Malaysia and Singapore, shows how the brand uses its association with international and

local names to benefit *ASEAN* and Asia by providing growth to Asian consumers/talents; at the same time positioning the brand cleverly.

Social media is a key component in connecting and engaging consumers and that is something *AirAsia* utilizes and pioneered in this region for the airline industry. It also introduced the *FREE SEATS* campaign in Asia which sets it apart from the rest and both have become synonymous.

Bridging Borders

Setting off on the right foot has worked to the advantage of *AirAsia*, where it has set the highest standards – becoming the industry benchmark. Its network, connectivity, brand and cost structure surpasses what others have in hand.

As it expands, *AirAsia* believes there is a tendency to become contented and complacent to future threats from competitors. As such, the brand constantly drives itself to be at the top of the game and find ways to give better service and achieve greater revenue. In line with this policy, it is aggressively focusing on regional growth and connecting places that are still underserved. It is assured by being the 'bridge' – where point-to-point travel becomes more convenient and relationships and economies can be enhanced.





The BrandLaureate
AWARDS 2012-2013



TOP 10 PRESIDENT'S GTOWER



GREEN

COMPANY PROFILE

A Step Ahead, Always

Goldis Berhad (Goldis) was incorporated in Malaysia on 1 June 2000 as a private company under the name of Dimensi Subuh Sdn. Bhd. and was converted to a public company on 23 November 2000. It was renamed Gold IS Berhad on 31 January 2001; and subsequently renamed as *Goldis* Berhad on 8 July 2005.

Goldis is an investment company with private equity investments in Malaysia and China. Goldis focuses on Life Sciences, Water/Wastewater Treatment, Information Communications Technology (ICT) and Organic Aquaculture. The principal investment strategy of Goldis has always been to continuously identify and invest in sectors with high growth potential and to build businesses within those sectors.

One of the brand's most notable investments, where it holds an 80 per cent share, is the first 'green building' in Malaysia, *GTower* – which consists of an office tower and boutique hotel. Ranked the third most expensive office building in Malaysia with an international environmental-friendly standard from Singapore, *GTower* has been conferred the prestigious Multimedia Super Corridor (MSC) *Cyber Centre* status.

THE BRAND

Towering the Ecosystem

GTower is Grade A ++ – which means that it has features such as being near Kuala Lumpur City Centre (KLCC), 24-hour building access supported by 24-hour operations such as reliable security (which includes CCTV cameras), air-conditioning, concierge service, RFID card technology and a visitor-management system; plus public transport accessibility.

Goldis has taken a big risk with a million-dollar investment on the rebranding of the View Rooftop Bar at *GTower* by renovating and reinventing the venue – injecting fresh air to the place, simultaneously raising its service a notch higher.

Diversified Investments

Bridging the digital divide is a vital business – imperative for the future. *Goldis* has made strategic investment in Macro Lynx Sdn. Bhd., a company which provides business communications solutions by offering wired and wireless data services.

Another subsidiary of *Goldis* is the aquaculture company, G Fish (Asia) Sdn. Bhd. It is the licensee for Fish Protech Controlled Aquaculture System where it ensures sustainable aquaculture which guarantees healthy, quality and environmentally friendly products that are free from pollution and contamination of health hazards such as mercury and harmful chemicals.

Goldis has also made investments internationally with Crest Spring Ltd. Group from Shanghai. It is involved with engineering services for pure water and wastewater treatment in various industries such as microelectronics, petrochemicals, power plants and wastewater recycling systems.

'G'rowing Ahead

Corporate Social Responsibility (CSR) is an essential part of the business process of *Goldis* and culture. It plays an active role in education by contributing to a scholarship program initiated by the Dato' Tan Chin Nam Foundation for the needy and deserving students. Goldis has launched a unique web-based platform, www.givingisgold.org to help its registered charities by reaching out to people who wish to make donations. It has also had numerous fundraising projects and visits to orphanages, old folks homes and cities that have been affected by natural disasters.

Goldis is focused on diversification and venturing into more businesses in sectors with high growth potential. It is currently looking to grow its future business via green tech, food and healthcare as projects as these hold tremendous potential for tackling energy deficits, boosting economic growth and improving people's lives. Goldis remains faithful to its vision of growing new business via private equity models and investing in passionate and driven entrepreneurs.





The BrandLaureate
AWARDS 2012-2013

TOP 10 PRESIDENT'S DHL



LOGISTICS

COMPANY PROFILE

Spearheading the Logistics World

Pioneering the Malaysian logistics scene since 1973, DHL Express in the nation has grown tremendously. As the market leader in the country's express logistics industry, the company boasts of a strong team of over 800 international specialists servicing more than 13,000 customers nationwide.

Committed to building a highly motivated team who understands its role in delivering great quality service while cultivating loyal customers, DHL celebrates its 40th anniversary in Malaysia this year.

DHL, as a brand, has resonated strongly both in the logistics industry as well as with customers – projecting the spirit and passion the demonstrated in delivering great service quality.

Malaysia is an important market in Southeast Asia as it connects to key hubs of DHL in the Asia-Pacific; which include Bangkok, Hong Kong, Shanghai and Singapore – linking more than 70 gateways around the region. Currently, DHL Express Malaysia has an award-winning contact centre which focuses solely on maintaining and building brand relationship with clients.

THE BRAND

Paving the Path to Excellence

In 2013, DHL Malaysia focused on expansion in – terms of services that it provides. This expansion includes researching on new additional routes to further increase pickups and allowing consumers to get their packages in a shorter time.

In light of this direction, it introduced the A300 freighter operated by Air Hong Kong, a joint venture with Cathay Pacific, in Penang; and the Boeing 737 freighter route in ASEAN connecting Subang in Malaysia to Singapore which increased its capacity by over 30 per cent. Later in the year, DHL launched a new range of temperature-controlled packaging as part of its *DHL Medical Express* services.

Brand Equipment

As a brand, DHL is synonymous with reliability, speed and unmatched expertise. All 100,000 employees of DHL Express across 220 countries and territories have received comprehensive training – which engulfs the fundamentals of international shipping as well as the company strategy known as the *Certified International Specialist* (CIS) programme.

Teamwork is definitely a key factor in DHL as it enables its employees to accomplish tasks faster and more efficiently than tackling projects individually. Teamwork also reduces the work pressure on every worker, which allows them to be thorough in the completion of their assigned roles.

DHL constantly looks for new ways to engage with its consumers and advocates creative collaborations – as this has been effectively increasing its brand presence to the relevant industries. Some of the more prominent collaborations include being the sponsors of an SME-based television show, *2013 SME Congress*, partnership with *English Premier Leagues Champions* team, *Manchester United*, the *Formula 1 Grand Prix* and recently the *Formula E* championship.

Forward Mission

"Living Responsibility" is part of DHL's 'DNA' where it focuses on environmental protection (*GoGreen*), disaster management (*GoHelp*) and education (*GoTeach*) and support employee volunteerism (*Global Volunteer Day*). In 2013, DHL's global employee volunteer programme saw over 100,000 volunteers in over 120 countries, including Malaysia, participate in more than 1000 programmes which benefited local communities directly.

2014 is expected to be an exciting year for DHL as it continues to expand its presence and services throughout Malaysia. One major collaboration for the New Year is with *Formula E*, a new single-seater FIA championship featuring cars powered exclusively by electricity. This collaboration is in line with DHL's corporate mission which works towards increasing environmental awareness, encouraging sustainable behaviour and fostering technological innovation.





The BrandLaureate
AWARDS 2012-2013



TOP 10 PRESIDENT'S ISKANDAR WATERFRONT HOLDINGS



MASTERPLAN DEVELOPMENT IN PROPERTY

COMPANY PROFILE

Property Development Master Plan

Iskandar Waterfront Holdings Sdn. Bhd. (IWH) is a partnership between the Federal and State government of Malaysia and private entities – whose role is to be the master developer of *Flagship Zone A* of Iskandar Malaysia. *Flagship Zone A* comprises of almost 4200 acres of land spanning between *Tebrau Coast* in the east, *Johor Bahru Business District* in the centre and *Danga Bay* in the west. IWH's role is to transform Johor Bahru into an international waterfront city through joint ventures between local and international investors in real estate development.

IWH was founded by Tan Sri Lim Kang Hoo, viewed as the man at the centre of Iskandar Malaysia's development, responsible for bringing some of the world's premier developers to *Danga Bay*. *Iskandar Malaysia* is the prime southern corridor development in Malaysia – conceived by the Government to become the 'Metropolis of the South'.

The Johor State Government, through *Kumpulan Prasarana Rakyat Johor*, is another shareholder of IWH; along with indirect shareholders like *Khazanah Nasional Berhad* and the *Employees Provident Fund* (EPF), which is held via Iskandar Investments Berhad.

THE BRAND

Massive Makeover

As the master developer, IWH has been given the mandate to 'makeover' Johor Bahru, the capital city of Johor, and its central business district (CBD), into a vibrant city that will attract investors from Singapore and beyond.

The re-development is expected to transform the face of the city as the many abandoned shops and buildings in the CBD will give way to new infrastructure which will contribute to the development of a modern and world-class city. A city college, a medical-related college, service apartments, boutique hotels converted from heritage buildings and F&B areas will be added into the 'new' Johor Bahru.

IWH's mission is not only confined to the CBD zone but to east and west side of Johor Bahru. *Danga Bay*, situated at the west, is near Istana Bukit Serene, the official residence for the Sultan of Johor; making it the premier waterfront city in Malaysia. It will become Johor Bahru's first and largest mixed residential-commercial development, stretching along a 25-km scenic waterfront facing the Straits of Johor and covering an area of approximately 450-acres.

Myriad of Global Landmarks

IWH plans to incorporate elements of *Darling Harbour* and *Gold Coast* in Australia as well as Toronto's Waterfront

into *Danga Bay* – making it a one-stop venue for real-estate investment, tourist attraction, entertainment & leisure activities as well as a shopping paradise.

To-date, 16 local and foreign investors have partnered with IWH to develop properties with a cumulative gross development value of RM125 billion in *Flagship Zone A*. China's largest state-owned company, the Greenland Group, is set to invest RM3 billion in an integral real-estate development project in *Danga Bay*.

Other investors include Temasek/CapitaLand, Tune Hotels, Tropicana Corp. Bhd., Brunfield Group, Nam Cheong, Skyfront Holdings, Azea Properties and Centurian Properties.

Robust Days Ahead

With a land bank of over 1691 ha, IWH will have its hands full in developing the new Johor Bahru. It is concurrently working on the development of *Tebrau Coast*, situated in the east of the city. Its goal is to build *Tebrau Coast* into the 'Gold Coast of Malaysia' – where there will be high-rise buildings comprised of apartments, hotels, commercial lots and retail outlets.

IWH's transformation of Johor Bahru has attracted investors from all over the world and is helping to promote and brand Malaysia globally as the next destination for investment.





TOP 10 PRESIDENT'S PERMODALAN NASIONAL BERHAD

The BrandLaureate
AWARDS 2012-2013



INVESTMENT & ASSET MANAGEMENT

COMPANY PROFILE

Premier Investment Institution

Permodalan Nasional Berhad, or better known as PNB, is Malaysia's premier investment institution. It was incorporated on 17 March 1978, as a pivotal instrument of the Government's *New Economic Policy* (NEP) to promote share ownership in the corporate sector amongst *Bumiputeras* and to develop opportunities for deserving *Bumiputera* professionals to participate in the creation and management of wealth.

To achieve this mission, *Amanah Saham Nasional Berhad* (ASNB) was set up as an investment vehicle to evaluate, select and acquire a sound portfolio of shares in limited companies with growth potential. The first unit trust fund, *Amanah Saham Nasional* (ASN), was launched in 1981 and it now has 10 other unit trust funds in its portfolio – some which are open to all Malaysians.

ASNB then set up *Amanah Mutual Berhad* (AMB) to manage 17 other unit trust funds which allow individuals as well as corporate clients to participate in performing funds with diversified investments such as in equities, bonds, short-term money market instruments and other capital market instruments.

THE BRAND

Diversifying Returns

Today, PNB has over 155 billion unit trust in circulation and this represents a market share of 42 per cent – making it the country's leading investment institution. Through the years, it has accumulated a diversified portfolio of investments that include unit trust, institutional property trust, property management and asset management.

PNB's vision is: 'To be the world class investment organization, distinctive and successful in everything we do.' Through its main strategy of ensuring that the company shares allocated to the *Bumiputeras* are retained with increased in share ownership overtime, PNB has been able to realize its vision and strengthen its brand position as the leader in the field of investment and asset management.

Impressive Testament

The initial funding of RM200 million, comprised of shares from the Government, now stands at RM225 billion. With more than 11.6 million unit holders, it is indeed a success story that is the pride of Malaysia. ASNB has acted as the catalyst to the development and growth of the domestic unit trust and fund management industry.

PNB's success is based on its dynamic and disciplined investment process which is backed by fundamental and research-driven analysis. It invests in fundamentally strong companies that generate positive returns – either through capital appreciation or dividend income. Stock selection is based on thorough analysis by its analysts – and this has

provided long-term sustainability and competitive returns for its shareholders.

To-date, PNB has invested in more than 200 companies in Malaysia and is involved in various key economic sectors. Some of PNB's major investee companies include Malayan Banking Berhad, I&P Group, UMW Holdings Berhad, Sime Darby Berhad and S P Setia Berhad. These Malaysian conglomerates hold a proven track record and have shown impeccable performance. PNB has also invested in multinational companies such as Goodyear Malaysia Berhad and Unilever Holdings Sdn. Bhd., with the latter being the leading global FMCG conglomerate.

A Brighter Future via Financial Awareness

To encourage Malaysians to save and invest, PNB has embarked on its education programme, *Minggu Saham Amanah Malaysia* (MSAM) which been organized since 2000. MSAM has been carried out in 13 states in Malaysia and has attracted over two million people.

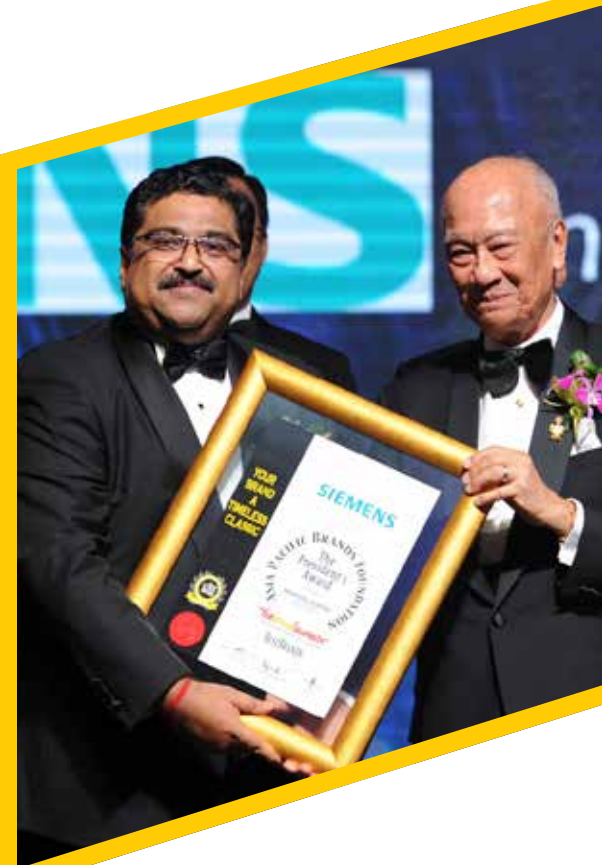
Other educational programmes include the *360 Day Investment Seminar* which is organized throughout the country to increase public's awareness on the need for financial planning.

PNB will continue to enhance its position in Malaysia and capitalize on opportunities to increase its investment portfolio. Globally, it will expand its brand footprint from the current 30 countries – becoming a key player in the field of international finance and investment.



The BrandLaureate
AWARDS 2012-2013

TOP 10 PRESIDENT'S SIEMENS



INNOVATION & TECHNOLOGY

COMPANY PROFILE

Driving Technology Growth

For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. Siemens Malaysia Sdn. Bhd. has been supporting the growth of Malaysia for more than 40 years, working with both public and private organizations in order to drive economic, social and sustainable growth; advancing the development of infrastructure and enhancing the lives of communities in which it operates.

Today, Siemens is a global powerhouse in electronics and electrical engineering, operating in the fields of energy, healthcare and industry, as well as providing infrastructure solutions – primarily for cities and metropolitan areas.

Siemens is also one of the leading technology providers in the country with comprehensive products, services and solutions for various sectors – including oil and gas, power, process industries, ports, rail, healthcare and hospitality; serving in four sectors: *Energy, Healthcare, Industry and Infrastructure & Cities*.

THE BRAND

Sustainable Value

Siemens envisions to continuously create sustainable value for its stakeholders, thus requiring the brand to stay ahead of the technological evolution. Siemens Malaysia has managed to not only remain relevant for more than four decades, but continues to be at the forefront of a number of engineering and electronics initiatives in the nation.

In becoming a model brand, Siemens has instilled in each one of its employees three important values – *Responsible, Excellent, and Innovative*. These values form the 'DNA' of every decision made at Siemens. Its employees are diverse, in terms of background and skills, as the customers they serve all around the world – fostering a wealth of ideas which in turn strengthens the brand's power of innovation. This inspiration continues with the introduction of a company-wide initiative in 2012, named *PRIDE @ Siemens Malaysia* – short for 'Program to enhance Recognition, Interaction and Development of Employees'.

Pivotal Pilot

Siemens Malaysia plays a huge role in contributing to the economy of the nation through its physical presence via projects such as the *Express Rail Link (ERL)* that connects *KL Sentral* to *KL International Airport* and the *HVDC* line between *Thailand* and *Malaysia* – among others.

The brand works actively with the Malaysian government in the identifying of business-matching opportunities with local component manufacturers – to see how they can participate and gain access to the Siemens global supply chain.

Another strategic aim it is currently pursuing is the professionalization and expansion of its service portfolio in order to better understand what really helps customers by constantly intensifying its already wide-range interaction with customers.

Future Era

Prospectively, Siemens aims to be the pioneer of its time by seeking to capture and maintain leading market and technology positions in all its businesses in order to achieve sustainable, profitable escalation. It will continue to focus on innovation-driven growth areas and markets – solidifying its offerings and expanding its *Environmental Portfolio* further.

Siemens also believes that future success comes from within the organization itself. To continue to foster the development of its employees while promoting opportunity and encouraging cooperation, it believes that it is important to have an outstanding team. This clear commitment to integrity is what powers the brand in its ongoing pursuit of business success.





The BrandLaureate
AWARDS 2012-2013



TOP 10 PRESIDENT'S STARBUCKS



COFFEE

COMPANY PROFILE

Aromatic Saga

In 1971, the first Starbucks store made its imprint in Seattle. It was named after the first mate in Herman Melville's classic novel, *Moby Dick*. Since then, Starbucks Coffee Company has been committed to ethically sourcing and roasting the highest quality *arabica* coffee globally.

During the 1990's, Starbucks expanded beyond the USA. It now consists over 17,000 stores in 55 countries – marking a testament as the premier roaster and retailer of specialty coffee in the world!

In 1998, the first Starbucks store finally opened in Malaysia – operating under Berjaya Starbucks Coffee Company Sdn. Bhd. It is jointly owned by Starbucks Coffee International and Berjaya Group Berhad. To-date, it has over 140 stores throughout the nation which offer the world's finest coffee – while enriching the lives of Malaysians 'one cup at a time'.

Starbucks CEO, Howard Schults, developed the brand into the most recognized and preferred coffee brand worldwide.

THE BRAND

Sensuous Impression

Starbucks acquires and roasts high quality whole-bean coffees from around the world and sells them along with fresh rich-brewed Italian-style espresso beverages, varieties of pastries and confectioneries, *Frappuccino* and a line of premium teas – produced by its wholly owned subsidiary, Tazo Tea Company.

Starbucks differentiates itself from the rest of the competition by delivering the finest coffee and providing a unique retail experience to its customers, that of a *Third Place* for customers between home and place of work. A distinct brand experience has enabled customers throughout the world to relate and connect with Starbucks.

Innovative Taste

In 2011, the inception of *Starbucks VIA Ready Brew* was a revolutionary breakthrough by the coffee giant; a transformational instant coffee that replicates the body and flavour of Starbucks coffee in an instant form. With the successful launch of *Starbucks VIA Ready Brew*, Starbucks VIA has changed the way people drink coffee and where they enjoy it. It took the Starbucks team 20 years to create a coffee that delivers Starbucks coffee quality in an instant.

In adaptation to change as the world rapidly evolves, Starbucks Malaysia introduced the new drive-thru concept stores with

consistency in mind. This new platform gives customers the option to enjoy their favourite coffee on-the-go or at the store should they prefer to stretch their legs and relax. Starbucks drive-thru concept stores in Malaysia are located in Johor Bahru, Shah Alam, Cyberjaya, Petronas Kajang along the highway as well as Penang, the northern region of peninsular Malaysia.

Core Essence

The Starbucks experience is further strengthened by the brand core values of innovation, commitment, trust and respect for its partners and community that it operates in. By doing business ethically and via *Shared Planet*, it helps communities prosper.

Starbucks recognizes a fair balance between profitability and social conscience. As part of its Corporate Social Responsibility (CSR), green initiative is a practice adopted in all its outlets worldwide for over 40 years now. Its annual *Global Month of Service* acts as a catalyst for positive change.

Starbucks Malaysia has initiated multiple *Youth Action Grants*. It believes that by doing business with humanity, love and kindness will provide a better, cleaner and safer environment for the generations to come.





The BrandLaureate
AWARDS 2012-2013



TOP 10 PRESIDENT'S SYMANTEC



INTERNET SECURITY



COMPANY PROFILE

Connecting the World

Information is the lifeblood of today's connected world. It plays a critical role in our personal lives and drives our businesses. Each year, the amount of information we create, from digital photos to business critical data, increases exponentially. Securing and managing information as well as the identities to access that information, becomes even more important and challenging.

Symantec is a global leader in providing security, storage and systems management solutions to help its customers, from consumers and small businesses to the largest global organizations, secure and manage their information and identities independent of device. Symantec does this by bringing together leading software and cloud solutions that work seamlessly across multiple platforms – giving customers the freedom to use the devices of their choice as well as to access, store and transmit information anytime, and anywhere.

Symantec's Norton brand of award-winning consumer products for individual users, home offices and small businesses focuses on delivering online protection for its customers, its systems and the things its values most – photos, documents, videos, and music – without compromising system performance, ranging from Internet security and backup and recovery solutions to PC tune-up and PC help services.

THE BRAND

Core Solutions

In its core businesses – consumer endpoint security, storage management and backup, Symantec utilizes its market leadership position to accelerate new growth opportunities. As the industry matures, the brand pairs new technologies with its core solutions – delivering integrated solutions which address evolving customer needs.

Symantec is committed to delivering global solutions which meet local needs. To do that, it has operations in more than 48 countries – including R&D facilities and 24-7 Security Operations Centres and Security Response Labs located around the world.

Integral Intelligence

Symantec has established comprehensive *sphere*s of global Internet threat data through the *Symantec Global Intelligence Network*. It captures worldwide security intelligence data – giving its analysts unparalleled *sphere*s of data to identify, analyse, deliver protection to and provide informed commentaries on emerging trends in attacks, malicious code activity, phishing and spam. This ensures clients of their information security.

Symantec Security and Compliance focuses on providing organizations with solutions for endpoint security and management, data loss prevention, encryption and

authentication. Its standardized solutions ensure that information, identities, infrastructure and processes can be protected, managed and controlled across physical and virtual platforms. *Symantec Storage and Availability Management* focuses on providing organizations with storage management and high availability as *they* data protection solutions across heterogeneous storage and server platforms. Symantec cloud, Symantec's hosted services, uses the *power* of cloud computing to secure and manage information stored on endpoints and delivered via email, *They*, and instant messaging. Building on the market leading *software-as-a-service* (SaaS) offerings and proven Symantec technologies, *Symantec.cloud* provides essential protection – virtually eliminating the need to manage hardware and software on site.

Expanding Exponentially

At every step of the growth of Symantec, it has expanded both its technological expertise and understanding of customer needs. The brand's ability to successfully integrate internally developed technologies with technologies it acquires has kept it at the forefront of the industry in more than 48 countries – earning the company almost every major technology award and top-tier ranking from industry analysts.

SECURITY SOLUTIONS



The BrandLaureate
AWARDS 2012-2013

TOP 10 PRESIDENT'S TOP GLOVE



GLOVE

COMPANY PROFILE

In Safe Latex-covered Hands

One of every four gloves manufactured in the world comes from Top Glove – hence Top Glove Corporation Berhad and its subsidiaries form the largest manufacturer of gloves in the world. It has a diversified product base ranging from latex, surgical, nitrile, household, clean room, vinyl to polyethylene gloves – earning itself the reputation as a one-stop glove sourcing centre offering an extensive and complete range of high quality, high value added and cost effective rubber gloves.

The Group has evolved from being a pure glove manufacturer to a vertically integrated player, complemented by upstream activities such as latex concentrate processing plants and in the near future, rubber plantations.

The brand mission of Top Glove is to produce high quality disposable gloves efficiently at low cost. To ensure the continuity thereof, it has undertaken several strategic corporate exercises which include the acquisition of P. T. Agro Pratama Sejahtera, a rubber plantation in Indonesia. This acquisition will enable the brand to venture into upstream production which will help in mitigating volatility in latex prices. The brand's success lies in ensuring that its products are of top quality, complemented by excellent service.

THE BRAND

Protected by Quality

Top Glove was founded in 1991 by Tan Sri Lim Wee Chai and his wife – it had only one factory, three production lines and a hundred employees in total then. A decade later, Top Glove has been listed on the Malaysian bourse, *Bursa Saham Malaysia*.

As the world's largest rubber glove manufacturer, capturing a market share of over 25 per cent, it now has 24 factories located across Malaysia, Thailand and China; with 462 production lines and 11,000 employees. It has a production capacity of 40.3b pieces of gloves and 1,800 customers in over 185 countries. The brand has sales and marketing offices in Malaysia, USA and Germany.

Gloved for Achievement

Meeting customers' satisfaction and delivering on its brand promise has led to Top Glove recording year-on-year growth and profitability. To ensure that Top Glove stays ahead of its competitors, heavy emphasis is placed on R&D and the upgrading of facilities and operating procedures – to ensure continuous improvement in product superiority, creativity and efficiency.

The foresight to expand its capacity has also been another important factor which has further enhanced the brand's success. Its focus on being an original equipment manufacturer

since the early days has allowed greater economies of scale – which translated to more competitive pricing. By mid-2004, it became the world's largest rubber glove manufacturer; and in 2006, sales revenue broke the RM1 billion mark. Today, Top Glove generates a whopping annual revenue of over RM2 billion.

That which Matters Most

At Top Glove, its employees are its greatest asset. Many have stayed on with the company since the early days and have grown together with it. Employees are well taken care of and rewarded accordingly based on performance with competitive remuneration packages, promotions, bonuses as well as employee share & option schemes. It invests in the development of its staff through regular training and at Top Glove, there is no limit to one's career growth.

Top Glove has won numerous awards such as the Most Admired ASEAN Enterprise at the *ASEAN Business Awards*, 2012, *The BrandLaureate Award 2012/2013* for 'Best Brands in Manufacturing – Gloves' and the *Enterprise 50 Award* in 2007.

As a manufacturer of an essential item in the healthcare industry, Top Glove is confident that the global demand for medical gloves will remain resilient in the foreseeable future, with growth in the United States and Europe recording steady demand and sales from emerging economies ever growing.



BRANDING IS LIKE A
CLOCK TICKING ALL THE TIME.
THE MOMENT THE CLOCK STOPS TICKING -
WHAT IS THE USE?
THE MOMENT THE **BRAND** STOPS **BRANDING** -
WHAT IS THE POINT?
THE CLOCK STOPS, THE **BRAND** STOPS.
KEEP TICKING, KEEP **BRANDING** !

... Dr. KKJohan



TOP 10 MOST ESTABLISHED BRAND AWARDS

The Most Established Brand Awards is reserved for brand leaders that are accomplished, stable, successful and renowned for its tradition of brand excellence. These brands are trusted and reputable and set benchmarks of distinction.



The BrandLaureate
AWARDS 2012-2013

TOP 10 MOST ESTABLISHED BRAND

3M

3M

3M



INNOVATIVE TECHNOLOGY

COMPANY PROFILE

Innovation Driven

The 3M Company, formerly known as the Minnesota Mining and Manufacturing Company, is an American multinational conglomerate corporation that was founded in 1902 by five industrious and tenacious northern Minnesota businessmen with diverse occupations.

On June 1967, Minnesota Sdn. Bhd. first formed its establishment in Malaysia; and in 1972, the company changed its name to 3M Malaysia Sdn. Bhd. to reflect its international image. Within the same year, 3M Malaysia was awarded three 3M International tributes for achieving outstanding performance.

Kicking off with a team of nine earnest staff, the company forged a culture of innovation, united spirit and excellent product quality. Now, with over 400 employees, it continues to undergo rapid expansion – despite rising levels of competition over the years.

3M Malaysia has also opened the 3M Customer Innovation Centre – an investment which signifies its commitment to developing innovative products and solutions for its Malaysian customers.

THE BRAND

Fundamental Essence

3M is fundamentally a science-based company. It produces thousands of imaginative products, and is the leader in scores of markets – from healthcare and highway safety to office products and abrasives & adhesives. As a diversified technology, 3M serves its customers and communities with innovative products and services. Each of its five businesses in consumer – consisting of electronics & energy, healthcare, industrial & safety and graphics, has earned leading global market positions.

As a global innovation company, 3M has never stopped inventing, and over the years, its innovations have improved the daily lives of hundreds of millions of people globally. It has made driving at night easier, buildings safer, consumer electronics lighter – less energy-intensive and less harmful to the environment. Its product diversity and technological expertise have helped it gain a reputation as a total solutions provider.

Secrets of Success

The brand's inspiration comes from listening to customers and creating new products and solutions for the challenges and opportunities faced. Every day at 3M, one idea always leads to the next – igniting momentum to make progress possible around the world. All of this is made possible by the

people of 3M and its singular commitment to make life easier and better for everyone. 3M leverages these competencies to create innovative solutions for customers and to also provide investors with attractive long-term returns.

The growing success of 3M Malaysia is driven by its vision to advance technology in every company, enhance all products of 3M in every home and improve every life through its innovation. The brand is recognized and trusted around the globe with household names that have become market leaders such as Nexcare First Aid products, Post-it Notes and products, Scotch Tapes and Adhesives, Scotch-Brite Cleaning products and Scotchgard Protective products for fabrics.

Expeditious Local Growth

The expeditious growth of 3M Malaysia is undoubtedly attributable to its commitment in satisfying customers' needs through a wide range of innovative and quality products – from consumers' homes and electronics to the construction site and renewable energy.

With superior understanding of its market environment, it is able to deliver unparalleled quality, value and service. This understanding is the foundation which allows 3M Malaysia to maintain high customer loyalty and sustain its outstanding record of achievements.





The Brand Laureate
AWARDS 2012-2013

TOP 10 MOST ESTABLISHED BRAND DUNLOPILLO

Dunlopillo
moments



CONSUMER BEDDING

COMPANY PROFILE

The Latex of Dreams

In a time even before the colour television was introduced to the world and things were seen in shades of grey, *Dunlopillo Latex* was invented by a scientist from United Kingdom, E. A. Murphy, in 1929.

Thus, the rich history of *Dunlopillo* began – the world's first latex mattresses. Ever since its creation, the brand has contributed towards innovation and played a significant role in bringing sleep comfort and support to the lives of millions.

The *Dunlopillo* brand is more than just sleep products; it provides the freedom to enjoy life – the way people want in the bedroom of their dreams.

Through the evolving years, and the increasing soundness of sleep, the leader lifestyle-shaper brand has given millions around the world peace of mind – creating bedrooms that are personal havens for celebrating life's special moments.

THE BRAND

Daily Dream-come-true

At *Dunlopillo*, customers are given the very best daily with an ever-evolving suite of sleep and comfort solutions. As people are set to be the top priority, the brand inspires to be a trusted and well-loved – fully engaged with its customers' lives, inspiring passion and pride in everyone. It is dedicated to adhering to the most stringent QC standards by regularly assessing suppliers to ensure that commitments are upheld.

The company continuously strives to source for the finest quality products, driven by the belief that customers deserve the best. It constantly inspires to develop the full potential of its partners, setting global standards in technology and processes, becoming an organizational model for sustainable success. Everything done at *Dunlopillo* is driven by a strong set of brand values which are to shape lifestyle, gain customer passion, create innovation excellence, and be the pioneering brand.

Soft Sleep Technology

Providing enduring comfort, durable support and luxurious feel, *Dunlopillo Latex Foam* today is a product of high demand. Its natural anti-bacterial and anti-fungal properties are ideal to rejuvenate and revitalize. The foam is so versatile that it has also been used for seat padding in various forms of transport.

In the late 50's, *Dunlopillo Talalay Latex* was introduced, taking the world by storm as the superior mattress material – unsurpassed in comfort and support, having exceptional durability, is cooling and is the healthiest choice due to its high anti bacterial and allergy-free properties. Accordingly, it became the world's leading brand of clean and healthy mattresses.

Pioneering Spirit of Excellence

Innovative technology is used to give better sleep and the team constantly leverages on the latest technology to deliver better sleep solutions. Some examples include the *5-Zone Pocket Spring* – for perfect contour support, the *Dunlopillo Gel II* – a sophisticated cushioning technology and the *Talasilver Latex* – the ultimate pathogen protection.

Over the years, *Dunlopillo* has built a reputation as one of the world's best loved brands and the leading manufacturer of latex – dedicated to providing high quality sleep and comfort solutions for residential and commercial clientele. Its technology is refined to introduce numerous breakthroughs – both within and outside the bedding industry with the main purpose of giving customers better nights for better days ahead.

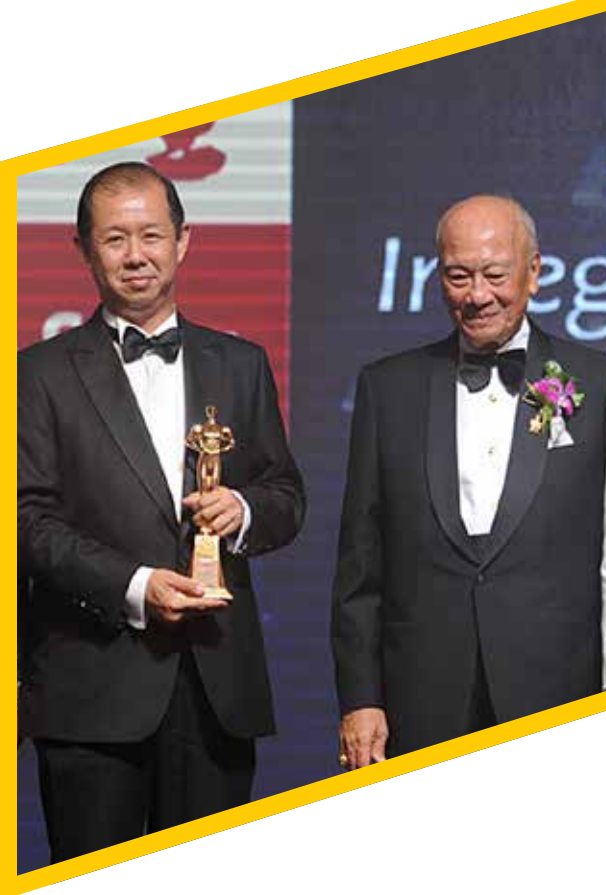


Dunlopillo
moments



TOP 10 MOST ESTABLISHED BRAND EU YAN SANG

The BrandLaureate
AWARDS 2012-2013



INTEGRATIVE HEALTHCARE

COMPANY PROFILE

Caring for Mankind

The history of *Eu Yan Sang* dates back to 1879 when the founder, Eu Kong, traveled from China to Malaya. His personal quest for a better future brought him to settle in Gopeng, Perak, where mining was the centre of business activity at that time. Determined to help tin mine coolies with opium dependency, he started to dispense Chinese medicine and herbs.

Eu Yan Sang, which is 135 years old, is the largest traditional Chinese medicine (TCM) groups outside of China with 298 company operated retail outlets and 32 clinics in Hong Kong, Malaysia, Singapore, China and Australia.

A household name, strengthened by decades of TCM wisdom, combined with the approaches of modern sciences, *Eu Yan Sang* has more than 1000 types of quality Chinese herbs and 900 proprietary products.

Today, its five core values, namely: *Caring, Quality, Responsibility, Progressiveness* and *Leadership*, act as the compass for corporate direction and strategic decisions.

Its mission is to continue on giving care to mankind by helping customers realize the benefits of lifelong health.

THE BRAND

Staying Relevant

A common factor in business, changing markets and consumers landscapes that are constantly evolving is also a matter of concern for *Eu Yan Sang* as a brand. Therefore, it strongly feels the need to stay on top of the curve and differentiate itself from the rest in the market. Its folio currently ranges from Chinese proprietary medicines and functional foods to nutrition or mineral supplements and personal care products. Besides making it available in its own outlets, these products are also made available through wholesalers, medical halls, pharmacies, clinics, hospitals and supermarkets.

Eu Yan Sang's good reputation is attained on the basis of quality and trust which is through a relentless pursuit of research and development, and innovation for product quality and efficacy. The brand is proud to be the first to develop the world's certification standard for herbs, called *Eu Yan Sang Good Agronomic Practices for Herbs (EYSGAP-Herbs) Certification*. Furthermore, as manufacturing happens in Malaysia and Hong Kong, every production receives full GMP (Good Manufacturing Practices) certificate for unmatched quality assurance. Besides these, it is also the first in the industry to apply 'Herb Fingerprinting' – a quality control system using technology to validate the efficacy of TCM.

Forging the Frontiers

Recent years has seen *Eu Yan Sang* taking on a newer approach towards widening its horizon and transforming traditions in its business strategies, product marketing and

branding to keep up with modern times and consumer needs. As a group, it has started to create new business frontiers with subsidiaries like Health Life Group Pty. Ltd. in Australia.

In addition, it now has a modern concept lifestyle stores comprising retail, clinic and restaurant that project a fresh appeal – reaching out to people through an integrated channel offering holistic wellness. As a homegrown brand, Malaysia remains the key market contributor to the group's overall revenue and 700 locals are employed by it.

As a long-standing brand deeply rooted in herbs and tradition, the main challenge is to bridge the gap between the traditional and modern – making the brand relevant to the new-age consumers; also to marry the new technology, modern sciences with years of TCM wisdom while preserving the sanctity of it overall.

Merging with the Masses

Giving back to the community has been one of the group's main objectives and this is achieved through projects like *One Year One School* and *Bucket of Gold*.

Eu Yan Sang's future plans are to expand its market share to a large non-Chinese market in Malaysia and to continue to provide a holistic approach in healthcare practices and to offer maximum benefit to all customers.





The BrandLaureate
AWARDS 2012-2013



TOP 10 MOST ESTABLISHED BRAND GREAT EASTERN



GENERAL INSURANCE

COMPANY PROFILE

Life Insurer

Great Eastern Life is a wholly owned subsidiary of Great Eastern Holdings Limited (GEH) and its parent company is Oversea-Chinese Banking Corporation Limited (OCBC). Licensed under the Insurance Act and regulated by Bank Negara Malaysia, Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited.

The Malaysian operation was subsequently transferred to a locally incorporated public company, namely Great Eastern Life Assurance (Malaysia) Berhad, under the *Scheme of Transfer of Business*.

The Company was then certified by the *Malaysia Book of Records* in 1998 as the 'Oldest and Largest Life Insurer' in Malaysia. As the road to excellence is never-ending, the brand believes in delivering a great customer service experience to its policyholders.

Today, Great Eastern has grown beyond its role as the most established insurance company in Singapore and Malaysia. In line with its tagline, "Life is Great!", and championing for continuous growth, the brand is on track in realizing its vision to be the choice financial service provider in the region and beyond – a vision built on its *Triple 'I'* core values of *Integrity, Initiative and Involvement*.

THE BRAND

People First

As a company committed to the 'people' business, Great Eastern Life continues to meet its customers' needs with regard to financial planning, protection and savings. Generations of individuals, families and businesses have been and will continue to be assured of their financial security with its full range of products: life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes.

On the business front, the brand continues to explore and tap potential markets through alternative distribution channels, as well as in the retirement benefits and medical health segments. Offering flexible and affordable group health benefits, as well as protection schemes to both the corporate and public sector employees and their families, the brand ensures that it provides quality financial security which is holistic – wholesomely encompassing community living needs.

A Century of Excellence

With more than a century of experience and solid financial foundation, the company believes that a long-term partnership begins with great customer service. In its aspiration to be the choice financial services provider, the brand continually develops innovative and consumer-centric financial planning products. Ongoing improvements are made to the workflow processes – with a focus on quality customer service.

As Great Eastern celebrated its 105th Anniversary on 26 August 2013, it aims to continue the pursuit of excellence – ultimately leveraging on its admirable experience and expertise to be the leading financial service provider in Asia.

Resonating "Life is Great!"

Embracing its "Life is Great!" philosophy, Great Eastern continues its active role in corporate citizenship to make life great for the less privileged and the community at large. Its community project, *Children Care*, launched in 1995, benefits children's charities under the umbrella of the National Welfare Foundation in Malaysia.

Besides channelling donations to various charities and homes, it has also organized many interesting activities to bring cheer to the less fortunate and special children throughout the year, including *Children Care Annual Youth Camps*, *Legal Awareness Camp*, *Children's Art Therapy* sessions and even equipping a playroom for abused children in the first video recording witness suite under the care of the *PDRM*.

The company has also invested in an education and human capital development project with the launch of the *Great Eastern Supremacy Scholarship Awards* – which rewards 60 deserving students in their pursuit of tertiary education locally, overseas and in approved universities in China.



Doing well Delivering more





The BrandLaureate
AWARDS 2012-2013

TOP 10 MOST ESTABLISHED BRAND HUAWEI



ICT SOLUTIONS

COMPANY PROFILE

ICT Master

Huawei is a leading global ICT solutions provider. Through its dedication to customer-centric innovation and strong partnerships, the brand has established end-to-end capabilities and strengths across carrier networks, enterprises, consumers and cloud computing fields.

It is committed to creating maximum value for telecom carriers, enterprises and consumers by providing competitive ICT solutions and services. Its products and solutions have been deployed in over 140 countries, serving more than one third of the world's population.

Huawei's vision is to enrich lives through communication. By leveraging its experience and expertise in the ICT sector, it helps bridge the digital divide by providing opportunities to enjoy broadband services – regardless of geographic location.

Contributing to the sustainable development of society, the economy, and the environment, Huawei creates 'green solutions' which enable customers to reduce power consumption, carbon emissions and resource costs.

THE BRAND

Resonating Revolution

Resonating with the revolutionary changes taking place in the information industry, Huawei continuously innovates to meet customer needs and advance its technology leadership; openly cooperating with industry partners – focusing on building future-proof 'Smart Information Pipes' and continuously creating value for customers and society at large.

Based on said value propositions, Huawei is dedicated to enriching lives and improving efficiency through a better-connected world. Additionally, it strives to be the first choice and best partner of telecom carriers and enterprise customers; while aspiring to be the consumers' brand of choice.

Perpetual Network Expansion

Huawei is dedicated to expanding network capacity, enhancing network enablement, and optimizing network management. It continuously innovates new architectures (such as *SoftCOM*), single platforms, and new technologies. By delivering products and solutions that feature leading technologies and smooth evolution, it helps customers build simplified yet highly efficient network infrastructures which provide ubiquitous broadband to consumers.

Huawei provides data centre infrastructure solutions based on cloud computing to help users improve the utilization of their storage and computing resources. It provides unified communications and *Bring Your Own Device* (BYOD) solutions to help customers advance work efficiency and reduce operating costs; thereby achieving operational excellence and

continuously making business and service innovations.

The brand aims to strengthen its research in such areas as video, audio, touch control, image processing & emotional experience algorithms, promote user-centric designs (UCDs), and grant users a collaborative and consistent experience across screens. It will also provide high-quality and easy-to-maintain products as well as personalized business support systems (BSSs) and operation support systems (OSSs). It will build a supply chain that is visible to customers; as well as enable user-friendly and convenient transaction & delivery processes.

Sublimely Connected World

As a leading global ICT solutions provider, Huawei continually works toward realizing its vision of "Enriching life and improving efficiency through a better connected world". By leveraging its expertise and innovative technologies in the ICT sector, it is dedicated to developing, manufacturing, and providing communications products, services and solutions for the general public.

The brand is firmly committed to embark upon and fulfil its *corporate social responsibilities* (CSR), implement sustainable development principles and practices, and contribute to a harmonious and sustainable society. Holistically, the innovative technologies Huawei introduces allows people around the world to communicate and share more freely, reap the benefits of hi-tech progress and enjoy the inspired experience.





The BrandLaureate
AWARDS 2012-2013

TOP 10 MOST ESTABLISHED BRAND MONDELEZ INTERNATIONAL



FMCG

COMPANY PROFILE

'Joy Moment' Manufacturer

Mondelez International Incorporation is one of the world's largest snack companies. Launched on 1 October 2012; following the spin-off of its North American grocery operations to shareholders, Mondelez International is a new company in both name and strategy. Nevertheless, it carries forward the values of its legacy organization and the rich heritage of its iconic brands.

The brand dream is to create 'delicious moments of joy' in everything it does. Its 110,000 employees support this dream by manufacturing and marketing delicious F&B products for consumers in 165 countries globally.

It is the world's pre-eminent maker of snacks – with leading market shares in every category and every region of the world in which it competes. The brand holds the No. 1 position globally in *Biscuits*, *Chocolates*, *Candy* and *Powdered Beverages* as well as the No. 2 position in *Gum* and *Coffee*.

About three-quarters of their annual revenue is generated in the fast-growing Biscuits, Chocolate, Gum & Candy categories, and more than 40 per cent of their sales come from high-growth developing markets.

THE BRAND

Virtuous Cycle

As a global snacks powerhouse, the brand leverages its competitive advantages to achieve two primary goals – to deliver top-tier financial performance and to be a great place to work.

Other than that, Mondelez International has a strong track record of delivering results over the past few years, driven by a virtuous growth cycle. This cycle is the framework it uses to manage the company to ensure sustainable growth – on both the top and bottom lines.

The virtuous cycle begins with a sharp focus on its *Power Brands* and the core categories that will drive top-tier growth in each region. At the same time, it expands gross margins, through a combination of pricing, to recover input costs, strong productivity and improving product mix. Together with leveraging overheads, this provides the fuel for investments in quality, marketing, sales and innovation to perpetuate the virtuous cycle.

Malaysian Market Magnificence

In Malaysia, Mondelez is a part of the Mondelez International group of companies. Being the nation's favourite snacking company for generations, its brands have been trusted by

Malaysians for their quality, safety and taste. The brand takes pride in its products and all the brands it produces in Malaysia are halal-certified.

Everything the brand does starts, and ends, with consumers. It focuses on creating those 'delicious moments of joy' whenever and wherever its product brands are being consumed. Indulgent and comforting, wholesome and nourishing, it is proud to sustain its heritage brands – those we love so much, while striving to make a delicious difference in the company, the communities and the world.

Tasteful Trajectory

Mondelez, formerly *Kraft*, is truly Malaysia's favourite snacking company – producing the country's most loved snacks for generations. Plus, internationally, it is a multi-billion dollar business – proudly marketing delicious biscuits, confectionery, beverages, cheese, grocery products and convenient meals in approximately 170 countries.

Twelve of the company's iconic brands – including *Cadbury*, *Jacobs*, *Kraft*, *LU*, *Maxwell House*, *Milka*, *Nabisco*, *Oreo*, *Oscar Mayer*, *Philadelphia*, *Tang* and *Trident* – generate revenues of more than US\$1 billion annually, and 40 brands have been loved for more than a century. The brand is also recognized the world over as a leader in innovation, marketing, health & wellness and sustainability; and is surely here to stay.





The BrandLaureate
AWARDS 2012-2013

TOP 10 MOST ESTABLISHED BRAND MPH



BOOK RETAIL

COMPANY PROFILE

Brand Evolution

The company was publicly listed and bought over in 1999 by Singaporean entrepreneur, Simon Cheong, and changed its name to MPH Ltd. in March 2000. Although MPH underwent name changes between the 1920's and 1960's but the acronym remained.

The company also changed ownership multiple times, being acquired by an Indonesian consortium in 1966, then a Hong Kong group in 1972 and finally by Singaporean entrepreneur, Simon Cheong, in 1999.

In 2002, the MPH brand with its book retail and book distribution arm, MPH Bookstores and MPH Distributors respectively, was bought over by a Malaysian company, Jalinan Inspirasi Sdn. Bhd., part of a large Malaysian conglomerate owned by Malaysian businessman, Tan Sri Syed Mokhtar Albukhary. And for the first time, MPH becomes a wholly Malaysian-owned company.

Not long after that, the MPH Group restarted its printing and publishing arms – MPH Group Printing and MPH Group Publishing respectively. Jalinan Inspirasi is now known as the MPH Group, which owns MPH Bookstores (Malaysia and Singapore), MPH Distributors (Malaysia and Singapore), MPH Group Printing and MPH Group Publishing.

THE BRAND

Black & White Presence

Today, MPH Bookstores has 31 outlets in Malaysia: 18 in the Klang Valley, three in Johor, three in Kedah, two in Negeri Sembilan, two in Melaka, one each in Perak, Pulau Pinang, and Sarawak – operating under the MPH Bookstores brand name.

It has a solid presence in the Klang Valley, operating in major shopping outlets, including *Sunway Pyramid*, *Subang Parade*, *Giant Stadium Shah Alam*, *Bukit Raja Shopping Centre*, *1 Utama* and *The Curve*. Meanwhile in Singapore, MPH bookstores are located in *Raffles City*, *PARCO Millenia* and along *Robinson Road*.

Web Wonder

The emerging trend of online shopping has encouraged many organizations to assess various new opportunities to promote their products and services through the virtual space. For MPH Bookstores Malaysia, the e-commerce unit has been in operation since 2000. With an extensive collection of book titles across various topics and categories, supported with *easy-to-search* function for online browsing, and bundled with next-business-day arrival for local delivery as well as international address doorstep delivery service, it has served customers from different parts of the world ever since.

In late 2006, with new talents and resources, its operation team was re-organized as an independent business unit and

the web store was re-branded with a new identity as MPH *Online.com* – part of the commitment of MPH Bookstores to embark on greater challenges by offering a wider selection of titles in order to meet the growing market demands and expectations, particularly the Internet community. It also functions as an intuitive platform for customer retention and relationship building.

As the Internet poses unique challenges for online businesses, MPH *Online.com* aims to expand its existing partnership network with established publishers, distributors and credential business partners in order to strengthen its offerings as well as to build up the most comprehensive collection of Asian English titles – in order to position itself as the web's premier product and service provider within the region.

The Path to Timelessness

Over the years, the MPH brand has evolved into more than just a bookstore – it has become a multifaceted brand that does printing, publishing and distributing. And having secured its growing presence in the online marketplace on top of that – MPH has indeed achieved immense success in maintaining brand awareness and loyalty.

With a solid competitive edge over its rivals, MPH is well on its way to becoming one of the timeless brands in the realms of book retail and book distribution in the country.





The BrandLaureate
AWARDS 2012-2013

TOP 10 MOST ESTABLISHED BRAND

SKF

SKF



BEARINGS & UNITS



COMPANY PROFILE

Global Leader in Technology

SKF Malaysia Sdn. Bhd., a wholly owned subsidiary of SKF AB, Sweden, was incorporated in 1973. However, SKF has been a leading global technology provider since 1907. SKF is a sales and service company which envisages six different knowledge areas or platforms: bearings, seals, lubrication systems, mechatronics, power transmission and services – as forming the basis of the company.

The company has been successfully meeting market demands of the industrial, automotive, end users and OEM segments throughout Malaysia via the establishment of a strong network of distributors and dealers; besides providing its products and services to industrial end-users and OEM customers directly.

SKF Malaysia achieved the *ISO 9001* certification from *SIRIM* since 1995 and upgraded to *ISO 9001:2008* in 2009. It is also one of the sites certified under the *SKF Group RSS Division Global ISO 9001:2008* certification by Lloyds Register Quality Assurance Limited.

SKF has five main drivers, namely: *Profitability, Quality, Innovation, Speed and Sustainability*. These drivers augment the company's values which include high ethics, empowerment, openness and teamwork. Combined, they help gear the brand towards developing strong working partnerships with customers, maintaining effective and efficient operations to sustain and enhance its high-quality image.

THE BRAND

Knowledge-driven Innovation

Since the beginning, SKF has focused on growth in areas of technology, industrial experience and worldwide presence. Put together, it is called 'SKF Knowledge', which helps equipment run smoother, more efficiently and more reliably – thereby contributing to the conserving and protecting of natural resources.

With rising market competition in terms of prices, SKF has managed to stand strong as a *Knowledge Engineering Company* which provides the one-stop service and solutions to customers. Its customers can be found in most industries today and such exposure has given SKF the experience to develop products and services specific to industry demands; plus recognizing when knowledge from one industry can be successfully applied to another.

The technological development focus of SKF today is to reduce the environmental impact of an asset during its lifecycle – both internally and in customer operations. The *SKF BeyondZero* product portfolio is the latest example of what SKF has to offer in this area.

Playing the Field with a Conscience

SKF defines knowledge engineering as 'really understanding customers' challenges and being able to bring together their collective expertise to support customers with reliable solutions. As a brand, it possesses the capacity, creativity and inventiveness, in other words – the know-how.

SKF aims to take an active role in community care projects wherever it is represented. One such project is the *Gothia Cup* – the world's largest youth soccer tournament, with over 30,000 boys and girls and around 1600 teams participating from all over the world.

The other is *Meet the World*, which is a series of local soccer tournaments held prior to the main event, includes Malaysia as one of the participants. These two major events create global meeting places for young people – regardless of culture, religion and social background, which are very much in line with the brand's values.

Dare to Desire

Looking at the future, SKF is geared to set up *SKF Branded Retail Shop* at certain *Authorized Distributor* premises to further strengthen the reputation of the brand.

As a brand, it wants to equip the world with SKF knowledge and become the preferred company; and to its customers, distributors and suppliers, it wishes to deliver industry leading, high-value products, services and knowledge-engineered solutions.

The brand also intends to create a satisfying work environment where efforts are recognized, ideas are valued, and individual rights of employees are respected. On the overall, as a company, SKF envisions sustainable earnings and growth.



The BrandLaureate
AWARDS 2012-2013



TOP 10 MOST ESTABLISHED BRAND TUPPERWARE



INNOVATIVE STORAGE SOLUTIONS

COMPANY PROFILE

Storage Superhero

Established over 60 years ago, Tupperware Brands Corporation has made a significant difference in the lives and homes of millions the world over. Headquartered in Orlando, Florida, it is the world's leading direct-selling company in food storage products.

Publicly listed in the *New York Stock Exchange* with its presence seen in almost 100 countries and an independent sales force of 2.7 million, Tupperware Brands Corporation has made a remarkable imprint worldwide.

In 2005, Tupperware Corporation changed its name to Tupperware Brands Corporation to reflect its increasing product diversity, in-line with its corporate strategy to add premium consumable items to the product category mix.

As an organization, it holds firmly to the philosophies of integrity, excellence, empowerment, collaboration, profitable growth and celebration in all that it does to achieve the status of what it is today and in its mission to forge forward with continued success.

THE BRAND

Taking the Brand to the Next Level

Tupperware Brands encompasses a range of premium innovative products that span multiple brands and categories marketed through an independent direct-selling force. In Malaysia, these include for storage (*Tupperware*) to cookware (*TupperChef Inspire*), health (*NatureCare*, beauty (*Nutrimetics*), homecare (*TupperClean*) and water filter (*Nano Nature Water Filtration System*). As a brand that is constantly evolving to suit market needs, it turns to innovation as the key factor to staying relevant – investing significantly in product R&D to ensure there is value-added to the products.

The brand has been marketed in a very traditional but effective method all these years – and that is through house parties. Home parties are believed to be the best way to educate potential customers of the innovative features in their products, simultaneously gaining their trust. With the changing times, however, the traditional homemaker demographic is being replaced with career women and business professionals, mostly between the ages of 30 to 45. Hence the party format has evolved to host demonstration parties at any invited venue like offices, clubs and dwelling places.

Another initiative is the *Lunch N' Learn* sessions held at companies – educating employees on healthy living, food storage and preservations. Besides that, Tupperware Brands recently embarked on the kids market by introducing *Twinkle Baby Bottles* and *TwinkleTup*.

Packing It with Power

What has made Tupperware Brands a stand out is its passionate mission in changing lives, especially for women. By offering them the opportunity to start their own business and grow them, its mission to enlighten, educate and empower women is accomplished.

Committed towards nurturing and enhancing the quality of lives in communities around the world, Tupperware Brands initiates philanthropic programmes that help others lead sustainable lives. One such example is *Dignity for Children*, a foundation that has received RM240,000.00 over a period of two years from Tupperware Brands to break the cycle of poverty among these children through education.

In being eco-friendly, its products provide a sustainable solution to preserve the environment, care for the consumers' health as well as save energy, money and time.

Going Places While Partying

As a corporation, Tupperware Worldwide invests millions of dollars every year in R&D to ensure that it is always ahead and true to its vision of being a premier direct seller for premium innovative products. Currently, it is in the process of setting up a new regional product development centre in Singapore, which will be the first R&D centre in Asia.

As a brand, it is focused on creating entertaining selling situations and developing a motivated sales force. Also, its future in Asia is to see Tupperware Brands in every home!





The BrandLaureate
AWARDS 2012-2013



TOP 10 MOST ESTABLISHED BRAND

UMW



AUTOMOTIVE & INDUSTRIAL

COMPANY PROFILE

Brilliant Spark

In 1917, the story began with a young visionary, Chia Yee Soh, who opened a humble automotive repair shop called *United Motor Works*. From a small spark, it later ignited into the leading multimillion dollar industrial conglomerate known as the UMW Group. It now stands tall as one of Malaysia's foremost public-listed companies, continuously building on the strengths of its core businesses by tapping into opportunities in the international arena.

UMW Group is presently a leading industrial enterprise – serving the economy of Malaysia and the Asia-Pacific region. Ranked among the foremost corporations listed on the *Bursa Malaysia*, the brand has globally expanded beyond home shores – with an international presence in Singapore, Indonesia, Thailand, Myanmar, Vietnam, Papua New Guinea, Australia, Taiwan, China, India, Oman and Turkmenistan.

With over 13,000 employees worldwide, UMW's dedicated team is united with one common goal – going beyond boundaries. United, it pushes past the boundaries of the mind to play a leading role in shaping the future of the industry by constantly inspiring vibrant ideas, nurturing potentials, pioneering partnerships and delivering excellence in everything – to the benefit of its stakeholders.

THE BRAND

Strategic Business

Via diverse and global interest in strategic alliances with leading organizations, UMW Group has positioned itself as a leader in its core businesses. It focuses on four strategic business units: Automotive, Oil & Gas, Equipment & Manufacturing and Engineering.

In the automotive sector, UMW holds the largest shareholder in *Perodua* with 38 per cent interest and has close ties with *Toyota Motor Corporation* of Japan in Malaysia. It manufactures assembles, markets and distributes Toyota vehicles.

The Oil & Gas division is one of the core businesses of UMW. Its strategic business alliances and aggressive expansion have facilitated its rapid progression as a recognized player in the regional oil & gas industry. UMW also has the exclusive marketing and distribution rights to *Pennzoil*; while KYB-UMW Group manufactures high-quality shock absorbers and hydraulic power-steering pumps and systems.

Focused Forte

UMW Group specializes in the marketing, sales and service of imported equipment from world-famous manufacturers, for various sectors, including logging, construction, industrial, mining and agriculture – providing internationally renowned heavy and industrial equipment of quality.

Its mission is to adopt the rallying call of 'Beyond Boundaries'. The UMW Group aims to amplify its leading position at home while growing its presence in the global arena. The call is about eliminating all barriers – be it geographical borders or the boundaries of the mind, to achieve greater heights.

Going beyond boundaries is a part of UMW's corporate DNA throughout its almost century-long history – always seeking to expand beyond the perceived limits of its business.

Vibrant Values

UMW Group is guided by four core values; *Honour, Vibrant, Unshakeable* and *Pioneering*. With honour, it builds trusted relationships and acts with high integrity – resulting in quality products and services which withstand the test of time.

In UMW, each day is initiated with a fresh mind and boundless energy – channelled to fuel growth and deliver new solutions for its partners and businesses as it moves forward with determination and perseverance.

Facing off obstacles while building a stronger foundation for success, its visionary approach is able to develop and reshape the industry. The brand challenges assumptions and leads the way with bold ideas which reform the norm for the better.



YOUR **BRAND**
IS
THE JEWEL
OF
YOUR BUSINESS.
A TIMELESS CLASSIC.

... Dr. KKJohan



TOP 5 CLASSIC BRAND AWARDS

The Classic Brands Awards are for brands that have a rich history and legacy. They are evergreen and have successfully withstood the test of time and are a class above the rest.



The Brand Laureate
AWARDS 2012-2013

Davidoff

TOP 5 CLASSIC BRANDS DAVIDOFF



CIGARS

COMPANY PROFILE

Luxury Given Form

For generations, Davidoff has been producing the world's finest luxury cigars for the discriminating of smokers throughout the world. Highly refined, Davidoff cigars are known for their quality and aroma and are the cigars of choice – leaving smokers with a lavishly satisfying brand experience.

Celebrating more than a century in the industry, Davidoff continues to delight and surprise its patrons by constantly reinventing itself; ever relevant to the consumer of tomorrow. Davidoff stands for credibility; and what links Davidoff to the people around the world is the love of beauty and elegance.

Anyone who has had the pleasure of smoking Davidoff cigars would know the dedication to fine craftsmanship which is evident in the meticulous detail and quality attributed to each luxurious selection. If Davidoff cigars stand for something other than quality, it is undoubtedly their credibility.

THE BRAND

The History behind the Brand

During the Russian political upheavals in 1911, Henri Davidoff and his family fled Russia and settled in Switzerland. He opened a tobacco shop on Boulevard des Philosophies in Geneva and the business grew as the years went by. His son, Zino, learned the tricks of the trade and expanded the business.

Scouring the world for the best tobacco led Zino to countries in Central and South America – and this increased his knowledge of tobacco and the production of cigars. By the late 1930's, Zino started to sell Cuban cigars in the little shop in Geneva and soon it became the world's premier shop for fine, hand-rolled Cuban cigars.

Zino revolutionized the cigar trade by incorporating a specially furnished storage room in the basement – to properly store high-quality cigars in optimal climatic conditions. This innovation captured and retained the favour of cigars, much to the delight of cigar lovers.

The Davidoff Philosophy: The Good Life

Zino Davidoff, who was undoubtedly 'a man of the world', comprehended the pleasures of 'enjoying the moment'. He understood people, respected them, and never took himself

too seriously; nor did he ever lose sight of his purpose, which was to enrich the lives of others by providing them with one of the finer things life has to offer – a highly flavourful and aromatic cigar.

Because of his personal philosophy, enjoying "The Good Life", Zino favoured perceiving the world via all the senses in order to better appreciate the finer nuances of life's pleasures. Indeed, these values are mirrored in the brand philosophy: To enjoy life's most delightful moments with spirit and emotion, either for oneself, or together with friends. This is how Davidoff defines "The Good Life".

The Essence of Quality

While the Cuban cigars delighted cigar lovers, Zino was highly particular of its quality. Two decades after the first cigar was sold in Geneva, the quality of the cigars suffered; and Zino, the perfectionist, burned over 100,000 of his cigars, after deeming them too low in quality and unfit to sell. An agreement was also drawn-up stating that Cuban-made Davidoff cigars would no longer be sold in Davidoff shops – even in Europe.

Cigars not only reflect the fine life but embody aspiration; and with the increasing desire for luxury brands amongst the younger generation, Davidoff will continue to spread the pleasure and joy of "The Good Life" to all.



The Brand Laureate
AWARDS 2012-2013



TOP 5 CLASSIC BRANDS

OMEGA



LUXURY TIMEPIECE

COMPANY PROFILE

Chronological Magnificence

Omega, the luxury timepiece, was founded in 1848 by Louis Brandt in La Chaux-de-Fonds, Switzerland. The history of this classic brand stretches over 165 years, with each passing year adding on to its rich legacy.

During the early days, Brandt would sell his watches in Europe and when he passed on in 1879, his two sons, Louis Paul and Cesar, took over the business – moving the factory to the district of Biel/Bienne, where its headquarters is still situated.

It was here that the first series calibres, *Labrador* and *Gurzelin*, as well as the famous *Omega* calibre of 1894, was produced, marking the beginning of the brand's illustrious chronological journey.

Today, Omega continues to be highly sought after for its fine craftsmanship as a masterpiece heirloom which is highly treasured.

THE BRAND

Trans-generational Legacy

In 1903, both Louis Paul and Cesar Brandt died and the leadership fell on Paul-Emile Brandt, who was then only 24 years old. By then, *Omega* was one of Switzerland's largest watch brands with a workforce of 800 and was producing 240,000 watches annually.

It was Paul-Emile who became the great builder and architect of the brand. He worked tirelessly to overcome the economic difficulties brought on by the WWI and by 1930, led the merger of *Omega* and *Tissot* to form the group, SSIH, Geneva.

With Joseph Reiser as his partner, the SSIH Group grew and absorbed *Lanco* and *Lemania*, manufacturers of the famous *Omega Chronograph* movements. By the 1970's, SSIH was Switzerland's No.1 producer of timepieces and ranked third in the world. In 1998, SSIH was acquired by *The Swatch Group* – which is one of the largest global timepiece manufacturers.

Innovation Master

Technological innovation sets *Omega* apart from the rest. From the 19-inch calibre invented in 1894 to the revolutionary *Co-Axial* calibres, the brand is renowned for its precision and outstanding chronometer performance. It introduced the first mass-produced watch which incorporated the *Co-Axial* escapement – invented by George Daniels, an English watchmaker.

The Chairman of Swatch Group, Nicholas Hayek, placed a challenge of having the best performing and most beautiful series-produced movement in the world; and what came about was the invention of the *Omega Co-Axial* calibres. It complemented the *Co-Axial* escapement introduced in 1999 as the first practical new watch escapement to be invented in some 250 years. The components in the *Omega Co-Axial* escapement differ considerably from those of the Swiss lever escapement – which had long been the industry's mainstay.

All-time Masterpiece

Omega has adorned the wrist of countless celebrities and is connected with a number of historic events. It has a long association with the Olympic Games (the official timekeeper for the Summer Olympics of 1932, 2008 & 2012 and the Winter Olympics of 2006 & 2010).

In the field of entertainment, the brand has been associated with *James Bond* movies since 1995, when Pierce Brosnan took over the role and began wearing the *Omega Seamaster Quartz Professional* in *GoldenEye*. In all later films, he wore an *Omega Seamaster Professional Chronometer* (model 2531.80.00).

Omega was the first watch brand to land on the moon when the *Omega Speedmaster Professional Chronograph* was worn by *Apollo 11* astronaut, Buzz Aldrin.





TOP 5 CLASSIC BRANDS THE MAJESTIC HOTEL

The BrandLaureate
AWARDS 2012-2013



HOTEL

COMPANY PROFILE

The Majestic Hotel Kuala Lumpur

The Majestic Hotel Kuala Lumpur is owned by the YTL Hotels, the hospitality arm of YTL Corporation Berhad, one of Malaysia's largest conglomerates with interest in construction, property, retail, power generation, an ICT, carbon consulting and REIT.

YTL Hotels is involved in both the ownership and management of Hotels & Resorts and owns and manages 14 hotels and resorts in Malaysia, namely JW Marriot and The Ritz-Carlton in Kuala Lumpur, Phuket, England and St. Tropez.

The Majestic Hotel Kuala Lumpur is a timeless classic icon with a rich history that dates back to the early days of the twentieth century. It was built in 1932 in Malaya (as Malaysia was known then) during the boom years before WWII and became the place to socialize amongst the colonial masters and the local tycoons then.

Glamorous and prestigious, it then hosted many government receptions and was the residence for prominent international visitors.

THE BRAND

Before the Second Birth

By the 1970's, however, the hotel had lost its lustre, challenged by the newer, bigger and more luxurious hotels in the capital city. Saved from demolition by the government, it was gazetted as a 'heritage building' under the *Antiquities Act*.

At the end of 1983, the last guests checked out and the hotel became home to the *National Art Gallery* from 1984 until 1998, after which it was left vacant until YTL Hotels took possession of the building and refurbished it to become the spanking new hotel of the current millennium.

Architectural Wonder of the Past

The original hotel was designed by the Dutch architectural firm, Keyes & Dowdeswell, for the Trustees of the Estate of Loke Wan Tho, the youngest son of the businessman and philanthropist, Loke Yew. Constructed in a hybrid of neo-classical and art deco styles, the 51-room hotel then sat on a commanding hilltop site facing another of Kuala Lumpur's famous landmarks – the Moorish-style railway station.

The main building is characterised by tall white classically proportioned Roman columns and detailed cornices. The curved driveway and covered *porte-cochère* contributed to the sense of grandeur. The interior of the hotel was decorated with the finest luxurious accessories. Custom-designed furniture, silverware and furnishings imported from England all added

to the grandeur. A special feature was the roof garden, with a dance floor and seating for 350 guests. Artists from all over the world performed at the hotel – including popular acts from Hollywood and the Coliseum in London.

A New Dawn

As we fast forward to 1 December 2012, when YTL Hotels announced the official opening of the refurbished *Majestic Hotel*. The news was greeted with much anticipation by all Malaysians and ever since the doors were opened, the hotel has once again captured the minds and imagination of Malaysians and international guests.

The original building, with its suites and food and beverage outlets comprising of *The Colonial Café*, The Bar and *The Tea Lounge*, was restored. A 15-storey tower wing was added – thus bringing the total number of rooms and suites to 300. A new restaurant, *Contango*, 17 meeting rooms, a pillar-less ballroom which can seat 1200 people, a gymnasium and a swimming pool are amongst additions to the new *The Majestic*.

Guests can expect a personalized and fine service from all its staff and *The Majestic* has stayed true to the essence of the brand – a timeless classic that seduces visitors with its grandeur and elegance!





The BrandLaureate
AWARDS 2012-2013



Volkswagen. Das Auto.

TOP 5 CLASSIC BRANDS VOLKSWAGEN



CAR

A Volkswagen for everyone



Touareg

Sharan

Cross Touran

COMPANY PROFILE

Automaker Supreme

Volkswagen Group, the biggest automaker in Germany, has been one of the top-selling cars globally. In February 2006, Volkswagen Group Malaysia was established as a subsidiary of Volkswagen AG, one of the world's largest car manufacturers – selling 9.7 million vehicles worldwide.

Volkswagen, or 'People's Car', as translated from German, is no stranger to Malaysians. The brand's lasting quality and distinct character has occupied a place of deep affection in the nation's hearts and life stories.

Situated at *Wisma Volkswagen* in Kuala Lumpur, the group's corporate headquarters is where all marketing, sales and after sales are controlled to cater and fulfil the wishes of Malaysian customers for individual mobility in all walks of life.

Volkswagen Group Malaysia has been supported by a workforce of over 140 people and currently markets over 20 Volkswagen products and variants – catering almost every segment of the market.

THE BRAND

Das Auto – 'The Car' of the Era

In 2012, the company introduced the *Passat* – its first model that was locally assembled at the DRB-HICOM factory in Pekan, Pahang. Over a year later, the *Polo Sedan* and the new *Polo 1.6* joined Volkswagen's product portfolio of being assembled in Malaysia.

Through the years, every new development has played an important role in spearheading into the future; and for the first time in Malaysia, Volkswagen Group brought the Volkswagen *hybrid* – a technology that grants drivers unprecedented power and efficiency. Thanks to the brand's latest *parallel hybrid technology* – where the petrol engine, electric motor, clutch and automatic transmission all work together, the *Touareg Hybrid* is one of the most powerful hybrid SUVs on the road today.

Immortalized by History

During the early days, Volkswagen's *Beetle* was the first car in the world to sell over 20 million units; and today, the *Beetle*, together with many other models that make up Volkswagen, continues to shape the world of automobiles. As the rest of the automobile titans race along towards bigger, faster cars, Volkswagen heralds in a new chapter in its enterprising story – the *Golf*. Thanks to it being an affordable car for everyone and perfectly suited for everyday use, it quickly became a worthy successor to the legendary *Beetle*.

Dedication, team spirit and the constant pursuit of perfection are the important building blocks of the Group's success and philosophy. With technical expertise and the power of innovation, Volkswagen brings moving ideas to the road. Milestones like 'the most economical car of all time', 'the largest and most potent diesel power plant ever to be installed in a passenger vehicle' or 'the fastest sports car in the world' are some of the few examples of how the brand sets new standards with its technical breakthroughs.

Thinking Blue, Going Green

At Volkswagen, sustainability is not just a word – it is the company's goal. It has combined environmental protection and automotive progress to bring low-emission vehicles. 'Think Blue' is one of the Group's initiatives to promote eco-friendly vehicles, to be more responsible on the road and to be more environmentally conscious. It is also about talking less and doing more and doing little things to make a big difference.

For many years now, Volkswagen has shown that environmental protection and automotive progress are not mutually exclusive. Mindful of its responsibility, production and near-production ready technologies and products are optimized to help reduce CO2 emissions and pollutants. It pools all of its eco-friendly innovations under an umbrella brand that signifies efficiency: *Blue Motion Technologies* – a pledge to the environment.



Volkswagen CC

Polo Sedan

Jetta



The Brand Laureate
AWARDS 2012-2013

Vespa®

TOP 5 CLASSIC BRANDS

VESPA



SCOOTER

COMPANY PROFILE

Lovely 'Duckling'

Vespa, the iconic scooter which originates from Italy, was founded during the 1940's by the Piaggio family. The first model, known as the *Moto Piaggio No.5* or *MP5*, was nicknamed *Paperino*, which means 'duckling' in Italian.

Enrico Piaggio, the son of founder, Rinaldo Piaggio, was displeased with the model and requested that a new model be done. The new mould was called *MP6*, and upon seeing it, Enrico exclaimed, "Sembra una vespa!" ("It resembles a wasp!") Piaggio effectively named his new scooter on-the-spot, *Vespa*, which is both Latin and Italian for 'wasp' – derived from the body shape of the vehicle.

The scooter caught the attention of the people and many sought to acquire it as it was affordable and easy to manoeuvre. In 1946, 2,484 scooters were produced at its factory in Pontedara – reaching a total of 19,822 in 1948. In 1950, with the first German licensee, output reached 60,000 vehicles. Three years later, it soared to 171,200, and the number of Piaggio service stations around the world, including America and Asia, rose to more than 10,000.

THE BRAND

Fun & Optimism on Wheels

"*Vespa* is not just a motorbike but the icon of a specific lifestyle, the Italian lifestyle of *la dolce vita* – it stands for fun and optimism."

This timeless classic has survived the test of time with its unique body design and character. New generations of *Vespa* may have evolved to meet customer demands in terms of engine performance and safety features; but the iconic name still maintains its aesthetic appeal and unique features which are central to its 'brand essence'.

The round-shaped headlights and side mirrors remain to give it the 'classic feel' and *Vespa* still retains the use of iron throughout the body – with several parts of it chromed, highlighting the exclusive features of the scooter.

Vespa Moments

The popularity of the brand has led it being featured in many movies such as *Roman Holiday* – which starred Gregory Peck and Audrey Hepburn in 1953. It was also the year where production figures marked 500,000 units.

High-quality global journalism requires investment. The bike was featured in Federico Fellini's *La Dolce Vita*. John Wayne, Marlon Brando and Julia Roberts have all been snapped riding on one. Malaysia's most famous film star, the late Tan Sri P. Ramlee, also used the *Vespa* in a number of his movies.

Vespa in Malaysia

Vespa is produced in 13 countries and marketed in 114 countries around the world. To-date, over 18 million *Vespa* scooters have been shipped out from its factories in Pontedara, Italy, America, India and Vietnam.

In Malaysia, *Vespa* is one of the most sought after lifestyle scooters. The brand is represented by Naza Premira Sdn. Bhd., a subsidiary of automotive conglomerate, NAZA Group of Companies. The vision of Naza Premira is to put a *Vespa* in every Malaysian home by 2020 and currently it has expanded its operations in Malaysia with new 3S centres in Penang, Johor, Kelantan, Terengganu and Sarawak at an estimated investment of RM5 million.

aggio Vespa 90 SS



BRANDING GIVES DIFFERENT SHADES,
STROKES AND STYLES
TO THE **BRAND**.
THIS IS THE SYMPHONY OF **BRANDING**.

... Dr. KKJohan



TOP 10 SIGNATURE BRAND AWARDS

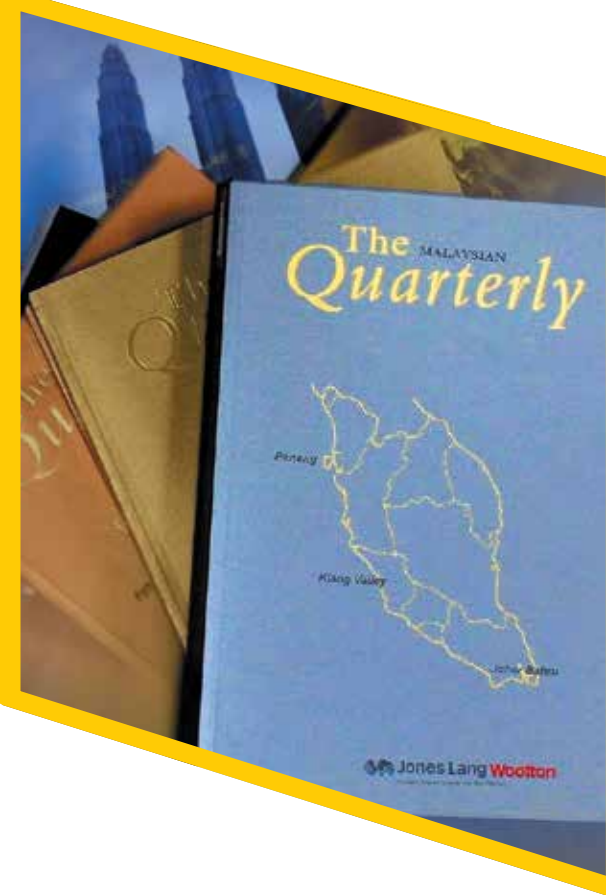
Brands that have successfully stamped their mark in their respective fields and minds of consumers and developed a strong bond through numerous engagement initiatives.



The BrandLaureate
AWARDS 2012-2013



TOP 10 SIGNATURE BRAND AWARDS JONES LANG WOOTTON



COMPANY PROFILE

Classic Excellence

Incorporated in 1974, Jones Lang Wootton (JLW) Malaysia is a Real Estate Services company which offers its patrons optimal opportunities to formulate the best possible decisions for their businesses. This is by providing practical property advice driven by excellent market integrity, passion and experience.

With its resounding tagline, "The Three Words Synonymous With Property", the company is founded on impervious market intelligence, multi-disciplined competences and utmost commitment to delivering honest, professional advice. JLW has been founded on this very philosophy and has accordingly become one of the finest real estate services companies – backed up by four solid decades of experience. The timeless brand has offices in Kuala Lumpur and Johor Bahru – with a team of over 150 dedicated professionals, specialists and experienced staff who provide clients with its full range of real-estate related services.

JLW has been involved in creating and structuring some of the most significant leasing and sale transactions in the Malaysian property market. The company has also been appointed to value some of the most prestigious real estate in Malaysia and has provided consultancy services to both Malaysian and internationally based clients, particularly those who are seeking to invest in the Malaysian property 'hot spots'; such as Kuala Lumpur and the Greater Klang Valley, Iskandar Malaysia and Penang Island.

THE BRAND

Trusted Brand

JLW faithfully adheres to its client-first philosophy and, accordingly, its investment in values, people, research, technology and knowledge has facilitated the company in solidifying its presence. This, in turn, has enabled the brand to foster and expand admirable client relationships whilst continually strengthening its capabilities and expanding its services.

Backed by a professional workforce which echoes the exact philosophy, its employees believe that the integrity, values and morals of the entrenched brand are the core reason why they are proud to be a part of it. The philosophy has been instilled by the company itself and the staff believes that money is in fact not the main focus for creating success; for instance, when JLW consults with its clients, it considers the market-driven factors – without losing sight of the socio-economic, environmental and industrial standards and regulations as well as management issues which will have an impact on a property development.

Profound Reach

JLW is known for its core value, namely PRIDE: Professionalism, Respectability, Innovation, Development and Excellence. The brand takes pride in its core values – clearly reflected in every single employee of the company.

BEST BRANDS IN Real Estates - Integrated Advisory Services

JLW aims to continue to guide and incentivize its employees, enabling them to function at all levels. Committed in recognizing, anticipating, and managing the impetus of change and whilst building and improving its market presence, the staff moves quickly on behalf of the clients; particularly in the more recent times of avid competition and rapid change.

All this is exuded via the brand's ever-active and increasing penetration into the multifarious aspects of business and the world at-large, where the brand is not merely known in the corporate sector but is also renowned as a 'household name'.

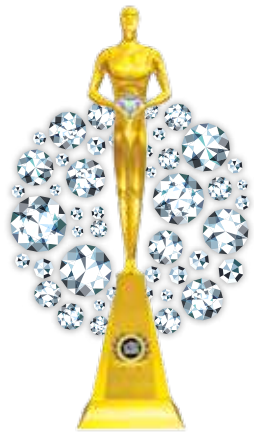
Eternal Ripples in Time

JLW has won many accolades for its continuing presence and groundwork – achieving tremendous recognition in Malaysia. The most notable achievement is winning The BrandLaureate Award for 'Best Brand in Real Estate – Integrated Advisory Services' seven times in a row between 2006 and 2013. This is undoubtedly an outstanding phenomenon for the company which hails as a grand testimony to the brand's success.

CHARTERED SURVEYORS, INTERNATIONAL PROPERTY CONSULTANTS,
REGISTERED VALUERS, PROPERTY MANAGERS,
REAL ESTATE AGENTS

Seven Times Winner





YOUR **BRAND**,
A TIMELESS CLASSIC!

TOP 10 SIGNATURE BRAND AWARDS KNIFE

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN Consumer - Cooking Oil

COMPANY PROFILE

Tantalizing Taste Buds

Lam Soon's Knife has been the Number One preferred cooking oil for generations of Malaysian households – built on the brand promise of superior aroma and taste. 2014 marks the 66th anniversary of the brand – and it is still as tantalizing as ever! With humble beginnings immersed in edible oils, copra, and canned food, the company expanded into oil extraction and refinery for laundry soap and cooking oil production. It made history in 1970 when it pioneered the nation's first oil fractionation plant for the manufacture of cooking oil.

The brand's strong emphasis on quality manufacturing processes have won it endorsements in the industry, including the ISO 9001:2000 certification for design and development, blending and packaging of cooking oils, ISO 14001, Good Manufacturing Practice, HACCP and is certified Halal by the Islamic Religious Council of Malaysia (JAKIM).

Presently, Knife leads the highly competitive cooking oil segment in Malaysia and Singapore. Throughout the years, the brand's consistency in product quality and brand management has evolved to meet the needs and expectations of the increasing demands of customers. By focusing attention on product innovation and renewal, it excels in the highly competitive FMCG market by offering existing and new customers a new line of products – including Thai Fish Sauce, Salted Soya Bean, Soy Sauce and Sesame Oil.

THE BRAND

Traversing Time

In 2001, the company relocated its corporate headquarters to Hicom-Glenmarie Industrial Park to cater to the continuous development of the Lam Soon Group of Companies. By 2003, Lam Soon Edible Oils, a Lam Soon subsidiary, undertook all operating activities – including the business of manufacturing, marketing, sales, trading, distribution and export of edible oils and fats as well as household and personal care products. The group today boasts of more than 5000 workers and a total annual group turnover of over S\$ 1 billion.

In 2006, Lam Soon's Senai Complex opened in Johor, equipped with a fully computerized real-time warehouse management system. In 2011, the group commissioned its second distribution centre in Bukit Minyak, Penang, to cater to the growing volume of FMCG sales. The new distribution centre includes a number of 'green features' in its building design and has been certified with Malaysian Green Building Index – highlighting the group's commitment to create a sustainable environment.

Emotive Appeal

Knife brand has undergone a revamp since 2007 to maintain its unique position as the undisputed market leader. A new brand identity has been created to harmonize the elements

– which feature a new Knife logo and brand name. Today, the brand label carries an emotive appeal, with the introduction of a food image and a modern healthy look – working in tandem with its tagline, "More Aroma More Taste".

The brand's values go beyond the product; with Honour and Integrity being the hallmark its interaction with both customers and its staff. The company is also involved in Corporate Social Responsibility (CSR) programmes as part of its contribution to society.

Category Captain

As a brand custodian of cooking oil, Lam Soon Edible Oil has been appointed 'Category Captain' in the cooking oil category by leading supermarkets and hypermarkets in Malaysia.

Among the many recognitions received, Knife was again voted Reader's Digest Trusted Brand – Platinum Award 2013 and conferred The BrandLaureate Top 10 Signature Award 2012/13 for 'Best Brands in Consumer Cooking Oil'. Its popular Knife Fish Sauce also won for the second time the Malaysia Women Weekly's Domestic Diva Award 2013 for 'Best Fish Sauce'.

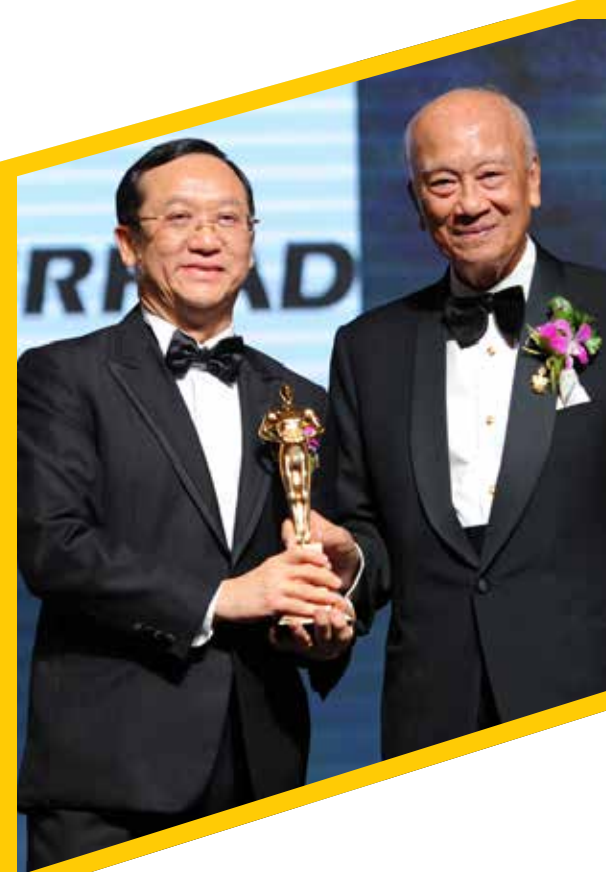




The BrandLaureate
AWARDS 2012-2013



TOP 10 SIGNATURE BRAND AWARDS MAHSING



BEST BRANDS IN Property

COMPANY PROFILE

Building Dream Homes

Mah Sing Group Berhad is Malaysia's leading developer at the forefront of building quality homes and prime commercial projects in strategic locations. Incorporated since 1991 and listed on the Main Market of Bursa Malaysia, Mah Sing Group Berhad is presently at the forefront of building quality homes and prime commercial projects in strategic locations.

The Group has differentiated its product offerings to cater to property buyers in different market segments, subsequently cementing its position as Malaysia's most premier and diverse lifestyle developer. What sets Mah Sing apart from other premier lifestyle developers is the showcase of contemporary lifestyle statements it offers: grand entrances, lush landscaping and practical yet functional homes with quality finishes within a guarded and gated environments.

The Legenda and Residence are two examples of niche projects in prime locations conceived with thoughtful details – in both the interior and exterior of the homes, as unique characteristics of these boutique developments. Smart home features are installed to enhance comfort and convenience, while state-of-the-art security features are incorporated to ensure tranquillity unperturbed by the outside world. All this is made attainable within the manicured landscaping and lush greenery of its numerous projects – which further creates a revitalizing ambience for wholesome living.

THE BRAND

Hotspot Hulk

The Group has projects spread throughout Malaysia's economic nexus and property hotspots, namely Kuala Lumpur, the Klang Valley, Johor Bahru (Iskandar Malaysia), Penang Island (North Corridor Economic Region) and Kota Kinabalu, Sabah. Some of the properties developed by Mah Sing include Austin Perdana (Tebrau), Bandar Meridin East (Iskandar, Malaysia), Clover @ Garden Residence (Cyberjaya), D'sara Sentral (Kuala Lumpur), Ferringhi Residence (Penang), Garden Plaza (Cyberjaya), Garden Residence (Cyberjaya) and Icon City (Petaling Jaya) – to name a few.

The Group also has a strong commercial presence with Grade A buildings, integrated business parks and mixed commercial developments being amongst the pioneers of en-bloc sales of Grade A buildings and corporate offices in KL. On top of the products series offered, the brand distinguishes itself by carrying hallmarks of innovative designs and quality finishes, majestic grand entrances, security, extensive landscaping and 'green street' concept.

Property Leader in the Building

In line with its vision to become a property leader, Mah Sings aims to continue to build eco-sensitive and environmentally friendly developments – for homebuyers to enjoy life amidst greenery, in absolute harmony with nature.

Benchmarking itself globally, the Group strives to become a world-class developer. In its quest for excellence, it remains committed to its corporate philosophy of 'maximizing shareholders value' by delivering quality-driven products and excellent services to customers. Ultimately, the developer devotes itself to providing exceptional quality products at competitive cost, prompt delivery and flexible service through its uncompromising commitment towards total customer satisfaction.

Life Force of Constructs

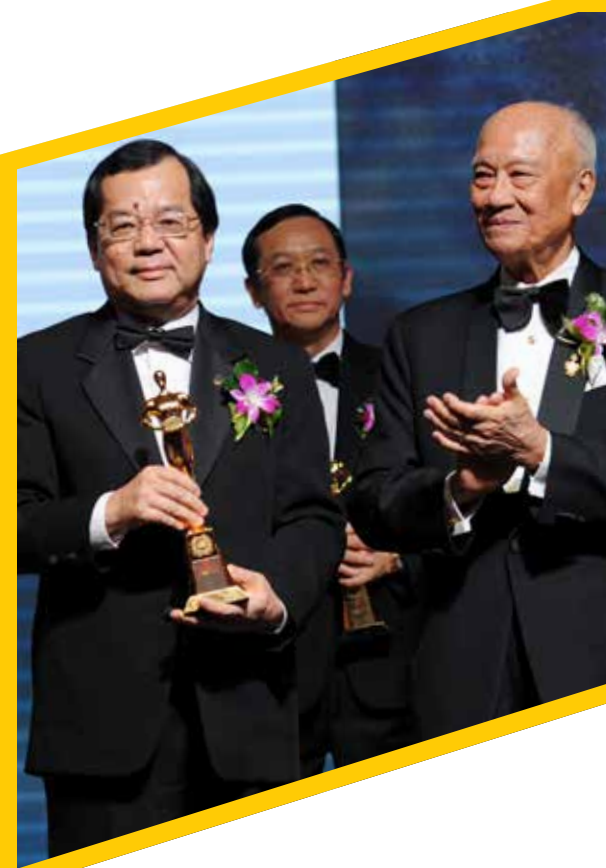
Furthermore, the Group's ultimate objective goes beyond the structures that it builds; it incorporates the communities that utilize them. Mah Sing's commitment to build a strong bond with the community has led it to set up its charity arm, Mah Sing Foundation, to aid and benefit the less privileged. Since its inception, Mah Sing Group Berhad has cemented its position as an innovative developer of niche products and trend-setting townships – winning countless awards along the way. It has achieved more than 90 accolades and recognition for its corporate performance and products; and in certain cases, has even swept awards off the international stage. In line with its mission to become the most respected and highly diversified Group in the global scene, the brand is fully committed to bring continuous enhancement to its core businesses.





The BrandLaureate
AWARDS 2012-2013

TOP 10 SIGNATURE BRAND AWARDS PUBLIC BANK



BEST BRANDS IN Banking

COMPANY PROFILE

People's Bank

Public Bank first commenced business in August 1966, conceptualized and established as a 'bank for the public' by its founder and chairman, Tan Sri Dato' Sri Dr. Teh Hong Piow. It was officially listed on Bursa Malaysia Securities in April 1967.

The Public Bank Group is currently the third largest banking group in Malaysia, with total assets of RM305.7 billion. With a market capitalization of RM68.7 billion, the brand is listed on the Main Board of the Bursa Malaysia Securities and ranked second among all public listed companies in terms of market capitalization.

As one of the leading financial services provider in Malaysia, Public Bank Group offers a comprehensive range of financial services which includes personal banking, commercial banking, corporate banking, Islamic banking, investments, share broking, trustee services, nominee services, sales and management of unit trust funds, bancassurance and general insurance products.

THE BRAND

Breaking Barriers

Achieving consistent growth in financial performance, Public Bank delivers the best in return on equity, cost efficiency and asset quality and takes the lead in the market share for residential mortgages, passenger vehicle financing and commercial property financing in Malaysia. Meanwhile, Public Bank's wholly-owned subsidiary, Public Mutual, is the dominant player in the private sector fund management industry in Malaysia due to its superior fund performance, strong distribution capabilities and established brand.

Staying in line with today's technology, Public Bank has embraced innovation by using modern information and communication know-how as a strategic tool to innovate products and services. In contributing to economic growth, Public Bank operates a strong and sustainable business that focuses on helping individuals and companies. As the largest residential property financier, Public Bank also supports the nation's aspiration of increasing home ownership in Malaysia.

Borderless Banking

Since the early 1990's, Public Bank Group began growing internationally with banking operations in Hong Kong, China, Cambodia, Vietnam, Laos and Sri Lanka. Continuously enhancing customer convenience, Public Bank is constantly expanding with over two hundred full service branches, strong sales and marketing force and self-service terminals. The bank also provides full range of products and services under its Internet banking and mobile banking services.

Having weathered several economic crisis successfully over the years, Public Bank has further strengthened its fundamentals which contributed to the long-term success of continued trust from customers. With a rigorous credit risk management infrastructure, the Group continues to maintain its top ranking in asset quality among its peers, despite the challenging economic conditions. The Group has also demonstrated consistent efficiencies and cost-effectiveness.

Banking Beyond

The staff of Public Bank Group are instilled with unwavering principles of excellence, prudence, integrity, accountability and a strong service culture – in line with the bank's corporate tagline, "Excellence is Our Commitment". Honesty and integrity have also been ingrained in the Public Bank Group culture since inception. It fosters a culture of exemplary corporate conduct and meticulous regulatory compliance. The Group is committed to cultivate a culture of inclusiveness at the work place where employees have equal and fair opportunities for career advancement.

In continuing to strengthen its brand, the Public Bank Group will always strive harder and commit more resources to exceed expectations of its stakeholders and sustain its legacy of strong growth and sterling leadership. It will remain committed to expand internationally through organic growth and continue on transferring its best practices in Malaysia to its overseas operations. The Group will also continue to improve its customer relationship management to further enhance customer experience.



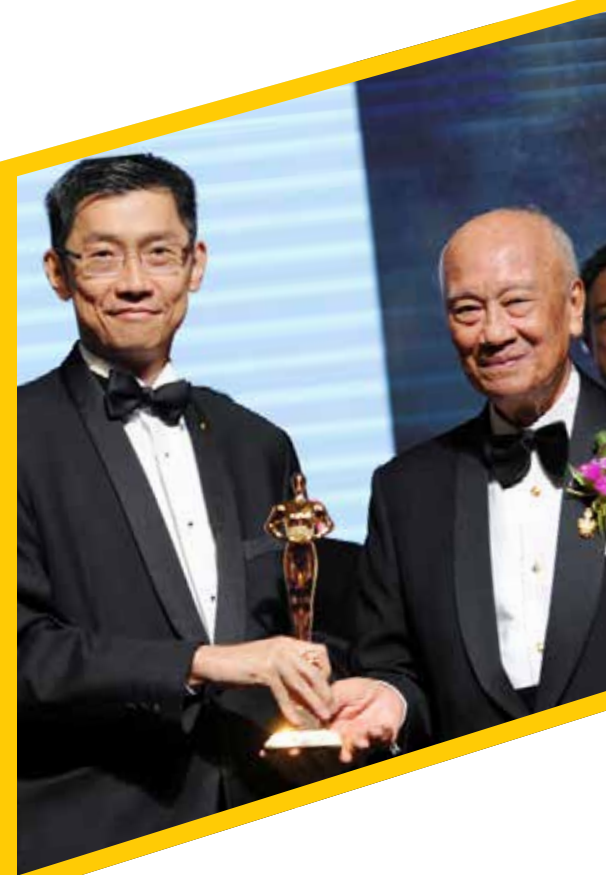


The BrandLaureate
AWARDS 2012-2013



PUBLIC MUTUAL
(23419-A)
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK

TOP 10 SIGNATURE BRAND AWARDS PUBLIC MUTUAL



BEST BRANDS IN Investment-Unit Trusts

COMPANY PROFILE

Foremost Trusted Brand

Public Mutual is the No. 1 private unit trust company in Malaysia – managing more than 100 funds for over 2.9 million account holders. It is also one of the Private Retirement Scheme (PRS) providers in the country and has consolidated its leadership position in the Malaysian private unit trust industry with a market share of 41.19% and net asset value (NAV) of RM62.36 billion as at 31 December 2013; maintaining the No.1 position in the sub-sectors of equity & balanced funds, bond funds, Islamic funds and foreign funds.

A pioneer in the unit trust industry with more than 30 years' experience in managing unit trust funds, Public Mutual has an excellent track record – standing tall as the most-awarded unit trust company in the country, with 216 awards received up to 2013, surpassing other private unit trust companies. It also received two awards at the start of 2014 – making the number of awards received a staggering 218. Majority of the awards won by Public Mutual are for superior fund performance.

Being a wholly-owned subsidiary of Public Bank, one of Malaysia's top banking giants, strengthens the brand. It is committed to excellence in every aspect of its business operations. Guided by the company's core values of Excellence, Commitment, Caring, Innovation, Teamwork and Integrity, it constantly adheres to the group's high standards of financial integrity and corporate governance in the management of its unit trust funds.

THE BRAND

First Class All the Way

Public Mutual reaffirms its commitment to consistently deliver first-class services to its investors by investing in customer service initiatives. Its unit trust consultants (UTCs) form the front line of the company, providing personalized services to investors and catering to their growing needs. In view of this, the company invests heavily in training and development programmes for its UTCs and provides them with one of the most competitive incentive programmes in the industry.

Additionally, every year, it organizes unit trust investment planning talks and seminars nationwide as part of its ongoing investor education programme. In 2013, Public Bank conducted 1500 road shows and more than 49 investment and financial planning talks throughout the country to increase awareness on the importance of investment planning and to promote the products and services of Public Mutual.

Extraordinary Service Provider

Its online gateway for investors, Public Mutual Online (PMO), allows investors to access their investment account and perform online transactions. In addition to that, the brand provides exclusive services to its high-net worth investors (Mutual Gold and Elite members) via seminars and monthly Calibre and Feng magazines to educate them on financial and investment planning; plus to keep them updated with the latest company news.

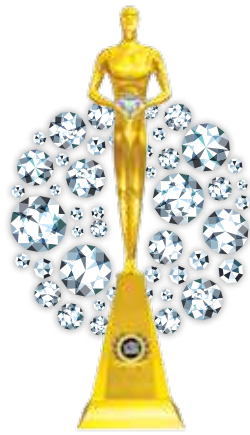
Furthermore it also offers free will-writing, trust nomination services and free insurance coverage services for its Mutual Gold and Mutual Gold Elite members. The company's PMO functions as a value-added service for investors – for faster access and more convenient online transactions. The brand prioritizes superior customer service and brand experience to its investors by investing substantially in its customer service initiatives.

Prevailing over the Test of Time

Today, Public Mutual attributes its success to its investment philosophy of managing funds based on fundamental research – with the objective of delivering superior and consistent returns over the medium-to long-term period. All of these contributing factors assist it in creating a brand that will truly stand the test of time.

As it aims to continue being the No. 1 private unit trust company in Malaysia for years to come, Public Mutual will strive to maintain current levels of excellence in all aspects of its business – from its products to fund offerings, fund management to customer service. Besides continuing to invest in training and development initiatives to increase the knowledge and professionalism of its UTCs, it plans to run new and exciting promotional activities; as well as more investment planning talks, road shows and billboard advertisements nationwide in 2014.





YOUR **BRAND,**
A TIMELESS CLASSIC!

TOP 10 SIGNATURE BRAND AWARDS SKB

The BrandLaureate
AWARDS 2012-2013



BEST BRANDS IN Manufacturing-Rollers, Shutters, Steel Doors & Windows

COMPANY PROFILE

Poised to Overcome Challenges

SKB Shutters Manufacturing Sdn. Bhd. started off as a small family business and over the years has grown to become the foremost manufacturer and supplier of roller shutters and steel doors in Malaysia. SKB Shutters is poised to meet the challenges of an increasingly borderless world – where survival means the ability to anticipate, adapt and master the dynamics of change.

Since its incorporation in 1958, SKB has built a reputable brand name within the construction sector. The SKB brand has always been known for its trustable and high quality recognition for commercial doors, windows and shutters.

SKB is loved because it believes in a hands-on approach with its customers – understanding the specific needs and wants of the user is the key advantage that SKB leverages amongst its competitors. At the same time, the capability to customize its product range according to the individualistic needs and expectations of patrons drives greater improvement within the company – providing opportunities for new and innovative ideas.

THE BRAND

Reshaping with the Time

In recent years, the company has recognized that there is an increasing demand in residential and individual customization; and thus has taken great effort to approach end-users through various sales channels such as media, private viewings, product launches; and at the same time, maintain the brand's key to success through continuous innovation.

As such, SKB has initiated collaborations with overseas partners who are pioneers in doors and windows to extend the brand's product offerings; simultaneously enhancing durability and reliability in order to deliver products of the highest quality. This is especially unique in which SKB continually refines its product lines to meet the needs of its customers.

Core Culture

As a brand, SKB culture is simple and easily understood – ever-innovating and are backed by three core values – Determination, Commitment and Open-mindedness. The assurance that SKB Shutters is heading in the right direction is evident in its achievement of world-class quality.

Not forgetting that transforming various ambitious ideas into practical window and door solutions requires a supportive R&D team – one that stood on those key values to continuously

drive the brand towards success. Open-mindedness has also provided the team with added opportunity to listen to valuable feedback and act upon it.

SKB continues its growth and success by incorporating brand values such as Quality, Reliability and Innovation in its daily operations. These values are reflected in their Corporate Social Responsibility (CSR) initiatives, in which the company is determined to make the lives of the poor better – committed to support the welfare of the less fortunate and hope for a more meaningful life.

Strength to Strength

The most prestigious award that SKB has received is the International Invention and Innovative Award in 2012. This is a huge milestone in the annals of SKB Shutters – proving that the Brand's standard of R&D has indeed surpassed global expectations. In the face of globalization, SKB Shutters is aptly prepared to face the open market challenges head on. Since its establishment, SKB has made inroads into overseas markets, including Hong Kong, Singapore, Thailand, Brunei, the Philippines, Vietnam; the Middle East, Mauritius, Sri Lanka and the United Kingdom. With its vision and commitment, there is no doubt that the brand will continue to grow from strength to strength – becoming a world-class player to be reckoned with.





The BrandLaureate
AWARDS 2012-2013

TOP 10 SIGNATURE BRAND AWARDS SPRITZER



BEST BRANDS IN Wellness-Mineral Water

COMPANY PROFILE

Pristine and Clear

Spritzer Group is the largest bottled water producer in Malaysia – with about 30 per cent of market share in the bottled water industry. As the nation's top bottled water brand, Spritzer is involved in bottling both mineral and drinking water. In 1989, the enterprise marked its foray into the bottled water manufacturing industry around Taiping, Perak – where it houses the very first Spritzer production plant.

The group's production lines are completely automated and equipped with state-of-the-art bottling technologies. Each bottle of packed mineral water is extracted from an underground aquifer, located over 400 feet deep in the tropical rainforest, surrounded by a lush green ecosystem away from any development or industrial areas – assuring consumers that the water is of pristine quality and pollution-free.

THE BRAND

Amazing Aqua

The brand's competitive edge lies in its silicon-rich mineral water, consisting of a naturally occurring substance, orthosilicic acid (OSA). From research conducted by Professor Christopher Exley at Keele University, it is proven that the regular drinking of up to one litre of Spritzer a day can help to remove aluminium from those diagnosed with Alzheimer's disease. The Journal of Alzheimer's Disease cited that the reduction of aluminium also offers clinically significant protection against cognitive decline in some individuals.

Although the Spritzer name is synonymous with mineral water, the brand is constantly diversifying its product range to appeal to different market – staying relevant to current market demands. Complementing quality with innovation, it has introduced an array of new products – ranging from sparkling natural mineral water to non-carbonated fruit flavoured drinks and functional water such as Spritzer Sparkling, Tinge, Pop and Spritzer + Fibre. The Spritzer Mini Dispenser series and large-pack size water bottles are lightweight and portable – making the replenishment of water hassle-free.

Green Hydration

Spritzer takes an active role in addressing environmental concerns and contributing back to the society, as part of

its Corporate Social Responsibility (CSR) initiatives. The introduction of the new 'twist pack' – a super lightweight bottle, has 30 per cent less plastic and saves at least 65 per cent of recycling space.

To constantly stay competitive in the industry, the brand strives towards lean production – by ensuring increased productivity and reduced unit cost to diminish any unnecessary wastage.

Reaching New Horizons

Moving forward, the brand will continue to focus on operational efficiency to remain competitive. It will gradually increase its range of bottled water products to capitalize on enhanced production capability.

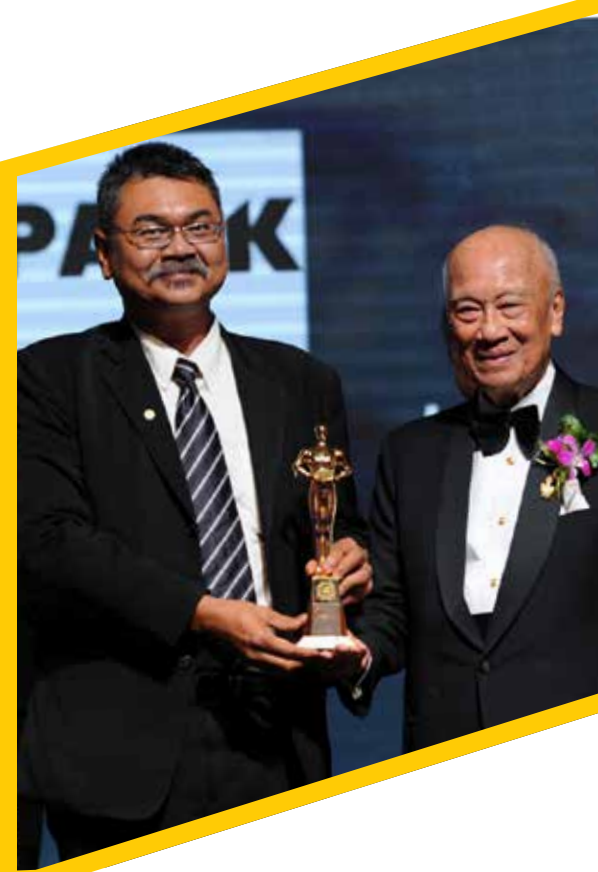
Spritzer has won numerous awards and recognition since 2003, including the Aqua Awards Best of Show Winner 1997 by International Bottled Water Association, Reader's Digest Trusted Brand Award – Platinum Winner for 10 consecutive years (1999-2008). It has also won the SME Recognition Award 2008 in the SME Achievers category, Superior Taste Award 2008 by the International Taste & Quality Institute from Brussels, Anugerah Kecemerlangan Industri 2010 and Frost & Sullivan – Asia Pacific Bottled Water Company of the Year (2010-2013).





The BrandLaureate
AWARDS 2012-2013

TOP 10 SIGNATURE BRAND AWARDS TECHNOLOGY PARK MALAYSIA



BEST BRANDS IN Incubation & Technopreneurship

COMPANY PROFILE

Premier Technology Park

Technology Park Malaysia (TPM) is the leading and premier technology park in the country with development clusters of ICT, Engineering and Biotechnology. Since its establishment, it provides support services, technology and R&D capability to stimulate the growth of science, technology and innovation – including rental of incubator premises to scientist, researchers, 'technopreneurs' and SMEs, as well as lease of land parcels for technology knowledge-based companies.

TPM also provides technology and business incubation programs – including business mentoring and coaching services, marketing and financial consulting, technology and business forums, workshops and business matching.

Additional service elements include technology commercialization assistance and support to assist in the marketability of technology – including advisory & consulting in technology transfer, project management, strategic management advice, market research & opportunity analysis and professional development programs.

THE BRAND

Touch of Destiny

As an agency under the purview of Ministry of Science, Technology and Innovation, TPM is super motivated on commercialization and innovation; particularly to entrepreneurs and 'biopreneurs' at the grassroots level, focusing on the development of SMEs and 'technopreneurs' – constantly on the lookout for new trends and technological developments around the globe.

TPM ensures it supports and contributes to the success of the Economic Transformation Programme (ETP) – its mandate is to nucleate and provide the appropriate platform and technology-based start-up companies to test ideas and prove scientific & technological concepts that have the potential to be monetized. It has been appointed as the National Incubation Development Secretariat under the Small, Medium Enterprise Development Committee. It is also the Incubator Manager Trainer for Science and Technology Park by World Bank.

Abounding Values

The brand is committed to developing a safe, healthy and motivated workforce through better work practices, training and advancement programs, the health, safety and wellbeing of its workforce are an essential element to a successful and

sustainable business. TPM is also devoted to its Corporate Social Responsibility (CSR) effort in engaging with its stakeholders. Its community involvement initiatives strive to solve problems, foster social partnerships and contribute to the community quality of life in general.

It exercises best practices in helping entrepreneurs, their businesses and personal development to achieve success. Specialized local and global events such as the BioHalal Malaysia 2013 Seminar, International Halal Showcase (MIHAS), SME Annual Showcase (SMIDEX), International Green & Eco Product Exhibition (IGEM) and the ASEAN SME Working Group Meeting are among the avenues advocating the brand name – simultaneously fulfilling its 'incubatee' and entrepreneur-support roles.

Prospective Gaze

Moving forward, TPM aims to enhance its role in the green technology and renewable energy industries – sectors which are predicted to be the nation's vital new drivers of economic growth.

TPM is thinking beyond manufacturing and is keen to develop skills, knowledge and expertise by collaborating with relevant partners and industrial players which could revolutionize society's wellbeing.





The BrandLaureate
AWARDS 2012-2013



TOP 10 SIGNATURE BRAND AWARDS UNIVERSAL CABLE



UNIVERSAL CABLE (M)
(Co. No. : 7042-D)

COMPANY PROFILE

The Cable Brand You Can Trust

Universal Cable (M) Bhd. (Universal Cable) is a pioneer in the Malaysian cable industry and the single largest cable and wire manufacturer in Malaysia – which is also well-known in the ASEAN region.

Universal Cable is in a unique position that enables it to use its extensive technical knowhow to provide complete solutions to meet customers' expectations and tastes. The brand has been in the industry for more than 46 years, and has the vision and determination to be a dominant manufacturer in the region.

Universal Cable also contributes to the nation's economy and the well being of society at large locally, by being one of the suppliers in Malaysia's mega projects such as Mass Rapid Transit (MRT), Pengerang, Iskandar Development and many more.

THE BRAND

Achievements Via Research

The safety and satisfaction of consumers have always been a driving force for Universal Cable – and it is set to stay that way. Furthermore, Universal Cable has maintained and is constantly upgrading its R&D capabilities through regular investments in new state-of-the-art machinery which incorporates the latest technologies – to accommodate the growing needs of today's customers.

Its capital expenditures are invested in the test equipment which enables the brand to examine its products, based on international standards, to ensure that every reel of cable and wire which bears the Universal Cable brand complies with the highest of standards. The brand currently also conducts trainings and seminars for its own staff, students, local customers, international customers and its target market group – to share the experience and wisdom of its product usage and installation.

Cable Power

Universal Cable is a timeless classic brand that continuously strives for leadership excellence in the industry. It has dynamic, well-experienced mentors who instill creativity in the team and share their experience with younger employees – on how to evolve and stay relevant. Managerial contributions, such as giving recommendations for new holistic frameworks by sharing the concept till the execution of the vision and mission in an effective marketing approach, helps to create a brand identity that is timelessly classic.

BEST BRANDS IN

Manufacturing-Cable Wire Solutions

The brand prides itself on its leadership skills and practice of corporate responsibility in order to channel the organization's achievements to support the community externally and internally. It also values core ideologies which hold an organization together as it grows, decentralizes, diversifies, expands globally, and develops workplace diversity – core brand attributes.

Universal Cable prioritizes customer safety, satisfaction, trust and confidence in the brand. By understanding customers' needs and situations, it always deliver the best quality cables and wires. Being recognized by its customers, plus receiving awards of excellence, has already proven the lasting relationship of the brand.

Universal- Cable Industry Leader of the Future

Universal Cable aims to expand its market internationally to reach more than their current 46 countries worldwide. The Green Product is also another stepping stone about to be taken by it to practice in usage and manufacturing cables in a green environment.

Besides green products, the brand is gearing to produce 275kV underground cables which would make it the first company to make such high voltage cables in Malaysia. It has plans to diversify its product range and will be having more collaboration with its business partners to uphold its motto of: 'being the leader in the industry, universally'.



The BrandLaureate
AWARDS 2012-2013



TOP 10 SIGNATURE BRAND AWARDS WHITE HORSE



BEST BRANDS IN

Furnishing-Ceramic Floor & Wall Tiles

COMPANY PROFILE

Tiling High

Producing quality tiles ranging from polished and unpolished porcelains to glazed ceramic wall and floor tiles, White Horse Ceramic Industries has emerged as one of the leading tile manufacturers in Malaysia and the region.

The brand is passionate not just about creating environments but also crafting 'the right atmosphere'. With the ultimate objective of making homes beautiful, White Horse moves forward by constantly introducing new designs while pursuing its business philosophy of quality, efficiency, innovation and service.

As a prominent trendsetter for interior design and decorating solutions, White Horse plans to continue producing creative, innovative tiles and accessories for increasingly sophisticated consumer tastes, such as the very latest French Vanilla and Teak Stone surface designs. The products under the brand include the popular design concept of 'feature walls', manufactured through advanced technology, stringent quality assurance and design excellence, with sublime support from R&D – thus producing tiles that equal those manufactured by world-class market leaders.

THE BRAND

Formulas for Success

Through amazing ingenuity and tireless work, the White Horse Ceramic Industries team has achieved its vision – to become one of the best tile manufacturers in the Asia Pacific Region. With the deep aim in mind to be a world-class ceramic tile manufacturer, the continuing emphasis on quality assurance by the company has produced results and enhanced its competitive edge in the tile industry, simultaneously meeting the demands of perceptive customers.

From producing only the basic 'salt and pepper' tiles previously, the brand now excels in generating a broad range of porcelain and ceramic tiles and accessories – utilizing imported high-end Italian machinery and technology.

Perceptive Prospecting

White Horse leads the tile manufacturing industry with strapping research and development facilities – focusing primarily on product and design innovation as well as process and material development in manufacturing.

In addition to generating new designs to satisfy consumer tastes on a regular basis, its R&D team is also responsible for ensuring the technical quality of the tiles. With manufacturing facilities in Pasir Gudang and Tanjung Langsat in Johor, the company has a combined production capacity of 28 million meter-square tiles per annum as of 2012.

The brand has 12 offices spread across Malaysia as well as in other countries – including Australia, Cambodia, Singapore, Thailand, Indonesia and the Philippines. The White Horse Ceramic World showrooms inspire personalized creativity by allowing visitors to browse, mix and match various tile designs and textures as well as seek unique home improvement advice from the staff.

Building Beyond in Style

In 1991, three parties from Taiwan, Malaysia and Singapore joined forces to create a new company that would set the standards for the region's ceramic tile manufacturing industry – becoming leading ceramic tile manufacturers in the Asia-Pacific region. Among the brand's successes include achieving the accreditation of *ISO: 9001 for the Quality Management System* in its manufacturing and marketing arms, in 1997 and 1999 respectively. In 2004, the company received the National Creativity and Innovation Award from the Malaysian Design Technology Centre for innovation in product development and global branding.

Being the first in Malaysia to be awarded the SIRIM Eco-Label certification by SIRIM QAS International, White Horse has also obtained the Green Label certification by the Singapore Environment Council. Other recognitions include attaining 'Super Brand' status, Reader's Digest Platinum Trusted Brand Award from 2010 to 2012 in the 'Wall and Floor Tiles' category and the Malaysia National Creativity and Innovation Award.



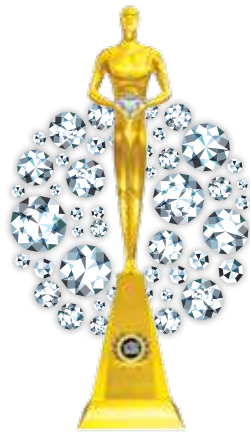
COLOUR MY **BRAND**,
COLOUR MY WORLD
WITH
THE COLOUR OF **BRANDING**.

... Dr. KKJohan



COUNTRY BRANDING AWARDS

Honoring personalities, institutions, events or icons that have helped to
promote and enhance Brand Malaysia.



YOUR **BRAND,**
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

THE ISLAMIC FASHION FESTIVAL COUNTRY BRANDING AWARD 2012-2013



THE ISLAMIC FASHION FESTIVAL

THE BRAND STORY

Colourful Creator

The Islamic Fashion Festival (IFF) is the brain child of YBhg. Dato' Rezza Shah, a Malaysian royalty who hails from the State of Kelantan. Rezza can aptly be described as one possessing a diverse and colourful career background; having been a model-actor during his early days, a modeling agency owner, a producer of events and shows as well as a celebrity wedding planner.

Fashion Phoenix

The idea to set up IFF began after the Al-Qaeda terrorists attacked USA on September 11, 2001. The attack saw Islam and Muslims all over the world being bashed and accused for the cause of the attack. 'Islamophobia' set in and amidst this backdrop – Rezza saw a need to counter the accusations that Islam as a religion does not condone violence and Muslims throughout the world are actually peace-loving people. The IFF then became a vehicle and platform to counter 'Islamophobia' and its aim is "To build an updated visual and cultural reference from which Islam can be related to the modern world, through the creative arena of fashion divorced from political, economic and social strife."

Branding by Faith

Guided by the Hadith – that the use of a gentle, nurturing approach begets a stronger conviction, the IFF has won the hearts and minds of Muslims and non-Muslims alike, in

Malaysia and throughout the world. Since its commencement, the Islamic Fashion Festival has been able to excite audiences from all backgrounds and spark curiosity – in turn, folks are learning more about Islam as well as Malaysia.

With its fresh, artistic styles, IFF provides for a meaningful exchange in celebrating beauty in diversity. The festival also encourages creative expression among its designers and aspires to show and reflect the different dimensions of Islam that will stimulate interaction among people.

The IFF educates the public on Islamic teachings in relation to the role of fashion for Muslim women in society. With the tagline, "Discover the Beauty of Modesty", IFF invites the audience to get to know, understand, and appreciate the request for women to cover up in Islam. The message is simple – that there is beauty in covering up at every level of modesty.

A Symbol of Hope Renewed

Under the patronage and guidance of Datin Paduka Seri Rosmah Mansor, the wife of the Prime Minister of Malaysia, YAB Datuk Seri Najib Tun Razak, IFF has been showcased across South-East Asia, Central Asia, the Middle East, Europe and America. Its council comprises of members of Royal Houses and prominent luminaries – including princes and princesses from Malaysia and the UAE, with the role

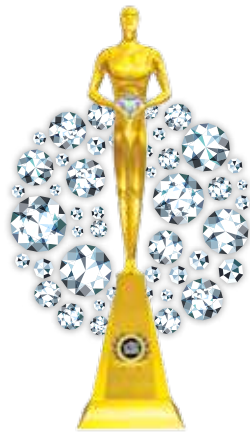
of representing IFF as ambassadors in advocating good intentions and ensuring strategic compliance of its mission and vision.

The IFF adapts the approach of international designer brands to brand itself on a high-end scale. In line with its brand strategy, all events are grand affairs that are attended by royalties, world leaders, socialites, government officials, celebrities and 'fashionistas'. Keeping the spirit of promoting diversity, the IFF has featured more than 250 designers and labels from diversified cultural and religious backgrounds. Through the collaboration with top international fashion designers, Islamic fashion, as a genre, has been given a new face – one that is modern and inspiring; and yet at the same time, maintains its tradition and values.

As a homegrown Malaysian brand, Islamic Fashion Festival has played an important role in promoting 'Brand Malaysia' to the world at large through the fashion industry. The launch of Islamic Fashion Festival events in various international cities such as London, Monaco and New York has shown that Malaysia is capable of organizing and hosting top fashion shows.

Rezza is the face of IFF and he has done an incredible job in developing IFF to become a strong new entity in the fashion world with Kuala Lumpur as the capital of Islamic fashion.





YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

MISS TOURISM INTERNATIONAL COUNTRY BRANDING AWARD 2012-2013



MISS TOURISM INTERNATIONAL

THE BRAND STORY

'Sightful' Eyeful

Beauty pageants enable young ladies to participate and realize their dreams of becoming beauty queens. Those who are triumphant then become ambassadors of their countries and are responsible for representing their nation with grace, elegance, vibrancy and femininity. Possessing the qualities of enthusiasm and optimism, their beauty shines physically and spiritually. Hence, beauty pageants play an important role in promoting the country brand as well as its tourism industry.

In Malaysia, D' Touch International is a brand that is synonymous with beauty pageants, in particular, Ms. Tourism International. Founded by YBhg. Datuk Danny Ooi, who is known as the 'Queen Maker', Ms. Tourism International held its inaugural beauty pageant in Kuching, Malaysia, in 1994. 20 beauty queens from various countries participated in the finals.

Today, Ms. Tourism International has set its mark in the beauty pageant industry and sees an annual participation of 80 beauty queens from around the world.

Platform of Excellence

Ms. Tourism International is a homegrown brand that has made Malaysia proud. Through its theme, "Bringing the World to Malaysia", Ms. Tourism International has helped to promote peace, friendship and cultural exchanges between participants of the world. It is, by far, the most extensive pageantry effort in promoting the host nation's tourism industry. Hosting it in Malaysia enables the country to reveal its many stunning facets to the world – its bustling cities, idyllic towns and sun-kissed islands.

The contest also serves as a platform to educate and promote tourism and cultural exchange amongst participating beauty queens. Accordingly, Miss Tourism International has grown to become the proverbial vehicle – capturing the essence of the host country and its way of life through the eyes of these beauties.

Gorgeous Track Record

Ms. Tourism International is unique as it is the only premier international event that is held on New Year's Eve. Beauty queens from around the world will arrive in Kuala Lumpur in early December – where they will be introduced to the sights and sounds of Malaysia and take part in various activities that

have been planned for them by D' Touch International and sponsors.

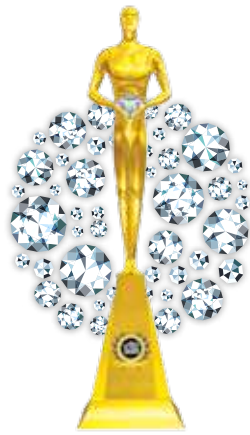
D'Touch International has many years of experience in organizing beauty pageants and watching them are like watching a movie with good storylines, with the added glitz and glamour. Ooi, who is the man behind the Malaysia Book of Records, has organized more than 35 National Miss Malaysia Grand Finals and 18 International Pageant Finals. The brand has also crowned 76 Ms. Malaysia and 50 world title owners – a record unmatched in the beauty pageant industry in Malaysia. Ms. Tourism International is acknowledged as the longest-running beauty pageant in Malaysia.

Beautifying Beyond

Besides owning the two international titles, the Miss Tourism International and Miss Tourism Queen of the Year International, D'Touch International, with its excellent track record, has acquired more International franchises in the world of pageantry.

Some of the renowned titles are Miss Malaysia Asia Pacific, Miss South East Asia, Miss Queen of Asia, Miss Malaysia Pageant, Miss Malaysia Queen of the Year and Miss Malaysia Tourism – it is surely a brand that is here to stay.





YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

RAINFOREST WORLD MUSIC FESTIVAL COUNTRY BRANDING AWARD 2012-2013



RAINFOREST WORLD MUSIC FESTIVAL

THE BRAND STORY

Rediscovering the Land of the Hornbill

Sarawak Tourism Board (STB) was incorporated under the Sarawak Tourism Board (Incorporation) Ordinance on 12 November 1994. As a State Statutory body under the Ministry of Tourism Sarawak, its objectives include increasing tourists to the state, creating awareness among the trade, media and public of the diversity of Sarawak, in terms of tourism products on a domestic, regional and international basis, and finally, positioning Sarawak as a prime destination for culture, nature and adventure tourism. The board manages three Information Centers – located in Kuching, Sibuan and Miri.

The board has adopted Corporate Best Practices to inculcate a culture of enhanced integrity, transparency and accountability. It encourages creativity, innovativeness and professionalism in all its events; while emphasizing on brand-value creation for destination marketing. There is also a focus on deliverables and outcomes of the various initiatives.

Communicating Culture through Music

As a destination, STB has re-imaged itself as 'Sarawak, where adventure lives'. Capitalizing on its strengths of culture and nature, it incorporates the element of adventure which can be experienced in its events and programmes. This is

highly reflected in its music events where music lovers are encouraged to experience the adventures of an exotic and award-winning music festival in Sarawak.

An event like a music fest requires collaboration with the various tourism industry stakeholders in order to deliver a vibrant and sustainable tourism event that will benefit the state and its stakeholders. The Rainforest World Music Festival (RWMF), organized by the Sarawak Tourism Board, is a unique festival that brings together, on the same stage, world-renowned musicians and indigenous musicians from the interiors of the mythical island of Borneo.

The unique venue itself under Mount Santubong – in the midst of a virgin rainforest at the edge of the South China Sea. By organizing this annual festival, STB encourages the tourism stakeholders to package the destination and the festival – which in turn will cause a spin-off to the economy in general, particularly to the businesses in direct link to tourism.

Thinking Big

Though it has not always been easy to convince stakeholders on the success of these events, with years of support seen in the public, media and awards won, they have begun to change their hearts and mindset. STB, as a brand, is a

success because it ensures that the customers have a 'total experience' and continues to build its unique brand via the loyalty of audience drawn from all over the world. It does so by ensuring the quality of the event – through the selection of professional and qualified performers.

Attributes of its success also goes to the publicity for the event which is undertaken in home and international media. Apart from advertising in local, regional and international magazines and papers, and broadcasting on television and radio, the brand also extends its message using the social media. It believes that this strategy will help them to creatively and innovatively generate relevant and remarkable content, through pictures, videos, music and blogs – all which are interactive on social media. Fans get to not only view and get information, but also comment and indirectly participate.

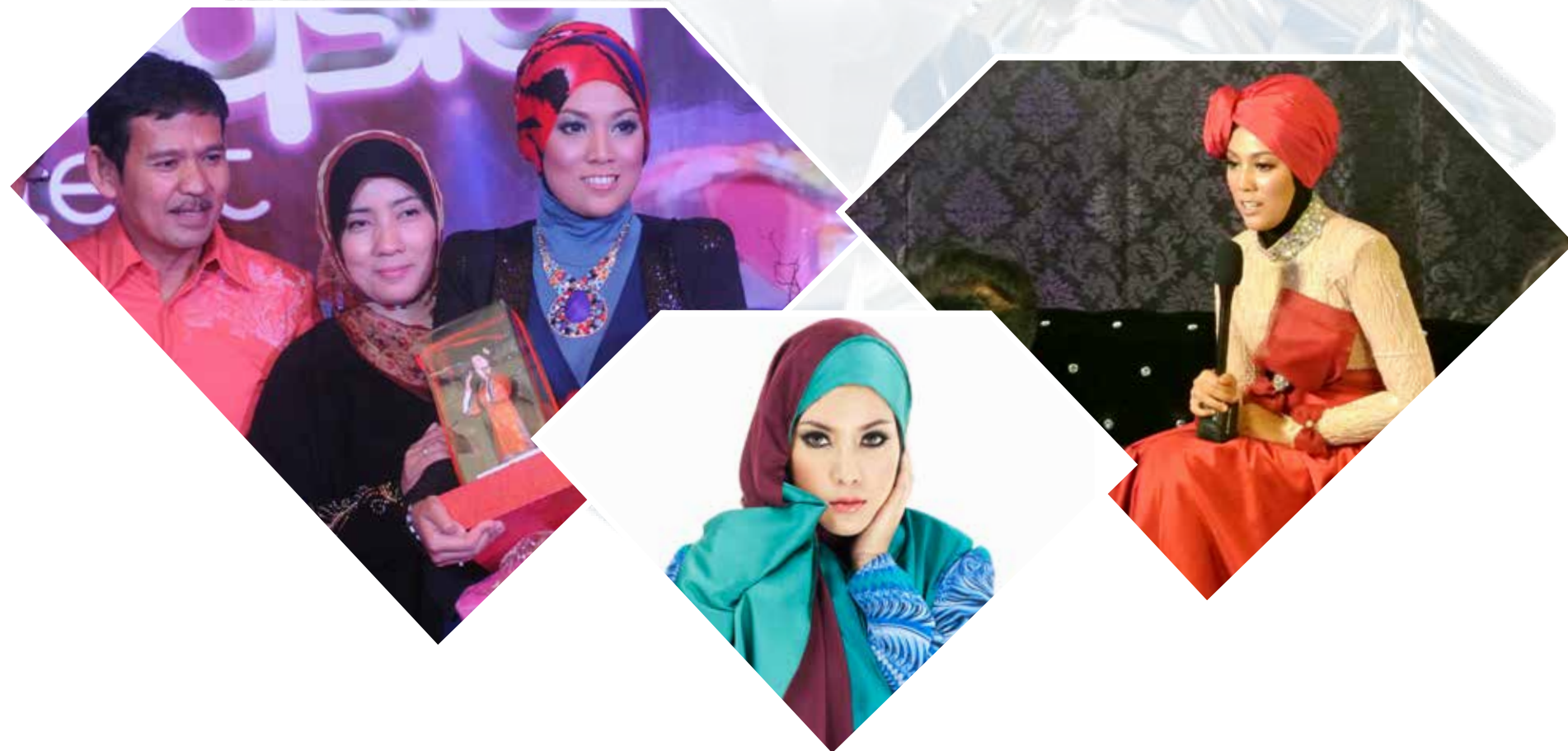
Symphony to the Ears

STB aims to continue with all its transformational plans and ensure focus on the outcomes of all their initiatives that will be carried out in the future. The year 2014 will continue to see their four major events; Borneo Jazz, Borneo World Music Expo, Rainforest World Music Festival and Asia Music Festival, alongside promoting the destination in line with Visit Malaysia Year.





MISS. SHILA AMZAH COUNTRY BRANDING AWARD 2012-2013



MISS. SHILA AMZAH

THE BRAND STORY

Mesmerizing Vocals

Known as 'Asia's Sweetheart', Nur Shahila Binti Amzah, or popularly known simply as 'Shila Amzah', is a Malaysian singer and the daughter of famous 1970's era Malaysian singer, ND Lala.

The 24-year-old singer was the runner-up of the second season of One in a Million in 2007 and the winner of the Asia New Singer Competition in 2008. Four years later, she became the champion of the inaugural season of the Chinese reality competition, Asian Wave.

Shila continues to create melodious soundwaves even to this day in a vibrant and outstanding manner.

Shooting Star

Shila was seven when she first sang on television with her father, ND Lala, who played a pivotal role in launching his daughter's career as a singer. He used his own funds to publish Shila's first album as there were no recording companies at that time which wanted to take the risk of recording an album for a child artist. Fortunately, her father's faith and perseverance paid off and he created an awareness that landed Shila a contract with the titan music label, EMI.

Shila's first album, specially dedicated to children, was launched in the presence of Tun Dr. Siti Hasmah. Shila wrote

her first song in the year 2004 and subsequently, her song Yang Teristimewa (The Most Special), was officially released in 2005.

After her contract with EMI came to an end, Shila joined One in a Million and signed a contract with Monkey Bone Records for a teen-based album named Bebaskan (Be Free) in 2009. At the end of 2012, she collaborated with producer, Kevin Chin, to record 3 Suara, where she sang with two of Malaysia's top songstresses, Ning Baizura and Jaclyn Victor.

Splendid Songstresses

Shila then went on to produce her single, Patah Seribu, which became a hit across the country and was aired on national radio channels frequently; while dominating song charts of Era FM. In 2012, the song was awarded the Best Song and Best Pop Song at the Malaysia's most prestigious awards ceremony, Anugerah Industri Muzik (AIM19).

At the finals of Asian Wave 2012 in Shanghai, she performed three songs – Gemilang by Jaclyn Victor, Grenade by Bruno Mars, and Zheng Fu by Na Ying. She also sang Forever Love by Wang Leehom and Set Fire to The Rain by Adele in one of the preliminary rounds of the contest. Her performance not only bagged the highest number of online votes but the utmost praise and appreciation from the judges. She also received a RM5 million career-development fund from the

organizer, Shanghai Media Group, which is being utilized for the development of her career in China and Asia.

Winning the Asian Wave contest has elevated Shila's status in the music industry; and with her impressionable vocals, Shila has been listed as one of the leading nominees in the World's Best Female Artist, together with Siti Nurhaliza; and the World's Best Entertainer of the Year categories, beating other nominees in the World Music Awards 2012.

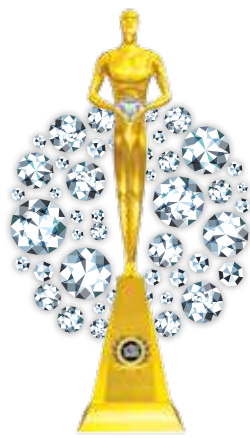
Timeless Vibrations

2013 was a glorious year for Shila when she was nominated in the Nickelodeon Kids' Choice Awards – category: Asian Favourite Act with PSY (South Korea), Han Geng (China), and Sarah Geronimo from the Philippines.

Shila continues to stamp her mark in the entertainment industry and is highly popular and recognizable in China. Walking down the streets of Shanghai, she is often swarmed by her fans who adore her.

Shila has successfully put Malaysia on the world map of the entertainment industry and continues to create waves with her amazing creativity and talent. While she has achieved more stardom and success than anyone can dream of, this pretty and fun-loving lass is forever pushing herself to excel and reach for the stars...





YOUR **BRAND**,
A TIMELESS CLASSIC!

The BrandLaureate
AWARDS 2012-2013

MS. NATASHA SEATTER COUNTRY BRANDING AWARD 2012-2013



MS. NATASHA SEATTER

THE BRAND STORY

Born to Drive

Born in Miri, Sarawak, 20-year-old Natasha Seatter is the nation's first professional female Malaysian racing driver and has made the country proud with her many international achievements in the racing arena.

Natasha made her racing debut in go-karting in 2005, taking overall third KKS Championship in her first season. As Natasha gained experience, she continued to take podiums in overseas championships in Thailand, Indonesia, the Philippines, Singapore, Macau, India, Japan, China and UAE. She was placed second in the Yamaha SL Cup Malaysia Series 2008 and fourth in the Asian Karting Open Championship.

Victorious 'Vroom'

Natasha's racing career zoomed to the next level in 2009 when she was selected to participate in the Petronas Formula Xperience (PFX) and defeated her fellow male racers by taking first place in all four consecutive PFX races. No one has broken her record to-date. She was dubbed 'Rookie of the Year' and her record success secured her a spot in the Petronas Mofaz Racing Team for 2010 season. She was the first female racer to participate in the Formula BMW Asia Pacific Series and finished just outside the top in her rookie championship.

As Natasha's reputation grew, she was invited to drive with the Eurasia Team in the 2011 JK Racing Asia Series. Her best race was in Singapore where she qualified in third and finished fifth. She raced as guest driver in the VW Women's Polo Cup Race in Chennai and the Formula Pilota China Series where she took podiums at both events. Following said success, she was quoted as 'Asia's fastest female formula driver' in The Star newspaper.

Speed Branding

Natasha participated in the SIC Merdeka 12-Hour Endurance Race in a Scirocco and her team was placed sixth. In January 2011, Natasha was invited by Lotus Malaysia to participate in a test drive in their new commercial formula car. She is the youngest and only female racer approved by former F1 champions, Nigel Mansell, Jean Alesi and James Rossiter, to drive the new Lotus T125 at the Yas Marina Circuit in Abu Dhabi.

Natasha made Dubai Autodrome and Yas Marina her home tracks and found herself competing with F3 drivers when she competed in the Formula Gulf FG1000 Series; but she held her own, taking Championship third in 2011/12 and winning 9 out of 14 races. She was crowned Champion in her second season 2012/13. She also became the first female to win at the two circuits there.

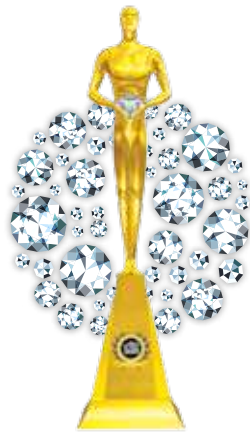
In March 2013, Natasha made a debut into Open GT Racing in the Malaysian Super Series Championship driving an SR-8 Radical and raced against top Asian racers. Natasha took second class and overall fifth in the support event of the Malaysia's F1. Natasha was also given a seat by Starchase, the top team in the Porsche Asia Cup as their driver for Shanghai F1 support event – she turned heads by setting the fastest speed in speed traps in both races beating 24 other world-class drivers.

Going Beyond the Racetrack

Natasha gives talks on fitness and motivation for youths. She contributes to charity – spending her time helping orphans and homeless. She is currently studying for her helicopter's pilot license and her interests include reading, fitness training, sports, horse riding and surfing. In 2012, she was the 'face' for Roxy Malaysia.

Natasha Seatter has done Malaysia proud by being the first Malaysian female racer and first female to win a title in the Middle East. She is an inspiration to women everywhere and a reminder that women too can excel in an arena previously dominated by men when given the opportunity and sufficient support.





YOUR **BRAND**,
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The BrandLaureate
AWARDS 2012-2013

GOLDKARTZ COUNTRY BRANDING AWARD 2012-2013



THE BRAND STORY

Musical Maestros

Consisting of two brothers, Manjit Singh (M-Ji) and Sukhjot Singh (Surj), Goldkartz is a renowned local talent and dubbed as Malaysia's 'Bhangra ambassadors'. Originating from Ipoh, Perak, the dynamic duo has produced two successful Punjabi-inspired dance music albums.

Their first debut album, Loaded, was launched in 2008. Later on, in 2011, the brothers released their second album, 24 Karaatz, where Datin Seri Rosmah Mansor did the honours of launching it.

Harmonic Bliss

Being the first Malaysians to have launched and produced Bhangra music, they have been an iconic brand especially towards the Punjabi and Sikh community. Goldkartz has been honored twice by the Malaysia's Book of Records for producing the first local-made Bhangra album in Malaysia for their album, Loaded, in 2008. It was also honored for being the first Malaysian group from South-East Asia to have produced and sang a song for a Bollywood film in 2011.

Goldkartz has been the first artiste from South-East Asia to have been invited to perform at the United Kingdom Asian Music Awards – which was held at one of the world's most prestigious venues, the Wembley, in October 2012. This makes Goldkartz the first Malaysian musical group to have

ever performed at the Wembley with an audience exceeding 30,000 strong!

In giving back to the society, Goldkartz has its own charity organization named the Gold Heart Project. It has contributed in many ways – including organizing charitable events, raising funds and giving donations to the needy. It focuses on special-needs children homes and the underprivileged. As part of its CSR, Goldkartz has also distributed 20,000 copies of its album across Malaysia, Singapore, Australia and Canada.

Tuneful Trajectory

With an overwhelming response from fans, Goldkartz has toured extensively, performing on a number of prestigious platforms across the continents of the globe – including United Kingdom, Canada, Australia, Mauritius, India, China, Singapore, Thailand and Indonesia.

The group has also shared the stage with Datuk Shah Rukh Khan, Rahat Fateh Ali Khan, Jay Sean, Imran Khan and collaborated with top international superstars such as Shaka Mahadevan from India, Rishi Rich – the founder of Jay Sean from England, Tigerstyle from Scotland, Punjabi By Nature, Johnny Kalsi from the UK and many others.

The Goldkartz team constantly pays special attention towards the response from the fans. The duo works hard on putting maximum commitment in producing the best album for

listeners' satisfaction. It strives to make sure that future releases are set at a higher benchmark than previous releases. On stage, Goldkartz is known to always give its 100 per cent and simply enjoy every moment performing for the crowd – truly connecting with fans.

Upcoming Beats

Bhangra music has a very niche market, particularly in Malaysia, as the number of listeners are not as many compared to English music. This narrow platform poses a true challenge for them, particularly due to limited airtime. Still, for the love of fans and the genre of music that it represents, Goldkartz continues to keep on spreading the 'Bhangra love' to everyone.

Goldkartz is now currently working with several top directors for some upcoming Bollywood film soundtracks. It is also collaborating internationally with various acts from Europe. In early 2014, Goldkartz performed at the Marché International du Disque et de l'Edition Musicale (MIDEM) at Cannes, France. This premier music exhibition festival called Malaysia Supernova Concert is a showcase of the best of Malaysia's musical talent.

There is indeed no stopping for this duo as they promise to take over the world with their unique signature sounds of urban Bhangra!

GOLDKARTZ



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