

THE BRAND LAUREATE AWARD

2013-2014





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THE BRANDLAUREATE
AWARD 2013-2014
“CELEBRATING YOUR BRAND
GREATNESS!
THE GREAT MOMENTS.”

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 the Board of Governors who are experienced captains of industry 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



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Chong Wei



Alex Yoong



Ms. Amber Chia

THE WORLD'S BEST BRANDS



“CELEBRATING YOUR BRAND GREATNESS! THE GREAT MOMENTS.”

The year dawns with such a sensational theme! In fact, the very reason behind this year's celebratory and awe-inspiring theme is one that transcends the typical norm, fleeting to the untrained eye, ever elusive to the unsuspecting mind – yet it leaves an impression in the deep recesses in the heart. After all, that is what being GREAT is all about!

Defining 'Greatness'

How does one define 'Greatness'? Even something as rudimentary as the meaning of 'Great' differs from one individual to the next; just as it varies from one brand to another. What essentially remains obvious is greatness for a brand cannot occur by it just being simple, mediocre or normal. Greatness here is one that is ultra-focused and explodes resoundingly beyond all quantifiable limits. The very notion of greatness is one that transcends the common median, eluding the humdrum of plainness, realigning the very fabric of monotonous thought patterns whilst bursting forth to create history! Greatness is destined to be visible!

What, then, is greatness? To some, exhibiting growth and stability is viewed as great. To another, fulfilling every target, mission and vision laid out is just as great. To yet another, overachieving beyond the wildest dream is great. Still to others, setting out the benchmark for others to follow is great. There are even some who view long survival as great. What is undeniably true is greatness is a process where brands continue to capture GREAT MOMENTS as they progress – and all such great moments implosively amalgamate as one significant moment in time to explode in unison as we gather in fine celebration together.

As such, we must indeed strive to be better – to be exceedingly and abundantly great. To surpass our brand greatness today with brand aspirations of tomorrow. To be in every meaning of the word – sensational!

G - Govern - Leadership
R - Radical - Change
E - Excellent - Standards
A - Attitude - Spirit
T - Tenacity - Challenges

“GOOD IS NOT GOOD ENOUGH,
 WE HAVE TO BE GREAT!”
 “AT THE BRANDLAUREATE, WE MAKE
 WEAK BRANDS STRONG, STRONG
 BRANDS GREAT AND GREAT BRANDS
 – THE BEST!”

THE TROPHY

The BrandLaureate Awards 2013 trophy is artfully designed to transform the words of the theme, “Celebrating Your Brand Greatness! The Great Moments.”, into tangible contours that radiate quintessential shape and form in utter magnificence.

Posture of Greatness

Exuding the 'look of greatness' is reflective of the poise of achievement. When the sense of attainment flows into the body, like a geyser, it overcomes the entire being – gushing forth, sending out vibrant signals and rhythms that reform and realign the bearing to tune in to the song of greatness. This is clearly visible here in the statuette. Upward-tilted head, pumped out chest, clenched fists, widened and spread-out arms, the 'achieving spirit' of this award will indeed 'possess' the recipient wholesomely, reaffirming the sense of greatness within, bursting with vigour outwardly. The sculpture exudes a posture that stands raised – something only possible when one is atop, at the very pinnacle of achievement. The overall poise of the statuette can best be described to signify integrity, stability, possibility and quality.

Action of a Winner

The figure appears to be walking tall, yet it is still looking forward. As its very walk is defined, the action is one of climbing up steps, signifying leading the way upwards – always escalating, forever paving the way and staying a step ahead of the competition – at the very zenith of accomplishment. The heartbeat of success orbits the figurine – ever alive and ever evolving. The action, represented by the poise of motion, signifies activity – the activity of moving to greater heights, looking forward to more, prospecting newer plains, and beyond... This shows there is always more to conquer – more territories, more market shares, more hearts, greater loyalty and much, much more!

Elemental Elegance

Plated in 24K solid gold, the trophy is indeed refined, strong and prestigious. The square shaped base represents both stability and being known to the four corners of the world in a clear, present and visible manner. The prism bears the mark of uniqueness – abounding in creativity, overflowing with substance, exploding with excellence. Truly, the trophy speaks about the 'best of greatness' in more ways than one!

Creatively crafted, this highly sought after, limited-edition trophy brings out brand greatness in such a holistic way that it commands only the most deserving of recipients!





YAB. DATO' SERI NAJIB TUN HAJI ABDUL RAZAK
PRIME MINISTER OF MALAYSIA

First of all, I would like to congratulate all the winners of The BrandLaureate BestBrands Award 2013-2014. Winning this prestigious Award is a testimony of your brand success and it shows you are a class above the rest of your peers.

We live in a world of brands and brands have become so powerful that they have impacted our lives. Count the number of brands in your household and you will be surprised that even the basic commodity such as cooking oil has been branded. Consumers' purchases are determined by brands; those that they are familiar with and those that engage them.

In this modern economy, brands have become the engines of growth and they contribute to a nation's economic development. The economies of the major superpowers of the world are fuelled by their top brands. A good example is USA, where it has the most number of global

brands with footprints that reach the whole world. It is interesting to note that some of these global brands revenue is so huge that they form the GDP of an undeveloped nation.

As Malaysia carries on its economic transformation program, we need strong brands to drive our nation's success. As BrandLaureates, you have an important role to play in helping the country attain its goal of becoming a developed nation.

A developed nation status is not only measured by factors such as GDP of per capita income, it is also determined by the level and quality of its products and services and brands play a pivotal role in driving and ensuring that its products and services are of international standards and accepted globally. BrandLaureates have these attributes and I hope that you will continue to strengthen on your brands and contribute to the nation's growth.

YAB Dato' Seri Najib Tun Haji Abdul Razak



H.E. TUN DR. MAHATHIR MOHAMMAD
PATRON OF THE ASIA PACIFIC BRANDS FOUNDATION

When it comes to branding, action often speaks louder than words and this has the potential to alter the trajectory of the brand's destiny in the long run. The right course of action will bring the brand to its desired perception and position, while the wrong course of action will result in disaster and needs huge doses of medication and care to get it back on its feet.

Branding has never been an easy task. There is no one blue print that fits all brands. You may copy the brand strategy of leading brands in the market, but it may not guarantee you success. You may even end up being accused of plagiarism and your brand may even lose the trust of your customers. When this happens, it will be an uphill task to reach your target audience and capture market share again. Hence, it is important that we must be conscientious of our brand strategies and actions, in order not to bring down our brand and all the hard work put in to build it.

Where branding is concerned, there is never a dull moment and I am sure that all the BrandLaureates, as the winners of The BrandLaureate Awards are known can attest to it. Every day brings new challenges and opportunities. New trends and innovations that provide brands with new vistas for growth and success. How your brand reacts to these situations will determine how far it can go?

Congratulations to all the BrandLaureates and you have earned your rightful place amongst the ivy league of The BrandLaureate Awards recipients with your successful branding. As we move towards our last phase of Vision 2020, you play a pivotal role in spurring economic growth and I wish you all the best in your future endeavors.

H. E. Tun Dr. Mahathir Mohamad



THE BRANDLAUREATE
AWARD 2013-2014



YBHG. TAN SRI DATO' SERI DR ASEH CHE MAT
CHAIRMAN OF THE ASIA PACIFIC BRANDS FOUNDATION

Congratulations to all the winners of The BrandLaureate Awards! As we celebrate the greatness of your brand success, it is also a time of reflection; of the journey that your organization's brand has undertaken to arrive at this momentous night.

I have often been asked, what makes a person successful and how do you achieve success. My reply to all is that, "Success does not come on a silver platter. There is a lot of hard work and sacrifice involved before achieving success." Yes, nothing comes easy and those who achieve fame and glory, the easy way will find that it fades away as fast as it comes.

Today, in this competitive world, we see many new brands in the market. Some are so alluring and attractive that they grab the attention of consumers who are ever ready to try new choices. While these brands may be able to steal market share from the established brands, the

main question is how sustainable are they. Are they a one off success or are they able to sustain themselves for the long run?

Successful brands are those that are sustainable as illustrated by all the winners of The BrandLaureate BestBrands Awards. It gives me great pleasure to note that all of you are brand leaders in your respective industries, building upon your success year after year. You have demonstrated great commitment and tenacity to drive the brand and I would like to congratulate all of you for your zeal and passion in brand building.

Branding is a never ending task and the more you brand, the better and stronger will be your brand. One must also brand wisely as we do not have the luxury of time to make mistakes in this competitive world. I wish you all the best then in your branding endeavors.

Ybhg. Tan Sri Dato' Seri Dr Aseh Che Mat



THE BRANDLAUREATE
AWARD 2013-2014



YBHG DATUK WIRA JALILAH BABA
ADVISOR OF THE ASIA PACIFIC BRANDS FOUNDATION

My heartiest congratulations goes out to winners of The BrandLaureate Best Brands Awards 2013-2014. In being chosen as one of the winners by the Asia Pacific Brands Foundation (APBF), it is not only your success that is being recognized – but also your commitment.

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.

Brands are drivers of growth for the economy, hence, 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 the 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.

Ybhg. Datuk Wira Jalilah Baba



THE BRANDLAUREATE
AWARD 2013-2014



DR KK JOHAN
PRESIDENT OF THE BRANDLAUREATE

In the Internet era, where every step is meticulously observed from concept to fruition, competition is skyrocketing in an environment that is ever-changing; unlike any era known before. It is during these challenging times that a defining factor needs to be sought out; one that is so profound that it will support the brand, causing it to stand tall amongst the rest. This is where the engine of branding comes into play.

Brand-building is no easy task, particularly in an environment where competitors are out to derail you at the slightest opportunity just to gain the upper hand. We must always be alert and well-guarded and we need brand security 'trump cards' in our hands that will enable us to edge them out.

Brands that have sustained their leadership positions are those that are agile and nimble. They have the ability to manoeuvre through the winding roads and cross deep ravines to reach

their desired goals. They have strong characters and greatness that enable them to sustain the test of times. They are sought after and even dote on and consumers actually look forward to using their products and services. All this can only happen if the branding is superb.

I am happy to note that the winners of The BrandLaureate Best Brands Award 2013-2014 possess these traits and it gives me great pleasure to congratulate all of you for a superb branding journey that has brought you to where you are today.

Keep up the splendid performance! We cannot rest on our laurels; we must improve on our current success and up the ante to stay ahead of the competition.

Branding is all about scoring, the more you brand, the higher your scores!

Dr. KK Johan



THE BRANDLAUREATE
AWARD 2013-2014



CHEW BEE PENG
CEO OF THE BRANDLAUREATE

The BrandLaureate Best Brands Award is in its eight editions and growing stronger with each passing year. Having been with the Asia Pacific Brands Foundation (APBF) since the start, I must say that the APBF and The BrandLaureate have stamped its mark in the branding awards industry and achieved many milestones and great moments. Each milestone has strengthened The BrandLaureate's foundation and each milestone has also spurred us on to achieve more.

At The BrandLaureate, staying focus to our objective of promoting the cause of brands and branding and assisting companies and the country in their branding quests never ceases. It is this raison d'être that has enabled us to cross borders and bridge boundaries, as reflected in the organisations and individuals that have received The BrandLaureate Awards.

The BrandLaureate Awards is all about recognizing great brands who are leaders and powerhouses in their own rights. The BrandLaureates as the

winners are known have been stringently evaluated and assessed by the selection committee and duly invited into the majestic halls of recognition. And as such, all of you here tonight command the highest respect, which you truly deserve.

As a BrandLaureate, you shine more illustriously than the rest and are more visible on the national and global fronts. You capture the gaze of the world; raising your brand awareness, and transporting it to unparalleled heights of greatness.

Winning The BrandLaureate Award is a culmination of all the hard work put in building your brand and I would like to say Congratulations to all of you for a successful job done. We must always remember that winning the Award is the start of another journey to achieve more and greater things for the brand. As BrandLaureates, I know that you will continue to build your brand to more defining moments.

Chew Bee Peng

MY **BRAND** IS THE EXPRESSION AND
AN EXTENSION OF MYSELF.
I DON'T LOOK AT IT AS AN OBJECT.
IT IS MY SUBJECT.

... Dr. KKJohan



THE BRANDLAUREATE
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THE GREAT MOMENTS.”

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.

YBHG TUN AHMAD SARJI ABDUL HAMID

THE BRANDLAUREATE SPORT BRANDING MAN OF THE YEAR AWARD 2013-2014

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GREATNESS!
THE GREAT MOMENTS"



YBHG TUN AHMAD SARJI ABDUL HAMID

Chairman, Permodalan Nasional Berhad

The Civil Sportsman

Born in Tapah in 1938, Tun Ahmad Sarji's father was a civil servant while his mother was a housewife. The eldest of eight children, he grew up in Tapah and Ipoh. He went on to obtain a Bachelor of Arts (Honours) degree from Universiti Malaya and a Diploma in Public Administration at the Institute of Social Studies, the Hague and Master in Public Administration from Harvard.

Tun Ahmad Sarji started his career in the civil service in January 1961 as deputy assistant district officer in Klang. He continued working in the civil service until he retired as Chief Secretary to the government in September 1996 and was then appointed Chairman of Permodalan Nasional Berhad (PNB).

When it comes to sports, Tun Ahmad Sarji was influenced by his father who was a keen sportsman and coach. His passion in hockey, football, cricket and golf developed into a vocation in sports administration.

He presently heads the President of the Malay Cricket Association of Malaysia and has been the founding chairman of the Professional Golf of Malaysia since 2010. Tun Ahmad Sarji was appointed the Chairman of the Sports Advisory Panel from 2014 to 2016. He also served as the

longest serving President of the Malaysia Lawn Bowls Federation (1997-2012), and the founding President, Asia Lawn Bowls Association (2000-2012).

Tun Ahmad Sarji's involvement with cricket began in 1996 when he was elected to be the Deputy President, and later as President of the Malay Cricket Association of Malaysia. While he led the association with several achievements, he is also responsible for the development of the gentleman's sport with construction of the international standard Bayuemas Oval, Klang, and the establishment of a cricket academy.

Branding Malaysia through Sports

The man with "The Golden Touch in Sports" has also been actively involved with professional golf since he established the Professional Golf of Malaysia (PGM) in 2010. As its first Chairman, Tun Ahmad Sarji managed to develop the PGM Tour into a vibrant tour and integrated it with many Asian tours. His love for golf also saw him setting up the PGM Peak Performance Golf Academy at the Kinrara Golf Club in 2013.

Described as having a no-nonsense attitude, Tun Ahmad Sarji has many accomplishments under his hat. In 2012, the Olympic Council of Malaysia chose Tun Ahmad as the Malaysian contingent's

Chef-de-Mission to the Olympics in London. He was instrumental in establishing the first and biggest indoor bowls stadium in Klang, Selangor together with an academy. Under his guidance, the period from 1997 to 2012 is known as the Golden Period of Lawn Bowls for Malaysia when our lawn bowlers became a powerhouse in the world.

Tun Ahmad Sarji has authored many books. He wrote the first book ever written on the history of lawn bowls in Malaysia - "Lawn Bowls in Malaysia - the President's Memoirs" in 2005. He was the Volume Editor of the Encyclopaedia of Malaysia series, entitled "Sports and Recreation". Tun Ahmad Sarji's latest book, a memoir entitled "Given in Trust" was awarded the prestigious "Tun Sri Lanang Premier Award" in 2012 by the National Book Development Foundation and the Oxford Centre for Excellence, United Kingdom.

Tun Ahmad Sarji draws his inspiration from his late father and mother and the late Tan Sri P. Ramlee, Malaysia's leading film actor, singer and producer. His admiration for P. Ramlee saw him co-authored a total of five books on him.

Treasured moments for Tun Ahmad Sarji are those spent with his wife and children and when he was conferred the title of "Tun" by the Malaysian government.



YBHG TAN SRI LEONG HOY KUM

THE BRANDLAUREATE PROPERTY MAN OF THE YEAR AWARD 2013-2014

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THE GREAT MOMENTS."



YBHG TAN SRI LEONG HOY KUM

Managing Director & Group Chief Executive Mah Sing Group Berhad

Passion in Property

Tan Sri Leong Hoy Kum is the man behind the success of Mah Sing Group Berhad. In 1979, he established the company as a plastics manufacturing business and it became the leader in the plastics industry.

As the only son in his family, Tan Sri Leong is greatly inspired by his father. As a young boy he would follow his father to work and learnt many lessons from how the business was run. The man who shaped his view of the world and belief system also sent Tan Sri Leong for training in plastics – which changed his life forever.

Married to Puan Sri Lim Suat Kiew, the father of three believes that passion is the key to success in both business and in life. His own interest in property and passion in creating liveable spaces – transforming an empty space into a place people can live in – has driven him towards the success he has acquired.

Looking for ways to increase and enhance shareholders' value, he decided to diversify into property development in 1994. During that time, the property sector was on the rise and he saw the potential of increasing the shareholders value through property development. He continues to be the group managing director and CEO of the premier property development specialist.

His determination to maximise shareholders' value combined with passion for property saw Tan Sri Leong pave the way for Mah Sing to become the leading property developer in Malaysia. With the philosophy of building quality homes and commercial projects in strategic locations, the company has provided a host of property products to the mass market segment.

Building for the Future

Tan Sri Leong is very much a visionary developer and this is reflected in Mah Sing's equally far-sighted business philosophy. He believes that in 10 years, the new generation of homebuyers will have different expectations of homes, offices, retail shops and industrial spaces. As the man responsible for leading the company's day to day operations, he is leading the company into building future properties that have seamless connectivity and broadband ready structures.

With 30 years experience, Tan Sri Leong's entrepreneurship spirit has led him to believe that customers and the public should experience many facets the company has to offer – and ultimately, experience growth together.

Listed on the Kuala Lumpur Stock Exchange in 1992, Tan Sri Leong has been instrumental in Mah Sing Group's achievements in developing award-winning industrial parks, commercial and

residential properties such as service apartments and townships. The group has projects in Malaysia's main growth sectors in Klang Valley, Kuala Lumpur, Penang, Iskandar Malaysia, and Kota Kinabalu.

Through Tan Sri Leong's helm at Mah Sing Group, the company has created iconic developments that have received more than 100 domestic and global awards for their design, concept, innovation and quality. The group has also managed to achieve one of the highest sales among property developers in Malaysia. Personally, Tan Sri Leong has won several awards including the Global Leadership Awards and the Entrepreneur of the Year at the Asia Pacific Entrepreneurship Awards.

The journey from new developer to lifestyle developer was not without setbacks. Tan Sri Leong and his team had to prove to the public and the banks that they had feasible products to sell. In the quest to develop their own commercial properties, the company learnt lessons of the trade when they came up with The Icon, Jalan Tun Razak, which became a success story of its own. Among Tan Sri Leong's biggest lesson is to continuously strive for better results. He believes in setting goals at the start of every year to set achievable targets.



YBHG TAN SRI LEONG HUAT

THE BRANDLAUREATE INVESTMENT BANKER OF THE YEAR AWARD 2013-2014

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YBHG TAN SRI ONG LEONG HUAT

Chairman, RHB Investment Bank

The Journey to Success

The eldest of 10 children Tan Sri Ong Leong Huat worked as a rubber tapper with his father in the early hours of the morning, before riding his bicycle to attend school, 8 kilometres away. Growing up in a kampung in Ayer Tawar, Perak, he took a temporary teaching job for 2 years to support his parents to help his younger siblings to further their studies.

His next job paved the way for his passion in the finance industry. As a young man, Tan Sri Ong saw great potential in the financial sector and decided to build a professional career in finance in 1969. In his early career days, he was an ardent reader of economics, business and finance publications.

Starting out as a clerk at the branch office of a local finance company in a small town, Tan Sri Ong worked his way up. In a short span of time, he propelled the branch to become the top performing branch for the finance company, and within 5 years was promoted to become the Area Manager.

The company's shareholders decided to part ways and Tan Sri Ong followed one of them to set up another finance company, working under him for 11 years as Senior General Manager.

In 1982, Tan Sri Ong took over OSK. Founded by two Ong brothers unrelated to Tan Sri Ong, he decided to keep the name bearing the initials of

the company's founders—believing that company's management and ability to deliver its services to clients make or break a brand.

Under his leadership, OSK transformed from a domestic retail broker into one of ASEAN's largest regional investment banks with over 3,700 professionals in 94 offices across 6 countries in the ASEAN and Hong Kong region. After achieving universal broker status in 2002, the company became an investment bank in 2007. The OSK brand grew to rank among Malaysia's Top 50 Brands in 2008 and 2010. It merged its investment banking arm with the RHB banking group, the fourth largest bank in Malaysia in 2012.

Tan Sri Ong was bestowed Panglima Setia Mahkota (PSM), which carries the title "Tan Sri" by the Yang di-Pertuan Agong of Malaysia, Tuanku Al-Haj Abdul Halim Mu'adzam Shah in 2012.

Knack for Investment Banking

The avid golfer and fishing enthusiast had a lifelong dream of being a major shareholder of an investment company, one that he has realised through his own dedication and efforts. Although he has had successful forays into other businesses such as property development, hotels, construction, manufacturing and plantations, his personal passion still lies in the financial sector.

Tan Sri Ong feels that finance is the most interesting business for him personally and a sector that enables him to contribute to the growth of society most effectively. He also enjoys that he can indirectly participate in many sectors through raising capital for clients in various types of businesses as an investment banker.

The experience of poverty during his childhood days was a motivating factor that made Tan Sri Ong determined to achieve success. He attributes his achievement to spending a lot of time reading, having the willpower to learn new things and being able to anticipate and adapt to change.

He also feels that as Malaysia advances, the nation needs to place a greater emphasis on producing and offering high value-add products and services while focusing on innovation to create meaningful and sustainable economic growth.

The recipient of the Investment Banker of the year award is known for his straight-talking, hands-on and decisive approach in office. His captivating and inspiring personality is refreshing as he is seldom short of wise anecdotes to share.



YBHG TAN SRI DATUK (DR) HAJI MUSTAPHA KAMAL

THE BRANDLAUREATE CHAIRMAN OF THE YEAR AWARD 2013-2014

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YBHG TAN SRI DATUK (DR) HAJI MUSTAPHA KAMAL

Chairman, EMKAY Group

The Venerable Master Builder

Tan Sri Mustapha Kamal Abu Bakar is a property tycoon and he is synonymous with his organisations' brands, EMKAY Group, MK Land Holdings Berhad and Setia Haruman Sdn Bhd, the master developer of Cyberjaya.

As founder and chairman of Emkay Group of Properties and co-founder of MK Land Holdings, Tan Sri Mustapha's first foray into the property sector began in 1985 when he was tasked with the development of rural Sungai Buloh into a township, consisting of residential and commercial units. Bandar Baru Sungai Buloh was hailed as the first large scale privatised property development scheme in the State of Selangor Darul Ehsan.

Tan Sri Mustapha's initial property projects were for the masses, enabling them to own houses within their means and this earned him the title of "King of Affordable Homes". From housing for the masses, EMKAY Group moved into high-end residential units and today, EMKAY Group is involved in commercial and green buildings and resort development.

Starting off his career as an assistant district officer in Selangor after graduating from Universiti Malaya, Tan Sri Mustapha eventually rose to the position of Deputy Commissioner of Land and Mines. He joined the corporate world as general manager of Shah

Alam Properties Sdn Bhd, a subsidiary of Kumpulan Perangsang Selangor Berhad as Managing Director. He was then appointed as Special Officer by the then Selangor Menteri Besar, Datuk Hormat Rafei. After learning the relevant skills, knowledge and experience in property development, he left Shah Alam Properties and set up his own EMKAY Group in 1983.

Commitment to Nation Building

Tan Sri Mustapha's commitment to nation building is second to none. He has taken on the mission of ensuring that Cyberjaya, Malaysia's Silicon Valley and first "Intelligent City" becomes the best in the region. Through his company, SetiaHaruman, Tan Sri Mustapha is most passionate that Cyberjaya becomes the best IT city in the region and that it plays a pivotal role in helping Malaysia achieve its objective of becoming a knowledge based economy.

Through his leadership, Cyberjaya is now home to many global IT brands and multinational companies, leading tertiary institutions and plans are afoot to synergise its infrastructure to provide residents of the city with a better experience.

Apart from his passion of developing Cyberjaya, Tan Sri Mustapha is very committed to the community and environment. Through Yayasan EMKAY, it has contributed over RM37.61 million towards

improving the standards of living of rural folks and alleviate the problems faced by the less fortunate members of society regardless of race or religion in areas of education, health, religion, community welfare, sports and environmental awareness and conservation.

A firm believer of the philosophy "Together we make it happen", Tan Sri Mustapha is a "father figure to his staff. Now retired, he is known as a hands on leader who strategized, directed and monitored the operations of the Group and often shared his knowledge of the property industry with his staff.

While he continues to keep an eye on his businesses, he is now fully committed in his philanthropic endeavours, with the aim of helping the poor and neglected such as the Orang Asli, as well as environmental conservation efforts especially on Pulau Banding in the Royal Belum State Park in Perak.

For his contributions to the country and property development industry, Tan Sri Mustapha received numerous awards throughout his career. He was awarded the outstanding Entrepreneur of Selangor 1995 by the Malay Chamber of Commerce for the State of Selangor; the FIABCI Property Man of The Year Award 1997 and Personality of The Year Award by the Construction Industry Development Board (CIDB) in 2001.



YBHG TAN SRI
BASHIR AHMAD ABDUL MAJID
THE BRANDLAUREATE
AVATION MAN OF THE YEAR AWARD 2013-2014



YBHG TAN SRI BASHIR AHMAD ABDUL MAJID
Former Managing Director and Current Advisor
Malaysia Airports Holdings Berhad

Soaring with Greatness

After 11 years of service as Managing Director at Malaysia Airports Holdings Berhad (MAHB), Tan Sri Bashir Ahmad Abdul Majid stepped down from the position in June 2014. With his vast expertise and knowledge in the aviation industry, he was appointed as an advisor to the company.

Tan Sri Bashir played a leading role in transforming Kuala Lumpur International Airport (KLIA) into a major global aviation hub. During his tenure as the managing director, he implemented the six strategic pillars that transformed MAHB to what it is today. These included review of the organisational structure, inculcating the culture of high performance, effective stakeholder management, staff wellbeing and engagement, corporate governance, and adapting to industry changes.

He also implemented a restructuring exercise in 2009 that saw MAHB become financially strong with an AAA RAM rating. Tan Sri Bashir was also instrumental in heading the team towards completion and opening of KLIA2.

Graduating with a Bachelor of Arts Degree (Hons) majoring in International Relations from University of Malaya, Tan Sri Bashir held various positions in Malaysian Airline System Berhad (MAS) for a period of 29 years, which included Director of Corporate Planning, Commercial Director, Senior

Vice-President Commercial and Executive Vice-President Airline.

Respected for his leadership and acknowledged for his expertise, Tan Sri Bashir also sits on the Board of GMR Hyderabad International Airport Private Limited and Delhi International Airport (P) Limited. During his illustrious career he has also been a member of Industry Affairs Committee of International Air Transport Association (IATA) and Committee member of Association of Asia Pacific Airlines (AAPA). He is currently the Acting President of Airport Council International (ACI) Asia-Pacific.

Runway Footprints

His familiarity and experience in the aviation and airport operations industry has contributed towards driving MAHB's direction to achieve its goals and objectives. Tan Sri Bashir adopted a new business and management philosophy in 2013, which saw the company develop significantly over the last decade. In 2010, he led the 5-year Business Direction (2010-2014) titled *Runway to Success*, the first public document providing a clear understanding of the company's business direction for its stakeholders.

Amongst MAHB's key achievements that was made during Tan Sri Bashir's leadership include achieving total passenger traffic of 79.6 million passengers per annum(mppa) in 2013, surpassing their initial target of 60 mppa by 2014. The company also

managed to achieve the EBITDA target set for 2014 at RM1 billion.

Under his guidance, MAHB has reflected a proven track record in managing overseas international airports and gained global recognition for airport management. Since 1995, the company has been expanding their expertise in overseas airports and managing a total of six international airports to date. Thanks to the company's achievements, MAHB has been sought for overseas airport privatisation and investment projects.

A visionary leader, Tan Sri Bashir redefined the company's vision from being World-Class Airport Business' to being 'The Global Leader in Creating Airport Cities'. He believes that both Malaysia and the company are set for growth and bigger achievements. His hopes are to make the company a benchmark and recognised as a reference point internationally, in proactively enabling the sustainable development of attractive services, economy and communities in the vicinity of Malaysian airports.

The new vision will be achieved through strategic themes and objectives for the next phase of business planning, from 2015 to 2020 – which include *Delight Our Guests; Build Successful Partnerships; Provide Total Transport and Digital Connectivity; Accelerate and Diversify Our Non-Aero Base; and Sustain Our Environment and Community.*



YBHG TAN SRI DATO' SERI SYED YUSOF TUN SYED NASIR

THE BRANDLAUREATE HOSPITALITY MAN OF THE YEAR AWARD 2013-2014

THE BRANDLAUREATE
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YBHG TAN SRI DATO' SERI SYED YUSOF TUN SYED NASIR

Chairman, Concorde Hotels & Resorts (M) Sdn. Bhd

Ordained for Excellence

The third child of the late Tun Dr. Syed Nasir Ismail, Malaysia's Parliamentary Speaker, Tan Sri Syed Yusof graduated with an Economics Degree from the University of Tasmania in Australia.

After working in Australia for several years, he began his career in Malaysia with Petrolia Nasional Bhd. in 1976. Through the years, he moved up the ranks and became the head of the Northern Region – responsible for overseeing four northern states.

With more than 25 years' work experience, Tan Sri Syed Yusof has gained invaluable knowledge in various fields such as marketing, finance and management. His interests include businesses as diverse as hotels, resorts and restaurants to companies involved in IT, automotive sales, property and construction.

He currently serves as Chairman of YLI Holdings Bhd. and has been with the company since August 15, 2007. Tan Sri Syed Yusof also sits on the board of various private limited companies. Recently, he was appointed to the Board of Titijaya Holdings Berhad – a KLSE Main Board property company.

Exceptional Hospitality Maestro

Tan Sri Syed Yusof's foray into hospitality began when there was an opportunity to take over the

former Merlin Hotel (now known as Concorde Hotel). Together with his partners, he secured his first hotel in Malaysia in 1990. Today, Tan Sri Syed Yusof and his partners are owners of seven hotels across the Peninsular – with more to come.

He is instrumental in the launching of the proposed 65-storey, Six-Star Four Seasons Place in Kuala Lumpur. Comprising of retail, hotel, serviced apartments and luxury private apartments, it is the brand's first integrated development in South-East Asia.

He has successfully developed the Hard Rock Cafe restaurant chain; from the first one in Kuala Lumpur to three other states in Malaysia. Notably, Tan Sri has been recognized as the person who brought in international artistes such as Michael Jackson, Kenny G, Ricky Martin, Linkin Park, Gloria Estefan, Tony Bennett, and Sting to Malaysia.

His event management company, Jojo Events, together with MYCEP, organized the Asia Harley event, as part of Harley Davidson's 110th Anniversary. This event saw 1500 bikers from 22 countries riding the streets of Kuala Lumpur – what better way to 'sell' Malaysia to the world!

Poised to Impact the Ages

The success of his leadership skills can be seen through the many awards for Hospitality and Events that Tan Sri Syed Yusof has received –

including the Hospitality Man of the Year Award, which is amongst the most treasured awards in his life.

Tan Sri Syed Yusof's accomplishments have centred around his ability to recognize opportunities that have been presented to him on a daily basis. Along with determination to bring the opportunity to fruition, he is patient and willing to persevere against obstacles in order to succeed.

Not surprisingly, Tan Sri Syed Yusof's role models include his late father, Tun Syed Nasir. Tan Sri recalls seeing his father discharging his responsibilities as a civil servant, Member of Parliament and Speaker of the House, with Professionalism, Dedication and Integrity. These qualities have thus become Tan Sri Syed's guiding light in his businesses and career.

Another person who has had a great influence on him is His Royal Highness, The Sultan of Selangor. Friends since the early 70's, Tan Sri Syed Yusof has often sought the advice of HRH on numerous occasions and his wisdom and insights have proven to be invaluable time and again.

Tan Sri Syed Yusof's wish for the country is that it reverts to the days when there was more visible racial harmony. He hopes Malaysians will be kinder, gentler and a more tolerant and polite society for the world to respect and emulate.



TAN SRI DATO' SERI LODIN BIN WOK KAMARUDDIN

THE BRANDLAUREATE CORPORATE LEADER OF THE YEAR AWARD 2013-2014

THE BRANDLAUREATE
AWARD
2013-2014
"CELEBRATING YOUR BRAND
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TAN SRI DATO' SERI LODIN BIN WOK KAMARUDDIN

Deputy Chairman/Group Managing Director, Boustead Holdings Berhad

Driven by a Vision

Born in Terengganu in 1949, Tan Sri Dato' Seri Lodin was brought up in Ipoh. Being the third child out of seven to a civil servant father and a homemaker mother, he grew up in a small yet modern kampong and was a studious child. While he was interested in sports, he spent most of his time giving tuition to children in his village to earn extra pocket money.

Armed with the initial ambition to be a successful civil servant, Tan Sri Lodin's modest plans reflected his own mark of success, and he aimed to do well in his studies and travel abroad. He made his plans a reality when he graduated from the College of Business Administration, University of Toledo, in Ohio, United States of America, with a Bachelor of Business Administration and Master of Business Administration in 1972 and 1973, respectively.

Tan Sri Lodin returned to Malaysia and started his first career with Fraser's Hill Development Corporation as its General Manager from October 1973 to January 1982. In August the same year, he joined Lembaga Tabung Angkatan Tentera (LTAT) as its Deputy General Manager and was promoted to General Manager in July. He was then promoted as Chief Executive of LTAT in 1985 and continues on till today.

On 1 July 1991, Tan Sri Lodin became the Group Managing Director of Boustead Holdings Berhad and was designated Deputy Chairman of the Group in March 2013. He is also the Deputy Chairman of AFFIN Holdings Berhad, Chairman of 1Malaysia Development Berhad and Pharmaniaga Berhad.

Blending Passion with Ambition

As a man who wears many hats, Tan Sri Lodin does not believe in taking on a job that he does not enjoy. He views every job as a challenge and believes in seeing it through until the very end. With many responsibilities to focus on, the one thing that keeps him on track is staying persistent on results.

Inspired by the efforts and leadership of the late Tun Abdul Razak bin Hussein Al-Haj and YABhg. Tun Dr. Mahathir bin Mohamad, the second and fourth Prime Ministers of Malaysia respectively, Tan Sri Lodin continues to support various orphanages and welfare homes. He has been instrumental in the establishment and development of Yayasan Warisan Perajurit – a welfare foundation for the armed forces.

Through his years of experience in the corporate sector, Tan Sri Lodin has learnt the importance of Hard Work, Punctuality, Unquestionable Integrity and Transparency in ensuring the success of an organization.

Handling the Delicate Balance of Life Masterfully

As a family man who believes in quality time – whether at work or home, Tan Sri Lodin divides his time tactfully between the two passions in his life. Tan Sri Lodin's most special moments in life include when he got married to Puan Sri Datin Seri Norhayati Abdul Rahman in 1980 and when his four children, three girls and a boy, were born.

He was equally ecstatic when he received his first and second grandsons in June 2006 and May 2010. Tan Sri Lodin wishes that Malaysia remains stable and peaceful, with the Government continuing to allocate resources for various social and economic development programmes – to ensure that the country's economy continues to prosper and is enjoyed by Malaysians of all races and backgrounds at every level.

The recipient of the Corporate Leader of the Year Award takes time out to go for walks. He enjoys travelling – particularly to London. He hopes to leave a legacy that defines him as kind-hearted go-getter who has what it takes to see tasks through – and in that way, he has indeed been successful in his endeavours.



YBHG DATUK WIRA HJ SM FAISAL SM NASIMUDDIN

THE BRANDLAUREATE AUTOMOTIVE MAN OF THE YEAR AWARD 2013-2014

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YBHG DATUK WIRA HJ SM FAISAL SM NASIMUDDIN

Joint Group Executive Chairman Naza Group of Companies

A Purveyor of Lifestyle

Synonymous with the name Naza across Malaysia, Datuk Wira Hj SM Faisal is the conglomerate's Joint Group Executive Chairman and Group CEO. He is also the eldest son of the late founder of NAZA Group of Companies, Tan Sri SM Nasimuddin SM Amin.

Datuk Wira SM Faisal got involved in his father's company at the age of 17, working in the sales division at NAZA Motor Trading Company in Kampung Baru. He received his Bachelor of Business Administration from The American International University in London. Between studies, he took time to develop his knowledge and skills and worked as an intern at the biggest car manufacturer, General Motors, in United States of America. He was one of the youngest Malaysians accepted by the Harvard Business School for its management programme.

At the age of 20, Datuk Wira SM Faisal returned to Malaysia after acquiring the franchise for the renowned Brabus brand, through NAZA Brabus Motor Sdn Bhd in 1999. He led the Naza brand with the launch of NazaRia in 2003 and Naza Citra the following year. In 2009, Datuk Wira SM Faisal added another feather to his hat when he successfully negotiated the acquisition and exclusive rights to import and distribute the Ferrari and Maserati brands for the Malaysian market.

The following year he signed on the globally renowned Chevrolet brand from the US, and soon after added the Piaggio Group, with the much sought after Aprilia, Gilera and Piaggio two wheel brands to the list.

Datuk Wira SM Faisal's strong leadership has led him to successfully secure well-known international automotive brands such as Victory Motorcycles, Indian Motorcycles, Ducati, and Vespa and introduced them to automotive fans in Malaysia. In 2013, he led the company to add another significant landmark project with the franchise signing of exclusive Swedish hypercar brand, Koenigsegg. The conglomerate has diversified into various other industries including Property Development, Insurance, Finance, Retail, Plantation, Transport & Logistics, Construction and Engineering.

A fan of cars and automotive, he believes that in order to be successful, it is important to be optimistic, focused and passionate to achieve goals set out. Datuk Wira SM Faisal believes that both aspiration and failure are qualities that are vital to move forward.

Championing Growth

A believer of the principle "adopt and adapt", Datuk Wira SM Faisal is of the thought that to live in a globalised world today, there is need to adopt a

positive change and adapt to business, in line with latest trends and developments.

A far-sighted leader, Datuk Wira SM Faisal has plans to further revolutionise the way business in Malaysia is conducted. He plans to transform the Naza group into being the number one choice in providing lifestyle products and services to all Malaysians and beyond – transforming the Naza corporation into a truly international enterprise.

With numerous accolades to his name, among Datuk Wira SM Faisal's achievements include being appointed member for the Clinton Global Initiative (CGI) held in New York in October 2010, CEO Of the Year 2013 at the 4th Middle East Business Leaders Summit & Awards-International Masterclass and Young Entrepreneur of the Year 2010 – Asia Pacific Entrepreneurship Awards. He is the youngest Malaysian to have been conferred the "Datuk Wira" by the Governor of Malacca.

With his family being key contributors to his success and motivation, Datuk Wira SM Faisal is married to Datin Wira Emilia Hanafi and together they have three sons. Although a busy man, he ensure that he spends time with his family.



YBHG DATUK MOHD BADLISHAM GHAZALI

THE BRANDLAUREATE ICT MAN OF THE YEAR AWARD 2013-2014

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YBHG DATUK MOHD BADLISHAM GHAZALI

**Former Chief Executive Officer
Multimedia Development Corporation (MDeC)**

Energetic Information Driver

Datuk Mohd Badlisham Ghazali is a man of many talents. After receiving the Diploma in Computer Science from Mara Institute of Technology, he went on to study Computer Science at the University of Northern Illinois, US. Upon graduating, he returned to Malaysia and found a job involving computers. Datuk Badlisham went on to work in Hewlett-Packard (HP) for 18 years and held the position of Director and Country General Manager of HP Technology Solutions Group.

His appointment as Chief Executive Officer at the Multimedia Development Corporation (MDeC) in 2006 saw him in the limelight as he led Malaysia into a knowledge-based economy. Since June this year, Datuk Badlisham Ghazali's had helmed the integral role as the Managing Director of Malaysia Airports Holdings Bhd. (MAHB).

As a firm believer and promoter of ICT, he foresees that the future is bright for Malaysian children and students who are knowledgeable and skilled in the fast-developing field of ICT. His passion for all things IT and ICT have inspired his achievements to position Malaysia as a global ICT player, while helming MDeC.

Digital Dynamism

Recognized for various contributions to the country, one of Datuk Badlisham's biggest achievements is the rebranding of Multimedia Super Corridor to MSC Malaysia. He led the change in the perception that Multimedia Super Corridor was not owned by the company but by the country.

Instilling pride among Malaysians and attracting investors, he was responsible to further drive the Malaysian Government's Vision 2020 – in transforming the nation into a knowledge-based economy.

In October 2012, Datuk Badlisham had another responsibility added to his portfolio by the Government – to develop a blueprint for a Digital Economy from the array of opportunities created by the digital world. Digital Malaysia, a national programme based on three strategic thrusts – driving Malaysia from supply to demand, consumption to production and low knowledge-add to high knowledge-add, was established with the aim to move the country towards a developed Digital Economy by 2020.

Transcendent Perspective

Wearing numerous hats, Datuk Badlisham Ghazali's passion for ICT also saw him as a member of the

Ministry of Education's Cluster School Advisory Board and the Ministry of Science, Technology and Innovation's National Science Centre Advisory Board. Datuk Badlisham was also appointed adjunct professor with the Multimedia Faculty of Limkokwing University of Creative Technology in February 2008.

Datuk Badlisham is a recipient of numerous ICT industry awards. He was conferred the PIKOM ICT Man of The Year 2008, Technology Business Review Award for Leadership in the ASEAN Information Technology Sector 2008 (ICT Development) and Malaysian Business Leadership Awards 2009 ICT Sector.

In his capacity as CEO at MDeC, Datuk Badlisham believes that Malaysia is ready to embrace the vast opportunities that Big Data Analytics has to offer – in line with its own growth and transformation into a developed country driven by the Digital Economy by 2020.

As an avid fan of golf, Datuk Badlisham plays every week and spends time with his wife and two daughters, in spite of his busy schedule. He believes that for Malaysia to move forward and be competitive, things should be put in perspective.



Datuk Mohd Badlisham Ghazali was represented by Dato' Dan E Khoo during the Award's Dinner

YBHG DATUK EDWARD LEE MING FOO THE BRANDLAUREATE CEO OF THE YEAR AWARD 2013-2014

THE BRANDLAUREATE
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YBHG DATUK EDWARD LEE MING FOO

**Group Managing Director
Hap Seng Consolidated Bhd.**

The Inevitable Success Huntsman

Datuk Edward Lee Ming Foo was born on the 18th January, 1955 in Singapore. He obtained the Bachelor of Arts from McMaster University, Canada in 1977. After graduating, Datuk Lee returned to Sabah to start his career. He joined Malaysian Mosaic Berhad (MMB), now known as Malaysian Mosaics Sdn. Bhd. Group of companies in 1980 where his career took off.

Starting from the bottom of the corporate ladder, Datuk Lee gradually worked his way up. MMB was a great platform for his career. It presented a great environment to work in and a huge opportunity to learn new things. These were the elements that enticed Datuk Lee to build a career at MMB.

Gifted with a fast-learning skill, Datuk Lee was a competent employee and showed a natural aptitude for business at an early stage of his career. As the business at MMB progressed, he too grew concurrently with it. He became the Group Chief Operating Officer in 1995. He was further elevated to the post of Managing Director on 31 March 2005; and at the same time, was also appointed as the Group Managing Director of Hap Seng Consolidated Berhad.

Datuk Lee eventually relinquished his post in MMB on 31 January 2007 to focus on his management of Hap Seng Consolidated Berhad – a position he still holds to this very day.

Heading Multiple Endeavours

Through the foresight and stewardship of Datuk Lee, Hap Seng Consolidated Berhad has grown in leaps and bounds to be a progressive and established Public Listed Company (PLC) with diverse businesses – many of them being market leaders in their respective fields.

With him at the helm, the company has won numerous awards and accolades for the group as well as its core businesses – which include Plantations, Property Holding & Development, Credit Financing, Automotive, Fertilizer, Quarry & Building Materials and Trading.

Since taking the reins of Hap Seng Consolidated Berhad, Datuk Lee has infused the same passion he always had for business into the company by having the openness to listen to his management in order to inject good and practicable business strategies.

The energetic 59-year-old has many accomplishments under his belt; including being appointed Justice of Peace by the Tuan Yang Terutama Yang di-Pertua Negeri Sabah (Governor of Sabah) in 1997.

Among his most memorable moments were his promotion to Group Managing Director (GMD) for Hap Seng Consolidated Berhad and the moment he received the Panglima Gemilang Darjah

Kinabalu (PGDK) which carries the title, 'Datuk'; in conjunction with the 62nd Anniversary of the Tuan Yang Terutama Yang di-Pertua Negeri Sabah, Tun Ahmadshah Abdullah, in 2008.

Learning from the Best and Sharing for the Best

This honoured recipient of The CEO of the Year Award is grateful to be able to learn from the best. His mentors include the late Tan Sri Datuk Seri Panglima Lau Gek Poh. The founder of Gek Poh (Holdings) Sdn Bhd showed that sheer determination, toil and hard work would enable one to succeed. He was an example and inspiration for Datuk Lee to excel in his career.

Another mentor of his was Tan Sri Datuk Seri Panglima Lau Cho Kun, the successor of Tan Sri Lau Gek Poh. He taught Datuk Lee the importance of business networking and proper planning in strategic alliance to further expand the business to an international scale.

Known as a respectable man of principle and high standards, his sublime wish is for the country to continue to experience economic growth so that Malaysians can grow in tandem with it and achieve Vision 2020 together as a developed country.



BRAND YOUR WAY TO STARDOM!
BE A STAR **BRAND**.

... Dr. KKJohan



THE BRANDLAUREATE
AWARD 2013-2014
“CELEBRATING YOUR BRAND
GREATNESS!
THE GREAT MOMENTS.”

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.

YBHG DATO' DR IR GAN THIAN LEONG THE BRANDLAUREATE BRAND PERSONALITY AWARD 2013-2014

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YBHG DATO' DR IR GAN THIAN LEONG Managing Director Brunnsfield International Group

Dato' Dr Ir Gan Thian Leong founded the Brunnsfield Group in 1990 as an engineering company and through the years has built it to be a well-established, dynamic and synergistically diversified enterprise with core business activities in integrated property development, construction and real estate management, mechanical and civil engineering trading and strategic industries, information and communication technology, shared and outsourcing services and international strategic businesses.

Dato' Gan's mission is to develop the Group into a world-class entrepreneurial organization excelling in global networks and strategic partnership endeavours. These partnerships have enabled Brunnsfield to expand its property footprints which cover prestigious developments and addresses in Kuala Lumpur, such as Kenny Hills and Subang Avenue in Selangor to the upcoming address of Iskandar Waterfront in Johor Baru.

Strategic tie-up with Sime Darby Property has led the collaborative partnership to be recognised by The Malaysia Book of Records for obtaining the '1st LEED Gold' (Leadership in Energy and Environmental Design) building certification in Malaysia from the US Green Building Council.

As an industry leader, Dato' Gan serves as a board member in the Construction Industry Development Board (CIDB) Malaysia and was appointed as Chairman of the Construction Industry Master Plan (CIMP) Malaysia for leading a strategic thrust to leverage Information and Communications Technology (ICT) in the construction industry.

Dato' Gan has won numerous personal awards such as the CEO of the Year Award 2007 by CIDB Malaysia and in the following year, he was awarded the Faculty of Engineering Alumni Award of Excellence – the highest award from University of Ottawa's Faculty of Engineering. Additionally, the Brunnsfield Group has won a solid number of awards and accolades under the guidance of Dato' Gan, both locally and internationally, for its outstanding performance in its exemplary services and solutions. The group achievements saw international recognition with the winning of the Design Innovation and Invention Gold Medal Award in Geneva, Switzerland. The brand was also awarded by Hewitt Associates America as the 'Best Visionary Employee-Organisation in Asia'.

Developing Future Leadership

Dato' Dr. Ir Gan is enthusiastically involved in upholding the convention of 'giving back to society'

and the significance in being a responsible corporate citizen. Under his helm, Brunnsfield ceaselessly addresses global, social and environmental issues that go beyond its corporate restraints through its Corporate Social Responsibility (CSR) projects. As a fervent supporter of social and economic community projects, Dato' Dr. Ir Gan is known for his laudable contributions and magnanimous efforts in introducing quality changes in his community.

Dato' Gan is most passionate about education, especially in the field of engineering as he believes that Malaysia needs a pool of strong engineers and researchers to drive the country's competitiveness and to attain develop status. In this respect, Brunnsfield has contributed to the establishment of a Chair of Engineering at Universiti Tunku Abdul Rahman (UTAR) to advance engineering education and research excellence.

Apart from local tertiary institutions, Brunnsfield has also established the Brunnsfield Centre at the University of Ottawa, Canada to further pursue the engineering excellence.

Dato' Gan is also a trustee of the Cancer Research Initiatives Foundation (CARIF).



STEVE MARAS

THE BRANDLAUREATE BRAND PERSONALITY AWARD 2013-2014

THE BRANDLAUREATE
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STEVE MARAS

**Managing Director & CEO
Maras Group**

Living without Limits

As a richly experienced and aptly qualified leader, the proud winner of more than a dozen awards by far, and still counting, Steve Maras is certainly a visionary who needs no introduction in the realms of real estate. Hailing from the multi-spectrum sphere of accounting, finance & commerce, insolvency management, corporate recovery & reconstruction, valuation and advisory, commercial & retail investment sales & leasing, project management, investment management and development, and bearing solid exposure in related fields, Steve is clearly no run-of-the-mill Managing Director and Chief Executive Officer.

Steve graduated with a Bachelor of Economics (Accounting) from the University of Adelaide and has a Graduate Diploma in Property, University of South Australia and Master of Business in Property (Valuation & Management), University of South Australia. He is also a Licensed Valuer and Licensed Real Estate Agent.

As a prominent business leader from Down Under, Steve oversees the strategic and operational daily running of the Maras Group of Companies. He has a very "hands on" approach to the business and has developed a long standing team of key and loyal operators who assist him in driving the success of the business.

This master team-builder was formerly with the leading international property agency, Knight Frank. During his time with the establishment, Steve created impacts in some of the most significant commercial office and retail investments. Over and above said feats, Steve was also designated as an Authorised Representative in South Australia for the Centro Property Group and played a key role in the shopping centre syndication capital raisings.

Passion for Urban Renewal

This awe-inspiring persona, highly active in various professional bodies and affiliations, has been bestowed with the rare ability of impacting lives by sharing his experience. Steve's heart unmistakably resonates with the beat of a true visionary who aspires to use his gifts to transform societies – for the greater good of the business community by continuously generating positive growth and inspiring subliminal change for the better.

Often overshadowed by his staggering achievements, which is attested by years of inspirational trend-setting, on a more personal level, passion matters to this remarkable icon – particularly fervour for the advancement, promotion and interaction of main street communities. In this spirit, Steve has been specifically involved in a host of endeavours and projects designed to promote and enhance Adelaide's popular East End precinct and the

Prospect Road main street hub. Above and beyond the scope of his chair at Maras Group, he serves on various Boards and Executive Committees and is actively involved in a number of other organizations.

For his leadership and commitment to his profession, Steve has won numerous awards such as the 2014 Gold Stevie Award, Executive of the Year (Real Estate Category), The International Business Awards, Winner 2013 International Prize 'Manager of the Year' Medal, Europe Business Assembly (EBA) – Oxford, United Kingdom, Winner 2012 Mainstreet Champion Award, Mainstreet Australia, Winner 2012 William J McCallum Award (Outstanding Service & Contribution), Property Council Retail Property Awards amongst others.

Steve is one that is truly excited about the future of his company. Aspiring to continuously improve and grow the business, taking it to greater heights, elevating it from glory to glory, his perpetual mark has truly been entrenched within the world of real estate in an exceptionally real and prevailing way – and he is unquestionably a true BrandLaureate with an immutable vision for excellence!



YBHG DATO' OTHMAN OMAR THE BRANDLAUREATE BRAND PERSONALITY AWARD 2013-2014

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YBHG DATO' OTHMAN OMAR

Chief Executive Officer,
Oxley Holdings (Malaysia)

Transformational Leader

A "kampung boy" at heart, Dato' Othman Omar was born on October 1, 1959 in Johore Bahru. He went to primary school in Batu Pahat, Johor and went on to study at Maktab Rendah Sains MARA from 1972 to 1977. He continued his studies at Hobart Matriculation College in Australia, receiving his Bachelor in Engineering (Civil) from University of Tasmania in 1984. He worked for a while before furthering his studies with an MBA from the Paris Graduate School of Management and is currently pursuing a Doctorate in Business Management.

Dato' Othman has more than 25 years in the construction and property industries in Malaysia, Australia and United Kingdom. He got his first working experience as a Trainee Engineer in Hobart in 1983. He returned to Malaysia a year later and joined Haras Construction as Project Manager. In 1986, he joined George Wimpey Group Services in London for a year as a Site Agent. Upon returning to Malaysia, Dato' Othman joined Energo projekt.

He headed the Engineering division at Projek Penyelenggaraan Lebuhraya Berhad before becoming Deputy General Manager at KESAS Holdings Bhd from 1994-1997. In 1998, he took on the task of Director/Project Director at KLWK Sdn Bhd before becoming Group Managing Director of KSI Group in 2004. Five years later, he decided to do "national service" and joined Perbadanan

Kemajuan Negeri Selangor (PKNS) as General Manager.

Among his biggest challenge was to transform PKNS from a seemingly corrupted, slow to respond, low quality and lost cost developer into a major property player. His two year contract was extended twice and PKNS was transformed in various ways - including winning multiple awards, achieving record profits, improvement from over RM400 million unsold units to almost zero stock and a major rebranding and corporate restructuring exercise. Dato' Othman Omar joined Singapore-listed developer Oxley, listed on the Singapore Stock Exchange with an estimated market capitalisation of over RM5 billion in March 2014.

Inspiring Moments

No stranger to awards and achievements, Dato' Othman was awarded the Confederation of British Industry (CBI) Overseas Scholar from 1986-1987 and Global Leadership Award for Business Transformation by the American Leadership Development Association in 2011. His entrepreneurship skills have earned him the Middle East Business Leaders Award for Leadership in Business Transformation. In 2013, he was awarded the Darjah Indera Mahkota Pahang (DIMP).

Among special moments in Dato' Othman's life

include the moment his wife gave birth to his daughter Iman Eriqa in 2010, in addition to his son. He is also proud of him organising the First Earth Run Concert in 1985 at Stadium Merdeka. Dato' Othman believes being appointed as General Manager of PKNS as a special moment, made better after he managed to bring in positive changes to the company.

Dato' Othman believes that he is successful because of family, friends and colleagues. He acquired positive values, mental attitude, habits and mindset over the years through continuous hunger to learn and improve from books, being proactive, focused and thinking big.

Inspired by Prophet Muhammad for the sacrifices during his early days and his teachings on "the Islamic Way of Life", Dato' Othman also admires Mahatma Gandhi as a visionary leader displaying tenacity and leadership. He admires Stephen Covey, for his leadership theories, Brad Sugar's entrepreneurship's mindset and business coaching; and Robert Kiyosaki's views on creating passive income, property investment, financial education and strategies on successful investment.

Dato' Othman's hope is for Malaysians to learn to share and appreciate blessings, to collaborate synergistically for a "win-win" and for Malaysia to become a dynamic, high integrity, multicultural, fully developed nation.



ANYONE CAN DO THE BRANDING
BUT NOT EVERYONE CAN UNDERSTAND
THE **BRAND**.
KNOW YOUR **BRAND** FIRST
BEFORE YOU DO YOUR BRANDING.

... Dr. KKJohan



THE BRANDLAUREATE
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GREATNESS!
THE GREAT MOMENTS."

CORPORATE BRANDING

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



Enriching Your Lifestyle

CORPORATE BRANDING

AEON

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BESTBRANDS IN STORES

General Merchandise

Eternal Brand

A leading General Merchandise Store and supermarket chain in Malaysia, AEON Co (M) Berhad is the leading retailer with 27 AEON outlets and 3 MaxValu supermarkets across the country. The company, with a name that means 'eternity' in Latin, believes in working together with its customers, suppliers, business partners, shareholders and the community, towards creating a future of limitless promises.

Established three decades ago in 1984, the chain of stores was founded in response to the Malaysian Government's call to modernize the country's retailing industry. From then onwards, AEON's chain of stores aims to satisfy the changing needs and desires of consumers from all walks of life.

With its 'Customer First' philosophy applied in everyday operations, the company goes all out to understand its target market needs, with the help of the optimal product-mix. Its tagline, 'AEON Enriching Your Lifestyle', reflects the company's goal as it strives to exceed customer expectations and enhance their experience every time they shop.

AEON strongly champions environmental sustainability. The company actively supports various causes, including recycling, energy conservation and tree planting; as well as engaging and encouraging various parties, including staff, customers, NGOs, government agencies and the community at large.

The Complete Lifestyle Experience

This year, 2014, marks a significant milestone for AEON and its aim is to stay relevant and competitive in the dynamic market. Celebrating its 30th Anniversary, AEON has plans to continue to enrich the lives of Malaysians and help develop the nation with Passion, Love and Inspiration.

One of the most significant transformations occurred in 2012, when its retail stores and shopping centres were rebranded and changed from Jusco to AEON. Since then, the company has received tremendous support and acceptance from customers nationwide.

With a new chapter in the AEON story in the future, the company has implemented a new plan to stay on ahead of their competitors in the retail industry. Armed with the theme, 'A New Beginning with You', the year-long celebration will see AEON pursuing various initiatives to express gratitude to loyal customers; especially AEON members, business partners, shareholders and the local community – the complete lifestyle experience!

Forward Gaze

With plans for the future in check, AEON aspires to be the leading retailer in providing customers with a complete lifestyle experience by focusing their efforts in five key areas.

AEON is the only retailer to receive the Halal certificate for its sushi outlets and processing centres. In line with this, the company will provide

higher quality products sourced from ethical suppliers, both locally and internationally, in order to offer more variety, fresher selections and greater value to the customers.

With its customer entertainment and shopping experience in mind, AEON will continue to transform its malls into lifestyle hubs for customers to shop, socialize, dine and play – thus making every visit to the mall an all-encompassing escapade.

AEON will continue providing amenities such as comfortable benches for shoppers needing a little rest, conveniently located surau, free wireless Internet connection, as well as its 'Kidzone' interactive playground and play areas with libraries for children – ensuring ease, peace of mind and delight!

The brand will also focus on customer service. AEON develops and boosts its workforce to serve consumers better and places importance on helping to develop the skills of its staff; as the company believes that the ongoing passion and dedication of its staff has contributed to its three decades of success.

AEON's passion in contributing to the local community through various programmes will continue as it develops its business to serve Malaysians in the future.





CORPORATE BRANDING

BRUNSFIELD

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BESTBRANDS IN PROPERTY

Highly Evolved for Global Branding

Brunsfield International Group is a premier global property development, engineering & construction and real estate investment management group. It is recognized as a progressive and innovative industry leader with a portfolio of catalyst buildings and sustainable world-class community development.

The strength of the group is in its diversified ability to operate as an integrated global value chain enterprise that continues to deliver real value-added solutions and services to ensure the sustainable success of its clients and stakeholders.

Driven by one Vision – to be world-class in all that it sets to achieve. The group's expansion and achievements are unquestionably a reflection of this immaculate philosophy. Its aim for its customers is to treat them as their preferred partner – working as one team. The Brunsfield's strength lies in its ability to diversify and operate as an integrated global supply chain enterprise which continues to deliver real value-added solutions and services to ensure the sustainable success of its clients, customers and stakeholders.

The brand is fully committed to the greatest innovation and creation of the best-built environment – at work, at home and in the community, where people can experience an exceptional quality lifestyle and enjoy the harmony of a high-quality design, technology and an eco-friendly, sustainable, scalable and replicable environment.

Monumental Constructs in Time

The focus on strategic leadership and commitment

to synergistic, sustainable growth by Brunsfield International Group has led to the development of its High-Performance Business Collaborative Enterprise Model – a highly integrated value chain that promotes effective collaborative partnerships with all the stakeholders in the industry.

The company has evolved into an establishment with a high level of resilience; coupled with dynamic flexibility. Enriched with synergy in its operations, the group has diversified its corporate supply chain activities focused in seven business areas – Property Development & Investment (PDI), Engineering, Procurement & Construction (EPC), Mechanical, Electrical & ICT (MEI), Trading & Strategic Industries (TSI), Real Estate Management (REM), Shared & Outsourcing Services (SOS) and International & Strategic Investment (ISI).

Throughout its corporate journey, the group has continuously focused on a Common Mission to achieve outstanding track records in all its endeavours. With this in mind, the company has been able to build on its reputation as a reliable business organization – one that is steadfast in delivering its commitments to its customers.

Accordingly, the group has been recipient of numerous awards over the years – including getting into the Malaysia Book of Records for Design and Implementation of First Smart Homes System, and internationally received the Gold Medal for the invention of the First Lightweight Oil Palm Fibre Reinforced Cement Composite from Salon International Des Inventions Genève – Genève, Switzerland.

One of the milestones achieved by the group was with its partnership with Sime UEP Properties Bhd. The strategic collaboration saw a new shift

take place in the property development industry in Malaysia and the region. The partnership brought two property developers together to develop Subang Avenue – a project that features serviced apartments and a 250,000 sq ft up market retail area in Subang Jaya. Other collaborative projects include Oasis Square which was completed in 2009.

Transformational Trajectory

Brunsfield International Group has developed into a highly professional and entrepreneurial establishment with a clear focus in growing strategic business capabilities to meet the new business challenges of the global economy of the 21st Century.

Corporate Social Responsibility (CSR) is central to the brand's core values. Armed with the belief that it plays a crucial role in helping solve complex problems, the group works with governments, non-profit organization, professionals, societies and organizations to tackle global social and environmental issues. It also believes in acting responsibly, operating sustainably and contributing to the communities in the ecosystem.

As Brunsfield advances into the future, the management and staff maintain the belief that embracing change boldly is part of driving change. Being a part of a rapidly shifting and highly competitive global marketplace, the company has strengthened its capacity to change and innovate; hence able to transform and reinvent the organization. Brunsfield believes in benchmarking its business practices with the best in the world, and by always keeping the value chain in mind, the group moves forward to contribute to the industry and Malaysia's growth.



CORPORATE BRANDING

EKO WOOD

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BESTBRANDS IN CONSUMER

Hardwood Flooring

Laying an Impressive Foundation

A home-grown brand founded in 1994, Ekowood International Berhad (Ekowood) is primarily involved in the manufacture and sale of engineered solid hardwood flooring products. Headquartered in Kuala Lumpur, Ekowood has gone global to set up offices in USA, Spain and Luxembourg and exports its diverse products to 35 countries.

Ekowood factory is located in Gopeng, Perak, and has a built-up area of 65,000 sqm (or 700,000 sqft) and a land area of almost three times the former. To date, Ekowood has 365 skilled, experienced employees.

Ekowood specializes in engineered solid hardwood flooring and offers tangible benefits to its high-end premier customers, including flooring developed using cross-grain technology. This technology results in solid hardwood floors that are 70 per cent more stable than traditional wood floorings. Ekowood floors are made from 100 per cent real solid wood and are not laminated.

Ekowood offers the innovative user-friendly New Locking System-EKOLOC G5, a system that only requires one person to install the floors in one single action! Other substantial benefits to customers include solid hardwood flooring which are pre-finished in the factory and complemented further with a warranty of 10 years.

Ekowood's exclusive range of engineered solid hardwood flooring choices range from the New Milano Oak Collection, which features distinct knots and grain variations that give the wood a 'rustic' feel. The New Milano Oak Collection is architecturally designed to cater to the demands of discerning customers. Other notable wood species collections are the uniquely beautiful handcrafted

floors of the Winchester Collection, the exquisite timeless collection from the Temperate Favourites and the sultry wood species from the Exotic Collection.

Being environmentally friendly, the 'New Generation of Solid Hardwood Floors', offer customers exclusively crafted wood floorings which are Singapore Green Label compliant and certified green by Forest Stewardship Council (FSC), Programme for the Endorsement of Forest Certification (PEFC) and Malaysia's green building corporation.

Greatness Carved in Wood

Ekowood was listed on Bursa Malaysia Securities Berhad in 2004. In fact, the brand holds the market leader position in the industry as it controls the biggest market share of the engineered solid hardwood flooring in Malaysia. These segments include international 5-Star hotel chains like Hilton, Starwood, Traders Hotel, Marriott Putrajaya and Westin, showrooms for renowned commercial chains, including Mercedes and Bufori, as well as top-end residential properties such as Sky Residence, The Capers, Sri Carcosa, Surian Residences, Marc Residence and the Royal Residences of Perlis and Johor.

The brand has managed to command premium pricing at the top end of prestigious projects in Malaysia and pioneered the floating installation method in Malaysia as well as the Asia-Pacific region – giving customers the advantage of cost-effectiveness and time-saving during installation and rectification compared to conventional glue-down installations.

Ekowood was the recipient for Best Engineered Solid Hardwood flooring in UK and Ireland for

2000, 2001 and 2002. In 2005, Ekowood was recognized by the Malaysian Book of Records for having the 'Biggest Range of Solid Hardwood Flooring'.

Collectively in the same year, Ekowood was awarded the 'Superbrand' status by Superbrands and The Brand Excellence Award from the Ministry of International Trade and Industry. Building momentum further, Ekowood forged ahead to garner the prestigious BrandLaureate Award in 2007-2008 and subsequently in 2013-2014.

Renovating with the Times

The company believes in remaining resilient and staying true to its Vision, with continued emphasis on research and development (R&D) in order to create innovative products that cater to the discerning demands and needs of its customers. High quality standards will continue to be a key factor in maintaining Ekowood's competitive advantage.

Ekowood continues to operate with the Brand Values of Trust, Teamwork as well as being Environmentally Friendly. With the idea of ensuring that its staff remain engaged with its Brand Objectives and Promises, the company will continue to communicate business ideas and philosophies via staff training, management seminars, online updates and internal newsletters. To ensure global sales and marketing activities are in sync with its brand guidelines and identity, the headquarters in Kuala Lumpur monitors closely all branding and marketing initiatives.

With the Tagline, "A Stylish Way to Live", Ekowood engineered solid hardwood flooring symbolizes the epitome of luxurious lifestyle and the ultimate statement of class.





HOTEL

CORPORATE BRANDING

G HOTEL

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BESTBRANDS IN HOSPITALITY

Hotel

The Urban Icon of the Pearl of the Orient

The ultra chic and stylish G Hotel is known as the urban icon on Gurney Drive, Penang. Located on the most fashionable strip on the popular island, the hotel is the ideal spot for discovering Penang's tourist attractions, UNESCO World Heritage sites and wonderful beaches. Opening its doors to the public in January 2007, G Hotel is also situated between two popular shopping centres – Gurney Plaza and Gurney Paragon.

Designed with a modern touch, G Hotel provides accommodation for both business and leisure travellers. The bold and innovative approach of the hotel is inspired by its location; while the logo reflects its 'quirky' quality and welcoming nature.

G Hotel has 312 tastefully designed rooms that offer travellers the best in quality. The hotel's intelligent use of architecture, lightings and furniture reflects contemporary simplicity while trendy styled furniture and monochromatic colour scheme fits perfectly with the theme.

Guests at G Hotel are able to enjoy complimentary Internet broadband and Wi-Fi, a non-alcoholic mini bar, use of spa and hair salon, gym and Infinity Pool as well as explore Penang with their G Mountain Bike.

Other facilities at the hotel include a business

centre, function rooms and a grand ballroom which ensure that the needs of savvy corporate travellers' are well met. G Hotel's function rooms are designed to provide fuss-free professional services and offer conference and banqueting facilities for the increasing significant Meetings, Incentives, Conventions and Exhibitions (MICE) sector. The Grand Ballroom can accommodate up to 500 guests, with an additional five function rooms ideal for meetings and business planning sessions.

The hotel is one that offers state-of-the-art living experiences while representing a calming retreat within an urban sprawl – whether for work or play. The staff at G Hotel anticipate a guest's needs and are happy to give their undivided attention. G Hotel is the spot where a stylish experience begins.

Soothing Holiday History Maker

The hotel has won more than 60 awards since 2007, including Best Hotel Interior for Asia Pacific Hotel Awards, HAPA top five Best Independent Hotel, Best City Hotel Malaysia for World Luxury Hotel Awards, Best Hotel Development for FIABCI Prix d'Excellence Awards. Also, chefs for the hotel have won more than 20 awards in competitions such as Battle of the Chefs.

G Hotel is the first hotel in Malaysia to provide

guests with bathroom amenities from Australia. In fact, the preferred Australian APPELLES's product range uses ingredients which are certified organic, and scientifically proven to promote healthy skin and hair, with scents to stimulate senses – making the holiday stay a truly unforgettable one.

The Promise of Future Comforts

Latest additions to the hotel include the Tree Bar. Built literally under a tree, the newly opened contemporary-yet-casual bar is the most anticipated hangout spot in Penang. Providing value for money, this hip and trendy outlet is a perfect place to chill out with friends and family after a long day. The hotel's G Art Gallery at Level 1 is also an ideal spot for launches and events.

Travellers will soon have a new hotel to stay in as G Hotel Kelawai, with the philosophy, "Style... Redefined", which is expected to be completed in the first quarter of 2015. The iconic design and cutting-edge lifestyle space will set the stage for more exclusive and extraordinary experiences.

With 208 rooms uniquely inspired by innovative designs to create energizing space for guests to play or work in, there will be plenty of opportunity to enjoy in the new hotel. Travellers will be able to choose between the coffee house, lobby lounge and chill out bar, to fulfill their gastronomic desires!





HYUNDAI

CORPORATE BRANDING

HYUNDAI

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BEST BRANDS IN AUTOMOTIVE SEDAN

The Brand

Hyundai-Sime Darby Motors Sdn Bhd (HSDM) operates under Sime Darby Motors Division Sdn Bhd (SDMD), both subsidiaries of Sime Darby Bhd. HSDM is the prime mover of Hyundai passenger vehicles in Malaysia, distributing all imported and locally assembled (under 'Inokom' brand) variants. SDMD looks after more than 200 motor-related companies located in the region including China, Taiwan, Singapore, Thailand, Hong Kong, Macau, Australia and New Zealand.

Armed with the vision of bringing global quality motor vehicles and services to Malaysian motorists, HSDM makes this a reality through alignment of its visions with Hyundai Motor Company (HMC), and leveraging on strategies built from the foundation of evolving products.

In addition to vehicle distribution, HSDM also maintains one of the six Hyundai Overseas Training Centres (OTC) in the world, which trains both technical and sales trainers from Hyundai distributors in the Asia-Pacific region. (Technical training excludes mainland China, Japan, and India). In 2012, HSDM jointly established the Asia Pacific Hyundai Training Academy with HMC with the aim of improving customer service in the Asia Pacific region.

HSDM's goal is to increase its market share from 4 percent to 7 percent over the next three years.

For the past four years, it has been aggressively expanding its 3S centres around Peninsular Malaysia. The number of 3S centres in Malaysia grew from 14 in 2011 to 28 by the end of 2014, in tandem with the growing sales of Hyundai passenger cars in Malaysia.

Hyundai's Driving Force

Modern Premium is the driving force behind the success of the Hyundai brand today. It is Hyundai's brand concept and also the philosophy behind 'New Thinking New Possibilities'. It is manifested in the cars that we produce, services offered and the right customers' experience when they enter our 3S centre.

Modern Premium innovations include the ground breaking product line up such as the revolutionary Veloster, a 3 door sports looking coupe and the Genesis, a mid-size luxury sedan. Fluidic Sculpture design that has played a key role in establishing Hyundai's reputation as a car manufacturer that offers great design.

Fluidic Sculpture, which is reflected in the exterior and interior design of all models is inspired by nature and gives Hyundai a strong brand personality and identity. It was introduced in 2010 with the launch of Hyundai Tucson and Sonata and later worked its way through other vehicle lineups such as the Elantra, Santa Fe, i40, and i30. The new design has proven to be a success with

outstanding global sales records for the Sonata and Elantra, averaging about 200,000 units each in 2012.

Hyundai's relentless dedication to improving powertrain efficiency and performance has led to the Gasoline Direct Injections (GDI) technology that improves fuel efficiency and pushes out more power. Hyundai's Tau engine was also named in Ward's 10 Best Engine list not once but four times since 2009.

Awards & Recognition

In recent years, Hyundai has been included in the Best 100 Global Brands list for nine consecutive years and entered the top 50 for the first time in 2013. In Malaysia, Hyundai has also gained recognition with numerous product awards given by local media for its design, performance and value.

Aiming to become the 'world's most loved car brand' Hyundai commits itself to deliver even more value beyond customers' expectations. It will first strengthen its global network and management system to make the organization more efficient and dynamic in order to respond more quickly and flexibly to changes in the internal and external business environment.



HYUNDAI



CORPORATE BRANDING

MARAS GROUP



BEST BRANDS IN REAL ESTATE

URBAN REGENERATION

Adelaide's 'Pace-Setter' in Real Estate

Urban regeneration breathes life into real estates or neighbourhoods that are deemed to have lost its appeal and functionality. In modern times, urban regeneration enables old properties to be restored and rejuvenated, making it relevant to the needs of the consumer and the community.

The Maras Group, a retail property investment and development based in Adelaide, South Australia has been at the forefront of urban regeneration. Established over 30 years ago by its founder, Theo Maras, Maras Group is considered by many to be the "pace-setter" in the South Australian market with a lengthy and impressive track record of quality and sustainable developments, underpinned by quality, long term occupiers.

Currently, Theo is assisted by his son, Steve and the father and son team has secured major operators and tenants to the South Australian market place, adding another feather in the cap to the Group's success.

The Group's core business is on investment in South Australia with the view to holding its properties for the long term – giving its tenants and partners a strong brand experience by forging a strong, healthy relationship. It is supported by a team of highly qualified and experienced team of individuals in the areas of office administration,

property administration, lease negotiation and management, client services and marketing, asset services, facilities management, project management, finance and accounting.

Maras Group is a strong believer in "putting something back into the community". It actively supports a number of organizations and community groups, in the areas of the arts, community, education, health, the aged, sport and the underprivileged in Adelaide.

Understanding Tenants' Needs

Maras Group primarily focuses on the Adelaide CBD and the inner suburban area and prides itself on the quality and diversity of its property developments and investments – ranging from office, retail, industrial, hospitality, mixed use and specialized property. It works diligently with its tenants to produce outcomes which are timely, cost effective, of excellent quality and sustainable.

Maras Group's mission is to work on projects which are achievable and desirable as long-term investments. The vast majority of projects developed by the company are retained for significant periods of time – consistent with their long term outlook. With its broad expertise and professional team, the Group is fully involved in every step of the development and investment spectrum – from site identification and acquisition,

finance, concept design, lease negotiation, full project design and planning approvals through to construction, tenant fit-out, hand-over and on-going management.

Through the years, it has also formed valuable relationships and partnerships with various external groups and individuals to ensure that its business remains at the forefront in the industry and continues to be progressive – in all facets.

The sense of what is correct and of what will appeal to the market place, coupled with the ability to construct economically what is functionally required, and on a timely basis, is the trademark of Maras Group's success.

Achievements & Accolades

Through the years, Maras Group has won numerous accolades, the latest being the Best Business Excellence Awards of United Kingdom. It won for "Best Marketing" awards, in the 'Diversified Services' category and the 'Marketing & PR' category. The first related to their outstanding efforts and initiatives to encourage people back to "bricks and mortar" shopping in Rundle Street East District by using a variety of medium. All retailers, including cafés and bars, reported an increase in business and it greatly cemented the landlord/tenant relationship.





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CORPORATE BRANDING

PKT LOGISTICS GROUP



BESTBRANDS IN LOGISTIC

Total Logistic Solutions Provider

Serving with Passion

Established in 1974, PKT Logistics was first known as Port Klang Trading and operated out of a terrace house in Port Klang. Initially offering the market trucking and forwarding services, things changed when they converted the company from a partnership to private limited. Armed with the aim to become a multinational company, they started pursuing their dreams of having a global reach and service international clients. PKT is currently trading with businesses in Thailand, Vietnam, Indonesia, Cambodia, Laos, Taiwan, India and South Korea.

When the Asian financial crisis was at its peak in the late 90's, PKT Logistics began partnering with a Korean counterpart, venturing into the business with a Malaysian conglomerate, Naza, as their logistics provider. This was followed by providing logistics services for Hyundai, through Oriental-Hyundai. This marked the company's venture into the automotive logistics business. Over the next few years, PKT started providing its services to more global companies. Now, the automotive logistics business is PKT's core operations, and currently accounts for about 80 percent of the company's total sales.

Today, PKT Logistics is located at a RM160mil state-of-the-art centre known as the "one logistics hub" in Shah Alam. The 27 acre hub comprises of two buildings – a 180,000 sq ft cross-dock distribution centre called "The Ship" and a 380,000

sq ft regional distribution centre called "The Waves." The company is in the process of finalising construction of its third structure – a 200,000 sq ft multi-storey distribution centre called "The Lighthouse."

Armed with the slogan, "We serve...with passion" the management and staff believe fervour is the best policy in offering flawless customer service, crucial for a total logistics service provider. PKT endeavours to provide a conducive, fun, healthy lifestyle friendly environment while maintaining highest level of professionalism.

PKT Logistics' CSR programme provides financial aids to the disabled, orphaned, poverty stricken or critically ill and other needy people regardless of race, nationality or religious orientation. Their programmes include the five pillars of Community Development, Education & Skill Set Enhancement, Sports & Recreations, Arts & Culture and Environmental Conservation.

Accumulating Milestones

In 2007, their automotive logistics operations reached its peak and its CEO Michael Tio, decided to diversify the company's services to increase profits. The following year, PKT Logistics's annual turnover hit RM200mil. As it did not have enough assets to list the company, PKT Logistics then diversified its operations into the fast-moving consumer goods (FMCG) segment.

PKT Logistics sets the standard of having a different CSR programme by developing the ABIB (Anak Belajar Ibu Bekerja) programme, which aimed at providing job opportunities for mothers who live in the villages near their location. The company provides training in relevant areas to enhance their skills and flexible working hours so that the mothers' household duties are not disrupted.

Their dedication to employees saw them become the recipient of the SOBA awards for best employer as well as best green initiative and best CSR programme in 2012. The company's social media entrepreneurship has attracted many young people to visit and work at its headquarters.

Building New Foundation

With a near-term target called Wawasan 60:40, they aim to increase its FMCG business operations from 20 to 40 percent. PKT is also targeting to produce 30 percent of its total automotive logistics sales from Asean countries.

The company's mid-term plan "Wawasan 5M5," will see the brand developing its warehousing path to 5 million sq ft by 2015. PKT is also looking to grow its revenue to RM1bil by 2015 and be a serious competitor in the local FMCG industry.





CORPORATE BRANDING

PUTRAJAYA CONVENTION CENTRE



BESTBRANDS IN SERVICES

CONVENTION CENTRE

Malaysia's Leading MICE Venue

Malaysia's premier meeting and convention venue, the Putrajaya International Convention Centre (PICC) is the main convention centre of the country's administrative capital. Built in 2003, PICC held its first conference, the 10th Organisation of Islamic Conference in October in the same year.

Initially known as the Putrajaya Convention Centre, the event venue was renamed to its present name after its inauguration in October 2004, to reflect its international status and efforts to put the venue on the map of MICE (Meetings, Incentives, Conference and Exhibition) centres around the world; on par with other centres in world-class cities such as London, Tokyo and Paris.

Spanning across 135,000 square meters, or approximately 1.3 million square feet, the precinct landmark was developed from the idea of Malaysia's fourth Prime Minister, Tun Dr. Mahathir Mohamad. With the tagline "PICC - Your Perfect Venue", the premier convention centre prides itself in being first in exclusivity, access, connectivity and green practices.

Located at the peak of Taman Puncak Selatan, Precinct 5, PICC sits regally on the top of Putrajaya's highest point, and surrounds a prestigious enclave of residential neighbourhood and waterfront developments. The centre that overlooks Malaysia's seat of government has a modern, spacious and versatile design and is an iconic landmark on its own.

PICC consists of 49 discrete venues with an impressive 1.3 million square feet of usable space on nine levels of conference space. Equipped with state-of-the-art facilities and world-class service and support teams, the convention centre offers the public and clients a distinctly Malaysian warmth and flavour.

One of Malaysia's largest convention centres, PICC is a 30 minute drive from Kuala Lumpur International Airport (KLIA), conveniently accessible by major expressway MAJU Expressway (MEX), PLUS highway, ELITE highway or LDP highway – making it an ideal location for exhibitions, business meetings, functions and more.

Great Moments

Besides hosting conferences, event launches, and nationwide programmes, the convention centre has become a popular venue for high security risk events, hosted by the government and private sector. PICC has seen many important guests including foreign head of states, heads of government, important corporate personalities visiting its premise.

In 2007, PICC was announced the first runner up in the 8th ASEAN Energy Efficient Building in the Best Practices Competition. Five years later the convention centre came up tops as Winner for Best Congress & Convention Centre, ASIA by Business Destinations in the Travel Awards 2012. This was followed by Winner for Best Brands in Services – Convention Centre by Asia Pacific Brand

Foundation (APBF) in the BrandLaureate Awards 2013 – 2014.

Malaysian Hospitality with International Standards

Offering service with a touch of Malaysian hospitality, the management and staff of PICC believe in ensuring those who use their centre feel at home and will strive to accommodate their guests on their needs, with safety and security its utmost agenda.

With an ongoing emphasis on being the one stop convention centre, PICC maintains facilities and amenities to accommodate business and conferences of international standards. The convention centre, shaped in the silver Malay royal belt buckle (Pending Perak) also aims to become a main tourist attraction in Putrajaya, while at the same time promoting the city as a major tourist spot for both local and international visitors.

Armed with the vision of becoming a world class MICE destination by year 2016, the management and staff of PICC strive to provide professional services to their guests and visitors, utilising advance technology in their efforts to deliver leading-edge MICE facilities and services.





CORPORATE BRANDING

RHB

THE BRANDLAUREATE
AWARD
2013-2014
"CELEBRATING YOUR BRAND
GREATNESS!
THE GREAT MOMENTS."



BESTBRANDS IN FINANCIAL BANKING

A Leading Multinational Financial Services Institution

Founded in 1997, the RHB Banking Group history in the financial sector began in the early 1990s. With the bank's core businesses revolving around three main business pillars - Group Retail and Commercial Banking, Group International Business and Group Corporate and Investment Banking, the group has aspirations to deliver superior customer experience and shareholder value; and to be recognised as a leading multinational financial services institution.

The Group has a total of 210 commercial bank branch network nationwide, with 196 RHB conventional bank branches and 14 RHB Islamic branches. The bank also has a regional presence in Singapore, Indonesia, Thailand, Brunei, Cambodia, Hong Kong, Vietnam and Lao PDR with plans to expand to Myanmar.

A fully integrated financial services group in Malaysia, RHB Bank offers customers Retail Banking, Business Banking, Transaction Banking, Treasury & Global Markets, Islamic Banking & Insurance. Equipped with more than 2,300 self-service terminals (SSTs), the group has maintained the top three positions in terms of market share for SSTs. The group is focused on building RHB into as a regional powerhouse through the strengthening of its value propositions, launching of its regional capabilities as well as the scaling of its regional businesses.

With the aim to be among the top three financial institutions in ASEAN by the year 2020, RHB

Banking Group, has successfully managed to become the mass market champion brand, with innovative concepts such as Easy to cater to customers in various locations and offering competitive products, value and affordability.

Easy, the business model enables RHB to expand and establish its footprints easily especially in the underserved areas. This low cost model, provides customers in the underserved areas with greater choice of products and services.

The Easy model is based on 6 key elements of processes and technology, customer experience, products, distribution, risk management and people and organisation. Its innovative technology solutions are developed to support Easy processes which include paperless opening of account and single point data entry utilizing biometric verification. This helps to eliminate manual checking and speed up real time credit verification and approval.

With Easy, RHB has set a new standard in banking channels and distribution and provided customers with a better brand experience. Easy has also become a distinctive sub-brand of RHB, further strengthening the brand's positioning. Since its launch, Easy has become a significant touch point to RHB's retail network with 268 outlets opened as of 2013 and has contributed to RHB's retail banking revenue.

Armed with the belief on the importance of English language and education for children, RHB, together with New Straits Times have been organising a nationwide competition - the

RHB - New Straits Times National Spell-It-Right Challenge to encourage children to increase their English vocabulary and proficiency. This is inline with the company's initiative to have an impact on the community.

Staying Relevant

With a long history of mergers in RHB's history, it all started when DCB Bank merged with KwongYik Bank Berhad in 1997, to form RHB Bank Berhad, turning a medium-sized bank into the third largest integrated financial services group in Malaysia. In 1999, Sime Bank Berhad, formerly known as UMBC Bank merged with the bank and became a part of the group. Fast forward to 2003 RHB Bank merged with Utama Banking Group (UBG).

Two years later, RHB received a license for its Islamic Banking arm - RHB Islamic Bank Berhad. One of the few Malaysian Islamic banks that fully adopt International Shariah standards, the service gave the bank a global platform in providing Islamic financial solutions, not just in Malaysia but throughout the world.

New Chapter Ahead

In October this year, RHB's latest merger was announced, involving the group, CIMB Group Holdings Bhd, and Malaysia Building Society Bhd (MBSB) in a rather unconventional method - with the smaller banking group taking over a bigger institution. The merger will see RHB buying over the entire assets of CIMB for RM60.58 billion, to be satisfied by the issue of new RHB shares.

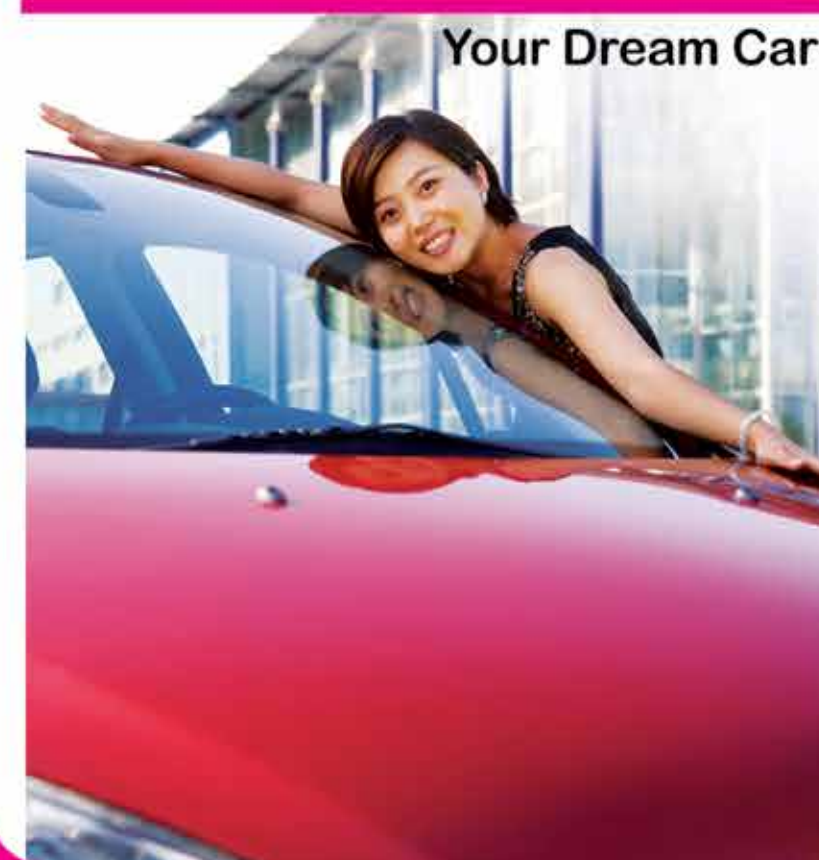
RHB Bank



Home Improvement



Vacations



Your Dream Car



Child's Education

Realise your dreams in only 10 minutes with Easy by RHB

It's easier with Easy-Loans – quick disbursement, no paperwork. Get yours now!

EASY-
LOANS
Cash
in 10 mins

1. No forms to fill
2. Just bring your MyKad
3. On-the-spot approval

For more information, call 1-300-22-EASY(3279), visit any Easy by RHB outlet or www.rhbgroup.com/easy.

Terms and conditions apply.

RHB Bank Berhad (6171-M)

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Simple and fast banking™

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CORPORATE BRANDING

SOTHYS



BEST BRANDS IN SERVICES - CONSUMER

PROFESSIONAL SKINCARE

Beauty in Harmony with Nature

A family brand based on the philosophy of cure and treatment, SOTHYS' is a renowned skincare solution specialist across the world. The brand is one that aims to provide answers to every skin problem using methods that are effective yet pleasurable, and in harmony with nature.

SOTHYS first footprints in Malaysia dates back in 1993 and the company have built it on fundamental values of integrity and people. Whether operating in France or Malaysia, passion and dedication of staff are vital aspects that make up everyday operations. Their success is guided by a commitment to quality and excellence, the importance of human values and natural, French productions.

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

A legendary name that represents excellence and prestige in beauty institutes and spas all over the world, SOTHYS products are manufactured under one of the most stringent manufacturing processes in the cosmetics industry. SOTHYS manufacturing methods are in compliance with GMPs (Good Manufacturing Practices) and adhere to international standards such as OHSAS 18001 and ISO 9001.

On a quest for effectiveness, SOTHYS expertise has

resulted in a unique, scientific philosophy based on safety, nature and pleasure. Utilising latest cosmetic breakthroughs, it works on isolating and validating new active ingredients in exclusive galenic formulas.

Historically, SOTHYS has a presence in the most prestigious spas, hotels and beauty institutes worldwide. To date, over 15,000 beauty institutes and spas and 13 international subsidiaries including Malaysia have been chosen to become SOTHYS' partners.

New Technology, New Innovation

With a dedicated and talented team of professionals responsible for an array of cosmetic achievements, one significant breakthrough is SOTHYS being the first brand to invent the world's first concentrated serum in ampoule form in 1946.

The luxury skincare brand produces formulations that have stood the test of time. Combining stringent pharmaceutical production with sensorial pleasures, SOTHYS exclusive global method, Digi-Esthétique® is an original technique specially developed to heighten the effectiveness of the treatments and the assimilation of active ingredients. The process includes a blend of Eastern and Western acupressure methods and massage procedures, thus achieving absolute effectiveness and wellbeing.

In 2004, the brand launched a new make-up concept, a highly personalised make-up care followed by World Revolutionary Lightening

Programme Hydroptimale® TH13. Intelligent hydration in 3 dimensions the following year.

SOTHYS's first patented Cosmeceutic Ageless programme was established in 2009 while last year the cosmetic brand revealed the Paraben-Free Essential Preparing Cares, a personalised beauty regime in three essential steps.

The brand's international presence in prestigious spas around the world is a testament of its legendary formulations, excellence in treatments and product quality.

Future Plans

SOTHYS expertise is further reinforced by ongoing discussions with universities as well as a panel of experts who help ensure the validity of each new formula. The brand's current breakthrough in neuro-cosmetics, linking the nervous system to skin's tissue, has led to the successful creation of exclusive compounds that act on cellular communication.

With the vision to be Second to None, the brand has several business models in the pipeline. SOTHYS will continue its objective to bring out the beauty in every woman and advocate the future generation on the importance of skincare that plays a vital part of wellness & health.

The company is expanding their presence around Malaysia with SOTHYS' Premium Salons to be operational in Sri Petaling, Cheras Makhota, Seremban 2 and Ayer Itam, Penang.





CORPORATE BRANDING

SUNWAY REAL ESTATE INVESTMENT TRUST



BESTBRANDS IN SERVICES - INVESTMENT REIT

Delivering Sustainable Value

Sponsored by Sunway Berhad, Sunway Real Estate Investment Trust (REIT) is a leading real estate investment trust in Malaysia. Listed on the Main Board of Bursa Malaysia, it has an asset size of RM5.52 billion as of 30 June 2014. With a market capitalization of RM4.46 billion as at 31 December 2014, Sunway REIT is also one of the largest retail-focused REIT listed on the Malaysian Bourse.

Managed by Sunway REIT Management Sdn. Bhd., the Trust was established with an initial portfolio of eight assets. Today, the Trust has developed its portfolio to 12 assets, with its latest acquisition, Sunway Medical Centre, in December 2012.

The Trust's assets portfolio in retail, hospitality, offices and medical centre spread across four high-growth locations in Selangor, Kuala Lumpur, Penang and Perak. Retail assets include Sunway Pyramid Shopping Mall, Sunway Carnival Shopping Mall, Sunway Putra Mall and SunCity Ipoh Hypermarket while Sunway Resort Hotel & Spa, Pyramid Tower Hotel, Sunway Hotel Seberang Jaya and Sunway Putra Hotel are in its hotel portfolio. Its office portfolio includes Menara Sunway, Sunway Tower and Sunway Putra Tower. Sunway REIT also owns Sunway Medical Centre in its portfolio. In addition, Sunway REIT has proposed to acquire Sunway Hotel Georgetown and Wisma Sunway to bring its portfolio to 14 assets.

With the vision to be the leading REIT in Malaysia in terms of asset value and in providing maximum total return to unitholders, the Trust is on the quest to deliver sustainable distributions and growth in total return over the long-term via active asset management, yield-accretive acquisitions and optimal capital & risk management.

Leader of Many Firsts

Under the leadership of Tan Sri Dr. Jeffrey Cheah Fook Ling, who is the Founder and Executive Chairman of Sunway Group and Chairman of the Board of Directors of Sunway REIT Management Sdn. Bhd., the brand has prospered – while persistently using a clear strategy in its operations. Among its many milestones, Sunway REIT is the first REIT in Malaysia to introduce manager fee payable in units. The Trust is also the first M-REIT to implement eDividend in order to promote greater efficiency of the payment system which is aligned to the national agenda of migrating to electronic payment.

Sunway REIT has successfully set a record for the highest transaction value (RM514 million) in a public auction in the history of the High Court in 2011 for the purchase of Sunway Putra. Despite loss and reduced income contribution from Sunway Putra due to enormous refurbishment works, the Trust still managed to deliver a commendable higher DPU in the 2014 financial year compared to the previous year.

Sunway REIT's unique trait of being the only township REIT in Malaysia is attributable to Sunway Berhad's expertise and track record in master-planning, developing and management of integrated townships.

As of 30 June 2014, the Trust has executed and completed RM95.6 million worth of Asset Enhancement Initiatives (AEIs) with other AEIs amounting to RM524 million pending for completion – making it the busiest M-REIT in respect of AEIs.

Creating Brand Reach

Sunway REIT strives to continue to grow its asset size through more acquisition and organic growth. The Trust aims to be the alternative nationwide real estate player by owning principal properties in all major cities across Malaysia. It also aspires to gain recognition as the only township REIT in Malaysia and the Asia Pacific.

The Trust has ambitious plans to grow its asset size to more than RM7.0 billion in the medium term. In line with Sunway Berhad's direction of transforming all its assets within the Sunway Resort City into 'smoke-free status' by year 2018, Sunway REIT will introduce new, sustainable policies and implement key initiatives in phases as part of its corporate social responsibility strategy.



BRANDING A **BRAND**
IS LIKE DOING 100 METER SPRINT
BUT BUILDING A **BRAND**
IS LIKE RUNNING A MARATHON.

... Dr. KKJohan



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PRODUCT BRANDING

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



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PRODUCT BRANDING

ASIA MEDIA



BESTBRANDS IN MEDIA

Transit TV

Ensuring a Sweeter Journey

A leading transit media company based in Malaysia, Asia Media was established in April 2007 by founder and entrepreneur, Dato' Ricky Wong. The company is the national-record holder of the 'Biggest Transit-TV Network (Bus)', endorsed by the Malaysia Book of Records in 2008.

Asia Media was awarded the concession to operate the Transit-TV system in RapidKL stage buses – the largest integrated public transport company owned by the Ministry of Finance, Malaysia.

The MSC-status company's flagship channel, Asia Media TV, uses LCD-TV Screens to display infotainment programmes, advertisements, community-driven messages and public service bulletins on the buses.

Asia Media TV is available on a total of 1950 buses – with over 3800 LCD screens! With daily viewership exceeding 500,000 viewers and two million unique audiences in Klang Valley, the channel continues to be one of the most effective mediums in reaching out to the mass audience. Asia Media TV has been engaging in out-of-home digital advertising aimed at passengers riding public transit vehicles in the Klang Valley, Johor Bahru and Peninsular Malaysia.

The company's products and services revolve around four primary divisions – the Kuala Lumpur, Johor Bahru (JB), Penang and the Creative divisions. Asia Media TV operates across a network

of over 3800 Transit-TVs through the company's exclusive network partners – RapidKL, Handal Indah, Konsortium Transnasional Berhad (Nice++ and Plusliner Express fleets).

The company works together with the police and government to convey public service messages, including cases of missing children, to two million daily commuters. With 75 per cent of Malaysians on the move, and many of exposed to Asia Media's platforms, the company believes it is the ideal medium to provide vital information to the public.

Going the Distance

Asia Media was awarded Three Licences from the Malaysian Communications and Multimedia Commission (MCMC) and Spectrums for the deployment of Digital Multimedia Broadcasting (DMB). With DMB, the company started offering a wider range of new innovative services and applications – which include mobile TV, traffic and safety information, interactive programmes and data information.

In January 2011, Asia Media Group Berhad, the parent company of Asia Media, was successfully listed in the ACE Market of Bursa Malaysia.

Asia Media Group was awarded The Brand Laureate BestBrands Awards 2011-2012 in May 2012 for 'Best Brand in Media – Transit TV Network'. Zooming forward to February 2013, Asia Media Group Berhad successfully transferred its listing to the Main Market of Bursa Malaysia.

Entertaining Travellers to a Greater Degree

Asia Media targets to expand the coverage and penetration of its Transit-TV network system to strengthen its market position and create barriers to expansion and barriers to entry for current and prospective competitors.

In addition to the current partnerships with existing bus operators, it aims to increase coverage to other public transport such as KL Monorail, Light Rail Transit (LRT) and KTM Komuter. The new strategy will penetrate currently untapped public transport audiences and broaden the brand's reach.

Asia Media has 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. After the upgrade, Asia Media TV (AMTV) will be able to provide live programmes such as daily news, latest government policies and announcements, interactive TV, sports and weather forecasts. Programs will be delivered in high-quality digital audiovisual format.

The company has also set sights on global expansion, with talks of joint-ventures in Dubai, London, Indonesia and India; as well as a potential listing on the stock exchange.





PRODUCT BRANDING

CONTINENTAL TYRE



BEST BRANDS IN AUTOMOTIVE TYRE

Gaining Traction Through the Years

Starting business in 1871, Continental – Caoutchouc-und Gutta-Percha Compagnie was a joint-stock company involved in the manufacturing of soft rubber products, rubberized fabrics and solid tires for carriages and bicycles.

Employing over 186,000 people in 49 countries, Continental is one of the world's leading tyre manufacturers; with more than 44,000 employees in the tyre division. Today, the division has 24 production and development locations worldwide.

With sales of around €33.3 billion in 2013, Continental is one of the globe's leading automotive suppliers in safety and global climate protection. As a provider of tyres, brake systems, systems & components for powertrains & chassis, instrumentation, infotainment solutions, vehicle electronics and technical elastomers, Continental contributes to enhanced driving for passenger cars, vans, SUVs and 4x4 vehicles.

A subsidiary of Continental AG, the fourth largest tyre manufacturer globally, Continental Tyre (PJ) Malaysia Sdn. Bhd. is one of the leading tyre suppliers in the automotive industry locally. Operating its manufacturing activities in two manufacturing facilities in Petaling Jaya and Alor Star, the smooth running of the automotive business is carried out by a workforce of 2310 employees.

The company has the largest tyre dealer network – with over 1200 tyre outlets that provide an array of car care and tyre services to Malaysian motorists across the country. Continental's tyre brands

are Continental, Dunlop, and Viking. Besides Malaysia, the two plants also manufacture tyres for other countries in the Asian region, including China, Korea, Hong Kong, India, Japan, Taiwan, Australia, Thailand, Indonesia and Singapore.

Continental Tyre believes in the effectiveness of research & development (R&D) activities, having conducted research through its tyre technology centre. The laboratories of the company's Tyre Technology Centres are accredited with ISO/IEC 17025 certifications.

Rolling in Style

Continental AG acquired the outstanding 30 percent of the share of the Continental Sime Tyre Sdn. Bhd. from its joint venture partner, Sime Darby Allied Products Berhad, thus Continental Tyre (PJ) Malaysia Sdn Bhd was formed as a wholly owned subsidiary of Continental AG.

In Malaysia, Continental is one of the largest original equipment manufacturer (OEM) supplier. The company's commitment to R&D over the past decade is reflected in its two generations of passenger light tyres and three generations of truck tyres which is the main contribution to our success in OEM.

In year 2009, Continental AG acquired the automotive division of Siemen VDO. With this acquisition, Continental AG gain a plant in Prai who is the leading supplier to the automotive parts in Malaysia.

Continental Automotive Components Malaysia Sdn Bhd, with more than 25 years' experience

supplying the automotive industry, Continental has had its share of accomplishments and noteworthy achievements. Among the major successes is when it started the production of instrument clusters for the first Proton Saga model in 1985. Today, Continental is the sole supplier for instrument clusters for almost all Perodua and Proton car models.

The company has a range of R&D facilities which also produce electronic and electro-mechanical automotive products such as modular fuel supply units, body control modules, electronic control units for various automotive applications and engine management systems.

Forward Momentum

Continental's R&D activities have resulted in products such as the ContiComfortContact™ CC5, ContiMaxContact™ MC5, ContiSportContact™ 3, ContiSportContact™ 5, ContiSportContact™ 5P, ContiPremiumContact™ 2, ContiPremiumContact™ 5, ContiCrossContact™ AT, ContiCrossContact™ LX2, ContiCrossContact™ UHP and Conti4x4SportContact™ which will continue to drive the company forward.

With our market leadership, Continental will continue to grow Continental Brands in Malaysia. There is a constant ongoing plans by Continental to better our operations to meet our future business strategies and market challenges.

Our philosophy of "Driving Performance for You", "Reliability", "Technology Driven", and being "Agile", supports Continental in moving forward to support our taglines of "The Future in Motion".





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PRODUCT BRANDING

KENNY ROGERS ROASTERS



BESTBRANDS IN F&B

ROTISSERIE ROASTED CHICKEN

Delicious Healthy Goodness

Opening its doors to Malaysians in 1994, Kenny Rogers ROASTERS (KRR) introduced a new dining experience to food lovers in the country. Offering an exciting menu of quality rotisserie roasted chicken, complemented by side dishes and signature muffins, KRR indeed debuted as a one-of-a-kind restaurant promoting a healthy diet.

Inspired by legendary country singer, Kenny Rogers, the restaurant philosophy shares his own belief that food should be simple. Subscribing to the principle that food made with love brings people together, KRR continues to serve simple yet delicious fare prepared via healthy cooking methods; not only is this the restaurant's ingrained practice ever since its establishment, but it has also become the brand's strongest identity. Thanks to the healthy food philosophy, KRR continues to have success even two decades later. The pro-well-being brand goes on to ensure that its offerings are made with love, and is healthy every single time.

Armed with the desire of wanting people to be healthy, health and well-being continue to be top priority for the brand. The company's efforts extend beyond just providing healthy meals and it uses technology to provide customers with information and entertainment.

Two Decades of Lasting Taste

Celebrating its 20th year in Malaysia in 2014, KRR recently successfully opened its 100th restaurant in Putrajaya – a significant landmark in the country's administrative capital.

With the rising popularity of mobile technology, KRR has leveraged on the trend to add more value to its brand with the Muffin Maniac mobile game application – allowing customers to play the role of 'Samurai' while slashing as many muffins as possible within a certain time frame in order to get instant reward while dining in the restaurant.

The restaurant has also introduced KRR Klix, another mobile application which allows guests to easily locate the nearest KRR restaurant, enjoy exclusive deals and be among the first few to find out the latest promotions at the restaurant. Healthy food lovers are also able to browse through the dine-in menu, delivery menu and catering service at a glance and decide on which healthy offerings they can partake in.

True to its motto of wanting people to be healthy, KRR's annual ROASTERS Eating Day (RED) initiative, traditionally held on the second Wednesday of every New Year, saw a sea of people dressed in red gathering in front of KRR restaurants around the country to enjoy good deals on KRR's RED Hot Meal item. This year, the event was made more exciting with the inclusion of six gold medallists who were part of the Malaysian contingent at the SEA Games.

The ROASTERS Chicken Run event made its annual comeback in 2014, as part of the Kenny Rogers ROASTERS Community Chest Campaign, created in 2005 in aid of the less fortunate. To date, more than 24,000 runners have participated in supporting the good cause.

This year, more than RM65,000 was raised in aid of the 'Nutrition, Lunch and Tuition' programme and the 'Reading Wonderland' programme by the Little Yellow Flower foundation. To date, the event has successfully raised more than RM 500,000 within 10 years for a variety of charitable organizations and homes.

Sublime Roast, Hearty Boost

Going into 2015, KRR plans to open at least 15 more restaurants. Amidst such an aggressive expansion plan, imbued with captivating promotions and the inclusion of new menu items, the restaurant's ongoing health awareness initiatives remain paramount as they always have been throughout the decades.

Given everything that has going for it, the brand development to-date is a crisp reflection of greater times ahead for Kenny Rogers ROASTERS. Having served Malaysia for 20 years, the company is poised for further growth. Ultimately, the brand that made rotisserie-roasted chicken a household name in Malaysia is indeed poised to provide more exciting times ahead!





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PRODUCT BRANDING

BEIERSDORF (NIVEA)



BESTBRANDS IN CONSUMER SKINCARE SOLUTIONS

The 'Inventor of Modern Skincare'

For over 130 years, Beiersdorf, through the brand NIVEA, has dedicated itself to meet its customer's individual skincare needs. Established in 1882 by pharmacist Paul Carl Beiersdorf, the company developed the first stable skincare cream based on a water-in-oil emulsion – and NIVEA was born! Today, Beiersdorf has blossomed into a global skincare company with more than 150 affiliates and over 16,500 employees worldwide. Its success internationally revolves around its strong brands in all the relevant skincare categories.

As a market leader in 47 countries, NIVEA has a global brand awareness of 93 per cent. Fondly known as the 'inventor of modern skincare', the company believes that its research and development (R&D) expertise, innovative product lines, as well as strong brands, are the primary reasons for its success.

Beiersdorf's innovative, high-quality skin and body care products are tailored to meet the individual needs and wishes of consumers, not to mention regional requirements. The ongoing brand development is the foundation of a close relationship with its consumers and markets – positive catalysts for the company's success.

Beiersdorf focuses on operating sustainably and is committed to ecological and social responsibilities. The company's sustainability philosophy is not just determined by its economic success, but also by its active approach to environmental protection and occupational safety; as well as deep commitment to society.

Beiersdorf, through NIVEA, aims to constantly improve – making life a little better every day.

A Revitalizing Symbol of Trust

The company's international success is based on NIVEA in the mass market, Eucerin® in the pharmacy segment, and La Prairie in the luxury skincare segment. Today – 100 years after its creation – NIVEA is one of the largest skincare brands in the world and is available in more than 200 countries worldwide!

Beiersdorf's products are successful across the world because consumers trust and believe in them. The company further strengthens said trust and faith by making investments in dermatological research and innovative technologies, global and local trend analyses, and maintaining a consistent global brand identity.

The company's success lies in its brands having the ability to unite international trends with regional consumer needs – since no markets are the same and consumer skincare requirements differ considerably from continent to continent. The company conducts extensive consumer surveys and operates local Skin Research Centres to stay as close as possible to its consumers.

One of the factors driving the company's global success is its ability to innovate. Product R&D activities have always played a key role within the Beiersdorf organization. In fact, many of its R&D project results, such as the invention of NIVEA Crème, which revolutionized skincare in 1911,

has helped it to establish global standards and benchmarks.

In just the first half of 2014, Beiersdorf continued its dynamic business development by achieving organic sales growth of 5.0 per cent.

Intensified Branding with Renewed Strategy

NIVEA and other Beiersdorf's brands are looking forward with a new strategy – to focus on skincare closer to markets.

As one of the best skincare brands in the world, NIVEA is also the strongest skincare name in the mass market – with a leading position in major market fields. The company believes in reigniting the positive development of its current brands together with strengthening the consumers' emotional bond with their favourite products.

Beiersdorf also believes in repositioning brands towards skincare and its core values; detecting superior consumer insights, and increasing the transparency of markets and competitors.

The company continues to focus on innovation programmes to strengthen significant innovations, launch meaningful and successful advancements for consumers, intensify excellence at the point-of-sale and amend the quality of communication planning.



YOKOHAMA
Batteries

START WITH THE BEST

PRODUCT BRANDING YOKOHAMA

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BEST BRANDS IN AUTOMOTIVE BATTERIES

The Battery

With origins tracing back to 1967, Yokohama Industries first started off with a business based on reconditioning used automotive batteries. Today, the company operates a cutting edge manufacturing plant located on 36 acres of land in Semenyih, Selangor.

Armed with the motto "Learning from experience and growing on knowledge", Yokohama Industries has come a long way and has positioned Yokohama in the lead of acid battery manufacturers in the country today. The company is known for being an environmentally responsible and sustainable manufacturer that also recycles used lead acid batteries (ULAB) apart from manufacturing them.

The integrated battery plant features automated lines, well-equipped Research & Development facilities and full engineering capabilities. It is also known for being the largest and most advanced SLI battery manufacturer in Malaysia, and a recipient of multiple technical and branding awards in its portfolio.

The company owns a 5-acre lead reclamation plant in Pengkalan, Perak, that offers lead and polypropylene recycling, as well as alloy blending services within the group. Proper in-house lead recycling not only prevents hazardous discharge that poisons the water table, but also provides a natural hedge against fluctuations of FOREX and LME price levels of lead. According to a carbon

audit, the 1,500 tons of lead processed per month in their plant mitigates about 230 tons of CO2 that would otherwise be released into the atmosphere each month. Both plants are ISO 9001 and ISO 14001 compliant.

Yokohama batteries have recorded over 17,000 points of sales domestically, and are exported to more than 40 countries globally. As a testament to its quality, Yokohama has gained acceptance as an OEM supplier to various automotive brands. Yokohama's advertising is complete with visible branding efforts such as billboards and print advertising, supported by the brand's commitment to quality and superior customer service.

The company believes in giving back to the community through CSR activities such as sponsoring the COBRA 10's Rugby Tournament and working with various universities. Yokohama believes human resource is the organisation's greatest asset and ensure all staff are provided with the right environment, opportunities, technical and management programmes to ensure a continuous development of capabilities, skill sets and mindset.

Momentous Achievements

Yokohama Industries has been a Public Listed Company on the Malaysian bourse since 1995. With multiple awards, recognition and certifications over the years, Yokohama also joined an exclusive club of local manufacturers with

TS16949 certification. The certification is another testament to the company's ongoing efforts in product and process improvements as well as building customer's confidences. Their products have also received SIRIM certification for the entire range of products supplied locally.

The company is also working on the idea of making Malaysia a motive power hub through world class technologies and partnerships. The year 2014 saw Yokohama Industries venture into the assembly of tractions cells that power the warehousing and logistic industries, both essentials pillars of the economy.

Powering Ahead

As the world today is driven by the aim to reduce fuel consumption and carbon emission, the global trend of micro hybrid and mild hybrid vehicles have facilitated the brand towards the progress of an innovative manufacturer.

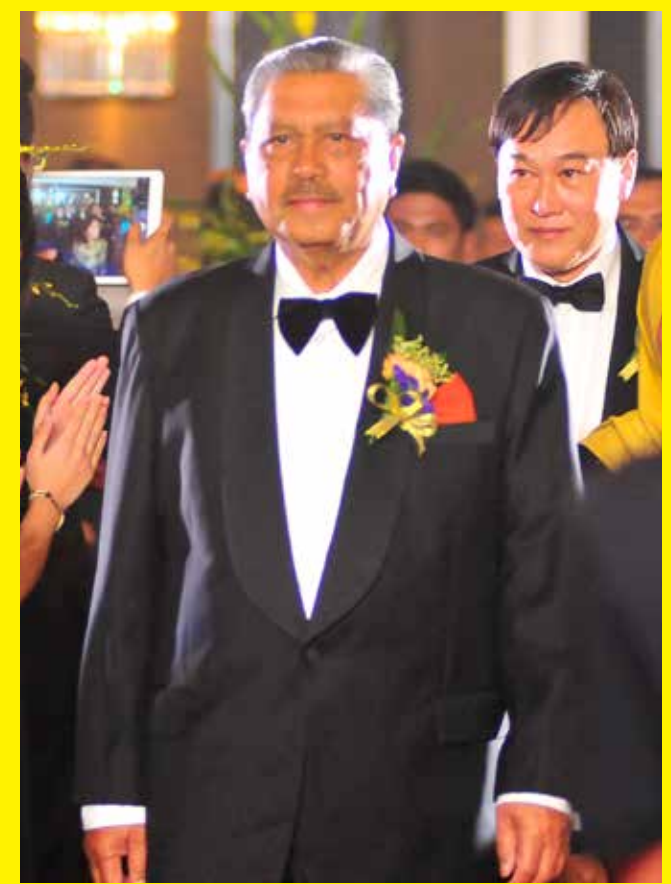
Yokohama Industries has started to work with Bolder Technologies, and advancing its research on TMF (Thin Metal Film) batteries which produce high power outputs from a thumb size battery. The TMF research is backed by intensive R & D facilities and the usage of recyclable material with reclamation facility will see Yokohama moving toward environmental friendly and sustainable manufacturing practice.

POWER. ON DEMAND.



YOKOHAMA
Batteries

START
WITH
THE BEST





GREAT BRANDS
MUST BE TECHNOLOGICALLY,
SCIENTIFICALLY AND INNOVATIVELY DRIVEN.

... Dr. KKJohan



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SIGNATURE BRAND AWARD

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

antabax

SIGNATURE ANTABAX

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GREATNESS!
THE GREAT MOMENTS."



BESTBRANDS IN CONSUMER Antibacterial Solutions

Homegrown Household Name

Lam Soon is a household name in South East Asia, known for its quality products and strong brands. Through its stable brands supported by an extensive sales and distribution network, Lam Soon is acknowledged as a major Fast Moving Consumer Goods (FMCG) player in Malaysia. The company has grown steadily over the years and today, it has operations in Singapore, Malaysia, Thailand and Vietnam.

Lam Soon's brand heritage dates back to August 1950, when Lam Soon Cannery Private Limited was incorporated by the late Ng Keng Soon to trade in copra and canned food. Years later in 2003, Lam Soon (M) Berhad's subsidiary, Lam Soon Edible Oils Sdn. Bhd. (LSEO), undertook its operating activities, including the businesses of manufacturing, marketing, sales, trading, distribution and export of edible oils and fats, household and personal care products.

Lam Soon Group's business activities comprise of plantation/milling, refining of cooking oil to the manufacturing of margarine, specialty fats, soap and detergent and oleo chemicals. Its products are manufactured to the highest international standards – including ISO 9002, ISO 14001, GMP (Good Manufacturing Practice) and HACCP (Hazard Analysis Critical Control Points) awarded to its factories in Malaysia and Thailand. Besides its own brands, Lam Soon also provides contract-manufacturing services, especially for soap.

Through its many FMCG brands, Lam Soon has cultivated a Brand Identity that focuses on such characteristics as Integrity, Trustworthiness, Friendliness and Approachability. The company continuously rejuvenates its brand portfolio and introduces new line extensions of the highest quality and attractive packaging design – in response to evolving consumer trends.

Blessing the Nation with a Higher Class of Hygiene

Antabax, the award-winning brand owned by LSEO, is recognized and acknowledged among consumers for its antibacterial product ranges which clean and remove 99.9 per cent of germs for 24 hours antibacterial protection. It is a trusted medicated brand that promotes a healthy and hygienic lifestyle.

Since the first Corporate Social Responsibility (CSR) initiative in 2009, Antabax has run annual public education and awareness programmes on hygiene. The target is to reach all Malaysians and challenge itself to create programmes which are different, relevant and educational – so that the important message of health and hygiene is reinforced and becomes a habit across the nation.

Antabax developed the concept and implemented the award-winning National Patty Cake Competition and the reality game show, Lat-Tali-Lat – which was aired on ASTRO. Both these CSR initiatives were aimed at reviving traditional games as a method for teaching better hygiene. Not surprisingly, this innovative approach to hygiene

resulted in Antabax's educational programs reaching more than seven million people in 2013! The CSR initiatives by the brand have also earned strong support from the Ministry of Health Malaysia and Ministry of Education Malaysia.

Standing out from the Rest

Creativity, Innovation, Leadership and Integrity are among the qualities of Team Antabax that have tempered the character and personality of health and hygiene campaigns, both large and small, that the brand has implemented across Malaysia.

Continuous Research and Development (R&D) and a spirit of innovation result in the brand constantly exploring new ideas that make its campaigns stand out and receive attention which ultimately helps consumers make positive changes.

The brand also engages in constant interaction with communities and consumers for an ongoing process of creating better products and services through communication.

Antabax is among the top Malaysian personal care brands and has gained this position in the relatively short period of 10 years. Becoming a leading name requires the brand to be unique, different, innovative – and ultimately stand out in a crowded field.

There are plans to take Antabax to the regional level and spread the brand's unique approach to health and hygiene to a larger market.





LONPAC INSURANCE

SIGNATURE

LONPAC INSURANCE

THE BRANDLAUREATE
AWARD
2013-2014
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BESTBRANDS IN FINANCIAL SERVICES

General Insurance

Brand Evolution

LPI Capital Bhd. ('LPI Group'), formerly known as London & Pacific Insurance Company Bhd., was established on 24 May 1962 as a private limited company. LPI Group was registered as an approved insurer on 9 April 1963 under the Malaysian Insurance Act 1963, and has been a cornerstone of the local insurance industry ever since. Today, it operates through 21 branches in Malaysia and one branch in Singapore to serve clients better. The company also has an associate company in Cambodia through its 45 per cent owned Campu Lonpac Insurance Plc.

With the aim to be the preferred premier insurance solutions provider, Lonpac's biggest focus lies in providing innovative insurance products that are supported by a customer-centric service. The company's business philosophies aim to create value for stakeholders and strive for sustainability through financial and technical strengths.

Lonpac believes in giving back to the community through corporate social responsibility programmes in education, sports, healthcare, social welfare for senior citizens and those in need.

Positive Growth: Welcoming Great Moments

Guided by the Group's Philosophy and the Vision of

its Founder and Chairman, Tan Sri Dato' Sri Dr. Teh Hong Piow, the staff of LPI are responsible for the achievements attained by the Group.

LPI shares were listed on the second board of the Kuala Lumpur Stock Exchange (KLSE) in January 1993 before transferring to the Main KLSE board in 1997.

In 2013, A.M. Best Asia-Pacific Limited affirmed Lonpac's financial strength rating of 'A-' and issuer credit rating of 'a-'. These ratings reflect Lonpac's sufficient risk-adjusted capitalization, continuing favourable operations, investment income and market presence in Malaysia.

Latest reports show the LPI Group's achievement with a record pre-tax profit of RM208.7 million, for a 9-month period ending 30 September 2014; with an increase of 12.5 per cent over the previous corresponding period. The Group's revenue from January to September 2014 also increased by 5.6 per cent – from RM824.4 million to RM870.5 million.

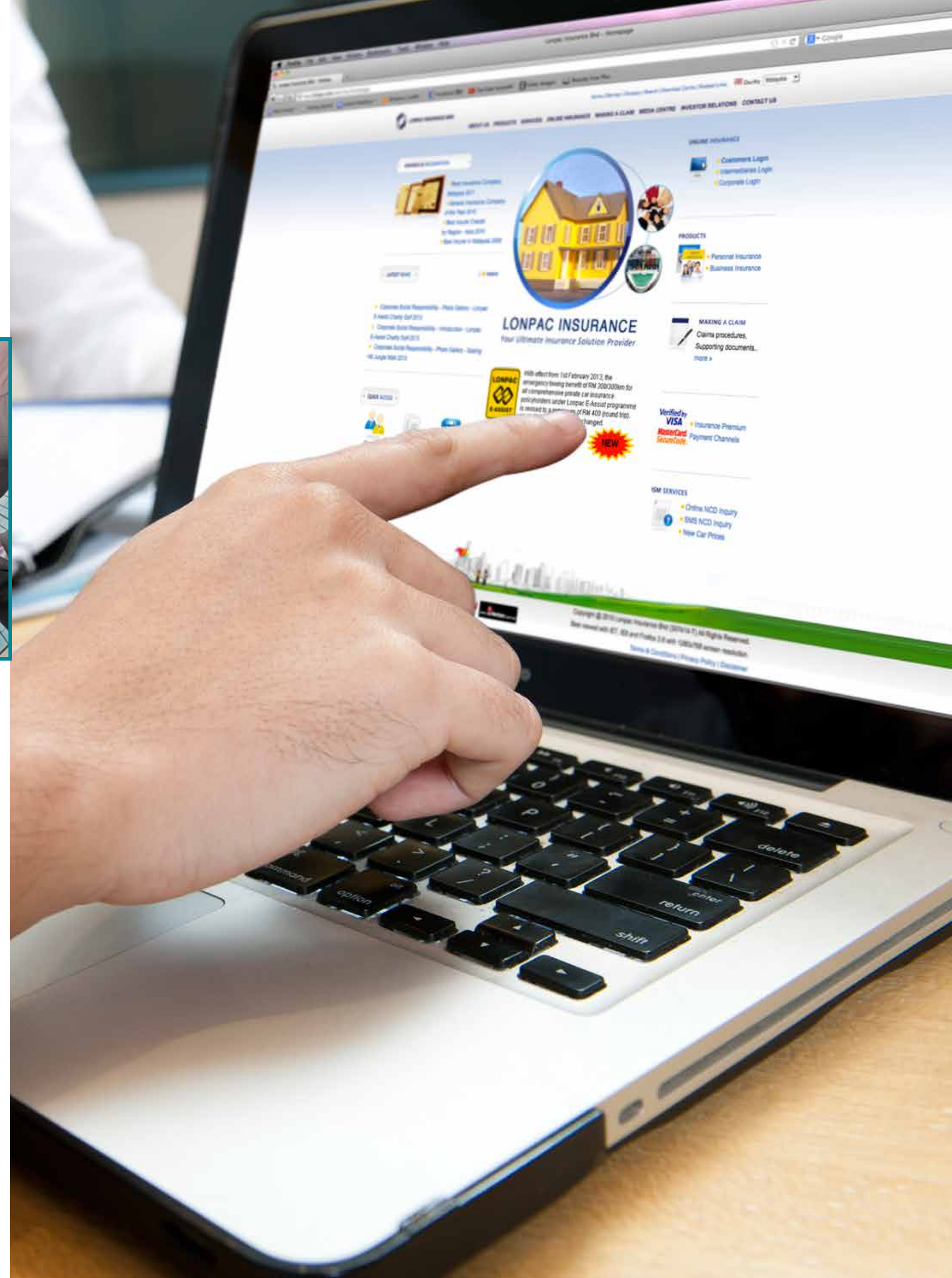
Lonpac is ranked at sixth position when it comes to market share in the Malaysian insurance industry and takes the top spot for fire insurance. In the field of underwriting, the Lonpac has consistently set benchmarks for the local insurance industry.

Insuring the Future with a Determined Forward Gaze

LPI will continue to enhance its organizational efficiency and persists in being the first listed company in Malaysia to hold its Annual General Meeting (AGM). The Group will also continue to enhance shareholder values and deliver excellent service to its customers – ensuring Lonpac maintains its position as a premier brand in the insurance industry.

The Malaysian insurance industry is becoming ever more competitive due to the entry of major players ahead of liberalisation. Consolidation in the sector by both local and foreign insurers and reinsurers will exert additional impact on Lonpac's underwriting results. Nonetheless, Lonpac has already taking the necessary steps to prepare for the challenges in the liberalized market.

Although the US economy has shown strong signs of recovery and Malaysia's latest Gross Domestic Product (GDP) growth rate has been impressive, the weak Eurozone economies and geopolitical tensions in the Middle East may still affect the global economic climate. With this in view, the Group will continue to focus on its business plan on growth expansion in the targeted portfolios and ensure that Lonpac's underwriting performance will be further enhanced.



Masteel

SIGNATURE
MASTEEL

THE BRANDLAUREATE
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GREATNESS!
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BESTBRANDS IN MANUFACTURING Steel

Strong Foundation

Established in 1971, Malaysia Steel Works (KL) Bhd (Masteel) began producing commercial mild steel round bars. Today, it has become a premier steel manufacturer with two main manufacturing facilities in Petaling Jaya and Bukit Raja, Klang.

Its rolling mill in Petaling Jaya is a fully-continuous mill with reheating furnace and an annual capacity of 350K MT/yr while the Bukit Raja meltshop is Malaysia's first electric arc furnace billet plant, with an annual capacity of 500K MT. Modern and fully computerised, both manufacturing plans are aimed at producing precision quality products.

As one of the top five integrated steel mills in Malaysia, Masteel's primary business revolves around manufacturing and marketing of high tensile steel bars, mild steel bars and prime steel billets. With a wide range of domestic and international customers, the company conforms to those required by SIRIM (MS 146:2000) as well as the ISO 9001 standards.

Working together with more than 60 dealers nationwide, Masteel exports their products to Australia, Singapore, New Zealand, Fiji, Vietnam, Philippines, Thailand and Bangladesh.

Masteel's business philosophy also extends to the community. The company believes in fostering, supporting and enhancing human dignity and welfare through offering assistance to communities regardless of gender, race and religion.

Their employees also get involved with their CSR programmes, among which are engagement with Ti-Ratana Sungai Penchala Community Center, by co-sponsoring a multi-purpose van to be used to deliver foods and goods to underprivileged communities.

Steel Success

Its first rolling mill in Petaling Jaya, Selangor saw an upgrade in 1997 when it became a fully continuous mill together with the addition of a new reheating furnace, as well as a thermo quenching line. One year later the Bukit Raja meltshop became Masteel's new milestone. The most modern meltshop in operation in the region, the installed meltshop had the capacity to produce 700,000mt of billets per year.

The meltshop's quality control laboratory is equipped with state of the art testing equipments such as computer controlled spectrometer. With its ability to produce quality billets in high consistency, this has further strengthened Masteel's position as a leading steel manufacturer in Malaysia.

Over the past few years, Masteel's returns have been steadily climbing, in line with the demand for steel in the local construction industry. The company's three year compounded annual growth rate for the financial years 2010 to 2013 is 11 percent.

Masteel is known as one of the few steel producers in the country that remain profitable, despite issues faced by the players in the market. The company

was also one of the companies selected on the Bursa Malaysia to have Best Shareholder Value Creation by KPMG for 2008. It was also awarded the Certificate of Product Compliance from the Australia Certification Authority for Reinforcing Steels (ACRS).

New Ventures

Masteel is a company that is not afraid to venture into different areas of business. While Masteel continues to be a pure steel player - producing, selling and trading steel bars and billets, their future possible project could see themselves in the infrastructure construction industry, with the yet to be finalised Iskandar intercity commuter rail project.

Already a magnet for investors, Masteel has begun its authentic expansion, with a RM80mil project in the making for a new steel rolling mill, to complement its existing one in Bukit Raja. The new plan that will be fully operational in 2015, will drive the steel bar production by 45 percent, from its current 450,000 MT to 650,000 MT.

Masteel foresees a growth in its operations in the future, with the company continue to ride on the robust construction industry and increasing demands in the steel manufacturing industry.

Masteel

MALAYSIA STEEL WORKS (KL) BHD
www.masteel.com.my

*Putting The Steel
Into Malaysia's Growth*



**Wisma Masteel
29C, Off Jalan Tandang
Section 51, 46050
Petaling Jaya, Selangor**

Tel :603-7781-1611

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SIGNATURE

MBSB



BESTBRANDS IN FINANCIAL SERVICES

Impressive Brand Growth

Incepted as Federal and Colonial Building Society Limited in 1950, Malaysia Building Society Berhad (MBSB) had an important role to play – to financially assist families in owning their first homes. With the growing importance in its contribution to the society, a few years later, the company expanded its business into Borneo, and hence, changed its name to Malaya Borneo Building Society Limited (MBBS).

The company then achieved a significant milestone with its listing on the stock exchange of Malaysia and Singapore in 1963 and from there on continued to advance and progress to become a prominent financial institution. Over the decades, Malaysia Building Society Berhad (MBSB) has evolved in its role from being the first property financier to a financial provider offering innovative financial products and services nationwide.

The major turning point for MBSB was when it embarked on an ambitious transformation program, Taking MBSB to the Next Level in early 2009, which aims to re-establish MBSB's position in the financial industry. This was done by reverting to its role of providing financial assistance to the society and by enhancing its product offerings. Major operational initiatives were also executed that have facilitated greatly in increasing the company's efficiency and in branch expansion.

The results achieved from the transformation program were tremendous and impressive. MBSB has registered record profits for every financial year since then and has garnered 20 awards and industry recognitions, locally and abroad. What had followed with these remarkable achievements is the continued growth and strength of the brand MBSB – a company that has been around since pre-independence.

Its main steward, the President and Chief Executive Officer, Dato' Ahmad Zaini Othman, believes that MBSB brand can only be reinforced through impressive performance. The company takes pride that its logo remains largely the same since the 1950's.

With a stronger footing in the industry, MBSB now serves its customers through a network of 46 Sales and Service Centres and 9 Representative Offices nationwide. It has in offer a total of 7 main financial products for the retail segment and 10 for the corporate segment, with the option of conventional and Islamic facilities. Customers can expect to rely on one of the oldest financial institutions in the country, having a workforce of 1537.

Hallmark Moments

For the nine months ending 30 September 2014, MBSB Group achieved a pre-tax profit of RM845.3 million – an increase of 24.1 per cent as compared to the pre-tax profit of RM680.9 million from the corresponding period the previous year. The company's asset growth net loan, advances and financing, which stood at RM31.0 billion (as at September 2014), saw an increase of 2.3 per cent compared to RM30.3 billion (as at 31 December 2013).

MBSB's recent achievements include being awarded the New Structured Finance Benchmark Deal and Outstanding Deal of the Year 2013 by RAM League Awards 2013 for its World's First Structured Covered Sukuk Commodity Murabahah programme.

The organization's covered sukuk is the first in Asia and is the world's first sukuk supported by Islamic personal-financing receivables. This achievement has put Malaysia on the map for innovation and has managed to set the country's position as a global leader in Islamic Finance.

MBSB's first tranche was also awarded the with the Structured Finance Deal of the Year 2013 Award by The Islamic Finance News award series – received in early 2014.

Meanwhile, MBSB recently bagged the Best Companies to Work for in Asia Award 2014 by HR Asia Magazine. Whilst, Dato' Ahmad Zaini Othman received the Asia Pacific Outstanding Entrepreneurship Award 2014 from Enterprise Asia. The award recognizes talented young entrepreneurs to experienced industrialists who are considered pioneers in their respective fields.

Greater Heights

MBSB has implemented plans to further increase the expansion in corporate business through the offering of, amongst others, Project Financing, SME Cash Express and Wholesale Banking products. New strategic growth areas and industries have also been identified to enable the offering of new products. These include Oil Palm Plantation Financing and Industrial Hire Purchase.

As a Government Linked Company (GLC), MBSB has also established a new portfolio – the Commercial Business and Bumiputera Development. The objectives are to mainly assist Bumiputera entrepreneurs to move up the value chain that is in line with the Bumiputera agenda enlaced by the Government.

MBSB's financial offerings to the consumers are largely based on Shariah concepts and in recent years, the company has recruited the necessary talents to support product development initiatives. Coupled with a new IT platform, MBSB believes it can achieve greater heights in the financial industry as it continues to enhance its capabilities in meeting the customers' evolving wants and needs.





SIGNATURE MDEC



BESTBRANDS IN IT & MULTIMEDIA SUPPORT

Prospective Glance: Digital Mission

Established in 1996, the Multimedia Development Corporation (MDeC) was formed to oversee the development of MSC Malaysia and to advise the Malaysian Government on legislation and policies. MSC Malaysia was envisioned as the country's ICT hub, aimed at creating an ideal and conducive platform to nurture the ICT sector, develop new Malaysian ICT companies, and attract participation from global ICT companies and multinational corporations to invest in, and develop cutting-edge digital and creative solutions in Malaysia.

In October 2011, MDeC was given an additional mandate by the government – which was to look beyond MSC Malaysia and develop a blueprint for a vibrant digital economy. This blueprint also encompassed the greater economy and drew from the huge opportunities created by the Internet and the digital world. This resulted in a programme called Digital Malaysia, which was officially unveiled in July 2012 as the national programme to advance the country towards a developed digital economy by 2020.

Founded on three strategic thrusts, of moving Malaysia from supply to demand, consumption to production and low knowledge-add to high knowledge-add, Digital Malaysia aims to create an ecosystem that promotes the pervasive use of ICT in all aspects of the economy. This will in turn connect communities globally and enable them to interact in real time, in order to increase the country's Gross National Income (GNI) enhance business productivity and improve the standard of living of the people.

The success of Digital Malaysia will be manifested by an increased in digital economy contribution to GNI to RM294 billion, an additional one per cent SME contribution to GDP and a further RM7000 digital income per annum for 350,000 citizens, by 2020. Digital Malaysia has plans to transform Malaysia into a developed digital economy that connects and empowers the government, businesses and citizens.

Today, MDeC is responsible for the ICT sector via MSC Malaysia and the greater digital economy via Digital Malaysia. Both run concurrently to spur Malaysia's ICT industry development and digital economic growth.

Positive Growth: Geared to Excel

2013 proved to be another good year for MSC Malaysia – recording continuous and consistent growth, with increases across the board with especially strong performances in the area of export sales and GDP contribution. In 2013, revenue grew to RM34.55 billion, while new investments increased to RM 3.0 billion. Contribution to GDP increased to RM12.06 billion – which was a 6.5 per cent increase. This performance also means that MSC Malaysia's GDP contribution has increased by 23 per cent over the past five years. MSC Malaysia also saw growth in the area of new companies with a total of 236 being awarded MSC Malaysia Status in 2013 – bringing the total number of MSC Status Companies to 3403.

Digital Malaysia continues to incrementally and steadily change the digital landscape by helping local businesses – big and small and communities – both urban and rural, transform themselves

from followers to leaders in digital technologies. As part of these efforts, the Digital Malaysia 354 (DM354) roadmap was developed as a structured approach to game-change Malaysia's digital landscape. For Phase 1 (2012-2020), it will further shift the growth of Malaysia's Digital Economy by addressing 3 key ICT Enabling Environment Focus Areas (Access, Adoption and Use); growing 5 ICT sub-sectors (ICT services, ICT Manufacturing, ICT Trade, e-Commerce and Content & Media), which will eventually benefit 4 initial Digital Malaysia Communities: Digital Entrepreneurs, B40 (bottom 40 per cent of the income pyramid), Youth and SMEs.

Gazing Ahead: Forward Trajectory

MDeC is steadfast in its commitment to drive the growth of the local ICT industry through strategic partnerships and programmes. The corporation seeks to persevere in the promotion of Malaysian companies on an international level – by creating opportunities to market local ICT services and content to a larger audience.

As it steps forward, MDeC will intensify its focus on newer avenues and welcome emerging technologies to help local ICT companies thrive in the market and remain globally competitive.

Through MSC Malaysia and Digital Malaysia, MDeC will continue its efforts to accelerate Malaysia's digital economy growth – making it a global hub for cloud, content services, creative multimedia and Big Data Analytics; among others.





SIGNATURE PELANGI

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BEST BRANDS IN PUBLISHING Educational Products

Empowering of Knowledge

Pelangi Publishing Group (PPG) was founded in 1979 by Sum Kown Cheek and Yap Chong Koy. The former teachers saw the potential demand for locally written revision books in the national language, when the Cambridge Examination System was replaced by the local examination system and the medium of instruction changed from English to Bahasa Malaysia.

Their initial goal was to assist students in their effort to prepare themselves for the new examination system. The duo started with publication of translations of past-year examination papers with suggested model answers for core subjects such as mathematics and science. Within a period of 35 years, the company published over 8,000 titles in multiple languages.

The public's perception of the publisher is that people can rely on for top quality educational products and this is reflected by its tagline 'Quality Books for Quality Education' - a dedication to the betterment of Malaysia's quality of education.

Currently, over 2000 bookshops located in all states of Malaysia distribute PPG's books and the company has footprints in 20 countries worldwide. The company has a proven record in the design, publication, warehousing and distribution of books, magazines, multimedia and digital products.

PPG's additional branding activities include the

launch of Pelangi eBook Collection, social media platforms such as Twitter and Facebook, book fairs, road shows, booth spots at eight top shopping malls and the latest movie, MOKISSU, in 2014.

Pelangi's latest offerings include "Rica's Animated Treasure Chest of Memories" available in Bahasa Malaysia, English and Chinese. "Rica" makes it possible for parents to capture their children's growth moments in CD ROM format.

Impressive Brand Performance

PPG has an annual group turnover of over RM 60 million. The company's range of products caters to all levels of society, from preschoolers to adults, and is exported to many countries. Within a period of 35 years, PPG was listed on Bursa Malaysia in 2004, further reflects its success as a multi-million ringgit corporation.

Between 2004 and 2005, the company expanded its business overseas with the setting up of subsidiary companies in China, Thailand and Indonesia. The expansion has resulted in increased marketing activities in these countries. In addition to selling to countries in South East Asia, the company now offers their product in the Middle East and West Asian countries like Egypt, India, Bangladesh and Sri Lanka.

In September 2009, PPG incorporated a wholly-owned subsidiary company in the United Kingdom under the name of Dickens Publishing Ltd, in line

with the company's plans to venture into the global market. With the incorporation of Dickens in Europe, the company's goal of becoming a renowned publishing brand worldwide is now closer at hand.

Other than publishing, PPG has also ventured into printing, multimedia and web-related businesses. The company has subsidiaries and associate companies in China, Thailand, Indonesia, Singapore and the United Kingdom.

Changing with Times

The leading publisher in Malaysia aims to establish itself as an international brand through its expansion into different international markets in the near future.

In addition, PPG's brand recognition will be further strengthened as it ventures into local, educational movie production, which will be shown in cinemas and DVD format. The company has taken a step further on expanding promotional platforms and methods to other media resources such as Groupon, WeChat and LINE, riding on the latest trend to enhance its brand name.

PPG's active involvement in CSR projects, particularly projects in rural areas including Orang Asli kampungs, has managed to create further brand awareness among these communities.





BEST BRANDS IN LIFESTYLE

Fashion Retailer

Flashing Back, Pushing Forward

The story of a young Chinese immigrant who helped create a popular retail company with Vision, Fortitude and Integrity is well known. C.K. Tang Limited made its presence in Singapore's retailing industry in 1932. Today, the brand has established itself as a prominent leader in the retail industry, with two stores in the republic located in Orchard Road and Vivo City.

Founded on the Core Values of Honesty, Integrity and Providing Value, the group is in the business of developing and managing retail brands and lifestyle concepts. TANGS aims to attain a competitive edge by continually setting trends and responding to changing needs by being innovative and creative. The brand also believes in providing quality products and services together with a vibrant and entertaining experience, as well as fostering close relationships and understanding with customers, staff and business partners.

With a Brand Vision to be in the leader in the fashion lifestyle business bringing continual enjoyment, satisfaction and success to customers, staff and business partners, TANGS is a retail evolution. The traditional department store developed a unique retail experience with creative store design, merchandizing concepts, experiential shopping ambience and personalized service.

TANGS's expansion and success is reflected by the opening of two stores in Malaysia – in 1 Utama and Empire Subang. The management has made special efforts, through vigorous market and consumer research, to ensure that these stores are relevant to the needs of Malaysian shoppers, while maintaining their signature blueprint.

The stores feature various concepts and brands to cater to customers of different tastes and preferences. TANGS stores provide the ultimate retail indulgence; with merchandise sourced globally according to international trends to meet the multi-faceted needs of discerning shoppers.

Acknowledged in Style

After TANGS Malaysia opened its TANGS 1 Utama outlet in March 2012, it soon unveiled another retail surprise. TANGS Genting Highlands, located at First World Plaza, Genting Highlands, the City of Entertainment in Malaysia, opened its doors to customers in the month of December 2012.

TANGS Genting Highlands presents itself as: "IN, CHIC, YOUNG, STYLISH" – a fitting philosophy for the spot. The store encompasses a space of approximately 12,000 square feet and features elevating concepts. Fans of fashion can expect a fresh lineup of lifestyle apparel for men and women; as well footwear and accessories with a diverse selection of brands.

The lifestyle concept was the winner of Best Innovative Display in a Department Store at the Malaysia Mega Sale Carnival 2010 Best Window Display Contest. The recognition was the store's third award after receiving the same award in 2009 as well as Best Innovative Display in a Department Store at the Malaysia Year End Sale Awards 2009 Best Window Display Contest. TANGS continues the legacy of putting up creative and impactful display in each store, striving hard to deliver the 'wow' effect to its customers.

Becoming Part of History-in-the-Making

The retailer continues to embrace the philosophy, TANGS the lifestyle concept store with its fourth store in Malacca in late 2014. The anchor tenant at The Shore @Malacca River – a luxury mixed development of retail, serviced apartments and hotels in the central area of this Historical City. The store will also be the first store in the southern regions of Malaysia.

TANGS The Shore is all set to be chic and stylish store that is filled with modern, vibrant elements – emanating an ambience that encompasses the strong surrounding heritage influences of Malacca. The 40,000-square-foot establishment will consist of merchandise from Wardrobe Men, Wardrobe Women, Playlab, Beauty, Dressing Room and Home.





Innovation for Better Living

SIGNATURE

TOP

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BESTBRANDS IN CONSUMER

Detergent

Top-notch Branding

TOP, the growing premium detergent in the market is owned by Southern Lion, a joint venture company between Lam Soon (M) Sdn. Bhd. and LION Corporation, Japan. It was founded in 1985, and two years later, it started operations in Larkin Industrial Estate, Johor Bahru. In 1990, the establishment moved into a new factory in Tebrau Industrial Estate.

In the business of producing fabric care, home care, beauty care and oral care, the company aims to be the leader in the top three positions in the market. Southern Lion endeavours to make and build brands synonymous with high quality and care for the environment. The company also strives to sustain its core competence in cost-efficient production and market innovations.

TOP is an innovative Malaysian detergent brand that fulfills its Brand Promise: "Innovative for Better Living" – to provide hygienically clean laundry. With an array of products for customers; including TOP Powder Detergent, TOP Liquid Detergent, TOP Lite Fine Fabric Detergent and TOP DayFresh Fabric Softener – Southern Lion's commitment to understanding its customers' needs is truly beyond reckoning.

The company has three Drying Towers – to produce powder laundry detergent to accommodate the current rising market demand. Its latest Drying Tower was completed in June 2012 and is the largest Detergent Powder Drying Tower in Malaysia.

The Powder Detergent Production Plant is among the company's major production facilities that produce and pack powder laundry detergent. The plant caters to laundry detergent for both local and export markets for brands such as TOP and Bio Zip.

As a member of the corporate world, the company believes in accountability and aspires to give back to society. Southern Lion actively conducts CSR activities and also participates in programmes conducted by NGOs, Government authorities and other bodies for the betterment of the community.

Among its main CSR activities include the LION Dental Health Programme, visits to special homes, active participation in charity runs and other sponsorship endeavours. The company encourages its staff from all levels to join in these activities as it believes that they help to create a loving and compassionate environment within the company and society.

Getting to the Top

In March 1999, Southern Lion was certified ISO 9001. It is the first detergent company to receive said certification. TOP is also the first detergent brand to introduce the anti-malodour technology in Malaysia – which set a new performance standard for the detergent industry.

The brand has grown aggressively in terms of business scale and market share due to innovation, quality, product line extension as well as competitive pricing. TOP expanded line

extension and launched its 'concentrated' and 'lite' liquid detergents in 2006.

TOP continued to innovate and became No.1 detergent brand in Malaysia since 2008. The trusted and No 1 detergent brand in Malaysia also launched the Anti-Mite Dust technology that removes 99.9 per cent of allergy causing Mite-Dust for a hygienically clean wash.

TOP has received several awards for its innovation in its detergent; including the PLATINUM AWARD for Manufacturing Process at the Malaysian Manufacturing Excellence Awards (MMEA) in 2009 and Malaysian Women's Weekly Domestic Diva Award for Best Fabric Softener (TOP DayFresh). TOP is exported overseas to Tahiti and Mauritius as well.

Fresh Forward

With the assistance of 350 dedicated employees at Southern Lion, the company will continue to improve the quality of life of its Malaysian consumers by offering them innovative products at affordable prices.

This is ensured by the company's understanding of what people need – always striving to add value for its shareholders, customers and employees.

TOP is committed to its Brand Promise and will continue to introduce more breakthrough innovations that would address the cleaning needs of consumers.



BRANDING DEFINES
YOUR
BRAND'S TOMORROW.

... Dr. KKJohan



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PRESIDENT'S BRAND AWARD

These are brands that have achieved sterling brand performances. These brands have dynamic brand leadership supreme brand positioning. They are also the consumer's top choice and have developed a strong brand with the consumer through numerous engagement initiatives.



**THE REAL LIFE
COMPANY**

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TOP 10 PRESIDENT'S AWARD

AIA



BESTBRANDS IN FINANCIAL PLANNING

Assured Insurer

Formerly known as American International Assurance Bhd., AIA Berhad is a leading insurer in Malaysia, established in 1948. The company offers insurance in Protection, Health, Personal Accident, General Insurance, Employee Benefits, Retirement and Family Takaful to meet customers' protection and financial security needs at every life stage.

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd in Malaysia has the financial strength, experience, service centre network as well as well-trained team of more than 2000 staff to serve its over 2.6 million customers nationwide.

Thanks to its wide and diverse distribution footprint which comprises a tied agency force of close to 17,000 members, as of end 2013, the total asset of AIA Bhd. was worth was RM42 billion – with a paid-up capital of RM767 million.

AIA Group Limited and its subsidiaries comprise the largest independent publicly listed pan-Asian life insurance assemblage. It has operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

Exponential Boom

With the integration of businesses in Malaysia in June 2013, AIA has taken top spots for both brand consideration and overall rating in the insurance industry for 2013, according to research by international research company, Millward Brown. AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code '1299' with American Depositary Receipts (Level 1) traded on the over-the-counter market.

The brand is steadily gaining inroads into the Gen Y segment. Last year, AIA attracted 5800 new recruits through its dedicated campaign targeting the young group – 80 per cent of them being Gen Y-ers.

2014 has indeed been an exciting period for AIA as the brand launched a range of initiatives to further strengthen the implementations it did in 2013; following the integration of businesses in Malaysia. These initiatives include strengthening its multi-distribution capabilities, cementing areas where it commands a leading position, enhancing its distribution technology to further enhance the customer experience, and increasing preference for the AIA brand.

Youthful Appeal

AIA's focus on Gen Y-ers continues, with its efforts to build affinity with this group, as the young

insurable population (below 20 years of age) make up more than 40 per cent of the total population. In that line, the company is also focusing on the recruitment of Gen Y Life Planners (or agents) to leverage on their youth and enthusiasm in order to identify and engage with its younger customer base.

In its efforts to connect with this group, AIA launched a series of mega events and sponsorships designed to connect with them on platforms they value and show a keen interest in – such as sponsorship of The Music Run by AIA in June 2014; and by providing the lead sponsorship in Taylor Swift's Red Tour Concert in Kuala Lumpur.

At the group level, AIA also entered into a five-year major partnership with Tottenham Hotspur Football Club in February 2014 – which will see the AIA brand featured on the shirts of Spurs players in all competitions until the end of the 2018/2019 season. The company has faith that the major sponsorship will help build brand awareness and attraction with the younger segment – given the popularity of English football in Malaysia and rest of the region.

AIA believes it has a role in educating Gen Y-ers much earlier that the future is unpredictable; particularly without adequate protection, savings and retirement plans.

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TOP 10 PRESIDENT'S AWARD DUNLOPILLO



BESTBRANDS IN CONSUMER BEDDING

Ethereal Softness

In 1948, entrepreneur Alfonso Solans Serrano and five other partners established a company dedicated to the production of small metal beds and mattresses. Since then, the family-based company, Pikolin, developed to become Spain's market leader in production and marketing of sleep-related products like mattresses and bed frames.

Today, the group has seven manufacturing plants in Spain and France with over 2000 staff and is a recipient of 11 trademarks – including Serta, Swissflex, Bultes and Merinos. A strong believer of Research and Development (R&D), the Pikolin Group has invested six million Euros to get access to leading technologies – a differentiating factor in its products.

Dunlopillo also trusts in stringent quality control standards and regularly assesses its suppliers' work with the same commitment. Armed with the philosophy that customers deserve the best, the brand continues to source for finest quality products.

Armed with the Vision to inspire healthy lifestyles by delivering the best sleep and comfort solutions to its customers, its brand values – customer passion, lifestyle shaping, excellence and pioneering are a reflection of the brand's communication.

The Skilful Development of Comfort Technology

In 1929, Dunlopillo scientists invented the first latex foam and the following years proved the latex foam mattress around the world. In 1950, Dunlopillo became well known as a British speed record breaker chose Dunlopillo latex to make seats for his water speed craft, the Bluebird.

Dunlopillo established a concept store at Sunway Pyramid in October 2011. Designed with the user experience in mind, the 1518-square-foot store offers visitors a chance to explore the comforts and innovations of luxurious Dunlopillo products.

Their factory in Vietnam is certified by the DNV EC Type certificate and FR Test Report in manufacturing the marine mattress. Dunlopillo is also the holder of ISO 9001: 2008. Pikolin was the first Spanish company in the bedding sector to achieve IQNET/AENOR ISO 9002 certification.

Among Dunlopillo's achievements include the development of its own new technologies for mattresses and pillows. The 120 Talasilver Latex provides support and comfort with Nano Silver technology to eliminate bacteria growth; and Talalay Latex has superior latex for support, comfort, durability and is resistant to dust mite and bacteria.

The company also came up with individual Pocketed Spring System – isolates movement to minimize disturbance; the 5-Zone Pocket Spring supports and contours perfectly to the body to keep the spine aligned; Outlast® adapts to the body's

changing temperature for a more comfortable sleep while Dunlopillo-Gel II is an advanced gel cushioning technology for back support, spinal alignment and pressure relief.

Among the major projects that have seen Dunlopillo involved in Malaysia include The Datai and The Andaman, Langkawi, Putrajaya Hospital, Genting View Resort, PNB Hotel Derby Park and Sime Darby Medical Centre, Ara Damansara.

Springing Ahead

More than just sleep products, Dunlopillo is a reflection of inspiration among its customers. Throughout the years, the company has given millions around the world peace of mind and freedom to enjoy life the way they want to.

The brand believes in doing its best to be the customer champion and leading lifestyle-shaper through its ever-evolving suite of sleep and comfort solutions. With customers being top priority, Dunlopillo is constantly inspired to be a trusted and well-loved brand – engaging with its customers for life, developing the full potential of its partners, setting global standards in technology & processes, inspiring passion & pride in its people and being an organizational model for sustainable success.

Dunlopillo has plans of extending its distribution network – by looking forward to grow in major cities as well as other industries such as hospitality, marine and medical sectors.





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TOP 10 PRESIDENT'S AWARD

F&N



BESTBRANDS IN FOOD & BEVERAGE

Formulating a Household Name

Established in 1883 by John Fraser and David Chalmers Neave, F&N is one of the most recognizable brands in the world. A household name on its own right, the F&N Group today is among the oldest and most successful businesses in Singapore and Malaysia – with expertise and leadership in the Food & Beverage, Property and Publishing & Printing sectors.

Being brand closely integrated to the nation's fabric for over a century, F&N has found a special place in the heart of Malaysians. And through its wide portfolio of brands and products, F&N has managed to gain the trust of generations by fulfilling its promise: "Pure Enjoyment, Pure Goodness".

The 130-year old enterprise's core strengths are reflected in its Vision, brands and products, strong distribution network, resources, and experience. The core strengths are also the elements that distinguish F&N from its competitors in the market. F&N is able to deliver sustainable performance and growth, in harmony with the well-being of local communities and the environment, to meet consumers' present and future expectations.

Listed on Bursa Malaysia, Fraser & Neave Holdings Bhd. is a subsidiary of Fraser and Neave, Limited and one of Malaysia's diversified blue chip companies

with leadership in the nation's beverages and dairy products sectors. Employing over 3000 staff, Fraser & Neave Holdings Bhd. operates in Malaysia, Brunei, Thailand and Indochina.

A distinct differentiator for F&N is its enduring partnership with a strong distribution network of traditional and modern trade customers, which ensures a seamless flow of deliveries, stocks and inventories to its combined operations and service of 90,000 outlets in the country.

Satiating the People's Thirst for Generations

The F&N Group today is Malaysia's largest soft drinks manufacturer and operates the largest dairy condensary in the region.

A brand trusted by generations, F&N has been a part of almost every celebration and occasion across Malaysia over the last 130 years. Indeed, F&N continues to be the preferred choice amongst Malaysians.

Armed with F&N's strong culture of deep-rooted innovation from its entrepreneurial beginnings and the company's foresight in anticipating consumers' demand, it was ahead of its time when it launched 100PLUS in 1983, positioning the brand through sports and active lifestyle. The growing awareness and benefits of isotonic hydration continues to keep 100PLUS relevant to those trying to achieve

daily peak performance, even beyond the world of sports. The brand's ability to empower consumers across a wide cross-section has propelled 100PLUS to become Malaysia's number one isotonic drink. 100PLUS is consumed by 1000 consumers every minute, every day.

F&N's Sweetened Condensed Milk – comprising F&N Dairies Sweetened Creamer, Tea Pot, Gold Coin and Cap Junjung, including evaporated milk brands such as F&N Evaporated Milk, Carnation and Ideal, are the undisputed Number 1 market leaders. On average, Malaysians consume some 200 mugs of beverages brewed with F&N Dairies creamers per annum – through consumption of Malaysia's favourite F&N Teh Tarik and Coffee Tarik.

Satiating the Discerning Consumer's Taste

F&N will continue to deepen the connection with its end users and offer excitement and enjoyment – in line with the brand promise of "Pure Enjoyment, Pure Goodness".

With the rise in health awareness, F&N will take the opportunity to develop and extend the health and wellness proposition, while the company continues to invest in new products and brand innovations to cater to the ever-changing lifestyles and demands of custome





TOP 10 PRESIDENT'S AWARD JONES LANG WOOTTON



BESTBRANDS IN REAL ESTATE - INTEGRATED ADVISORY SERVICES

Synonymous with Real Estate

Jones Lang Wootton's (JLW) comprehensive and quality real estate services have always been a distinguishing characteristic of the company and these services position JLW as one of Malaysia's leading single-source real estate solution providers. Operating for over 230 years, JLW was established in London, United Kingdom in 1783. In Malaysia, JLW first started operations in 1974 and became fully Malaysian-owned in 1982.

With offices in Kuala Lumpur and Johor Bahru (Iskandar Malaysia), JLW has a team of over 135 professionals, specialists and experienced staff including on site property management teams. The company offers clients fully integrated services including valuation advisory and consultancy, strategic consulting and market research, agency (including tenant representation), property and asset management as well as project and development services to property owners, investors and occupiers.

JLW believes in operating with a single, centralised management system which allows the company to execute strategies to help realise cost savings and operational benefits. The company's strength lies in its experience and commitment to the continual improvement of products and services.

With the aim of being the real estate firm of the future, JLW's vision is to provide top quality value added integrated services to their clients while maximizing returns in the property market in Malaysia.

Leadership Position

JLW leverages on their experience, deep understanding of market drivers and trends, specialised methodologies and tools and wealth of in-depth research to optimise the performance of their property investments, whether they are individual assets, portfolios or specialised projects.

JLW has a focused and result-oriented agency team that provides a comprehensive range of services for office, retail, residential and industrial properties. The brand has been pivotal in creating and structuring some of the most significant transactions in the Malaysian property market and has been appointed to value some of the most prestigious real estate in the country. JLW has also provided development advice and consultancy services for some of the country's most successful "mega" projects and townships.

Among the company's most notable appointments was in 1997, when it was appointed Exclusive Marketing Agent for the world renowned Petronas Twin Towers (Tower 2) and Suria KLCC shopping centre. JLW has either leased or sold some of Kuala Lumpur's most notable landmarks including Menara Binjai, Menara Darussalam, Vision City, Menara Public Bank, Menara Standard Chartered, Menara Citibank, Menara Prudential and Menara Maxis.

The company's research and consultancy team has experience in a wide variety of property types including offices, shopping centres, industrial factories and warehouses, hotels, residential developments, resort properties and townships.

Acknowledging and recognising that high

professional standards and integrity are critical to any valuation process, the company applies recognised practices to form impartial, objective and confidential valuation advice.

JLW offers a value-added property asset management service to maximise returns in terms of current cash flow and capital appreciation of its clients' real estate assets. The property management department continues to deliver high standards of performance and has an excellent track record of successful projects for large multi-nationals and individual owners with an annual rent roll in excess of RM200 million underpinned by the proactive and continuous improvement of systems and procedures.

Building Sustainability

The JLW brand with its quality service standards, full range of services and a team of professional and dedicated staff is well positioned to meet future challenges in a competitive environment. The management believes that differentiation is more essential today than it has ever been and branding is now a major differentiator between companies and will continue to be so.

JLW believes that its future success will be dependent on sustaining a compelling and consistent brand experience for its clients and with that in mind, the staff are always aware of the challenges faced, including sustaining brand and maintaining the brand loyalty of clients built on quality service, collaboration and trust.

In order to stay ahead, JLW continues to increase its efforts to ensure that when people think of real estate they most definitely think of JLW.

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TOP 10 PRESIDENT'S AWARD

KNIFE



BESTBRANDS IN CONSUMER - COOKING OIL

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.

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'.

More Aroma
More Taste





TOP 10 PRESIDENT'S AWARD

MAH SING



BESTBRANDS IN REAL ESTATE - PROPERTY

A Brand Developed from Quality

Since its establishment in 1965, which began in the realm of plastics, Mah Sing Group Berhad had embraced a new purpose, one in the world of property development, evidently growing from strength to strength. The innovative developer of trend-setting townships with prime locations is known as Malaysia's 'premier lifestyle developer'. Its projects showcase contemporary lifestyle statements – with grand entrances, lush landscaping, practical and functional homes with quality finishes.

With diverse projects – from medium to high-end landed residential properties, Grade A office buildings, SoHo and industrial projects, Mah Sing believes in benchmarking themselves globally. The company's aim is to become a world-class developer while remaining committed to its Corporate Philosophy of maximizing shareholders' value by delivering quality driven products and high-quality services to customers.

Armed with a 20-year history and a proven track record of developing and completing prime residential and commercial projects, Mah Sing is different from other property companies in its product offerings and ability to cater to diverse buyers and market segments. The Group believes in ensuring co-existence and harmony of buyers needs, the environment and community surrounding it.

Mah Sing has always believed in giving back to the community. Through the Mah Sing Foundation, which is the brainchild of its Managing Director, Tan Sri Dato' Sri Leong Hoy Kum, the company provides funds for medical, educational and charitable purposes; as well as seeks to raise more funds via annual fund raising activities and events.

The property developer's core values provide customers with timely delivery of quality property; simultaneously developing professional talent, maintaining a conducive working environment, enhancing shareholders with well-planned strategies continuously and integrating social responsibilities in managing business operations.

Built to Last

The company was listed on Bursa Malaysia in 1992 and ventured into property development in 1994. The popular property development company has established a strong commercial presence with Grade A buildings, integrated business parks and missed commercial developments. Among the projects by the Group include those in Iskandar Malaysia, Cyberjaya, Batu Ferringgi and Kota Kinabalu.

Mah Sing is among the pioneers of en-block commercial sales in the country and has received recognition for its performance and quality of developments – with over 100 accolades and awards received locally and internationally.

As one of the more active Malaysian developers in terms of landbanking and in line with the demand for mass market properties, the Group has so far in 2014 acquired landbanks in both Puchong and Seremban – to target the mass market and upgraders. The developments in Puchong and Seremban are intended to offer mass market products with pricing starting from RM585,000 and RM350,000 respectively. In addition, the Group also acquired part of the Sultan Salahuddin Abdul Aziz Shah Golf Course (KGSAA) in Shah Alam to cater to the high-end market in the medium-long term.

These acquisitions have a collective potential gross development value of approximately RM19.3

billion and have increased the Group's project portfolio to a total of 48 to-date (including ongoing and completed projects). The Group's unbilled sales of RM5.1 billion, as at 30 September 2014, combined with the remaining gross development value from its projects, land deals and MOU for new land is estimated at approximately RM66 billion.

Mah Sing has also managed to have a consistent performance and track record, attracting institutional shareholders.

Furthermore, the company was the only developer recognized by the Ministry of Energy, Green Technology and Water in 2013 – as evidenced by its acquiring of the Malaysia GreenTech Developer Award 2013.

Market-driven Developer of the Future

Mah Sing is always ready to capitalize on opportunities that enable the brand to grow while creating properties of faultless quality.

The company will continue to be swift when it comes to the execution of all projects and will increase the diversity thereof. It will also persist on being a market-driven developer, while continuing in its efforts of presenting properties that are well-received and appreciated by all market segments.

Mah Sing is committed in its efforts to introduce premier lifestyle living in its development projects. Among the lifestyle amenities offered by various projects include swimming and wading pools, gymnasiums, dance studios, and futsal & badminton courts.





PUBLIC MUTUAL
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK

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TOP 10 PRESIDENT'S AWARD PUBLIC MUTUAL



BESTBRANDS IN FINANCIAL SERVICES - UNIT TRUST FUNDS

Malaysia's Largest Unit Trust Company

Incorporated in 1975, Public Mutual Berhad is a wholly-owned subsidiary of Public Bank. The company has a strong association with the Public Bank (PB) brand and shares its high standards of financial and corporate governance in the management of its unit trust funds.

According to The Edge – Lipper Fund in July 2014, Public Mutual is the number one private unit trust company in the country, based on total fund size. The company manages more than 90 unit trust funds for over 3 million accountholders and is also one of the Private Retirement Scheme (PRS) providers in the country, managing six PRS funds comprising three Conventional and three Shariah-based funds.

As of June 2014, Public Mutual has established its leadership position in the Malaysian private unit trust industry with a market share of 41 percent and net asset value (NAV) of RM64 billion. It has managed to continue to be on the top spot in the sub-sectors of equity and balanced funds, bond funds, Islamic funds and foreign funds.

With over 30 years of experience in managing unit trust funds, all Public Mutual funds are managed in-house by its highly experienced investment team, which comprises 21 portfolio managers and 24 research analysts.

Guided by the company's core values of excellence, commitment, caring, innovation, teamwork and integrity, Public Mutual has close cooperation between the management, unit trust consultants and its more than 700 staff contribute to Public Mutual's strong brand.

Award Winning Brand

The most awarded unit trust fund manager in Malaysia, Public Mutual is recipient of 234 industry awards to date with 18 conferred in 2014. 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. Investors of Public Mutual have gained trust and confidence of the unit trust while the company's ongoing branding efforts help strengthen its position as the "top-of-mind" unit trust brand in Malaysia.

Public Mutual currently has the strongest and collectively the most productive agency force in the industry, numbering at more than 28,000 unit trust consultants. These consultants are the front liners who provide personalised services to our investors to cater to their growing needs.

The over 3 million account holders' support and trust in the company and its products significantly contributed to Public Mutual's achievements.

Fortifying Stronger Days

Public Mutual aims to continue to be the number one private unit trust company in Malaysia for many years to come. The brand will strive to maintain the level of excellence in all aspects of its business from its products to fund management and customer service. It will continue to make concerted efforts and channel resources to educate the public through seminars, investment talks, road shows, advertisements and campaigns.

Public Mutual has plans to strengthen its stronghold in the Bumiputera market segment through substantial advertising and promotional activities in Bumiputera-populated areas and by advertising in major Malay language newspapers.

In its efforts to reaffirm its commitment to provide superior customer service and brand experience to its investors, value-added services such as Public Mutual Online, Will and Wasiat writing and Trust Nomination services as well as insurance coverage will continue to be enhanced.

Public Mutual offers one of the most competitive incentive programmes for its agency force in the industry. By continuing to invest heavily in training and development, the company aims to build a high performing team of unit trust consultants who are knowledgeable and professional in providing quality service to its investors.





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TOP 10 PRESIDENT'S AWARD

SKB



BEST BRANDS IN MANUFACTURING - DOOR & ROLLER SHUTTERS SOLUTION

Equipped to Build into the Future

Founded in the same year Malaysia gained its independence, SKB Shutters has expertise in the manufacturing field – with products exported to all over the world since 1997. The company has grown from a small family manufacturing business to the leading manufacturer and supplier of roller shutters and steel doors in Malaysia.

Armed with the latest computer-assisted machinery and equipment to ensure precision in manufacturing, the company utilizes quality materials to ensure the production of the most durable and reliable products for its customers.

With success in the heart of SKB's operations, the brand believes in uncompromising demand on the finest quality. Its production facilities reflect its commitment to quality – with a 50,000-square-meter modern steel structure at Kota Damansara, Selangor.

Well-known for its reliable, safe and operationally smooth products, SKB Shutters products are subjected to the most stringent Quality Control (QC) before they are distributed in the market. These shutters have been tested and are proven to conform to the highest worldwide standards of fire testing – as tested by the Warrington Fire Research in the UK as well as certified by SIRIM and Jabatan Bomba Malaysia.

SKB roller shutters are made with high-quality materials and sublime workmanship that serves to cater for residential, industrial and commercial

purposes, while its steel doors feature both fire-rated and non-fire rated designs for residential, commercial and industrial use. The company is constantly innovating new designs to offer increased functionality and reliability to its customers; while adding modern elements to blend in with both residential homes and commercial properties.

Going Beyond World Expectations

As a company, SKB is heading in the right direction and this is evident with its attainment of world-class quality that exceeds the highest international standards. Among the milestones achieved by SKB include being a recipient of the 2000 International Invention and Innovative Award, Malaysia International Trade & Industries, SIRIM and The Best Brands Award for consecutively eight years.

The company has been able to incorporate "Quality and Functional" and "Worth-for-the-Penny" philosophies into its products through constantly investing in R&D to develop core features and usability as well as enhancing its post-sales customer service – in line with the company's goal to stay competitive and maintain a direct relationship with its customers.

SKB's standard of Research & Development (R&D) initiatives has gone beyond world expectations. The company's success is reinforced with the fact that SKB Shutters is a brand to watch out for – with its consistent surpassing of International Standards such as the 'BS476 Part 22' and 'MS1073 Part 3'. SKB products have been tested and have passed the British Standard and UL of United States of America.

Despite the challenging global economic environment in financial year ending June 2013, the group registered a revenue of RM52.39 million – as compared to RM62.06 million in the previous financial year.

Moving Forward

SKB is ready to meet the challenges of an increasing borderless market where the ability to anticipate, adapt and master the dynamics of change is essential to success.

The group continues to strive to be the market leader in supplying and marketing roller shutters and window systems to the commercial sector. SKB will also continue to tap closely on new developments for commercial property, developing townships and specific underdeveloped areas – reflecting its two differentiating customer segments – residential and commercial.

SKB has made it a point to invest in creating awareness and marketing high-quality customized doors and windows for both security and architectural design. The company is confident that the growing demand of niche and luxury properties within Malaysia and neighbouring countries is the key advantage in sustaining revenue from residential roller shutters and aluminium windows.





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TOP 10 PRESIDENT'S AWARD

SKF



BESTBRANDS IN MANUFACTURING - BEARINGS & UNITS

Engineering the World

Founded in 1907, SKF is a global company with a local presence. Its vision is to equip the world with SKF knowledge, taking all the knowledge gained over 100 years in the business to deliver and develop products, solutions and service for the profitability and success of customer's business

SKF has always focused on quality, technical development and marketing. The company's core business is divided into three divisions – industrial, automotive and service. Each of its division caters to a global market while focusing on specific customer segments.

With some 100 manufacturing sites distributed all over the world and 15,000 distributors and dealers worldwide, SKF's e-business makes it possible for the company to supply its products and services to its customers.

Wholly owned subsidiary of SKF AB, Sweden, SKF Malaysia Sdn Bhd was incorporated in 1973 with its business office at Jalan Ipoh, Kuala Lumpur. The Malaysian company is a sales and service company dealing in ball and rolling bearings, seals and other related products; provision of associated maintenance services and customer training. It has a strong network of distributors and dealers throughout the country and works closely with its partners and customers to maintain effective and efficient operations and enhance its quality image.

Research and development plays an important role in SKF's businesses worldwide. Thanks to the group's efforts in the field, SKF has pioneered a growing number of innovations that has created new standards and new products in the bearing market.

Technology Driven

Whether custom made or off the shelf, SKF has been developing new bearing technology for over a century and has developed a unique understanding of rotating equipment and how machine components and industrial processes are interrelated.

SKF has continuously managed to meet market demands in the industrial, automotive, end users and OEM division across Malaysia. It also provides products and services to industrial end users and OEM customers directly. SKF also holds an increasingly important position in the market for linear motion products, as well as high precision bearings, spindles and spindle services for the machine tool industry, and is an established producer of bearing steel.

It is committed to ensuring that the quality of its products, services and support constantly meet customers' requirement, reflecting the high SKF standards. The brand also focuses on developing strong working partnership with its customers, and maintains effective and efficient operations to enhance its high quality image.

Among SKF Malaysia's achievements are receiving the ISO 9001 certification from SIRIM in 1995 before being upgraded to ISO 9001:2008 in 2009. The Malaysian office is also one of the sites certified under the SKF Group Service Division Global for the ISO 9001:2008 certification.

New Innovations

SKF's customers are diverse and can be found in most industries. With each customer and industry having different technical and commercial challenges, this enables SKF to develop specific products and solutions for each industry. The company also uses knowledge from industry and applies it to another, where applicable.

Technologically driven SKF had 36 apps in Apple iOS and Google Android platforms in the end of 2013 and continues to help customers with calculations, training, data collection, product selection, and information.

An environmentally conscious company, SKF continually takes steps which address various environmental impacts at different stages in the product life cycle. The focus continues on raw materials selected, how these are utilised and processed, the energy used by SKF's products when running in customers' installations and the way in which products are disposed of when they come to the end of their useful life.

THE POWER OF KNOWLEDGE ENGINEERING

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At SKF there's nothing we love more.

We have been at the heart of industry,
the brains of machinery since 1907.

We invent solutions.





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TOP 10 PRESIDENT'S AWARD WHITE HORSE



BESTBRANDS IN FURNISHING - CERAMIC FLOOR & WALL TILES

Your Tiling Partner

White Horse Ceramic Industries Sdn Bhd, established in 1991, started its business by producing basic "salt and pepper" tiles. Today, it is the leading tile manufacturer in Malaysia with products for the living room, bathroom, bedroom and kitchen.

The company is a provider of various ranges, high quality tiles for all corners of the home, with three manufacturing facilities in Pasir Gudang, Tanjung Langsat and Ho Chi Minh City. Thanks to high end, imported equipment and technology, White Horse is the only company capable of producing a broad spectrum of porcelain and ceramic tiles, which include concept wall and floor tiles, porcelain and glazed tiles, high end multi-effect granite tiles, as well as borders and accessories.

White Horse believes with the right tiles, the home will never go out of style. The public listed company on the main board of Bursa Malaysia, their ceramic floor tiles are put through rigorous testing to ensure that they are fit for high impact, heavy traffic and constant wear and tear.

These durable ceramic floor tiles are elegant and easy on the eye. White Horse ceramic floor tiles are available in a variety of sizes and patterns, wide range of colours which are well suited to current trends and consumer needs. It is also hygienic and mite free, easy to maintain and clean, durable, versatile and affordable.

Tiling for Success

The management of White Horse continues to push the envelope to produce quality products to remain relevant and competitive in the market. Their tile products are certified by SIRIM and MS ISO: 13006 for consistent, superior quality and reliability.

Ceramic World by White Horse has been recognised as the "largest tile showroom in Malaysia" by the Malaysia Book of Records. The first show room at over 48,000 sq. ft in Bandar Baru Selayang, displays over 200 mock-up units of various types of floor and wall tiles. These show units continue to be updated with latest product range from White Horse.

Constantly moving forward with contemporary designs in their product line, White Horse Ceramics' acquisition of a plant in Vietnam has made it possible for better production productivity and efficiency.

The company recently embraced the idea of world class living, with the opening of a new showroom in Georgetown, Penang. The New Concept Gallery is a space that offers a distinctive way of viewing tiles, with an art gallery concept. It aims to attract homeowners, architects, interior designers, developers and distributors in the island state.

White Horse is one of the few tile manufactures which produce a full spectrum of products, with a wide array of choices. The company believes in investing in technological improvements for processes which in turn improve process efficiencies and product quality.

New Growth Trajectory

White Horse focuses on quality improvement and product innovation. Their research and development initiatives continue to make aggressive efforts to produce new designs and ensure high product standards for clients.

The company prides itself as a trendsetter for interior design and decorating solutions and will continue to produce creative and innovative tiles and accessories for the increasingly sophisticated consumer tastes.

White Horse will focus on their core business by upgrading the technologies in manufacturing processes, improving customer service quality, researching on product formulae enhancement to further improve quality.

Since achieving the ISO 14001 accreditation in year 2013, White Horse will continue its efforts toward going green in the future by recycling and reusing materials.



YOUR **BRAND**
IS THE JEWEL
OF YOUR BUSINESS.

... Dr. KKJohan



THE BRANDLAUREATE
AWARD 2013-2014
“CELEBRATING YOUR BRAND
GREATNESS!
THE GREAT MOMENTS.”

BRAND OF THE YEAR AWARD

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.



BRAND OF THE YEAR

3M

THE BRANDLAUREATE
AWARD
2013-2014
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BESTBRANDS IN INNOVATIVE TECHNOLOGY

Touching Lives

Known for its spirit of invention, 3M is a global, diversified technology company offering customers and communities innovative products and services. Their operations in five business groups - Electronics and Energy, Industrial, Safety and Graphics, Health Care and Consumer have enable them to lead in global market positions.

Since the start of operations, 3M's many innovations have improved daily lives and routines for millions of people across the world. The company's inventions have made driving at night easier, made buildings safer, and made consumer electronics lighter, less energy-intensive and less harmful to the environment. 3M even had a hand in helping put a man on the moon. Ideas are an everyday norm at 3M, with one idea always leading to the next, igniting momentum to make progress possible everywhere.

While the company was founded in Minnesota, United States in 1902, 3M started operations locally in June 1967 as Minnesota (3M) Sdn. Bhd. Starting off with eight employees in a 1,500 square feet office, it was the determination and hard work of staff that created a culture of innovation, united spirit and excellent product quality. 3M's work culture goes beyond boundaries to customers from a diverse group of markets - from consumer homes and electronics to construction sites and renewable energy.

3M Malaysia's rapid and continuous growth saw the company expanding to a bigger premise as they grew. In November 2012, 3M moved to a new green office building at Oasis Square, Ara Damansara, Petaling Jaya occupying 54,000 square feet of space with over 300 employees throughout Malaysia. The company has also opened the 3M Customer Innovation Center - an investment which signifies its commitment to developing innovative products and solutions for its Malaysian customers.

Greatest Moments

3M's technology and innovation advances every company and touches every life. 3M™ Littmann® Stethoscope is used by The Japanese Space Agency, JAXA, in telemedicine experiments with an astronaut on the International Space Station. In ground control, a doctor listened to the astronaut's heart beat, and it sounded exactly the same as if they had met in person.

The 3M™ Aluminum Conductor Composite Reinforced (ACCR) was developed when 3M scientists found that an aluminium composite for the conductor core was better than the traditional steel one. It is lighter and has the ability to carry more power, sag less and most importantly, does not need more towers built.

The Gaislachkogel gondola system in Sölden, Austria, demonstrates groundbreaking unity of form and function. The unique gondola stations need to

withstand temperature variations of more than 60° Celsius and offer stunning, 360° vistas of surrounding Alpine peaks. 3M™ Dyneon™ material is a one-of-a-kind architectural membrane that completely replaces structural glass. Not only transparent and flexible, it possesses an incredible array of properties that also enables it to be self cleaning, temperature resistant and impact resistant.

Moving Forward

In September 2014, 3M unveiled the Post-it Plus for iPhone. It essentially allows iPhone users to digitise analog notes, organise them into boards and then share them with others. The app is creative way of extending the offline note-taking and collaboration process online.

Looking ahead, 3M Malaysia will continue to drive growth and world-class performance. 3M Malaysia employees are aiming for even more success in the years to come. The company will continue to raise the benchmark of technological advancement, also continue to innovate and exceed customer needs, everyday and everytime. Focusing on its brand promise of creating useful innovations, 3M has potential of coming up with even more exciting offerings in the future.





BRAND OF THE YEAR DAVIDOFF

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NEW DAVIDOFF NICARAGUA

DISCOVERED BY AND APPRECIATED BY
THOSE IN THE MOOD TO EXPLORE



TIME BEAUTIFULLY FILLED



BEST BRANDS IN LIFESTYLE CIGAR

Crafted to Elegant Perfection

Every Davidoff cigar is crafted with knowledge of tradition and innovation, coupled with care and passion. The brand is committed to devoting time to tobacco in the quest to ensure the creating of finest cigars – right from the cultivation, drying, maturing and blending, down to the very enjoyment of it. For Davidoff, time is of the essence; and in line with its Philosophy, "Time Beautifully Filled" – the brand aims to create unforgettable moments in life with class and beauty.

First launched by Zino Davidoff in 1985, the brand has successfully established a unique brand positioning across the world. With extensive utilization of various marketing platforms, Davidoff now reflects a sophisticated, exclusive and luxurious brand.

The global brand, Oettinger Davidoff AG, strongly pursues the 'crop-to-shop' philosophy – from its tobacco fields in the Dominican Republic and Honduras to its worldwide network of 65 Davidoff Flagship Stores. With roots tracing back to 1875, the top-notch cigar brand has extended its product line to producing, marketing and retailing premium branded cigars, tobacco products and accessories.

With the aim to give back to the cultural community of the Dominican Republic, the Davidoff Art Initiative supports contemporary

art and artists in the Caribbean, strengthens art institutions in the Dominican Republic, shares knowledge and expertise about contemporary art, as well as promotes cultural exchange between the Caribbean and the rest of the world.

Success so Beautiful It Is Deemed Artistic

In 2013, the world's leading manufacturer of premium cigars successfully consolidated its global market position and, despite the market environment being difficult, gained market share again. For the first time in the history of Oettinger Davidoff AG, the company produced 38.9 million own-brand cigars, corresponding to an increase of 24 per cent in comparison to the previous year.

Inspired by Zino Davidoff's pioneering spirit, Davidoff Master Blenders discovered a new blend – a blend of bitter and sweet found in the fiery activity of Nicaragua's forty volcanoes. Davidoff's Nicaragua Toro was voted the 'top three cigar in the world' in 2013 by Cigar Aficionado; and Nicaragua Robusto was voted the 'best cigar in the world' by Cigar Journal in 2013.

The Davidoff Nicaragua line has grown to be a unique success story in the recent history of the company. It immediately met the taste of a passionate cigar community across the continent. This is the most successful product launch since the redirection of the company after it withdrew from Cuba in 1989. At times, demand outstripped

budgeted production by almost double, which caused temporary supply bottlenecks.

Davidoff also unveiled its first ever, Limited Art Edition – featuring on its boxes the commissioned works by Dominican artist, Quisqueya Henríquez, whose finely layered images of tobacco leaves capture both meaning and time.

Innovation, Passion and Integrity

Always looking for opportunities to be innovative, the Swiss tobacco brand, via a team led by Master Blender, Henke Kelner, continues to create new and different ways to savour Davidoff's cigars.

The latest discovery produced the Nicaragua Diadema cigar, a Puro Nicaragua, crafted with the tobaccos of Nicaragua's volcanic regions. The Diadema format brings new peaks of palate stimulation – a journey through undiscovered territories of tastes.

With the company's Vision revolving around Innovation, Passion and Integrity, Davidoff believes in working together as a global team to allow customers a chance to have unique retail experiences. The brand also believes in extending the new experience to the artistic community; as seen through the Davidoff Art Residency – inviting five international artists to spend three months at the School of Design from 2015.



DAVIDOFF NICARAGUA
TORO VOTED TOP 3 CIGAR
IN THE WORLD 2013 BY
CIGAR AFICIONADO



DAVIDOFF NICARAGUA
ROBUSTO VOTED BEST
CIGAR IN THE WORLD 2013
BY CIGAR JOURNAL

周大福

CHOW TAI FOOK

BRAND OF THE YEAR

CHOW TAI FOOK

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BEST BRANDS IN RETAIL JEWELLERY

Jewellery Time

Chow Tai Fook Jewellery Group Limited is a leading jeweller in Mainland China, Hong Kong and Macau. The largest pure-play jeweller by market capitalisation, Chow Tai Fook's primary business entails manufacturing and selling of mass luxury and high-end luxury jewellery including gem-set products, gold products, and platinum, karat gold products. The company also distributes watches of various brands.

Recognised for its trustworthiness and authenticity, the brand is renowned for product design, quality and value. The group's iconic brand "Chow Tai Fook" and long-standing history of 85 years of operations remain key aspects to the success of the business.

The group has an extensive retail network, with over 2,100 points of sale in more than 470 cities in Greater China, Singapore and Malaysia. They have also successfully developed their jewellery operations through e-commerce in recent years. The group's vertically integrated business model provides them an effective and tight control over the entire operation chain, from raw material procurement, design, production, to marketing and sales through their retail network.

Setting Golden Standards

After launching 999.9 gold jewellery products in Hong Kong and Macau in 1956, the company's

benchmark for gold fineness was adopted as the industry standard by the Hong Kong government in 1984. They were also the first to introduce the "fixed price" policy to the industry, and was followed suit by other competitors in the market.

In 1993, Chow Tai Fook became a De Beers Global Sightholder and five years later opened the first Chow Tai Fook branded jewellery point of sale in Beijing. In 2009, the brand was chosen as a Select Diamantaire of Rio Tinto Diamonds.

Two years later, the company was listed on the Main Board of The Stock Exchange of Hong Kong in December and is now a constituent stock of the Hang Seng China 50 Index and the Hang Seng Mainland 100 Index.

The official global partner of China Pavilion at Expo Milan 2015, the company's success is attributed to its chairman, Dato' Dr. Cheng Yu Tung who laid a solid foundation for the group and management skills of Dr. Henry Cheng, who introduced modern management models to the company and listed the company for further expansion and sustainable development.

Looking Forward

The company is committed to building a multi-faceted Chow Tai Fook brand to showcase the brand's strengths and to implement strategies, including retail network expansion and consolidation, uplift of branding and product portfolio enhancement,

e-commerce and online-to-offline integration and investment in the future, to strengthen existing business and capture new opportunities.

In its 85th anniversary celebration, Chow Tai Fook adopted "The Red Universe" theme to mark its achievements as a Chinese jeweller driven by an international perspective and spirit of creativity. Chow Tai Fook remain committed to its brand values of sincerity and eternity while building on its brand strength and forward-looking global vision, with the aim to ensure the Chinese jewellery industry will reach all corners of the world.

In honour of the occasion, Chow Tai Fook collaborated with four leading international authorities in the world of jewellery, including Platinum Guild International (PGI), World Gold Council (WGC), FOREVERMARK and Rio Tinto Group. The group invited artists from different fields to collaborate with global jewellery experts to create jewellery revolving around the themes "Water", "Earth", "Man" and "Light".

Chow Tai Fook also continue to seek opportunities to acquire commercial properties to meet the rising needs for more operational space as a result of their continuous development and rapid expansion.



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BRAND OF THE YEAR

NAZA ITALIA (FERRARI)



BESTBRANDS IN AUTOMOTIVE LUXURY SPORTS CAR

The Ultimate Driving Machine

As a name that is synonymous with sporting excellence, Ferrari needs no introduction. Founded in 1947, the sports car manufacturer has earned a revered reputation of numerous Formula 1 titles – 16-time winner of the Constructors' Championship and 15-time winner of the Drivers' Championship.

The Italian brand further impresses car lovers with its inspiring series of legendary GT models – known for their unique design, performance and driving pleasure all around the world.

Starting off as a small motor trading company in 1975, Naza Group of Companies soon flourished and in 2008 was granted the exclusive rights by Ferrari S.p.A. to import the iconic luxury automobile brand under its subsidiary company, Naza Italia Sdn. Bhd.

Among Ferrari models available locally include Ferrari California, Ferrari 458 Italia, Ferrari 458 Spider, Ferrari 458 Speciale, Ferrari FF, La Ferrari, Ferrari F12 Berlinetta and the latest Ferrari California T. The company is committed to bring a comprehensive product line – from the F430, the 599 GTB Fiorano as well as the flagship 612 Scaglietti.

The largest local privately owned conglomerate also believes in giving back to Malaysians –

focusing on education, religion, health, disaster relief and poverty through its foundation, Yayasan Tan Sri SM Nasimuddin.

A Symbol of Elegance and Power

As far as success as a brand is concerned, Ferrari was named the 'World's Most Powerful Brand' in 2014 by Brand Finance for the second year in a row. The legendary Italian carmaker scored high on a wide variety of measures on Brand Finance's Brand Strength Index: from desirability, loyalty and consumer sentiment to visual identity, online presence and employee satisfaction.

On the track, after winning its first Mille Miglia in 1948, its first Le Mans 24 Hours Race in 1949 and its first Formula 1 World Championship Grand Prix in 1951, Ferrari became the 'World Champion' for the first time in 1952. In the same year, founder, Enzo Ferrari, was made a Cavaliere del Lavoro in recognition of his services to industry and enhancing Italy's international reputation.

A year after the company's official appointment as official importer of Ferrari cars in Malaysia, Naza Italia added Maserati to its importing portfolio. The Malaysian home of the two luxury cars bears testament to Naza Italia's commitment towards providing a full lifestyle experience.

In November 2013, the company was nominated

as one of the 'Top Four Best Dealers in the World for Ferrari' during the Ferrari Global Dealers Conference held in Maranello, Italy. Additionally, Naza Italia was also crowned Ferrari's '2013 South East Asia Dealer of the Year'.

Immortalized by Enthusiasm and Passion

Guided by the passion and commitment of its founder, the late Tan Sri SM Nasimuddin SM Amin, the present management of Naza Italia continues to ensure meeting target sales and focuses on improving productivity and establishing success through the strategic use of knowledge gained from local and international alliances.

For Naza Italia, Ferrari has given it a glimpse of its future at a special technology conference held at Fiorano, Modena. While there is slim chance of Ferrari using electricity any time soon, one can expect regenerative braking, advanced turbocharged engines, massive weight reductions and bio-fuels. The aim is to make lighter, more efficient cars without compromising on performance.

Car enthusiasts can expect the sporty car importer to bring in fewer cars than the market demands. In its desire to concentrate more on special car series, one-offs, and tailor-made cars, Naza Italia has plans to continue focusing on its main thrust, GT road cars.





BRAND OF THE YEAR

GREAT EASTERN



BESTBRANDS IN FINANCIAL SERVICES

LIFE INSURANCE

Sound and Secure Insurance Provider

Having begun operations in 1908, the Malaysian branch of Great Eastern Life Assurance Company Limited was transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad. As of 31 December 2013, the company possessed RM63.5 billion in assets, with over 2.9 million policies in force and a network of 17,000 agents nationwide.

With 21 operational branch offices, the company offers products, including life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes.

In 2012, the company evolved from a life insurance company to a LIFE company. The new customer-centric approach moved the brand to a new level – going beyond the normal scope of life insurance protection and providing a more holistic support for its customers, helping them to turn good intentions into actions.

The *Live Great Programme* was introduced to help customers embark on their own Live Great journey. This region's first integrated health and wellness initiative incorporates wellness tools, health tips, mobile apps, workshops and events, and exclusive privileges achieved great milestones as we engaged with hundreds and thousands of customers through events such as the *Live Great Run*, *Smart for Life Tea Talks* and more.

Constantly evolving, Great Eastern Life keeps abreast with the needs and expectations of patrons when designing its comprehensive range of products such as life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes.

Surviving the Ages

In 1998, the company was certified as 'The Oldest and Largest Life Insurer' in Malaysia. The company attained an exceptional 20 per cent growth in the number of achievement in 2013 – a record-breaking feat, in spite of the challenging life insurance landscape.

The company was also named Private Health Insurance Provider of the Year in 2012 and 2013 by Frost & Sullivan Malaysia. Recognized by Malaysia's 100 Leading Graduate Employers as the most popular graduate employer in Malaysia's insurance sector for the fifth consecutive year in 2013, Great Eastern Life proved that it is not only the most trusted brand, but also the most desirable workplace for young talents.

In early 2014, the company launched the Great Early Living Care, a product which offers early critical illness insurance plan with guaranteed premium rates and a wellness programme to reward customers – a first in Malaysia.

The company's newest product, the Smart Extender, is an intuitive medical rider that extends the annual limit by ten-fold without a lifetime limit, to ease the burden from rising medical expenses.

Shielding with Tremendous Love

The company is committed to making a positive difference to the communities it serves. The ChildrenCare project in 1995 is a long-term Corporate Social Responsibility (CSR) project, focusing on helping underprivileged children in three core areas; namely education, health & wellness and personal development. With the support and generous donations from customers, agents, employees and public, the company has donated over RM2 million to more than 180 children's homes across Malaysia.

Through the Great Eastern Supremacy Scholarship Award, founded in 1998, the company awards deserving students and helps them pursue tertiary education in selected fields; with more than RM9.2 million worth of scholarships being granted to 132 local students to complete their studies – both locally and overseas.

Moving forward, Great Eastern Life will continue to inspire Malaysians to turn their health intentions into actions so that they can live healthier, better and longer for themselves and their loved ones; and ultimately to Live Great!





BRAND OF THE YEAR HUAWEI

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BESTBRANDS IN ICT SOLUTIONS

Fostering Global Communications

A leading global information and communications technology (ICT) solutions provider, Huawei is on mission to enrich lives through communication. Established in 1987 in Shenzhen, China, the company is one that focuses on customer-centric innovations and open partnerships; providing end-to-end ICT solutions. Huawei gives the competitive edge to customers in telecom and enterprise networks, devices and cloud computing.

With over 150,000 employees worldwide, the company is committed to creating maximum value for telecom operators, enterprises and consumers. Huawei's innovative ICT solutions, products and services have been used and utilized in over 170 countries and regions – serving more than one third of the world's population.

In 1997, Huawei started engaging global top consulting firms for management transformations and founded its first international R&D centre in Bangalore, India, in 1999. Huawei Malaysia began operations in Kuala Lumpur, in the year 2001. The company became the preferred supplier for top carriers such as British Telecom and Vodafone.

In 2010, Huawei transformed itself from a CT company to an ICT company and established three BGs: Carrier BG, Enterprise BG and Consumer BG. While Huawei continues to provide people from all geographic locations with access to high-quality voice communications service, it also focuses on

the digital divide through broadband, talent and applications. The company has established training centres and launched joint teaching initiatives to develop local talent, transfer knowledge, and encourage regional development of and participation in the digital community.

Momentous Markers in Time

In 2013, Huawei recorded a revenue of CNY 239,025 million; an increase of 8.5 per cent over the previous year (USD is 39,463 million) and net profit amounted to CNY 21,003 million (USD 3,468 million).

Huawei focused on a successful, quality strategy and launched flagship devices – such as the Ascend P6 and the Ascend Mate. The brand made historical breakthroughs in the smartphone business, and was ranked among the top three globally. Global brand awareness of its mobile phones saw an annual increase of 110 per cent. By the end of 2013, as an active contributor and leader in industry standards, Huawei had joined more than 170 industry standards and open-source organizations.

In Malaysian shores, Huawei was responsible for building 3G and 4G networks for Maxis between the years 2010 to 2011, serving 15 million customers. The company also became the biggest mobile solution vendor in Malaysia with a Global Training Centre in Putrajaya.

In 2013, the company achieved 100 per cent growth in enterprise and consumer business and had an agreement with Khazanah to open Huawei Data Hosting Center & Logistic Center in Iskandar. This year, Huawei was awarded the AEO status by the Malaysian Prime Minister, Dato' Sri Najib and opened its first shop in Kuala Lumpur and launched the e-commerce platform Vmall.my.

Aspiring for the Zenith

Huawei is aiming to become a major ICT infrastructure provider that supports digital restructuring for enterprise customers, becoming the best strategic partner for carriers and the industry leader; as well as a world-leading smart device brand trusted by consumers.

Huawei continuously innovates to meet customer needs and advance its technological leadership in the global information platform. Open to collaborate with industry partners, the company focuses on building future-proof information pipes, and continuously creates value for customers and the society. It strives to be the first choice and best partner for telecom carriers and enterprise customers while becoming a brand of choice among consumers.

With the goal to provide industry-leading device products through innovations in key technologies, Huawei will continue to take user experience to a new level with its industry designs and cloud services.





BRAND OF THE YEAR

PUBLIC BANK



BEST BRANDS IN FINANCIAL SERVICES

BANKING

A Bank with the Public at Heart

Founded by Tan Sri Dato' Sri Dr. Teh Hong Piow, Public Bank opened its doors on 6 August 1966 with 32 staff. Conceptualized as 'a bank for the public', the financial institution quickly expanded with another branch in Melaka just five weeks later; as well as one in Ipoh in 1967, and continued to expand across Malaysia. Today, the group has 126 overseas branches across Hong Kong, China, Cambodia, Vietnam, Laos and Sri Lanka.

The group primarily focuses on retail consumer banking business with leading market shares in financing for residential & commercial properties, and passenger vehicles as well as in-sales and management of unit trust funds in Malaysia. In 2008, Public Islamic Bank, a wholly owned subsidiary of Public Bank, began by offering Islamic consumer financing and retail commercial financing to business enterprises.

In its 48-year journey of growth, the group's profitability track record reflects the bank's strong commitment and capability to deliver excellence in providing banking services to its customers. Today, the strong PBB brand is synonymous with superior customer service, prudent management, strong corporate governance, strong asset quality and sustainable profitability.

Public Bank is incessantly supporting the community through its Corporate Social Responsibility (CSR) initiatives – focusing on nation-building, enhancement of the marketplace,

promotion of the workplace and environment conservation. The group also supports the community through programmes such as education, graduate employment, professional development, healthcare as well as support of the underprivileged.

Shining Figures Indicating Time-tested Excellence

Public Bank's achievements are attributed to the dynamic leadership of Tan Sri Teh, who always believed in maintaining the highest level of integrity and professionalism. His Vision of the PBB brand and its values continue to be embraced by all levels of staff.

Listed on the Kuala Lumpur Stock Exchange on 6 April 1967, Public Bank is the third largest banking group in Malaysia by asset size – with total assets amounting to RM305.73 billion as at the end of 2013. It continues to maintain its pole market share position in domestic lending for residential mortgages, commercial property financing and passenger vehicles financing.

Public Mutual, Public Bank's wholly owned subsidiary, continued to maintain its leading position in the private unit trust business with an overall market share of 41.2 per cent as at the end of 2013.

Trans-generational Consistency

The group will continue its mission to sustain the position of being the most efficient, profitable,

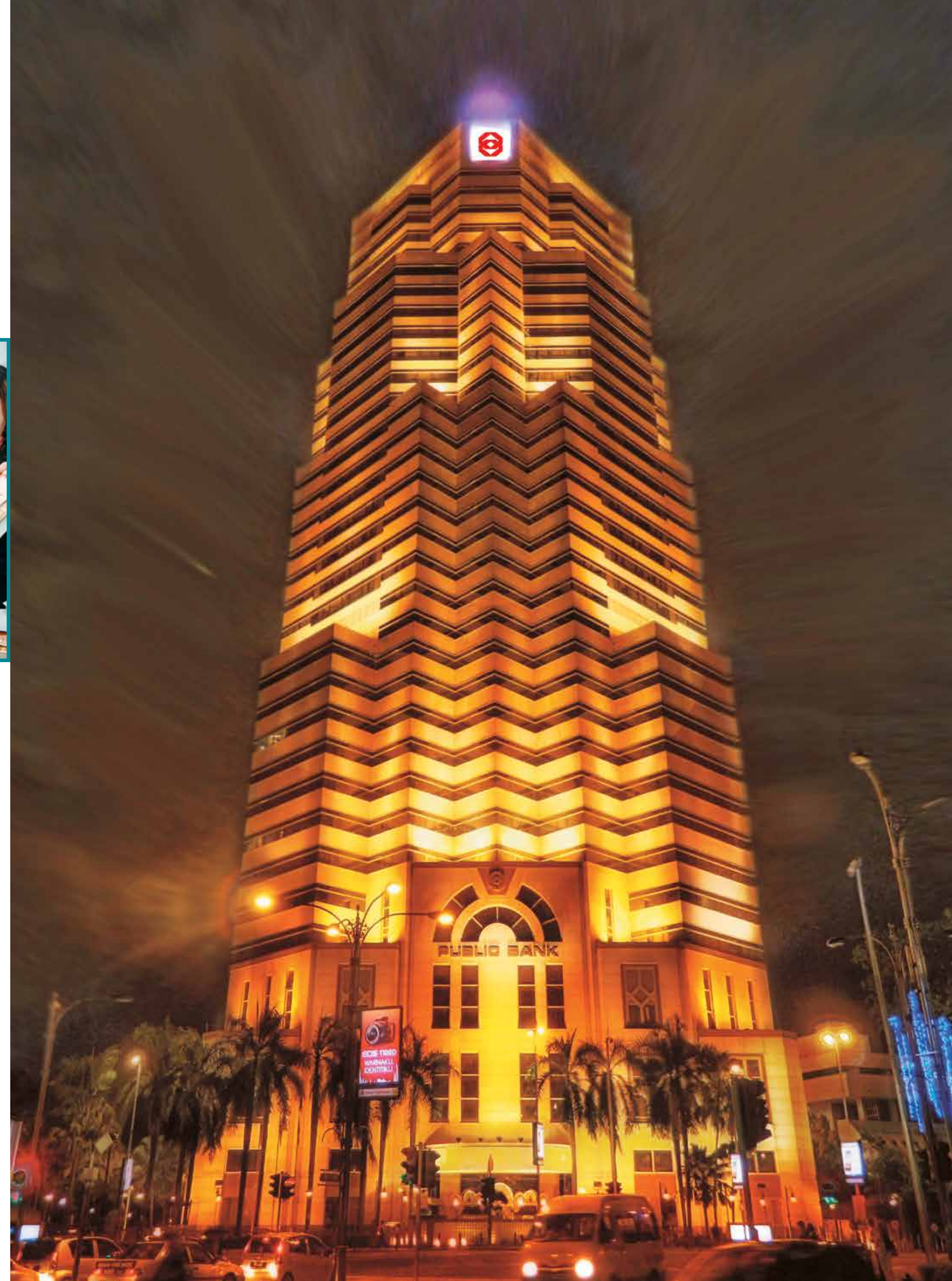
and respected premier financial institution in Malaysia, remaining focused on its tested long-term business strategy of organic growth, concentrating on retail loans, deposits and fee-based activities.

Public Bank has plans to step up its innovation efforts in its offering of products and services to meet the fast-evolving customer needs, and further expand its Islamic banking business and grow its overseas operations, especially in Hong Kong and Cambodia.

The bank will further leverage on its wide distribution network, strong sales and marketing force and efficient multiple delivery channels. It will also continue to enhance its customer relationship management to enhance customer experience.

Public Bank's growth strategy remains consistent – to pursue organic growth in the retail banking business, focus on retail consumers and small and medium enterprises (SMEs), and striving to further increase its leadership in the retail banking market.

As a long-term business strategy, Public Bank will continue to invest in staff development to enhance their core competencies – in order to boost their contribution, productivity and efficiency.





STARBUCKS®

BRAND OF THE YEAR

STARBUCKS

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BESTBRANDS IN F&B

COFFEE

Enriching Lives via Aromatic Coffee

Opening its doors in Seattle, Washington in 1971, the first Starbucks was named after the first mate in Herman Melville's classic novel, Moby Dick. It was in the 1990's when Starbucks expanded beyond the USA. Today, the brand is present in over 18,000 stores in 55 countries, known as the premier roaster and retailer of specialty coffee in the world.

In 1998, the first Starbucks store made a debut in Malaysia. Operating under Berjaya Starbucks Coffee Company Sdn, Bhd., it is jointly owned by Starbucks Coffee International and Berjaya Group Berhad. The coffee chain has over 170 stores throughout Malaysia, including 16 drive-thru stores, with the aim of offering the world's finest coffee while enriching the lives of Malaysians – one cup at a time.

Starbucks' unique Promise, one that differentiates itself from competition, is its assurance of providing the finest coffee in a unique retail experience – that of a third place, for customers between home and place of work. At the same time, Starbucks employees have developed strong bonds with customers and are familiar with them on a first-name basis. This distinct brand experience has enabled customers throughout the world to relate and connect with Starbucks.

The coffee chain has collaborated with Persatuan Kebajikan HOPE Worldwide, Kuala Lumpur, for the

opening of a free paediatric clinic in May 2005. The clinic, located in Penang, aims to provide specialist paediatric care to children from urban poor families who would not be able to afford specialized medical consultation and treatment. Starbucks organizes the Charity Movie Screening and Charity Gold Championship annually to help sustain the costs of running this clinic.

Driving Change

As the world changes, and lifestyles evolve, Starbucks too develops astride such changes. Starbucks Malaysia introduced its new drive-thru concept stores, giving customers the option to enjoy their favourite coffee on the go, or at the store, should they prefer to stretch their legs and relax. The Starbucks drive-thru concept stores in Malaysia are located in Johor Bahru, Shah Alam, Cyberjaya, Petronas Kajang along the highway, as well as in Penang, at the Northern Region of peninsular Malaysia.

In 2013, Berjaya Starbucks Malaysia celebrated its third annual Global Month of Service (GMoS) throughout the month of April, a community service programme encoded by Starbucks worldwide – all which take place simultaneously within the same month. 32 community service projects were executed in Malaysia nationwide – with an accumulation of 18,992.5 hours.

Starbucks continues to celebrate local promotions and celebrations – by hand-crafting new beverages

that will appeal to Malaysians during festivals such as Chinese New Year and Hari Raya Aidilfitri.

Brewing the Future in a Cup

Starbucks VIA Lattes is the latest in the Starbucks VIA Instant beverage line. Available in the most popular hand-crafted flavours of Caffè Mocha, Vanilla Latte and Caramel Latte, the sachets make it possible for customers to enjoy a Starbucks coffee wherever they are. The Starbucks Card gives patrons a chance to enjoy their cup of coffee with a swipe anytime, anywhere.

The international coffee chain continues to groom employees, who it calls Partners, with development programmes and training. Imbued with passion for coffee and quality customer service, the commitment to its Partners is one of the major reasons that Starbucks is THE coffee company and industry benchmark in Malaysia.

Working along the brand's Core Values of Innovation, Commitment, Trust and Respect for its Partners and the community that it operates in, Starbucks believes in doing business ethically. Through Shared Planet, the delectable coffee chain helps communities prosper by being a responsible business partner and participates in events and programmes that are consistent with the company's values and brands.





BRAND OF THE YEAR

TOP GLOVE



BEST BRANDS IN MANUFACTURING

GLOVES

Epitome of Organic Growth

Established in 1991, Top Glove started off as a modest business venture of just one factory, a hundred staff and three production lines. Today, the nearly quarter-century-old company has an impressive workforce of 11,000, 27 factories, 464 production lines and the capacity to produce 42 billion gloves per annum!

With factories not just in Malaysia, but Thailand and China as well, the world's largest rubber glove manufacturer has a market share of 25 per cent out of the estimated world consumption of 165 billion pieces of gloves per annum (2013).

Putting customers on the top of its business philosophy, Top Glove takes pride and delight in providing them with quality products, efficient costing and outstanding customer service. Its wide range of products include latex, nitrile, surgical, vinyl, clean room, cast polyethylene (CPE), thermoplastic Elastomer (TPE) and industrial gloves.

With the customer-first philosophy in mind, the company continues to intensify investments in R&D, IT and automation, and moves towards ongoing improvements in product quality and production efficiency.

In June 2009, the company launched Top Glove Foundation (TG Foundation) with the objective of providing funds for the purpose of

charity, education and activities related to the environment and community. With a starting fund of RM1 million by founders, Tan Sri Lim Wee Chai and Puan Sri Tong Siew Bee, the foundation has since seen the contribution of several companies and individuals for activities that benefit the community.

Enduring Management Style

Top Glove's accomplishments in the global rubber glove market are largely credited to the leadership and hands-on management style of its founder, Tan Sri Lim Wee Chai. With the philosophy that there is no shortcut to achieving success, Tan Sri Lim and his team have managed to record several milestones in the company's 23 years of business. One of the biggest achievements started on 27 March 2001, when Top Glove was listed on the Second Board of the Malaysian bourse, Bursa Saham Kuala Lumpur. Within a year, the company was promoted to the Main Market of the Kuala Lumpur Stock Exchange.

The company boasts a shareholder fund of RM1.3 billion (USD404.1 million) with an annual turnover of about RM2.31 billion or (USD713 million) as at the 2013 financial year end, on 31 August.

Top Glove is also one of the component stocks of the FTSE Bursa Malaysia (FBM) Mid 70 Index, FBM Top 100 Index and FBM Emas Index; with a market capitalization of RM3.03 billion as at 5 August 2014.

Stretching Beyond Future Digits

The company owes much of its success to its time-honoured Business Direction: "To produce consistently high-quality gloves with efficient low cost" – holding fast to which has been instrumental in growing the business.

This principle, together with Top Glove's culture of good environment which filters through every level of the organization and commitment to continuous improvement, will continue to be vital in taking the company to the next level and ensuring its ongoing success.

Top Glove's future plans revolves around capturing 30 per cent of the global market share for rubber gloves by 2020. With this aim in mind, the company's focus will be on optimizing the efficiency of its manufacturing facilities through automation, innovation and extensive R&D to ensure it is well-positioned to capitalize on the growth momentum of this burgeoning industry.

As a company that believes that its staff is essential to its progressive success, Top Glove will continue to nurture its human capital via intensive training and development initiatives that will equip them to drive growth and bring about improvement within the company.



A GOOD **BRAND** WILL BE AWARDED
A BAD **BRAND** WILL BE WARDED
YOU DECIDE!

... Dr. KKJohan



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THE GREAT MOMENTS.”

COUNTRY BRANDING AWARD

Honoring personalities, institutions, events or icons that have helped to
promote and enhance Brand Malaysia.



THE BRANDLAUREATE
AWARD
2013-2014
"CELEBRATING YOUR BRAND
GREATNESS!
THE GREAT MOMENTS."



COUNTRY BRANDING SABAH PARK



Conservator of Parks

Established in 1964, the Board of Trustees of Sabah Parks began when Mount Kinabalu and its surrounding 75,30 ha were gazetted as the Kinabalu National Park under the National Parks Ordinance, 1962.

Today, Sabah Parks has gazetted a total of 8 parks throughout Sabah with a total area of 317,654 hectares. These parks include the Tunku Abdul Rahman Park (1974), Turtle Islands Park (1977), Pulau Tiga Park (1978), Tawau Hills Park (1979), Crocker Range Park (1984), Tun Sakaran Marine Park (2004) and Sipadan Island Park (2009).

With Mount Kinabalu as its main feature, the 4,095m well-known attraction offers a variety of public and educational programmes for visitors with guided tours of the garden, mountain climbing and a chance to appreciate the diverse flora and fauna at Kinabalu Park.

Armed with the primary purpose of protecting, conserving and maintaining the natural state of the gazetted park, Sabah Park and its board of trustees want the state's natural heritage to be preserved for the benefit, knowledge, scientific research and recreation of present and future generations.

The Board is a statutory body under the Ministry of Tourism, Culture and Environment of Sabah with the responsibility to create parks into centres of excellence in the promotion of knowledge of tropical rainforest ecosystems as well as their flora

and fauna. Sabah Parks aim to create awareness among the people so that they take pride in this priceless natural heritage.

With the vision to establish Sabah Parks as a protected area management model, Sabah Parks underwent a restructuring exercise, which involved change in work locations and positions of several senior officers, reflecting a commitment to their vision.

2014, marks the 50th anniversary of Sabah Parks, a Golden Jubilee celebration will be held from 30 November to 1 December.

Preserving Sabah's Heritage

Among the major accomplishments for the board of trustees was when Kinabalu Park was designated as a World Heritage site in the year 2000.

Despite its share of challenges in its effort to preserve natural state of parks in Sabah, Sabah Parks active involvement has become an ideal model for area management in and outside Malaysia.

With a number of issues that have threatened the natural state of the Park, they have been able to preserve the original state without much disturbance to its ecosystem.

Research and educational activities have been actively carried out – including the organising of the Sipadan Island Expedition held in 2009 after it

was gazetted as a park. The expedition saw many researchers, both local and international visiting the site to conduct research on the island.

Sabah Park's conservation and protection of parks have generated economic activities in the eco-tourism sector. The activities organised by the Sabah Parks have resulted in the increase of park visitors on a yearly basis.

Building a Sustainable Environment

Recently, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) has designated Sabah's Crocker Range as a World Biosphere Reserve. It is now part of the Man and Biosphere (MAB) program at the Jonkoping University in Sweden.

The programme gives Sabah the opportunity to tap into international expertise and standards to improve the management of resources and its stock or sum of eco-systems.

With the latest development, Sabah Parks will continue to improve the relationship between people and their environment by supporting the sustainable use and conservation of biological diversity, and promoting the study of the inter relationships of humans and natural systems of the earth.





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COUNTRY BRANDING

FLORIA PUTRAJAYA



Polychromatic Excellence

Starting off as a biennial event, the first Putrajaya Flower & Garden Festival or popularly known as FLORIA Putrajaya was held in 2007. With the aim of promoting Putrajaya as 'A City in a Garden' as well as a 'City of Flowers', it was founded as an iconic event that would be synonymous with the nation's administrative capital, Putrajaya.

The first FLORIA managed to attract 300,000 visitors and these numbers increased to 504,062 two years later. Its popularity among Malaysians and ability to liven up the city over nine days created the apt stepping stones for an annual event.

Every year, the event revolves around a special theme and a flower, which has the power of attraction to draw in flower lovers from all walks of life. Using the Chelsea Flower Show as a benchmark, Perbadanan Putrajaya's commitment and continuous efforts to place FLORIA Putrajaya as a destination on the world flower and garden show map is bearing fruit.

FLORIA Putrajaya is not just a flower and garden, but encourages locals to breed and produce quality flowers as well. The show has seen three major competitions introduced with more than 550 entries in the running for the PPJ Award at the inaugural International Orchid Plant Competition.

The organizers also give recognition to growers who exhibit plants with superior culture—such as unusual colour combinations, flamboyant lip patterns, unique flower carriage, non-traditional flower form and other eye-catching qualities.

Experiencing the Magnetism of Organic Scents

FLORIA Putrajaya's third installation in 2009 saw, for the first time, the organizing committee solely handling the mechanics of the event; without any assistance from an event manager. Not only was FLORIA Putrajaya the talk of the town, but it drew in a record number of 740,000 visitors with Heliconia as the theme flower that year; as compared to the hibiscus and orchid of the previous instalments.

The flower show not only found popularity in the country, but also grew organically on the global front. The organizers believe that FLORIA Putrajaya has got its recognition from the international fraternity when foreign designers like Suwan Hirunworawutkul (Thailand), Rudy T. Mintarto (Indonesia) and Franca Logan (New Zealand) repeatedly showed up for successive shows.

The popularity of the event is reflected by a steady increase in foreign participation; with 15 in 2011, 16 in 2012 and 23 international designers from 18 nations in 2013. In 2014, FLORIA had 43 international designers from 23 countries—thus receiving recognition from The Malaysia Book of Records for 'the highest number of international participants in a flower festival'.

Another milestone was achieved with the transformation of an idle 29-acre site that is now the permanent home for this annual flower and garden festival.

Prospective Petals of Destiny

Continuing its efforts to brand FLORIA Putrajaya as a household name, both on the local and the international fronts, the organizing committee has taken measures to transform the permanent site into an inviting garden and one-stop centre for nature-centric events held in Putrajaya.

Known as Anjung FLORIA, the 29-acre stretch will see development in stages as the first components take shape and paint an inviting picture to visitors. The walkway will soon embrace a transformation with the addition of the Malaysia-China Friendship Garden at the cul-de-sac—where inviting water features and rest areas will unfold.

Beyond the anticipated spot, children will have the chance to experience the Fantasy Garden with its candy canes and colourful ambience. For adults and fans of flora, the English Garden and Heliconia Walk are some of the other elements that are part of this floral makeover plan.

Putrajaya Floria Sdn. Bhd. (PFSB), a wholly owned subsidiary of PPJ, has been appointed to manage FLORIA, and is helmed by Puan Haslinda Khalid. The company aspires to raise the standards and acclaim of the special biennial event—transcending it to greater heights.





COUNTRY BRANDING

CAPTAIN JAMES ANTHONY TAN



Hanging Tough, Holding Strong

Born on 4th of June 1991 in Kajang, Selangor, Captain James Anthony Tan was bullied as a child. He spent a year in a special school for dyslexia where he learnt to read, write and speak.

After receiving his International General Certificate of Secondary Education certificate from Cempaka International School, he pursued Aviation studies in four countries, got a JAA from Western Australia Aviation College and recorded a flight time of 530.0.

Albeit having four different aviation licences under his hat, Captain James is currently focused on the property development business – but keeps his passion for national building close to his heart. While his original career path has predominantly revolved around aviation, it all changed with his first national project. Leading a team of 80, he believes that he has much more to offer Malaysia than merely sitting down in an aircraft for the rest of his life.

New Horizons Vs. Heartfelt Moments

Armed with innate charisma and a charming personality, Captain James enjoys travelling to have a have new perspectives, build up character and experience different cultures. He is also the brand ambassador of Samsung Galaxy S4 Malaysia and Ambassador of Malaysia's Tourism Ministry for Visit Malaysia Year 2014.

At the age of 23, Captain James has had a list of achievements that would make anyone envious. Among his successes include making his first million ringgit and being in the Guinness Book World of Records for being the 'Youngest Person to Fly Solo around the World'. However, these achievements have not made it on his list of greatest moments.

The down-to-earth pilot has a string of favourite moments, which include getting his first 'A' in a History test in Year 8 and when he finally had the confidence to speak to a group of people when he was 13. He got his first job as a factory worker placing price tags on belts at the age of 15 and is proud of it.

He finally achieved his dream of being a professional pilot at 19. It was also then, in Muscat Oman, when he encountered a young man with an emptiness he never wanted to see in himself. The incident changed his life forever...

Soaring High with Feet Anchored Firmly on the Ground

While he may be flying high these days, it was not always easy for Captain James to maintain an upward trajectory. He went through numerous failures and had his fair share of dark days. However, he refused to remain in such a position and fought his way back into the light – his bold and difficult approach continually changed the course of his life.

His fondest memory was when he returned home after successfully circumnavigating the world, particularly when he received a hug from the prime minister and knowing his family was proud of him. Captain James decided that every Malaysian has the right to dream of the impossible and have a place to call home, just like him – and he is looking for ways to make this happen.

Captain James attributes his success to his own will and the ability to overcome great fear. It was also a matter of 'LUCK' for the young man, his own acronym for 'Labour Under Correct Knowledge'. Motivated by a mixed set of personalities, including Prime Minister Dato' Sri Najib Tun Razak, his mother Olive Tan, Alexander the Great, Immanuel Kant and Asoka of the Mauryan Empire – it is no wonder that his passion for life is inspiring and catchy!

He plans to expand project sites and create a strong market brand through his business ventures. The patriotic pilot burns with passion to create a better life for all Malaysians and hopes that his countrymen will show the world how great the nation is.





COUNTRY BRANDING

CRYSTAL LEE



A Dazzling Gem amongst Tender-Aged Jewels

11-year-old Crystal Lee Xin Qiao is no stranger to the entertainment industry. Astoundingly, her stage presence was first birthed at the age of three – when she emceed her preschool graduation ceremony. Crystal has worked on 50 local productions comprising variety programmes, television series, live shows and advertisements. Her television acting stint started off with the television drama series, *Lion Hearts*, in 2009 on ntv7.

The pint-sized girl also played a role of a boy in *Forget Me Not* in 2011. Locally, she came up tops with the Best Newcomer Award at ntv7's 2nd Golden Awards for her role in *Footprints In The Sand*. Her other achievements include Best Future Award of Little Miss Malaysia Universal 2012 and being the 1st Runner Up of Little Miss Malaysia Universal 2012.

Crystal starred in her first big screen feature by Malaysian filmmaker, Ciu Keng Guan, *Great Day*, a Lunar New Year flick, in 2011. The following year, the petite actress starred with popular actors, Jay Chou and Nicholas Tse, in the blockbuster film, *Viral Factor*.

And in 2013, she captured the hearts of judges and won the Best Actress Award at the Shanghai

International Film Festival for her notable role in the action film, *Unbeatable*. Her intense portrayal of the boxer's neighbour in Dante Lam's martial arts movie garnered her the award; and she is the youngest winner in the category so far.

Ordained to Charm under the Glittering Limelight

Possessing a sort of magnetism that transcends the frailty of words, it was in fact Crystal's charisma and personality which got her roles through referrals and recommendations from friends.

Always exceeding expectations, Crystal also wowed the audience at SIFF when she greeted them in Malay, English, Japanese and Shanghainese.

Being a versatile entertainer, the 'Little Starlet' is now actively pursuing her first love – music. Crystal is reaching for her dreams; with the help of her mentor and manager, Dennis Lau – himself a violinist, songwriter and producer.

Crystal represented Malaysia in *Let's Sing Kids* and has over 18,000 subscribers on her YouTube Channel – reflecting her growing popularity and rise to stardom.

Young Nation Branding Starlet

The confident, ambitious and vivacious girl has been involved in various causes and is the World

Vision Malaysia's ambassador for the *Open Up Your World* campaign. Not only is Crystal a World Vision child sponsor, she also encourages more Malaysian parents and children to be part of the movement. In tandem with this, she recorded a theme song aptly titled *Hand in Hand with You*, which was composed and produced by Malaysian Idol singer, Daniel Lee.

While Crystal may be gaining a name worldwide, the Roxy Girl is still the average Year Five school student at heart. She does her homework between shoots when she is busy and continues to excel at Sri Sempurna International School with a scholarship to further her studies. Her parents are careful to balance their only daughter's education with her recent fame.

An animal lover, Crystal aspires to be a vet; but not surprisingly, is also keen to pursue a career as a singer and actress when she grows up. Rest assured, no matter what Crystal decides to do in the future, this little shining star indeed has the capacity to carve out the path of her success in any way she desires!



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