

THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



TABLE OF CONTENT

03

THE ASIA
PACIFIC BRANDS
FOUNDATION

04

BOARD OF GOVERNORS
OF THE APBF

05

INTRODUCTION
THE TROPHY AND THEME
RATIONAL

07

MESSAGE BY THE PATRON
OF THE APBF

08

MESSAGE BY THE CHAIRMAN
OF THE APBF

09

MESSAGE BY
THE PRESIDENT OF
THE BRANDLAUREATE

10

MESSAGE BY
THE CEO OF
THE BRANDLAUREATE

11

HALL OF FAME -
LIFETIME ACHIEVEMENT
BRAND ICON LEADERSHIP
AWARDS - GLOBAL ICON

13

ELITE OF ELITE
BRAND LEADERSHIP
AWARDS

22

BRAND OF THE YEAR
AWARDS

38

MOST VALUABLE
BRAND AWARDS

52

MOST SUSTAINABLE
BRAND AWARDS

74

MOST FAVOURITE
BRAND AWARDS

92

BRAND INFLUENCER
AWARDS

104

BEST CHOICE
BRAND AWARDS

124

CORPORATE & PRODUCT
BRANDING AWARDS



THE ASIA PACIFIC BRANDS FOUNDATION

Founded in 2005, the Asia Pacific Brands Foundation (APBF) is a non-profit organization dedicated to developing brands in a myriad of business backdrops. Led by its Patron, H.E. Tun Dr. Mahathir Mohamad, Malaysia's fourth Prime Minister, together with a Board of Governors who are experienced captains of industries and established brand icons.

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

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

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

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

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

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

THE WORLD'S BEST BRANDS

THE BOARD OF GOVERNORS



Tun Dato' Sri Haji
Abdullah Ahmad Badawi
Patron



Dr KKJohan
President



YM Raja Datuk Ropiaah
binti Raja Abdullah
Secretary General



Chew Bee Peng
CEO



Tan Sri Rainer Althoff
Chairman



Tan Sri Dato' Hamad
Kama Piah bin
Che Othman



Tan Sri Dato' Sri
Dr. Teh Hong Piow



Tan Sri Leong
Hoy Kum



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



Tan Sri Dato' Seri
Dr. M. Mahadevan



Tan Sri Datuk Seri
Tony Fernandes, OBE



Tunku Dato' Seri
Shahabuddin Tunku
Besar Burhanuddin



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



Tan Sri Dato' Seri
Darshan Singh Gill



YBhg Tan Sri Datuk
(Dr.) Haji Mustapha
Kamal



Tan Sri Datuk
Dr. Augustine
Ong Soon Hock



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



Dato' Anne Eu



Dato' Jimmy Choo,
OBE



Tan Sri Dr Ramon
Navaratnam



Dato' Sieh Kok Chi



Dato' Lawrence
Chan Kum Peng



Dato' Seri Dr (Hj)
Mohamed Mydin
Bin Md Musa



Dato' Dr. Sheikh
Muszaphar Shukor
Al Masrie



Datuk Lee
Chong Wei



Alex Yoong



Ms. Amber Chia

TAKE RESPONSIBILITY OF YOUR BRAND FOR YOUR BRAND INTEGRITY, QUALITY, CREDIBILITY

THE THEME

RESPONSIBILITY is the key word as it determines the success or failure of any brands. Consumers would only trust a brand that is responsible, one that has INTEGRITY and known for its QUALITY products and services. In today's world, where consumers are more affluent and fastidious, brands must have INTEGRITY and QUALITY to build CREDIBILITY. CREDIBILITY is the final benchmark in brand assessment as credible brands are synonymous with INTEGRITY and QUALITY.

Responsible brands gain the trust of consumers and this is an important element in building brand sustainability. Where trust is concern, reliability comes to mind and unless you are reliable, you will not have the attributes of integrity, quality and credibility. Reliable and responsible brands have a strong culture of transparency and accountability which

further enhances their brand perception, leadership position and reputation.

Taking responsibility means taking ownership of one's brand. Every brand needs a strong leader, full of conviction to drive his brand. Without ownership, the brand will drift aimlessly and eventually sink to its bottomless pit. We have seen many of these incidents, where brands drift aimlessly with no strong leaders to steer them to their right path.

Successful brands go through a long process of strategic and intelligent branding to gain market share and leadership positioning. The right branding enabled these brands to build INTEGRITY, QUALITY and CREDIBILITY as their DNA; these inherent attributes have strengthened their foundation and helped them overcome adversity and brought them to a higher level of success.

When you have all the above features in your brand, you will have a strong and responsible brand which is what consumers look for. In this age and time, you cannot fool consumers. Like the saying goes, "the proof of the pudding is in the eating", so if your brand does not measure up to their expectations, they are not going to give your brand a second chance.

So take responsibility to build a brand that has INTEGRITY, QUALITY and CREDIBILITY. How big and how great you want your brand to be depends solely on one's responsibility.

Make this the beginning of a new season for your brand and be responsible in making history for your brand. Make an impact for your brand.

MAKE YOUR BRAND GREAT AGAIN!

THE TROPHY

ORIGAMI POLYGONAL ART STYLE

The success of The BrandLaureate's recipient is reflected in the trophy. A shining 24K gold-plated statuette stands magnificent in all its various poses that reflect the theme of each year's Awards. The BrandLaureate's statuette with its emblem represents brand excellence and the unyielding passion and commitment that go into building great brands.

As we move on to the second decade, The BrandLaureate's trophy takes a shift from the smooth and shiny surface to an origami polygonal art style, sleek and stylish. Origami is an art where a flat sheet of paper is folded into a polygonal sculpture. Similarly, brand building is an art where responsibility, commitment and passion sculpture the brand to be a market leader that is respected and admired by all.

The new style gives the trophy a fresh, stylish and contemporary feel. The dimensions created by the polygons represent the movement of the brand as successful brands are dynamic and has a fluidity which allows them to move with time. The dimensions on the body of the trophy also represent the various attributes of the brand which forms its brand identity.

The image of the trophy with its clenched fist positioned at the heart signifies the commitment to responsibility and the determination to build the brand to its highest level. The brand's confidence is denoted by the statuette's face, filled with pride and looking upward and forward.

The trophy stands on a broad and solid polygon base signifying the strong foundation of the brand and its ability to overcome adversities through its multiple dimensions.

Once again, The BrandLaureate BestBrands Awards 2016-2017 trophy is a prestigious mark of brand excellence and acknowledged as the best of best.





THE BRANDLAUREATE BEST BRANDS AWARDS 2016 2017

**Y.A.BHG TUN DATO' SRI HAJI
ABDULLAH AHMAD BADAWI**

**PATRON
OF THE ASIA PACIFIC BRANDS FOUNDATION**



In an age of convergence astride national branding instruments such as One Malaysia and the Blue Ocean Strategy, it is not possible for me to overemphasize the pivotal role brands have in the solidifying process which secures the building blocks of the nation as a whole on the local and global fronts. Brand Malaysia counts on strong brands entrenched in admirable qualities able to raise the perception of this country in the eyes of the world, a fair and just evaluation based on merit and capability, founded upon ingrained values which shine will not corrode with time.

I implore you to raise the impetus of your brand to the point it can lift its own weight upon its wings and not just stay afloat, but ascend to altitudes we have never known before by way of sustainable devices and relatable measures which are tailored not just to the socioeconomic demands of the present era, but also of those to come.

I perceive dimensions Integrity, Quality and Credibility operating in the core of the admirable list of outstanding award winners this year. My honest observation is there has been progress in terms of the quality of recipients and the more stringent qualification and selection criteria in an increasingly competitive market as the years revolve. The borderless approach in business today, coupled by the Internet boom and disruptive industries, has given birth to local players which are able to thrive in the international arena; and vice versa, international brands which emit a local appeal unlike ever before; a unique genus of tug-of-war in the contemporary branding arena. The best of survivors often rise from formidable circumstances and it is in this new and innovative ecosystem, I perceive champions, such as those called here on this momentous occasion, boldly rising up to take up challenges so novel that they were never faced by the brands of yesterday in order to become the tomorrow-brands.

Congratulations on the admirable accomplishments thus far. The journey does not end here; it simply cannot afford to. My advice to you is keep it up and take things to the next level. Take it as your national responsibility, an ongoing mandate to usher in the full spectrum of excellence.

**Y.A.BHG TUN DATO' SRI HAJI
ABDULLAH AHMAD BADAWI**



THE BRANDLAUREATE BEST BRANDS AWARDS 2016 2017

YBHG. TAN SRI RAINER ALTHOFF

**CHAIRMAN
OF THE ASIA PACIFIC BRANDS FOUNDATION**



It amazes me to see how great the response is to award galas organized by the Asia Pacific Brands Foundation every time. I actively observe the economic climate and sentiments of various nations and regions around the world, and yet, I find my very breath somewhat stolen away as I witness the overwhelming turnout before me this lovely night!

I have come to conclude that as long as businesses and brands conform to the norms of branding, they are unlikely to leave a lasting impression in a place no time can wipe away. In fact, nothing in life ever does unless it stands out of the crowd, is unlike the rest, or niche. Even awards, for that matter; the quality of the award matters, and here, you matter. Responsibility, after all, works both ways.

I do quite like the chosen Theme of the year. It is so fundamental and central to the very eye of brands and branding. Come think of it, what is a brand that is without its virtues? I am afraid it is nothing more than a hollow name devoid of substance which unilaterally cannot be depended upon when push comes to shove.

I urge you to absorb and remember all the sensations of this sensational night. Remarkable... unlike most, you are able to rejoice in the sweet and succulent fruits of your efforts at a time when the world lives in fear of uncertainty on manifold levels. The answer is clear to me as to why this is so – the plane from which the brand-savvy operate is one unlike the norm. How so? Astutely leveraging on branding is an approach not so different from how an eagle chooses to rise above the storm by flying high above the rainclouds – utterly unaffected by the turbulence beneath and coming out on top after.

I say to you, diligently stay on this course. For this path you are taking will not only grant you trans-terrain mobility and navigational clairvoyance during capricious times, but also imbue a radical outlook like an almanac on how to tackle the seasons to come. The world may change; in fact, many already believe it is growing smaller by the day, but sound branding will still hold true as the ultimate vehicle in business.

YBHG. TAN SRI RAINER ALTHOFF



THE BRANDLAUREATE BEST BRANDS AWARDS 2016 2017

DR. KKJOHAN

PRESIDENT
OF THE BRANDLAUREATE



Look at all that we have achieved together! I say together because this Award is only possible not because of your epic branding, but also because of the Asia Pacific Brands Foundation (APBF) and its most excellent sobriquet, The BrandLaureate. Hand in hand, the last ten years have been an uphill battle to the very threshold of fineness, in tandem with the escalating quality and eminence of brands and branding in this blessed nation over the years.

To be amongst such high achievers and fabulous all-rounders such as yourselves, I am overwhelmed and strongly reminded of the all-encompassing responsibility we all share in preserving the very finest virtues of our brands – an unbreakable bond that not only provides a sense of security for brands and branding as a whole, but a stable footing that elevates us to the stratospheres of greatness.

What are qualities such as Integrity, Quality and Credibility if not the very extensions of brands overcoming anything and everything this world throws at them in a way that does not alter the composite or spirit of the brand; but instead makes it stronger, simultaneously extracting succinct qualities which inspire and build on a subliminal level.

Today, you must listen to what your brand is saying in the face of new challenges, while it trusts you to direct it in the uncharted territories of the future. You already have a sound footing from where you can start to navigate the terrain ahead – responsibility – of your brand and for your brand. You must listen closely to the sustainable needs of your brands, and in the same stride, the 'living organism' that is your brand remains attentive to your sense of accountability towards it.

Let this award gala be a reminder of how far we can come if we are responsible to that precious thing which is under our care – our brands. I for one am truly grateful to my brands, the Asia Pacific Brands Foundation (APBF) and The BrandLaureate, for having the transcendent appeal to draw and unite great brands such as yourself for this momentous occasion. Because you are here today, be prepared – your brands are about to be catapulted into magnificent realms after this. For you are at a 'branded' occasion, and this has the catalyst effect. The First Decade (2006-2016), Creating Brand Awareness for Brand Success, has passed; and now the Second Decade (2016-2026), Initiating Brand Activation for Brand Significance, is at play. Brace yourself for amplified branding – unlike anything you have ever experienced before!


DR. KKJOHAN

THE BRANDLAUREATE BEST BRANDS AWARDS 2016 2017

CHEW BEE PENG

CEO
OF THE BRANDLAUREATE



Cruising on the fast lane with a renewed mind and spirit, savouring the wonderful beginning of the second decade of the ingrained brand that is The BrandLaureate, this year's Theme struck me in a relatable fashion. Often we look at children misbehaving and the first thought that comes to mind is 'What are their parents doing?'. This is an everyday example of what happens when responsibility is lax. Despite appearances, brands are like children. If we, as trustees and 'guardians' of the brand, fail to take responsibility for our own brands, then they will start to 'misbehave'. This is an almost natural and organic outcome.

It is only when we get our house in order will the house begin to look more like a home. Incongruously, it is only when you take responsibility of your house can you embark upon a series of actions that will lead to visible neatness. Only through responsibility can good things come about for a brand. Essentially, taking responsibility is assimilating the qualities of the brand as your own. Just as you are responsible for the yourself, you become responsible for your brand. And the priceless rewards of such a connection are Integrity, Quality and Credibility.

Once your brand possesses these qualities, there is simply no stopping it! The brand's performance will instantly shine when it puts its best foot forward. Patrons have a natural tendency of being drawn to brands of Integrity, Quality and Credibility. There is an unsaid connection built upon the solid foundation of trust – which is resultant from Integrity, Quality and Credibility – that simply draws people to the brand. When it comes to brand sustainability, particularly in an uncertain climate, people tend to go with brands they can trust because they can never go wrong. The good qualities of the brand anchors it down in the heart of the people. They make it likable. They make it approachable. They make it sustainable. They make it relatable. And most importantly, they make it trustworthy. I have learned over the years that business trust is the sort of trust that must be earned before the brand can truly create an impact – both in-house and outside.

This is certainly something to look forward to. But for now, let me pause here to commend you all for a job well done. And I mean this not just from the perspective of your scope of business, but holistically, from a brands and branding angle as well. Bravo! May your tremendous sense of responsibility of your brand and for your brand be aptly rewarded with this matchless recognition!


CHEW BEE PENG



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



THE BRANDLAUREATE HALL OF FAME – LIFETIME ACHIEVEMENT BRAND ICON LEADERSHIP AWARD - GLOBAL ICON

**Y.A.BHG. TUN
DATO' SRI HAJI ABDULLAH
AHMAD BADAWI**

FIFTH PRIME MINISTER OF MALAYSIA



Y.A.Bhg. Tun Dato' Sri Haji Abdullah Ahmad Badawi served as the Prime Minister of Malaysia from 2003 to 2009. During his tenure, he was also the President of the United Malays National Organisation (UMNO). Affectionately known as Pak Lah, he was also known by his other sobriquet, "Father of Human Capital Development" for his efforts in strengthening lower and higher education in Malaysia, enhancing mindsets, and infusing ethical, moral, and religious values.

Early Life and Career

Born on 26 November 1939 to a prominent religious family in Bayan Lepas, Penang, Tun Dato' Sri Haji Abdullah Ahmad Badawi was educated in Bukit Mertajam High School. For his 6th form, he studied at the Methodist Boy's School in Penang. In 1964, he obtained a Bachelor of Arts degree in Islamic Studies from the University of Malaya.

After his graduation, he entered the civil service and rose to become the Deputy Secretary General of the Ministry of Culture, Youth and Sports. He joined politics in 1978 when he won his first election for the Parliament seat of the Kepala Batas constituency. While in government, he held various posts including Deputy Prime Minister, Minister of Education, Minister of Defence, Minister of Foreign Affairs, Minister of Home Affairs, and Minister of Finance.

Premiership

Tun Dato' Sri Haji Abdullah Ahmad Badawi was elected as the fifth Prime Minister of Malaysia in October 2003 at the age of 63.

Genial, soft-spoken, and affable, his vision

of leading the country by inculcating firm philosophies and values such as excellence, glory, and distinction has helped to make Malaysia a strong and respected nation. In 2004, he introduced the National Integrity Plan with the emphasis on the promotion of integrity in the civil service and the development of Malaysia's human capital through training, education, and culture to form a firm foundation to counter future challenges. Excelling in diplomacy and international relations, he sought to improve bilateral and multi-lateral cooperation, actively leading (among others) the Association of South-East Asian Nations (ASEAN), Non-Aligned Movement (NAM), and Organisation of Islamic Conference (OIC).

Enhancing National Prestige – A Holistic Approach

During his administration, Tun Dato' Sri Haji Abdullah Ahmad Badawi has implemented many new policies and programs aimed at reforming Malaysia into a more productive and competitive nation. PEMUDAH (Pasukan Petugas Khas Pemudahcara Perniagaan) was set up to reduce bureaucracy in business-government dealings.

To revitalize the agricultural sector, he introduced policies to promote the adoption of biotechnology, build human capital and encourage businesses to move up the value chain. He also initiated a plan to create new growth centers in Malaysia known as 'corridors of growth' or economic hubs. These economic hubs such as the IDR (Iskandar Development Region) in Johor, ECER (East Coast Economic Region), and the SDC (Sabah Development Corridor) have their own unique attributes and their developments were wholly

“Branding Malaysia is the next big task. Branding is an important aspect of improving the competitiveness of products and services. It has been my desire and belief to see Malaysian brands achieve distinction on a global level. That is why I am aware that there is growing awareness and appreciation about the importance of branding. Innovation, branding and leadership are the three vital traits which need to come together for the country to face the ever increasing competitive world.”

– Abdullah Ahmad Badawi

based on foreign direct investments (FDIs) and the private sector. These hubs served to move Malaysia up the value chain while creating more employment opportunities.

While serving as Prime Minister, he was also credited with reforming Malaysia's judiciary system by setting up the Malaysian Anti-Corruption Commission (MACC) to fight graft and other corrupt practices.

To develop the nation according to the tenets of Islam, Tun Dato' Sri Haji Abdullah Ahmad Badawi promoted the idea of Islam Hadhari which emphasizes the importance of progress – with an Islamic perspective – in the economic, social, and political fields while enhancing the quality of life for every citizen regardless of his or her religion.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



THE BRANDLAUREATE ELITE OF ELITES BRAND LEADERSHIP AWARD

KING OF PROPERTY – REAL ESTATE MAGNATE

**Y.BHG TAN SRI DATO'
SRI LEONG HOY KUM**
FOUNDER & GROUP MANAGING DIRECTOR
MAH SING GROUP BERHAD



Tan Sri Dato' Sri Leong Hoy Kum, Founder & Group Managing Director of Mah Sing Group Berhad is the key figure behind the company's remarkable success today. Prior to becoming one of Malaysia's leading property developer, Mah Sing started as a humble plastic trading company founded by Leong's late father. Leong then founded the plastics manufacturing division in 1979 and listed Mah Sing Group Berhad on the Kuala Lumpur Stock Exchange in 1992. Driven by his determination to maximise shareholders' value and passion for property, he ventured into property development in 1994.

As Malaysia's leading property icon, Leong has stamped his mark in the industry and is highly regarded as the face and force behind the growth

and success of Mah Sing Group and the property industry in the country. His career and journey as an entrepreneur and property developer has indeed been most illustrious, accumulating milestones and strengthening its foundation.

Leong has been instrumental in shaping Mah Sing to become a multi-award winning real estate specialist. Under his stewardship, Mah Sing continues to transform the property landscape with its iconic developments, innovative concepts and quality properties. His vast experience spanning 30 years as well as his entrepreneur spirit culminated in the Group expanding rapidly with projects in Malaysia's main growth corridors, namely in Klang Valley, Kuala Lumpur, Johor Bahru and Penang.

Leong's business philosophy is to create win-win scenarios and build long term relationships with customers, shareholders, staff, business associates and contractors by ensuring that their needs and expectations are taken care of.

On top of that, Leong actively lends his efforts towards CSR initiatives and he set up Mah Sing Foundation to lend support to those who are less fortunate and in need of help. The primary focus of the foundation is to provide health and educational assistance, with the belief that healthy and educated Malaysians will help the nation prosper.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



THE BRANDLAUREATE ELITE OF ELITES BRAND LEADERSHIP AWARD

KING OF CREATIVE INNOVATION IN EDUCATION

**Y.BHG PROFESSOR EMERITUS
TAN SRI DATO' SRI PADUKA
DR LIM KOK WING**

**FOUNDER & PRESIDENT
LIMKOKWING UNIVERSITY OF CREATIVE TECHNOLOGY**



Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing is an industry legend that is well respected and admired by Malaysians and the world for his passion and commitment to his causes - that of creativity, innovation and education.

At the age of 29, Lim started Wings Creativity Consultants, one of the first few Malaysian-owned advertising agencies. It was a bold move as most advertising agencies then were foreign owned. Nevertheless, his leadership led Wings to become one of the leading advertising agencies in the country, handling many international accounts and winning many major jobs. A merger with an international communication agency led Wings to extend its business into the global arena.

However, it is in the education sector that Lim stamped his mark. Setting up Limkokwing University of Creative Technology proved to be most successful and rewarding for him as it enabled him to grow the brand globally and gain the due recognition. For more than twenty years, Limkokwing University has provided young Malaysians and those around the world the opportunity to realize their ambition. As its Founder and President, Lim has been at the forefront mentoring and providing guidance for these young minds to soar and achieve their dreams.

His leadership is not only confined to the education sector but also to the community, local

and international. In Malaysia, he is the brand strategist behind many government initiated campaigns in the areas of tourism, education and entrepreneurship. On the international front, he assisted Nelson Mandela in South Africa's first democratic presidential elections in 1994 and initiated campaigns that highlighted the plight of Muslim Palestinians and persecutions of Bosnians during the war torn years.

Lim has spent the best part of his life Brand positioning Malaysia in tourism, education and foreign investment. A perfectionist, he is meticulous in choice of words and matching of visuals in all the work produced to promote the country.



■ Tan Sri Lim Kok Wing was represented by Dato' Tiffany Lim at the Award's Dinner.



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



THE BRANDLAUREATE ELITE OF ELITES BRAND LEADERSHIP AWARD

KING OF LOGISTICS – INTEGRATED PORT SOLUTIONS

**Y.BHG TAN SRI DATUK
G. GNANALINGAM**

**CHAIRMAN
WESTPORTS HOLDINGS BERHAD**



Tan Sri Datuk G. Gnanalingam is the man responsible in building Westports Malaysia to be one of the top ports in the world today. A leader in the logistics industry, he worked his way up to make Westports what it is today which is among the leaders in the global cargo industry.

The Singapore-born captain of industry grew up in Port Dickson and Kuala Pilah. He gained his early education in the Royal Military College and graduated from University of Malaya and Harvard Business School, Boston. He started his career as a Sales Representative with the British American Tobacco group and in a period of 10 years, he became the Marketing Director. After a 19-year

stint as the marketing director he then started his own marketing company, G-team Consultants.

In 1994, Gnanalingam started Westports from a barren, swampy island and turned it into the leading container terminal operator in Port Klang today. Under his leadership and visionary outlook, he steered Westports to be one of the top 5 terminals in the world in terms of productivity. The company holds more than 70 per cent market share in container in Port Klang and is 100 per cent manned by Malaysians. A made in Malaysia brand, Westports has brought significant pride to Malaysia and elevated the nation's international standing in the ports and logistic industries.

With his strong leadership and determination as the chairman of Westports, the company contributed to Port Klang's world ranking in container volume to advance from 26th position in 1995 to 13th in 2011. Gnanalingam has transformed the port into a state of the art multi-cargo seaport terminal which is powered by the latest and advanced technology and equipments with current quay length of 3.7 kilometers, which includes 6 container terminals. Westports is capable of handling up to 9 million TEUs yearly, with the potential to expand further.

THE BRANDLAUREATE
ELITE OF ELITES
BRAND LEADERSHIP
AWARDS 2016
2017



■ Tan Sri Gnanalingam was represented by Mr. Lim Beng Keem, Chief Financial Officer of Westports Holdings Bhd.



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



THE BRANDLAUREATE BRAND LEADERSHIP AWARD - BRAND ICON

HENDRIK STOEL

**MANAGING DIRECTOR
BRITISH AMERICAN TOBACCO MALAYSIA**



Hendrik Stoel hails from Netherlands, and brings with him 20 years of international experience in the British American Tobacco (BAT) Group that spans across the London Head Office, Eastern Europe Middle East & Africa and Asia Pacific markets.

No stranger to the BAT Group, Stoel has been working for BAT since 1995 and has held various senior roles covering numerous markets in Eastern Europe, the Middle East and Asia. He served as Marketing Director in 2010 before moving to Korea as BAT Korea's Marketing Director in 2012. Subsequently, he was promoted to the role of Area Director North Asia Area, running Korea, Taiwan, Hong Kong and Macau.

He majored in marketing at the HEAO Groningen in the Netherlands, a higher educational institution for those studying economics and business-related subjects, and earned a master's degree in business administration in 1994 from Northumbria University in Britain.

Armed with his familiarity with the Malaysian market and BAT Malaysia's employees' pride and passion for a more than century old company, Stoel is confident that BAT Malaysia can together work towards steering the business to a new and more sustainable model.

British American Tobacco (Malaysia) Berhad emerged on 3rd November 1999 from the merger of Rothmans of Pall Mall (Malaysia) Berhad and

Malaysian Tobacco Company Berhad. These two long established tobacco companies brought with the merger, experience and an unrivalled portfolio of highly successful international brands to create the largest tobacco company in the country.

British American Tobacco Malaysia is part of the British American Tobacco group, which is the world's most international tobacco group and the second largest stock market listed tobacco group by global market share. British American Tobacco Malaysia manufactures and markets high quality tobacco products designed to meet diverse consumer preferences. Its brand portfolio includes well-established international names like Dunhill, Kent, Pall Mall and Peter Stuyvesant.



CAPITALISE ON YOUR BRAND
BECAUSE
YOUR BRAND IS YOUR REAL CAPITAL

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS ²⁰¹⁶/₂₀₁₇

THE BRANDLAUREATE
BRAND OF THE YEAR
AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND OF THE YEAR AWARD

ADIDAS

SPORT - FOOTWEAR & APPAREL



Footsteps in Time

The amazing Adidas story began when Adi Dassler from Bavaria, Germany, first registered Gebrüder Dassler Schuhfabrik, in 1924 – with the aspiration to provide athletes quality equipment.

At the age of 49, he registered Adi Dassler Adidas Sportschuhfabrik and made the historical move of registering a shoe with the famous Adidas '3-Stripes'.

The company created history with screw-in-studs on football boots that helped the German National Football Team defeat the giant Hungarians in the 1954 World Cup finals.

Far-spreading Trans-generational Brand Innovation

Innovation soon became a key quality for Adidas to shine as a brand. From the Franz Beckenbauer tracksuit model becoming the first piece of apparel in 1967 to the installation of the Micropacer (or performance statistics) in shoes in 1984 and more – the company simply stood out right from the beginning.

Adi Dassler's known secret to success was to listen, understand and create products that are personal to the mission of athletes everywhere – and this is a Philosophy that has continued until today.

His son, Horst, who took over the reins in 1978 after his father's passing, continued to pave the way in innovation and modern sports marketing for the company. His own sudden death in 1987 caused problems in the management of Adidas; with the Dassler family relinquishing rights to the company.

Serial Rebranding: Altered Pace of Excellence

With a change in leadership and direction, and nearly going bankrupt, the brand came back to life in 1993 with a new marketing slogan: "We knew then we know now."

Adidas' branding strategy lies in the strength of its innovation. In the following years, the company released innovations such as the Torsion (1989), the Equipment concept (1991), the Streetball campaign (1992) and the Predator football boot (1994).

After acquiring Salomon Group in 1997, Adidas became Adidas-Salomon AG. The 2000's saw the innovation of more advanced products like the ClimaCool (2002), adizero (2004) and the F50 football boot.

In 2004, the brand fashioned a marketing campaign that featured athletes like David Beckham, Haile Gebrselassie and Muhammad and Laila Ali –

facing their fears, defeats and challenges – on the quest to prove that 'impossible is nothing'.

After parting ways with Salomon two years later, Adidas acquired Reebok – creating history by bringing together two of the world's most respected brands together – and was renamed Adidas AG.

Striding in Tandem with Undimmed Legacy

With the entire world going through increased digitalization, the evergreen footwear and apparel brand has duly responded with industry changing business model and technologies.

The Speedfactory project is a project that focuses on giving creative freedom to customers, with unique design options and highest functionality. The brand aims to accelerate its digital transformation as part of its 2020 strategy, 'Creating the New'.

In a media release, the company announced that Adidas continues to expect sales to increase at a rate of around 10 per cent on a currency-neutral basis – driven by double-digit growth in North America and Asia-Pacific.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND OF THE YEAR AWARD

AVON
BEAUTY & FASHION

A V O N



Practical Prettiness

The Avon brand was founded in 1886 by David H. McConnell.

Interestingly, the book salesman realized that women he met were actually more interested in the free perfumes offered with purchase of books, than the main product itself.

Considering this behavioural pattern, he appointed the first sales representative, Persis Foster Eames Albee – who in turn created the distribution system of selling beauty, fragrances, kitchenware and supplements.

The direct-selling company gave women in 19th Century America a chance to be financially independent. Widely known as the company 'that puts mascara on lashes and food on the table', Avon's business philosophy reached the Malaysian shores 42 years ago.

Malaysian Magnificence

With its head office in Petaling Jaya, the company has more than 500,000 representatives or fondly known as 'Avon Ladies' in the country. Avon also has franchisor boutiques called Avon Puteri in Malaysia.

All products sold by the company are approved

by qualified scientists and supported by sound research. Putting emphasis on product development, the brand releases new, innovative products every month.

Right from the onset, Avon's Mission and Vision has been 'to empower women' and this Philosophy continues today.

As a brand which not only 'brings beauty to doors but also opens them', the direct-selling company firmly believes in team-building and leadership development among its members.

Attractiveness Ace

As a company that supports over six million representatives globally, Avon's biggest branding success is its Tagline of *Beauty for a Purpose*. Going past stereotypes and surfaces, the leading brand in exquisiteness clearly demonstrates that 'beauty empowers women to empower themselves'. At its core, feeling beautiful makes one see more beauty and gives the desire to create more beauty around.

For Avon, *Beauty for a Purpose* also means fully supporting causes that impact the lives of women all around the world. The company has donated nearly one billion dollars towards ending breast cancer and domestic violence. Over and above this, Avon has successfully established itself as an

international organization committed to making the world a more beautiful and healthier place through its products, people, environmental sustainability and philanthropy.

Holding on to the idea that beauty is the journey while empowerment is the destination, Avon's biggest success is giving millions of women in the world financial freedom and supporting their health and safety through the Avon Breast Cancer Crusade and Avon's Speak Out Against Domestic Violence initiative.

Enduring Beauty

According to article published in Cosmetics Design Asia.com, Avon will embrace technological advancements by driving its transformation in the digital era. The brand aims to do this by investing in the creation of a new global sales organisation, evolving its customer experience by providing mobile and e-interactive brochures.

With digitization its heart of strategy, the brand will soon be building a new, modern and relevant Avon for the digital-savvy customers, with high-touch and high-tech features. The brand will provide their network to offer personal service using strong digital capabilities.

Introducing Perfectly Matte Lipstick

100%
MATTE
LOOK

for a sculpted defined lip

NO
DRYING

*no cracking
no caking
guaranteed comfort*




A V O N
T R U E
C O L O R

   AVONMY
www.avon.my



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



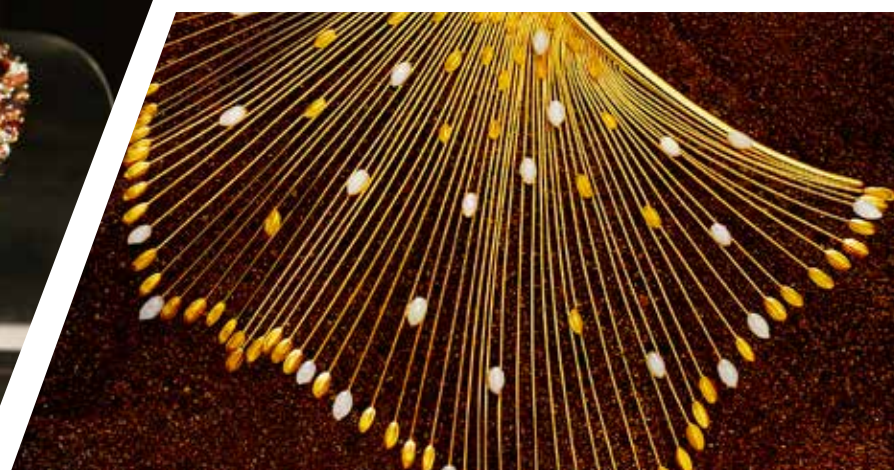
BRAND OF THE YEAR AWARD

CHOW TAI FOOK

BRAND EXCELLENCE IN RETAIL - JEWELLERY

周大福

CHOW TAI FOOK



The Chronicle of a Brand on Fire

Founded in 1929, the Group's iconic brand, 'Chow Tai Fook', has been widely recognized for its Trustworthiness and Authenticity, and is renowned for its Product Design, Quality and Value.

The success of the Group and its iconic brand is rooted in Innovation, Craftsmanship and Heritage. The Group also holds other jewellery brands including Chow Tai Fook T MARK, Hearts On Fire, MONOLOGUE and SOINLOVE – which are the first examples of a long-term multi-brand strategy rollout.

The Group's commitment to sustainable growth is anchored in its 'Smart+' strategy – which is in place to promote long-term innovation in the business, in people and in culture. Another asset underpinning sustainable growth is a sophisticated vertically integrated business model. This supports the Group by fostering excellence and extending opportunities along the entire value chain to communities and industry partners.

With an extensive retail network in Greater China, Korea, Japan, Singapore, Malaysia and the United States, not to mention a fast-growing e-commerce business, the Group is implementing effective online-to-offline ('O2O') strategies to succeed in today's omni-channel retail environment.

Evolutionary Brand Management

Effective brand management and strong customer

loyalty have definitely led to the successful long-term development of Chow Tai Fook. At present, the Group strives to maintain its unique brand proposition while enhance its Brand Equity on marketing even further.

The Group is also dedicated to uplifting its Brand Image through store differentiation and leveraging of digital marketing to offer personalized and unique shopping experiences to cater to its customers' expectations. For instance, a brand-new in-store display revamp was introduced. The new display, apart from appearing more refreshing, segments the merchandise display area by diverse themes to cater to customers' needs such as wedding, fashion, classic, etc. Ornithological

In response to the evolving retail landscape, the Group has also upgraded the POS to 'high-end luxury' and 'elegance' style to meet the escalating customer expectations. The segmented POS, coupled with more personalized product offerings and services, will bring about a privileged experience to customers who strive for exceptional excellence.

Opulence Epitomized

Aiming to maximize its brand exposure and recognition, the Group continues to develop its e-commerce business by strengthening the collaborations with existing online platforms and exploring new sales channels.

In an effort to differentiate its product offerings, the Group brings in a disruptive innovation Chow Tai Fook T MARK diamonds in Hong Kong, Macau and Mainland China.

Each T MARK diamond carries a unique serial number – a 'resume' of the diamond from procurement to manufacturing – which empowers the Group to give customers assurance that the diamond is all-natural, conflict-free and not being swapped. Furthermore, the T MARK experiential zone or in-store merchandise display gives customers a different 'look and feel'.

Crystal-clear Brand Future

To enhance product offerings and extend product differentiation, the Group will step up efforts in promoting its distinctive Chow Tai Fook T MARK diamond and roll out more Hearts On Fire collections, fashion jewellery as well as licensed and proprietary collections in its POS to refresh and enrich the product portfolio.

Customer experience is key to the Group's success. It will further deploy 'Smart+' initiatives to deliver impactful customer experience – which includes renovation of the brand-new store image and POS segmentation.

The Group is committed to delivering a sustainable business development. Technology and talent development are crucial elements and it will continue to invest in these two areas to enhance its competitive edge.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND OF THE YEAR AWARD

GREAT EASTERN
BEST PERFORMING BRAND - INSURANCE



Creating Importance to Life

Incorporated in 1908, Great Eastern Life commenced its operations in Kuala Lumpur in 1954 as a branch of the Great Eastern General Insurance Limited, Singapore. The company's early focus was in general insurance but it expanded its life insurance business in 1963, making it one of the earliest composite insurers in Malaysia.

By 2000, Great Eastern General Insurance (Malaysia) Berhad (GEGM) was one of the largest providers of life, health and general insurance in Malaysia, serving a customer base of more than 500,000 policy owners with total assets exceeding RM2.5 billion.

GEGM's life insurance business was transferred to Great Eastern Life Assurance (Malaysia) Berhad in September 2001. The company is a wholly-owned subsidiary of Great Eastern Holdings Limited and its ultimate holding company is Oversea-Chinese Banking Corporation Limited.

Over the years, Great Eastern has won many prestigious accolades in affirmation of its industry leadership. In 2016, Great Eastern Life made history

by becoming the only life insurance company to be conferred the prestigious Reader's Digest Trusted Brand Gold Award in the Life Insurance category for the 13th consecutive years.

The Company was certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia.

Setting New Industry Standards

With more than a century of experience and solid financial foundation, Great Eastern Life has RM72.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as at 31 December 2016.

To date, Great Eastern Life has 21 operational branch offices and products include life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits, medical insurance and group health benefit schemes.

As the oldest and most established life insurer in Malaysia, Great Eastern continues to set new standards as an innovative industry leader. They have provided generations of Malaysians with

innovative financial solutions to protect them against the unexpected throughout different stages of their lives.

This is further complemented by the company's expanding suite of health protection products to help its customers better manage the economic implications of escalating medical costs.

New Technologies to Enhance the Brand

The company believes that a long-term partnership begins with great customer service. In its aspiration to be the choice financial services provider, Great Eastern continually develops innovative and consumer-centric financial planning products.

Moving forward, Great Eastern will continue to plough the greater use of leading-edge technologies to enhance various business processes to create a unique customer service experience and deliver greater value to its customers and policyholders.

On the business front, Great Eastern continues to explore and tap potential markets through alternative distribution channels, as well as in the retirement benefits and medical health segments.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND OF THE YEAR AWARD

MAH SING

BEST PERFORMING BRAND - PROPERTY

MahSing

Reinvent Spaces. Enhance Life.



Reinvent Spaces. Enhance Life

Listed on the Main Board of Bursa Malaysia in 1992 and ventured into the property industry in 1994, Mah Sing Group Berhad (Mah Sing) is one of Malaysia's fully integrated developers with residential, commercial and industrial developments. Currently, Mah Sing has 47 projects in Greater Kuala Lumpur and Klang Valley, Penang, Johor as well as Sabah. The Group's diverse portfolio includes masterplanned townships, integrated developments, Grade A office buildings, retail projects, SoHo and industrial developments.

With a proven track record of developing and completing prime residential and commercial projects, Mah Sing differentiates itself from other property developers in Malaysia through its product offerings and their ability to cater to diverse buyers and market segments.

Their efforts in the property industry are reflected by the many local and international awards given to them over the past 20 years for company performance, corporate governance, product design, concept, innovation and quality.

As part of Mah Sing's group-wide transformation, the introduction of the new corporate logo and tagline "Reinvent Spaces. Enhance Life" indicates that the Group will focus on enhancing the lives of its customers, employees and stakeholders moving forward. The tagline also signifies a promise to deliver the best products at an affordable price, which will make a positive impact in the lives of the people residing within.

A Property Brand That Understands The Market

As a market driven developer, Mah Sing understands the market needs and tailors its strategies to fulfil the demand. The Group aims to be the leader in affordable housing in Malaysia by introducing initiative such as the Reinvent Affordability Campaign to provide affordable homes that come with premium features and in strategic locations that are near to public transport infrastructures.

Mah Sing also believes that great customer service is one of the key elements in property industry. The Group treats this as one of its priorities and continues to be innovative in providing

value-added services such as M Privilege and M Concierge to offer its loyal customers a premier lifestyle experience and convenient services.

Mah Sing believes that affordability is the key factor moving forward and the Group will focus on developing homes for Malaysia's growing younger population who are looking at their first homes. This is reflected in the Group's target with 74% of residential sales priced below RM500,000.

Mah Sing will continue to reinvent innovative layouts and deliver easily accessible, well planned projects with good concepts in strategic locations. Despite the challenging market condition, Mah Sing remains optimistic and confident that with its strong brand name, strategically placed established developments and right product strategies, the Group will be able to continue its growth momentum in the property industry.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND OF THE YEAR AWARD

PUBLIC BANK

BEST PERFORMING PUBLIC LISTED COMPANY - BANKING



PUBLIC BANK



A Byword for Integrity & Accountability

Founded in 1966 to serve as 'a bank for the people', Public Bank has grown to be one of Malaysia's biggest financial institutions with over 250 branches and 2,000 self-service terminals conveniently dotted throughout the country.

Public Bank's well-deserved reputation as a premier financial institution is centred around its prudent management which has nurtured a strong corporate culture resulting in the brand becoming a byword for integrity and accountability. Its strict adherence to good corporate governance and effective risk management has formed a rock solid Public Bank brand which continues to earn stakeholders' trust and confidence.

The Public Bank Group is widely recognised for its unbroken profitability since its inception in 1966. The set of financial indicators, which include return to equity, impaired loans, cost to income ratio, and loans market share have remained the best in the domestic banking industry for many years despite the backdrop of the increasingly challenging operating environment. These reflect the Group's strong commitment to prudent management with good corporate governance and sound risk management which has enabled the Group to continue deliver its brand promise.

The Banking On Engagement

The Public Bank Group has long embedded customer service excellence in its corporate culture. This is underpinned by the Group's broad offerings of banking products which support the needs of consumers and businesses, as well as providing services that meet and go beyond customer expectation.

In line with the push for financial digitalization, the Group continues to intensify its digital enablement initiatives. Its internet banking has been further enhanced with the launching of PB enterprise, an online banking platform which provides corporates greater convenience in managing their banking transaction.

Public Bank has been continuously enhancing its electronic banking platform to provide fast and secure services to its customers. The PB e-internet banking and PB engage mobile banking are continuously enhanced to provide improved personalised and need-based services. PB Direct, a customised integrated Point of Sales tool designed for use on iPad, to promote bancassurance products under the partnership with AIA Group Ltd., is also continuously being enhanced with leading edge technology.

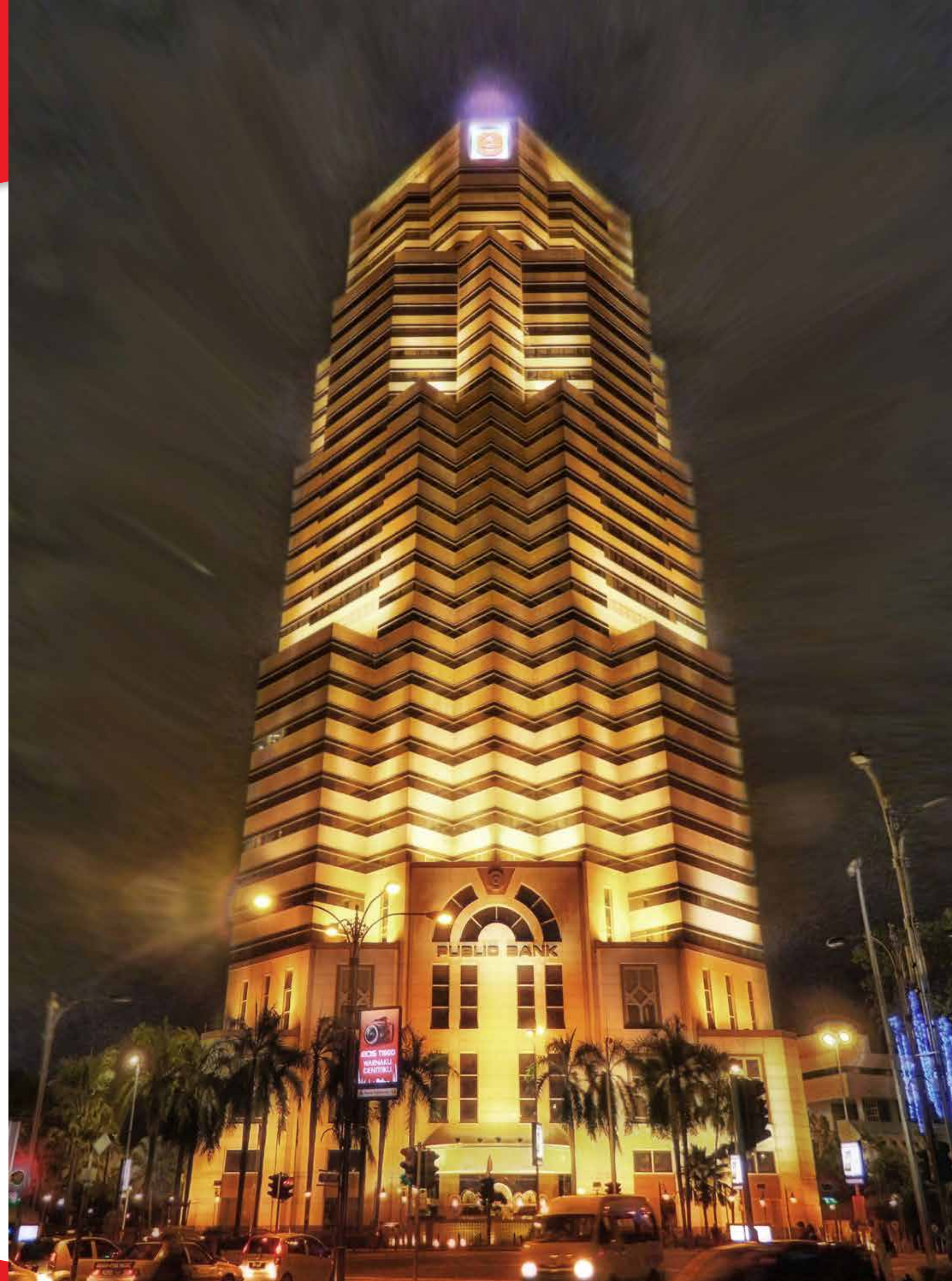
In addition, the Group continues to offer a wide range of wealth management products.

The Group's unit trust business managed by its wholly-owned subsidiary, Public Mutual, has continued to capture the largest market share in the domestic private retail unit trust industry. In its bancassurance business, Public Bank and AIA Group Ltd. have extended the bancassurance partnership for another 15 years to 2037. This places the Group in a strong distribution network to grow the bancassurance business.

Strong Corporate Culture, the Cornerstone of PB's Brand Success

The Group's prudent management has also nurtured a strong corporate culture which has shaped the PB brand to its present prominent status that represents integrity and accountability. The Group's strict adherence to good corporate governance and effective risk management have formed a solid PB brand which has continued to gain stakeholders' trust and confidence.

Further, the PB brand values are embraced by all level of staff at the Group. Staff are engaged, trained and inspired to become good brand ambassador for the Group. As the Public Bank Group forges ahead for a sustainable future, the Group will continue the legacy of PB brand, which represents prudence, integrity and accountability. The Group will continue to drive the PB brand as a trustworthy brand, which delivers long term values to its stakeholders.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND OF THE YEAR AWARD

TNB
BEST PERFORMING GOVERNMENT LINKED COMPANY
- ENERGY & POWER



Powering the Nation

Tenaga Nasional Berhad is the largest electricity utility in Malaysia. With its core business of providing electricity to the country's businesses, homes and industries, it is a key contributor to Nation building. TNB's activities represent the entire electricity production and supply value chain.

Celebrating its 70 years of existence in 2019, TNB has a presence throughout Peninsular Malaysia, Sabah and Labuan. It has also established a name in the region, making TNB one of the largest electricity companies in Asia as it transforms from a Domestic champion to become a Regional Champion.

With a vision to be among the leading corporations in energy and power related business globally, TNB understands that it needs to continuously value create, provide reliable and excellent service to customers and continue employee professional development and empowerment to build a strong foundation for the brand.

TNB's Target Market

TNB's customers consist mainly of commercial, industrial and residential customers.

Its industrial customers are engage in the manufacture of goods and services. Although they

make up the smallest segment of TNB's customers, they also account for the majority of its electricity sales.

TNB's commercial customers are their second-largest source of electricity sales, carrying out the business and commercial activities which drive Malaysia's economy. The residential customers represent the majority of Malaysia's 31.7 million population. As its largest market, they drive TNB to deliver excellence in its products and services.

TNB will also continue to uphold sustainability at its core with its increasing emphasis on renewable energy and energy solutions. Moreover, it also undertakes initiatives that improve the livelihoods of the less privileged thereby enhancing the lives of Malaysians and the rakyat.

Promoting Energy Efficiency

Given the increasing demand for energy in the country, there is a need to address the conservation and energy saving behavioural pattern amongst Malaysians. To address this issue, TNB has introduced new product innovations in energy technology like smart meter, Maevi® and GSPARX® to Malaysian households. These technologies are the first big step to empower customers towards sustainable energy and instilling environmental consciousness in the minds of Malaysians.

It has also upgraded the older plants to ensure that they are properly maintained and increase their efficiency. It collaborates with the government to retrofit 50 government buildings with energy efficient LED lightings and high EEV (Energy Efficient Value) appliances. This is expected to lead to a savings of RM47 billion over 15 years.

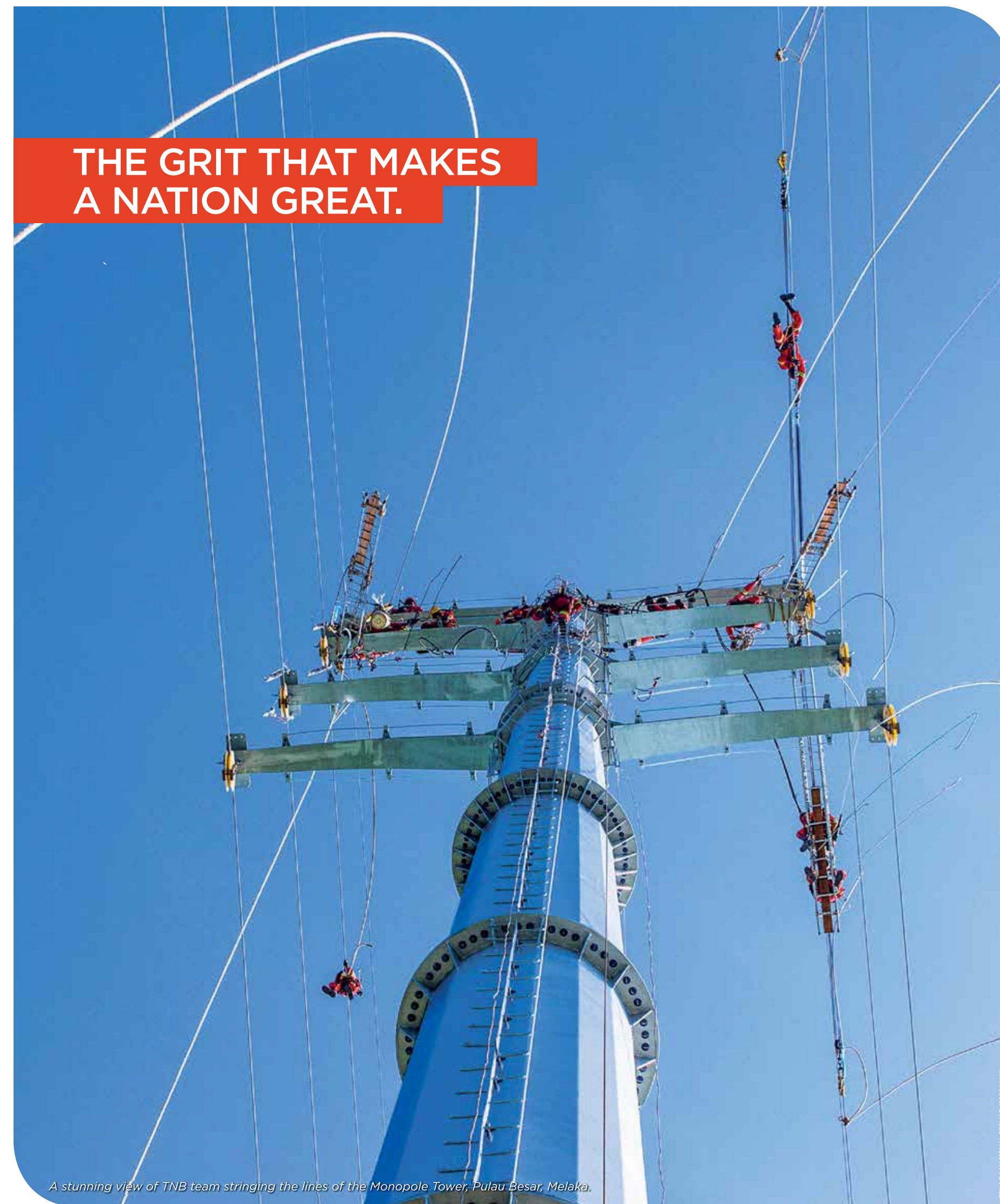
Championing Community Development

As one of the top GLCs in Malaysia, TNB is committed to ensuring that the community it operates in is well taken care off. Through its various Corporate Social Responsibility initiatives in the field of Education, Environment, Community and Sports, TNB has played significant role in uplifting the lives of Malaysians and ensuring that they have a brighter future ahead.

In Education, TNB collaborates with the Ministry of Education to provide scholarships to students for higher education, while in Sports, the development of Hockey has helped unearth talented players for the Malaysian team.

Community care takes on the role of assisting charitable organizations, hospitals and elderly that need special care while Environment support involves reducing carbon footprint and conserving the environment for the wellbeing of Malaysians and future generation.

THE GRIT THAT MAKES
A NATION GREAT.



A stunning view of TNB team stringing the lines of the Monopole Tower, Pulau Besar, Melaka.

TENAGA NASIONAL BERHAD (20886-W)

www.tnb.com.my



BE EXCITED, BE ENERGIZED
OVER YOUR BRAND
HAVE A WINNING BURNING DESIRE
FOR
YOUR BRAND TO WIN

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS ²⁰¹⁶/₂₀₁₇

THE BRANDLAUREATE
MOST VALUABLE
BRAND AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST VALUABLE BRAND AWARDS

BRUNSFIELD
REAL ESTATE & MANAGEMENT



Building Sustainability

Brunsfeld is a premier global property enterprise that continues to deliver real value-added solutions and services to ensure the sustainable success of its clients and stakeholders. Brunsfeld was founded in 1990; and today, the Group is recognized as a progressive and innovative industry player – exuding a portfolio of catalyst buildings and sustainable world-class integrated community development projects.

Brunsfeld's strength 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. Brunsfeld was founded in 1990; and today, the Group is recognized as a progressive and innovative industry player – exuding a portfolio of catalyst buildings and sustainable world-class integrated community development projects.

The Group's capability in executing numerous plans and strategies has been consistently marked with Brunsfeld's well-known brand of Innovation – which is another key attribute of its business culture and integral part of the Group's DNA in striving for excellence.

Impactful Branding Driven by a Vision

The bedrock of Brunsfeld's brand lies in the belief of the Group's Vision – To become a world-class entrepreneurial organization providing the best quality solutions and services to its clients and

to achieve a sustainable competitive advantage through Strong Commitment and Corporate Creativity.

It is this ONE VISION and SLOGAN – INTEGRITY WORKS – which forms a large part of the Group's growth and achievements over the years in the industry that has enabled the Group to build the business with a focus on enriching lives – creating social, environmental and economic value.

With ONE VISION and working collaboratively as ONE TEAM with stakeholders to deliver innovative breakthroughs and solutions that surpass all its customers' needs and expectations in the most complex and challenging projects, is the key to building the Brunsfeld brand.

The Force of Authenticity

Throughout the Brunsfeld Journey, the Company has understood that the real power of the Brunsfeld brand is about living the brand. Brunsfeld's branding is essentially focused on engaging with all its employees and stakeholders across the enterprise value chain.

Hence, the branding initiative in Brunsfeld is rather subtle as the Group prefers to let its world-class high-quality value-added innovative solutions, products and services speak for the brand itself.

Even in subtlety, there are a few key areas the Group focuses on such as Brunsfeld's senior leadership, its Corporate Culture, and the Group's collaborative working relationships plus via Corporate Social Responsibility. Though these key areas play a different role in further strengthening the Group's Brand Image; they are synergized and focus in meeting the same goal to be simply World-Class in all that they do and deliver.

Engineering the Future

Brunsfeld has carved a name in transforming the once sedate locales into contemporary and fully integrated urban living community developments. Moving forward, Brunsfeld is eyeing to develop developments that promote nation-building such as affordable homes and integrated community development that connects people and resources. Brunsfeld will continue to deliver valued outcomes through developing effective collaboration within the organization and across organizational boundaries.

In a business environment that has become more global and more complex, Brunsfeld aspires to continue to focus on building deeper cross-enterprise collaboration and multilateral collaboration – creating new value for all its stakeholders.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST VALUABLE BRAND AWARDS

GUOCERA
TILES

CERAMICHE
Guocera
Life's Inspirations



Tasteful Touch of Daintiness

Akin to how a lake reflects the wondrous sky, mirroring the heavens, adding depth and beauty while redefining picturesque sceneries, tiles do wonders to the surface of any living and working space.

Interestingly, tiles are richly layered ever so meticulously to transform ordinary habitation to architectural wonders worthy of fineness and each layer is akin to the progression of the brand that is behind its craftsmanship. With nearly 50 years of manufacturing expertise behind its name, Guocera Tiles is beyond a doubt a proudly Malaysian-made brand and one of the largest manufacturers and exporters of tiles in the sector.

As a matter of fact, it is the chosen brand for tiles in more than 50 countries and regions such as the Americas, Europe, the Middle East and the Asia Pacific.

Tall Tile Tale

Adaptability is the pulse of brand sustainability. No matter residential, commercial or public spaces, Guocera has completed looks for the likes of homes, office buildings, airports, schools and complexes around the world. Ultimately, regardless of the property, the tile expert helps to create an inspirational environment for people to live, work and play.

The company's manufacturing facilities in Petaling Jaya, Kluang and Meru have a collective team of more than 1600 employees who employ the latest production technologies and design to meet the international demand and expectations. As history attests, Guocera's products meet international quality standards for both the domestic and international markets; steadily ensuring customers get aesthetically attractive and durable tiles to match their spaces and realize their aspirations and imaginings.

A member of the Hong Leong Group, Guocera also has a dedicated R&D centre which is ISO-IEC 1725:2005 accredited, the only of its kind in South-East Asia. The researchers of the Ceramic Research Company (CRC) continuously conduct comprehensive and stringent analysis and testing of raw materials, which in turn has duly resulted in unmistakable quality and reliability that is trusted around the globe.

Stacking up as a Fine Brand

The Ceramiche Guocera brand, created in 1993 is known as among the most reliable brands in the global decor market, supplying tiles to many commercial and residential development projects across the world. The company's branding has been elevated through its credibility and offering of different products – from glazed walls, floor tiles & porcelain tiles to fashionably crafted decorative accessories.

In 2001, the company opened its 8000 sq m showroom in Petaling Jaya, that showcases its 'lifestyle concept'. According to an article in The Star, the showroom was rated by the Concept Home magazine as one of the best showrooms in Malaysia.

Realizing the importance and strength of branding, Guocera has reinvented its Tagline over their years – in line with changing times and company's objectives. From 'The One Stop Tile Centre' in 1996 to 'Life's Inspirations' in 2000, the tiles manufacturer also changed its Logo to reflect a new era.

Re-innovating with the Times

Passionate about its Mission to drive the latest technologies in tile manufacturing, Guocera believes in re-innovating its tiles – to make them stronger, larger, more environmentally-friendly than before.

It is only a natural consequence of excellence that the foremost brand will continue to add new designs to its current collections such as Nevada, Skywood and Tessuto; among many others.

Ultimately, Guocera hopes to inspire people around the world with its immaculate quality and sublimely attractive tiles as an inseparable part of their favourite spaces.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST VALUABLE BRAND AWARDS

HONG LEONG ASSURANCE INSURANCE & FINANCIAL PLANNING



Imparting a Sense of Security

Folks more often than not take comfort in the notion of security in all its forms. Life insurance is one of the avenues where people place their trust in the eventuality of an unwanted yet unavoidable scenario.

Hong Leong Assurance is a name that is synonymous with life insurance in this nation and has been a blessing to many lives since its inception over four decades ago.

Evolving Service, Revolving Brand

Recognized as Malaysia's largest local life insurance company, Hong Leong Assurance Berhad (HLA) started off in the General Insurance business under the name Malaysia Pacific Insurance Berhad in 1972. A year later, the company added Life Insurance into its portfolio and its business developed exponentially.

Ten years later, Hong Leong Assurance Sdn. Bhd., a composite insurance company, was established after the acquiring of Malaysia Pacific Insurance's General and Life businesses. Today, HLA is a subsidiary of HLA Holdings Sdn. Bhd. and is wholly-owned by Hong Leong Financial Group Berhad – the financial services arm of Hong Leong Group Malaysia.

In October 2010, HLA merged its General Insurance

business with MSIG Insurance (Malaysia) Bhd. (MSIM). With 30 per cent equity interest in MSIM, the strategic partnership saw HLA providing life insurance, while MSIM, also with 30 per cent equity handling the general insurance business. Since then HLA has become one of Malaysia's leading domestic brands for financial planning and protection solutions, with a speciality in Life Insurance products and services.

The Insurer of Choice

Offering life protection, health & medical, savings, education, retirement, employee benefits and more, the company's long-standing credibility of insurance and financial planning solutions have been the cornerstone of its branding.

Armed with the Vision of being the 'Insurer of Choice' in the country, HLA is about driving its entrepreneurial spirit to not just meet but to exceed even the most demanding of customers' expectations. It is further elevated in its 100 per cent commitment towards providing financial security and peace of mind to customers. Thanks to its innovative and quality products, customized solutions for clients of different ages and needs, as well as its large network of agents and branches, HLA is widely perceived as a company that is both reliable and efficient.

Any brand's strength of entrepreneurship is

ultimately determined by strong set values and this is indeed projected in HLA's Brand Culture. The company's Philosophy revolves around listening to the needs of customers and keeping a close tab on the very pulse of the market, innovating product solutions to meet contemporary requirements, fulfilling the needs of customers, as well as vigilantly looking for opportunities to serve clients better – in essence always 'Reaching out to You' as its Tagline promises.

Expanding the Protection Umbra over the Ages

Staying buoyant and relevant with the ever evolving times transforms a business that is otherwise perceived to exist only for itself into one which primary purpose of existence is to cater to the constantly evolving needs of the multifarious strata in the best way that it can.

By adapting and embracing leading technology, the trusted insurance brand company has managed to transform its traditional ways of serving customers by elevating its methods through digitalization in terms of business processes and providing a comprehensive online sales platform for digital-savvy users.

The leading Malaysian insurer will continue to steer innovative and value-added products to meet the developing needs of consumer at different stages of their lives.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST VALUABLE BRAND AWARDS

JONES LANG WOOTTON REAL ESTATE INVESTMENT



Armed with a brand name spanning 235 years, JLW is one of Malaysia's leading single source real estate solution providers. Its business philosophy lies in operating a single centralised management system, which enables it to execute strategies to help realise cost savings and operational benefits. With an industrial advantage from its experience and commitment to the continual improvement of products and services, JLW's vision is to provide top quality value added integrated services to its clients, so everything it does (its skills, services, platforms, technology and people) is totally focused on helping clients achieve their real estate ambitions.

The renowned company provides: valuation advisory and consultancy, strategic consulting and market research, agency, property and asset management services and project and development advice to property owners, investors and occupiers. It also offers a value-added property asset management service to maximise returns of its clients' real estate assets in terms of cash flow and capital appreciation.

Branding Distinctively

JLW's branding strategy revolves around its high professional standards and integrity. These business qualities are critical to any valuation process, and the company applies recognised practices to form impartial, objective and confidential valuation advice.

JLW's has great strength in its research and consultancy team, who have professional experiences in a wide variety of properties across Asia including: offices, shopping centres, industrial factories and warehouses, hotels, residential developments, mixed use projects, resorts and townships.

The company is able to position and differentiate itself from its competitors because the management applies strong ethical principles in how the various teams operate. In this regard, JLW looks for and employs exceptional and unique people. Every employee is informed of the company's philosophy with regard to professionalism, integrity and best practices, and provided with training accordingly - a company culture which the company is proud of. Other factors which also set JLW apart are: longevity, quality, value, performance and employing people you can trust.

JLW's brand has been associated with creating and structuring some of the most significant transactions in the Malaysian property market. The company has been appointed to value some of the most iconic and prestigious real estate in the country. JLW has leased or sold some of Kuala Lumpur's most notable landmark buildings including: The Petronas Twin Towers (Tower 2) and Suria KLCC shopping centre, Menara Binjai, Menara Public Bank, Menara Standard Chartered and Menara Citibank to name but a few.

Backed by a professional workforce, which reflects the integrity, values and morals of the company, the JLW brand has firmly stood the test of time. The company's sixteen Executive Directors and Senior Vice Presidents have an average of over twenty five years working at JLW.

JLW has successfully developed its brand over the years through the process of defining a strategic foundation, developing a visual identity, developing a creative platform, engaging employees and aligning different types of professional experience.

Keeping The Brand Promise, Inspiring Clients

Thanks to its quality service standards and well-implemented processes, JLW's teams of professional and dedicated staff are well positioned to meet future challenges in a competitive environment. The teams within JLW leverage on their experiences, deep understanding of market drivers and trends, specialised methodologies and tools and wealth of in-depth research to optimise the performance of their client's property investments.

With sustaining brand loyalty of clients, JLW continues to believe that differentiation is an essential aspect of branding and will continue to position itself in a different light from other property market professionals. So what motivates JLW and what makes it what it is? It's the company's consistent brand promise and ability to inspire its current and potential clients.



Proprietor: Singham Sulaiman Sdn. Bhd. (78217-X)

CHARTERED SURVEYORS, REGISTERED VALUERS, RESEARCH & PROPERTY CONSULTANTS,
PROPERTY MANAGERS, REAL ESTATE ADVISORS & AGENTS.



11 TIMES & ONLY WINNER

2006-2017
THE BRANDLAUREATE BEST BRANDS AWARDS
BEST BRAND IN REAL ESTATE ADVISORY SERVICES



Most Valuable
Brand Awards
2016-2017



THE BRAND LAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST VALUABLE BRAND AWARDS

KOSSAN RUBBER MANUFACTURING - GLOVES



Malaysia's Mega Manufacturer

Founded in 1979, Kossan Rubber Industries Bhd. is now one of the world's largest manufacturers of latex disposable gloves. With a production capacity that started off with 10 million pieces that developed to 25 billion pieces per annum, the manufacturer's growth is admirable. The company's presence is seen all around the globe, with products available in more than 190 countries which include developed economies such as United States, Scandinavian Countries, United Kingdom, Europe, China, Japan, Korea, Russia, Latin American, Middle East and Oceania.

Kossan, as it is known, is Malaysia's largest listed manufacturer of high technical engineered rubber products with the largest compounding capacity for infrastructure, marine, aerospace, railway and automotive industries. Thanks to its strong track record in profit, assurance of good product quality and innovativeness, it is a now a global market leader for disposable latex gloves and engineered rubber products used in the various industries.

The manufacturer has made history by being one of the fastest growing companies in Malaysia, with its success measured through their unbroken profits and double digit growth. In 1996, Kossan was listed in the Kuala Lumpur Stock Exchange, now known as Bursa Malaysia.

Kossan has enjoyed continuous profitability since its listing and this has resulted in its shareholders

being rewarded with consistent dividend. The company's successes are reflected in their certifications, accreditations and industries awards.

The company puts emphasis on building long term strategic relationships with customers and suppliers, with the aim to have trust, transparency and ethical behaviour. Ensuring they create a win-win situation for their customers and business partners all the time, Kossan goes all out to achieve their goal, which is to deliver "Long Term and Sustainable Growth". This commitment has enabled the company to be seen as a reputable company that is trusted among its clients and stakeholders.

Branding Gloves Globally

With branding being in the forefront of the company's business philosophy, Kossan has been actively pursuing activities in R&D, automation, process optimization, business process computerization, investing in human capital - which is a part of their strategic priorities.

This is also reflected in Kossan's continual investment in R&D to develop state-of-art production lines and revitalising its existing system. In this perspective, more computerization programs will be implemented across all the business units. With its strong R&D capability, Kossan is able to develop new and unique products while developing new global marketplaces, with the aim to cater to the demands for their products.

Kossan has recently registered and launched Low Dermatitis Technology and is the first glove manufacturer in the world to showcase the "Low Derma Potential" claim in gloves. Food And Drug Authorities (F.D.A.) of USA has also given this technology their inaugural certification.

A corporate citizen with a heart, KOSSAN's commitment to the community is emphasized in Corporate Social Responsibility programmes such as its own Yayasan Kossan. Set up in 2015, the foundation has the vision of making life better for the underprivileged in areas such as education, medical and charitable purposes.

Manufacturing Future Plans

Kossan will continue to embark on automation and computerization to reduce the dependence on manual works, minimize costly human errors, and reduce wastage and product rejection. The company is also working on investing in new technologies and latest equipment to optimize the production process and to continuously improve the production quality.

A progressive employer, Kossan continues to invest and develop the human capital to ensure its leading position in glove manufacturing industry. The company conducts training programmes to keep its employees up to date with the latest industry trends and necessary competency skills to perform effectively.

KOSSAN

Kossan Rubber Industries Bhd



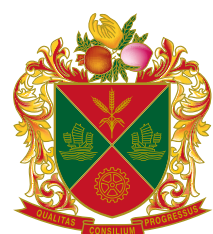


THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017

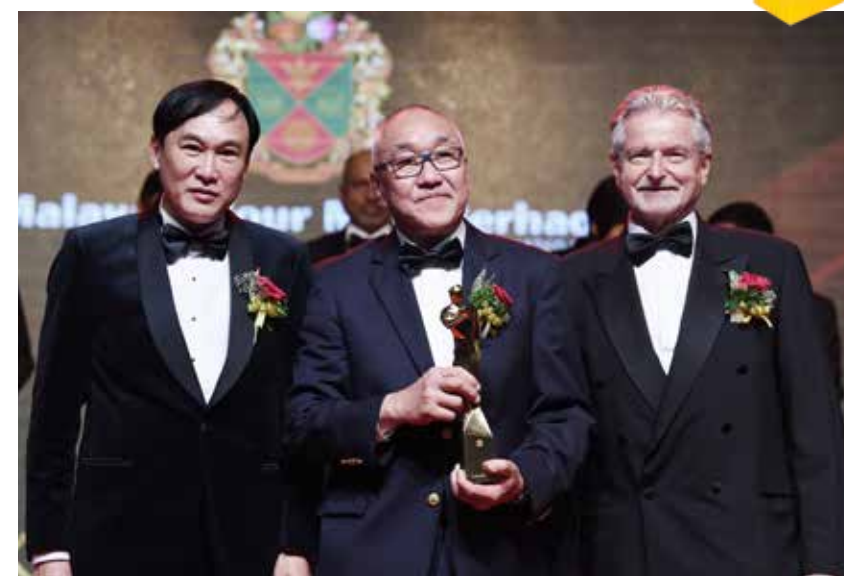


MOST VALUABLE BRAND AWARDS

MFM
FOOD MANUFACTURING



Malayan Flour Mills Berhad
(4260-M)



The Pioneer in Wheat Flour Milling

Malayan Flour Mills Berhad ("MFM") is the first and foremost food manufacturing enterprise involved in flour milling industry in Malaysia, Incorporated on 24 June 1961.

Being the pioneer in flour industry, MFM has a milling capacity of approximately 5,500 metric ton per day.

MFM's first flour mill was established in October 1966 in Lumut, Perak. The RM40.0 million state-of-the-art flour mill which was regarded as the 'pride of the nation' then, was officiated by the first Prime Minister of Malaysia, Tunku Abdul Rahman. Today, MFM owns 5 flour mills in 3 countries operating in Malaysia, Vietnam and Indonesia.

The Group has diversified businesses in manufacturing of animal feed, sales of raw materials and integrated poultry business. Its integrated poultry business includes the breeding of day-old chicks, broiler farming, processing and

sales of poultry primary and further processed products.

MFM recorded revenue of RM2.40 billion for the financial year 2017 and employs over 3000 people regionally.

Poultry Farming MFM's poultry business processes over 80,000 birds per day, including further processed poultry products such as nuggets, sausages and etc to cater to the growing needs of the lifestyle changes of food consumers.

As a responsible company, all the poultry products by Dindings Poultry Processing Sdn Bhd (DPP) are certified as Halal by JAKIM with strict compliance with Malaysian Halal Standard MS1500:2004, monitored by certified Halal professionals.

With MFM's unyielding commitment to its stakeholders as well as the Company's branding and differentiation of products, MFM ensures safe, hygienic and high-quality products by adhering

to Hazard Analysis Critical Control Practice, Good Manufacturing Practice and Good Hygiene Practice consistently throughout the entire production process.

Where We Are Heading

Going forward, MFM intends to transform itself in line with the Government's IR 4.0 initiative, applying big data and artificial intelligence to bring MFM to the next level.

In addition, MFM intends to be the primary producer in Malaysia for integrated poultry business by processing 240,000 birds a day by year 2020.

Likewise, MFM also intends to expand into the export market such as European Union, Middle-East by building on its food quality, Halal reputation and brand equity.

MFM also intends to penetrate into other agro-food sectors through synergy with its existing food products.



NO MATTER WHAT
NO MATTER HOW
NEVER LET EXCUSES
EXECUTE YOUR BRAND

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017

THE BRANDLAUREATE
MOST SUSTAINABLE
BRAND AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

APM
MANUFACTURING -
INTEGRATED AUTOMOTIVE SYSTEMS & SOLUTIONS



Poised to excel as a global automotive supplier.

Established in early 1971, the APM Group of Companies (APM) is primarily a global manufacturer of automotive parts and components. It has excelled and maintained a leading position in the vehicle sector of the Original Equipment Manufacturer (OEM) industry.

APM's operations began in 1978 as a small-scale local Leaf Spring and shock absorber manufacturer with a workforce of only 180 (as at June 1980). Today, APM has a combined workforce of approximately 3000 employees.

In 1999, APM was successfully listed on the Main Board of Bursa Malaysia.

With an annual turnover of more than RM 1 billion and a vibrant workforce of dedicated, loyal, skilled and carefully chosen personnel, APM is one of the largest autoparts manufacturer and supplier of Automotive Parts in Malaysia with global exports to more than 50 countries.

Five Pillars of Growth

APM drives its manufacturing capabilities within

5 primary divisions, namely Suspension, Heat Exchange & Electrical, Interior & Plastics, Marketing and Engineering & Research to boost its sales and profits and staying ahead of its competitors.

Apart from implementing growth and product differentiation strategy to increase its product range and excellence, APM constantly upgrades its facilities and R&D technology to provide a value-added advantage to its customers in terms of product quality with competitive cost.

Besides maintaining a high standard in occupational health and safety at the workplace, the IATF16949 and ISO14001 certified company is also committed to manufacturing its products in a clean and sustainable fashion in order to preserve the planet and its contribution as a responsible citizen.

As an automotive component manufacturer, APM spent many years developing its core competencies before expanding into the global market in the late 1980's. Those competencies are now well established, some of them are 40 years in the making, and were achieved by primarily adhering

to the standards of the Japanese OE Automotive industry.

In more recent times, the increase in the volume of sales and acceptance of the Group's products abroad has encouraged APM to spread its wing internationally. The Group has since expanded its set-up to include international joint ventures and wholly owned subsidiaries in Vietnam, Australia, Netherlands, Indonesian, Thailand, Myanmar, India and the USA with the aim of increasing revenue through market penetration and the creation of brand awareness.

Future Investment

APM at present is working at equipping and investing in its Engineering and Research Division with cutting-edge technology and world-class skills to become the leading R&D centre in Malaysia; measures by patent registration and indulging in alternative and disruptive technology.

Favouring progress, APM's goal is to increase its revenue and market share by rapidly expanding its footprint, brand visibility and export sales to ASEAN countries and key developed markets such as North America, European Union and Australia.



*The Preferred Choice
Since 1971*

www.apm.com.my



KUMPULAN PENGILANG ALAT GANTI TERBESAR DI MALAYSIA



APM AUTOMOTIVE HOLDINGS BERHAD (424838-D)

Lot 600, Pandamaran Industrial Estate, Locked Bag No. 218, 42009 Port Klang, Selangor D.E. Malaysia.
Tel : 603-3161 8888 Fax : 603-3161 8833



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

BAT
BUSINESS & COMMUNITY LEADERSHIP



The Beaming Flame behind the Smoke

Packing more than 100 years of flavourful history in Malaysia, the roots of British American Tobacco Malaysia (BAT) can be traced back to the year 1912.

The company in its present form was founded from a merger of Rothmans of Pall Mall (Malaysia) Berhad and Malaysian Tobacco Company Berhad in November 1999.

With an extensive list of ingrained brands such as Dunhill, Kent, Peter Stuyvesant, Pall Mall and Rothmans in its portfolio, statistically British American Tobacco Malaysia leads the industry with 53.9 per cent of the market share in the legal market.

Flavourful Existence, Impactful Aroma

Not only does British American Tobacco Malaysia have roots that run deep, it is imbued with an unshakable support system. On top of its capable pool of 497 employees, the company is augmented by a good number of external distributors dedicated to the brands available in different sections and capabilities.

Undoubtedly, the largest manufacturer of cigarettes in Malaysia believes in leading-edge talent

development practices of the very highest calibre.

A dedicated company imbued with a strong research and development (R&D) team, British American Tobacco Malaysia endures to meet present and future consumer needs – while addressing the societal challenges faced by the industry and the country.

Preserving That Malleable Quality

British American Tobacco Malaysia is an eminent cigarette brand for manufacturing and marketing high-quality tobacco products; while catering to diverse consumer preferences. Its brand perception goes beyond the popularity of products but also extends to its strong views on social problems in the nation.

Acknowledging that tobacco consumption poses risks to health, the company believes in balanced regulatory approaches as the benchmark for better regulatory practice. As a responsible tobacco organization, British American Tobacco has contributed to a more positive and safe market environment through information, ideas and practical steps in helping regulators address key issues of the product – including under-age consumption, illicit trade, product information & safety and involuntary exposure to smoke.

The corporation strongly supports and hopes to help deliver balanced tobacco regulations that will in turn help to reduce the negative impact of tobacco on public health. British American Tobacco Malaysia also aims to ensure that its consumers are able to make informed choices about legal tobacco consumption.

A Relevant Voice during Changing Times

The world's second largest international tobacco group aims to maintain its lead in Malaysia by satisfying its consumer base with a strong portfolio of brands – further supported by leading practices that will enable the company to maximize the returns of shareholders.

As British American Tobacco continues to meet these goals, the historic brand will ensure that its business is conducted professionally as it goes on to develop and progress over time – while contributing to making Malaysia an even better place to live in.

With the Malaysian government pledging to eliminate corruption in diverse sectors in the country, the company looks to seeing the illicit cigarette trade narrowed, while providing its own brands, such as Rothmans, as a value-for-money segment for consumers.



Unwavering vision to be the best in the tobacco business.



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

KDU

EDUCATION - UNIVERSITY COLLEGE (PRIVATE)



Playing an Impactful Role in the Shaping of Education

One cannot but argue that a sound foundation in education is a launch pad to better days in life. This is the spirit that was instrumental in the establishment of KDU in 1983. It is a historic birth as KDU was Malaysia's first purpose-built private college that provided opportunities for Malaysian youth to pursue good-quality and high-value education which encompasses twinning programmes that allow students to attain overseas tertiary education locally.

Today, KDU an institute with over 35 years of history and experience, believes in providing real-world education that combines knowledge and experiential learning that goes beyond the classroom to meet real world needs to both local and international students.

After decades, KDU has certainly blossomed into a popular brand and enduring name in that grants students and parents a sense of reliability that reassures the promise of a better prospect.

An All-Round Brand in Edification

KDU was the first college to offer twinning programmes. In 2010, the college was awarded the 'university college' status – a testament to its quality programmes and growth of its international student population.

A part of Paramount Education, the institution is an integrated education services provider for primary, secondary, tertiary and postgraduate studies in addition to its executive and professional development programmes. This includes KDU College, KDU Penang University College, KDU Management Development Centre and premier primary and secondary 'smart school', Sekolah Sri KDU.

In January 2015, KDU University College moved to its new flagship campus at Utropolis Glenmarie, with its state-of-the-art facilities and a contemporary teaching and learning environment. KDU University College offers a wide range of programmes at Certificate, Diploma, Degree and Masters levels and has introduced home-grown degree programmes that are the forefront of growing industries, reflecting its promise of being a real-world university meeting real-world needs. These include hospitality, tourism and culinary arts, game development and computing, communications and creatives, business, as well as engineering.

With its expansion of campuses from Damansara Jaya to Utropolis Glenmarie, Georgetown and a new one opening in Batu Kawan, Penang KDU has increased its credibility to its education brand status. Thanks to partnerships with well-established training institutions like Rome Institute of Fine Arts, Alma La Scuola Internazionale Di Cucina Italiana in Italy and IMI International Management Institute, Lucerne, Switzerland, KDU

has demonstrated its philosophy of encouraging students to open their minds and broaden their perspectives.

Truth be told, KDU's best branding is seen with over 50,000 students from different backgrounds, cultures and countries who have figuratively 'hit the ground running' after graduation – pursuing work and studies in their chosen arenas.

Transforming the Future via Luminous Instruction
Armed with the Vision to change lives and enrich communities for a better world, KDU is on a Mission to continue delivering advanced education to the community while shaping future generations of leaders and thinkers.

KDU's Mission is to provide quality learning experiences for its students.

Traversing a trajectory of excellence, the institute will continue to inspire students and staff to lead, share and serve while it creates a sublime community where learning, teaching and researching is encouraged, enabled and enjoyed to the fullest.

In the same stride, KDU will also continue to nurture individuals who go through its programmes to be ethical and responsible global citizens. The institution also aims to expand its partnerships with other colleges and universities to create even more platforms for its students to study and excel – becoming positive and productive individuals in their respective communities.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

LAM SOON
FMCG



Forever Entrenched Household Brands

The rich history of the Lam Soon's brand dates back to the 1950s when the company was incorporated by the late Ng Keng Soon to trade in copra and canned food. Half a century down the road, Lam Soon has become a leader in the fast-moving consumer goods (FMCG) category.

On a Mission to provide quality and affordable products to consumers and at the same time value add to their lifestyle, Lam Soon ensures that it delivers on its Brand Promise, driven by its Brand Motto: Building Brands You Trust. The company underwent a restructuring exercise in 2003 and its subsidiary, Lam Soon Edible Oils Sdn. Bhd. (LSEO) was tasked to oversee its operating activities; including the manufacturing, marketing, sales, trading, distribution and export of edible oils & fats, household & personal care products.

Many of LSEO line of products have become household names for most markets in the South-East Asia region. In the cooking oil segment, Knife Blended Cooking Oil is the preferred choice amongst consumers and top-selling cooking oil brand in Malaysia and Singapore. LSEO's range of beverages, Drinho, Ace and Soyfresh, are popular brands amongst consumers while in the Personal Care segment, Antabax has grown to become a leader in the anti-bacterial protection solutions.

LSEO's line of quality products is supported by an extensive sales and distribution network and the Group has operations in Malaysia, Singapore, Thailand and Vietnam.

Defining the FMCG Market

LSEO continues to maintain its leadership position for most of its product segments amidst the tough competitive environment. It embarked on its mission to revamp its production operations at its factories, with the aim to improve production efficiency, product quality and safety. LSEO's positive efforts saw the company being awarded the FSSC 22000 certification for its Pasir Gudang factory in October 2014.

The certifications gained by LSEO are reflective of the company's commitment to food safety management and the existence of the system that meets the requirements of its customers and consumers. This certificate is fully recognized by the Global Food Safety Initiative – one of the highest food safety management systems available.

Adapting to New Winds

To cater to the needs of the times, Lam Soon has factored in the Halal Policy and Halal assurance system to ensure that its manufacturing facilities as well as products manufactured meet all

required Halal standards. It is by this initiative that the Malaysian Islamic Development Department (JAKIM) has recognized the company, duly listing it on its Halal Fast-Track programme. The inclusion to the programme will allow LSEO to fast-track any future application for products with the Halal status.

Concerning standards of operations, the company has gone through a myriad of transformations along the way, in particular its Teluk Panglima Garang factory office block. This is to ensure that that the factory has a larger staging area in its warehouse for finished goods and ease the supply chain bottleneck.

The company's strategic plan for the future is to develop the 'Out of Home' method (or better known as food service channels). With that in mind, LSEO has expanded its product offerings for mayonnaise, chicken stock, chilli sauces and many more, partnering with Spices and Seasonings Specialties Sdn. Bhd. In its retail channel, the company has upgraded its customer service level across the country to fulfil the needs of its customers and consumers



Building Brands You Trust.

Lam Soon has dedicated over 60 years to answering Malaysian consumers' cooking and washing needs. And it has made us a leader in the industry with many trusted brands in numerous categories.

With strategic partnerships and a long term vision, we seek to continue our own path of sustainable growth into the 21st century for not only the industry, but also the community, shareholders and employees.



LAM SOON GROUP

SINGAPORE MALAYSIA THAILAND VIETNAM

www.lamsoongroup.com



THE BRAND LAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

LONPAC
GENERAL INSURANCE



LONPAC INSURANCE



Forging Lasting Partnership

Lonpac Insurance Bhd (Lonpac) a wholly owned subsidiary of LPI Capital Bhd, it was incorporated in Malaysia on July 12th, 1994. The company began underwriting of general insurance business after a rationalisation scheme on May 1st, 1999.

In September 2005, the Malaysian Rating Corporation Berhad (MARC) reaffirmed the general insurance strength rating of Lonpac at "AA", reconfirming its financial stability and steadfastness in the insurance industry. Lonpac's risk-adjusted capitalisation is reinforced by a consistent and strong internal capital generation capability that has kept its underwriting leverage low.

Lonpac generates one of the highest underwriting margins in Malaysia's non-life market and its performance has been solid compared with its peers based on a variety of measures. Hitherto, Lonpac is one of the country's most esteemed and highly reliable insurance providers, with 21 branches in Malaysia, a branch in Singapore and a booming collaboration in Cambodia known as Campu Lonpac Insurance Plc.

Delivering Pioneering Insurance Solutions

In line with its growth and long-term strategy, Lonpac continually strives to provide its platoon of customers with world-class and pioneering products and services supported via verified procedural and fiscal strength.

As to date, the company provides insurance coverage to both individuals and business entities covering a range of areas, namely fire, health, liability, motor, personal accident, bond, marine, engineering and more. Likewise, Lonpac also offers services such as e-assist, home-assist, and travel-assist.

In recent times, Lonpac has partnered itself with Jabatan Pengangkutan Jalan (JPJ) to ease the hassle of road tax renewal for its customers. It has likewise implemented an Application Programming Interface on the MYEG website to enable speedier verification of insurance data for foreign workers and an Agents e-portal for its agents to issue e-cover notes and e-proposals for the customers remotely.

Lonpac has also improvised its product and service offerings in line with innovations implemented. To be precise, the company has predominantly reviewed under writing terms of Motor insurance to better align Motor underwriting terms with market conditions and prepare for market liberalisation.

Secondly, Lonpac has harmonised underwriting operations with Goods and Services Tax requirements to protect the interest of the Company as well as its customers. It has also reviewed and updated the contents of all policies and related documents in line with the requirements of the Financial Services Act 2013.

Building Brand Loyalty

Moving ahead, Lonpac will continue to revolutionise its products and services in order to maintain its existing customers and capture more market share. It will also seek to participate in various CSR activities and invest in above and below the line advertising tools to increase its presence at a greater measure.



LONPAC INSURANCE





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

PETRONAS LUBRICANTS INTERNATIONAL (PLI)

MANUFACTURING - AUTOMOTIVE & INDUSTRIAL LUBRICANTS



PETRONAS



A Winning Differentiator

Petronas Lubricant International (PLI), a wholly-owned subsidiary of Petronas, was established in 2008 as its global lubricants manufacturing and marketing arm.

PLI is the merger of an Asian player – Petronas' Lubricant Unit, and a strong European footprint – FL Selenia Lubricants, which was acquired by the Malaysian national oil company. This union was formed to manufacture and market a wide range of automotive and industrial lubricants to over 90 countries.

Since PLI's establishment, the Company has grown in strength to be acknowledged as a global company operating across 5 continents and providing visibility for the Petronas brand on the global stage.

For the year 2017, the company recorded a worldwide total sales volume of 972 million litres – generating USD 1.85 billion in Group revenue. Renowned among the world's top 10 in

the industry, PLI has a diverse and multilingual workforce of some 2,300 employees globally.

PLI's parent company, Petronas, founded in 1974 and is a fully integrated multinational oil and gas company with operations across the oil and gas value chain spanning over 50 countries. Today, PETRONAS is amongst the top 200 of the world's largest corporations on the FORTUNE Global 500®.

Technology Driver

PLI manufactures and markets a wide range of automotive and industrial fuel, lubricants and functional fluids to six automotive and industrial market segments namely, Passenger Car Motor Oils (PCMO), Motorcycle Oils (MCO), Commercial Vehicle (CV), Agriculture, Industrial and Marine and Ancillary.

PLI drives technology as a winning differentiator in responding to the needs of its stakeholders in the automotive and industrial market, enabled through continued investment in world-class technology infrastructure and talents.

PLI continuously creates and maintains its technological edge through its state-of-the-art Global Research and Technology Centre in Turin, Italy – home of innovative automotive engineering worldwide.

PLI's unyielding commitment to deliver world-class lubricants products and services has enabled the Company to raise the technical standards and set benchmarks of lubricant technology worldwide. The Company is also esteemed for its Petronas Fluid Technology Solutions™ and regarded for its successful Technical Partnership in Motorsports, namely in Formula 1. Together with Mercedes AMG Petronas Motorsport, the team has won the FIA World Constructors' Championship titles five years in a row.

Future Performance

Pioneering forward, PLI will continue to build valuable business partnerships and deliver value to its stakeholders by ensuring quality products that exceed their performance expectations, towards a sustainable future.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

PHARMANIAGA
INTEGRATED HEALTHCARE SOLUTIONS

pharmaniaga
passion for patients



pharmaniaga
passion for patients



Passion for Patients

Pharmaniaga is Malaysia's largest listed integrated pharmaceutical group and a provider of quality products and services in the healthcare industry. Listed on the Main Board of Bursa Malaysia, Pharmaniaga also has a growing global presence.

As part of its drive to become a total integrated healthcare solutions provider, Pharmaniaga's core businesses include logistics and distribution, manufacturing of generic pharmaceuticals, sales and marketing, as well as distribution of medical products and hospital equipment. Drawing upon the synergies of these activities, Pharmaniaga has expanded its reach to Malaysians through the establishment of community pharmacy.

The brand is driven by its corporate philosophy and motto, Passion for Patients and is committed to its brand promise to deliver the highest standards of excellence to its client and create a legacy as a responsible and caring corporation dedicated to the well being of the community that it serves.

Spectrum of Business

Consumer Healthcare

Through the company's marketing arm, Pharmaniaga Marketing, it distributes over-the-counter (OTC) products that range from vitamins to overall well-being that are specially formulated for adults and children.

Manufacturing

Pharmaniaga Manufacturing offers a wide range of products and services such as oral solid dosages, liquid, cream, small volume injectables and general pharmaceutical, including penicillin, cephalosporin and over-the-counter (OTC) products. Through its research in bio-collagen, it produces collagen-based medical devices for wound care management.

Pharmaniaga Manufacturing facilities are designed and constructed according to international pharmaceutical engineering guidelines and comply with the international Pharmaceutical Inspection Co-operation Scheme (PIC/S) requirements for Good Manufacturing Practice (GMP) of pharmaceuticals. Its Quality Management System is ISO 9001 certified; Occupational Health and Safety practices are certified to OHSAS 18001 standards while its Environment Management System is certified to ISO 14001 standards and its Quality Control Laboratories are ISO/IEC 17025 accredited.

Logistics & Distribution

Pharmaniaga manages the logistics and distribution of supply to hospitals under the Ministry of Health, other institutions as well as private sector.

To ensure that it deliver products to customers on time, it manages four main warehouses located strategically in Selangor, Penang, Sabah and Sarawak. It also manages warehouses in Indonesia namely in Jakarta, Bandung and Surabaya, which

supply to 29 other branches throughout the republic. The operations in both these nations are instrumental in ensuring a seamless and pleasant experience for its wide clientele base, which ultimately benefit the end user, in line with our passion for patients.

Medical Equippping

The Biomedical service acts as a one stop solution for the procurement of medical and non-medical equipment. Medical equipping projects require coordination, flexibility and thoroughness and Pharmaniaga provides the most comprehensive, integrated and systematic hospital equipment planning, procurement advisory and ongoing assistance with equipment management services.

Community Pharmacy

Pharmaniaga has its own community pharmacy chain under the brand of RoyalePharma. It provides a wide range of products and services which include health screening and personal counseling on health related issues and medications.

There are 6 RoyalePharma outlets in Malaysia and plans are in place to expand its footprints.

Driven by the Vision

Pharmaniaga's business is aligned to its brand vision of being the preferred pharmaceutical brand in regional markets and providing quality products and superior services by professional, committed and caring employees.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

SWISSMA MANUFACTURING - STEEL ROOFING



Pioneer In Metal Roofing Solutions

Swissma Building Technologies Sdn. Bhd., provides total solutions for metal roofing and wall cladding in terms of design, fabrication and installation.

Swissma® is capable to fulfill multiple designing needs which include inter-alia buildings of 3-D shapes, industrial buildings, residential homes, airports, institutional, commercial and iconic buildings. To enable the company to provide total solutions as its forte, Swissma® carries the widest range roofing and wall cladding profiles in Malaysia.

For organic shapes, there is the ever-versatile Swissma® Doppelwelt® standing seam profile which can be tapered and curved. Swissma® Casex® and Dach metal tiles offer a unique differentiated façade cladding at very cost competitive price.

There is also Swissma® Zipwelt® profile which was incorporated as a solution to the 525 units of chalets built over the sea for the Lexis Hibiscus resort at Port Dickson. Swissma® is the first metal roof company to procure FM approval in Malaysia. Besides coated steel which is procured wholly from NS BlueScope Malaysia Sdn Bhd, Swissma® extends its solutions using non-ferrous metal such as Pure Titanium, Titanium Zinc, Copper, Aluminium and Stainless Steel.

Being one of the pioneer brands in providing total solution for metal roofing and wall cladding, they believe in providing the best product, quality and service to their customers which further strengthened and enhanced the brand name. Being honored with The BrandLaureate Award for three consecutive years from 2016-2018 further strengthened their brand reputation in the market and provides an extra edge over their competitors as well.

Branding Initiatives

Swissma® has also taken several branding initiatives and activities to establish their brand name in the market with the main goal to promote their achievements and capabilities to their potential clients. This includes advertising their products and established project references in various publications in the form of magazines, bulletins, calendars and other media printouts.

Swissma® also organizes technical presentations to professional boards such as Malaysian Institute of Architects (PAM), The Institution of Engineers Malaysia (IEM), Royal Institution of Surveyors Malaysia (RISM) and several universities and colleges on metal roofing technologies and the do's and don'ts about metal roof specifications and applications.

Swissma® also participates in Corporate Social

Responsibility (CSR) programmes directly or indirectly as they believe in caring for the community and giving back to the society as well. They collaborate with their strategic business partner NS BlueScope Malaysia Sdn Bhd to provide metal roof for charitable organisations and NGOs.

The brand name Swissma® is closely identified as a top quality brand name for metal roofing specialist by clients, architects and other consultants as Swissma® focuses on delivering prestigious and exemplary projects with exquisite quality.

Swissma Footprints

Swissma®'s impressive portfolio includes reputable projects such as the Prime Minister's office, KLIA 2 Integrated Complex, Lexis Hibiscus Resort, Ikea Cheras, Eaton International School, MRT Elevated Stations in Cheras, Kuala Lumpur, and Malaysia International Trade and Exhibition Centre (MITEC) just to name a few.

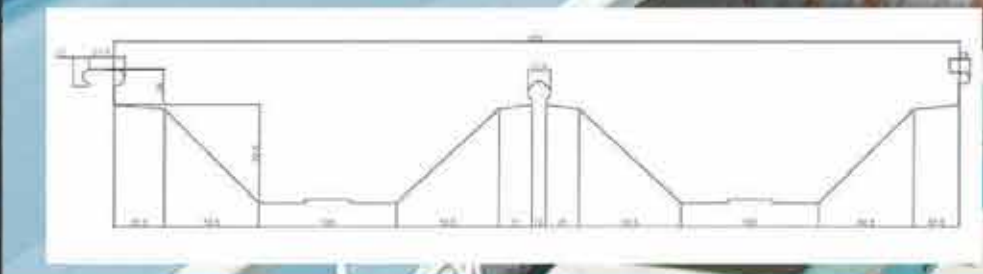
As a future plan, Swissma® continuously strives to capitalize and harness on the success of their brand in Malaysia and market their products and services at a global scale. Being accorded with a world renowned award by The BrandLaureate would provide the assurance and confidence to their potential clients regionally and globally.



www.swissma.com



Swissma Sanko Seam Lock® Site-Forming



We customize roofing solutions to meet your acoustic, thermal & other requirements.

- Swissma Sanko has over 41 years of reputable track records in Malaysia.
- All materials are supplied by BlueScope Steel Malaysia & backed by BlueScope Steel Malaysia warranty.
- Up to 30 years warranty using **Zincalume®** and **clean Colorbond®**



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

UEM EDGENTA
INTEGRATED ASSETS SOLUTIONS



A member of **UEM Group**



Driving Growth, SmarterThinking, Ingenious Solutions

The Company was incorporated on 31 May 1963 and listed as a public listed company since 2 January 2014. It has since rebranded and changed its name to UEM Edgenta Berhad on 9 April 2015.

UEM Edgenta Berhad ("UEM Edgenta") is one of the region's largest Total Asset Solutions entities listed on the Main Market of Bursa Malaysia Securities Berhad. It partners with clients to create and deliver cutting edge solutions and services to help optimise the performance of their assets, their workplaces and their communities. UEM Edgenta has operational presence in Malaysia, Singapore, Indonesia, Taiwan, India and the United Arab Emirates.

Suite of Solutions

UEM Edgenta offers clients a full suite of services throughout their asset life cycle. These include consultancy, procurement and construction planning, operations and maintenance, as well as optimisation, rehabilitation and upgrades.

Consultancy

Its consultancy capabilities span across advisory and planning, engineering design and consultancy, property and community consultancy, project delivery (procurement and construction planning, project and construction management) and asset and facilities management. With a firm foothold in Malaysia, UEM Edgenta's approach to consultancy

is based on building long term client partnerships, promoting the use of technology and digital solutions and the incorporation of effective sustainability practices.

Its services are geared towards maximising the asset life cycle value ensuring continuous peak performance of the infrastructure, facilities and buildings driven through predictive, preventive and reactive maintenance regimes.

Services

UEM Edgenta provides integrated facilities management and engineering contracting services for a range of assets and building types. From expressways and roads to urban transit, institutional to retail, offices to hospitals, educational institutions as well as residential properties and townships, our services cover operations, maintenance (hard and soft services), rehabilitation and upgrading works at different phases of the asset life cycle.

We offer differentiated solutions that are Green, Smart and Connected, such as energy savings solutions and pavement research solutions. Through advanced and innovative technology offerings, asset owners and operators can achieve energy savings while lowering carbon footprint.

List of Achievements

UEM Edgenta's Consultancy, Services and Solutions cover 3 core sectors namely Healthcare,

Infrastructure and Real Estate.

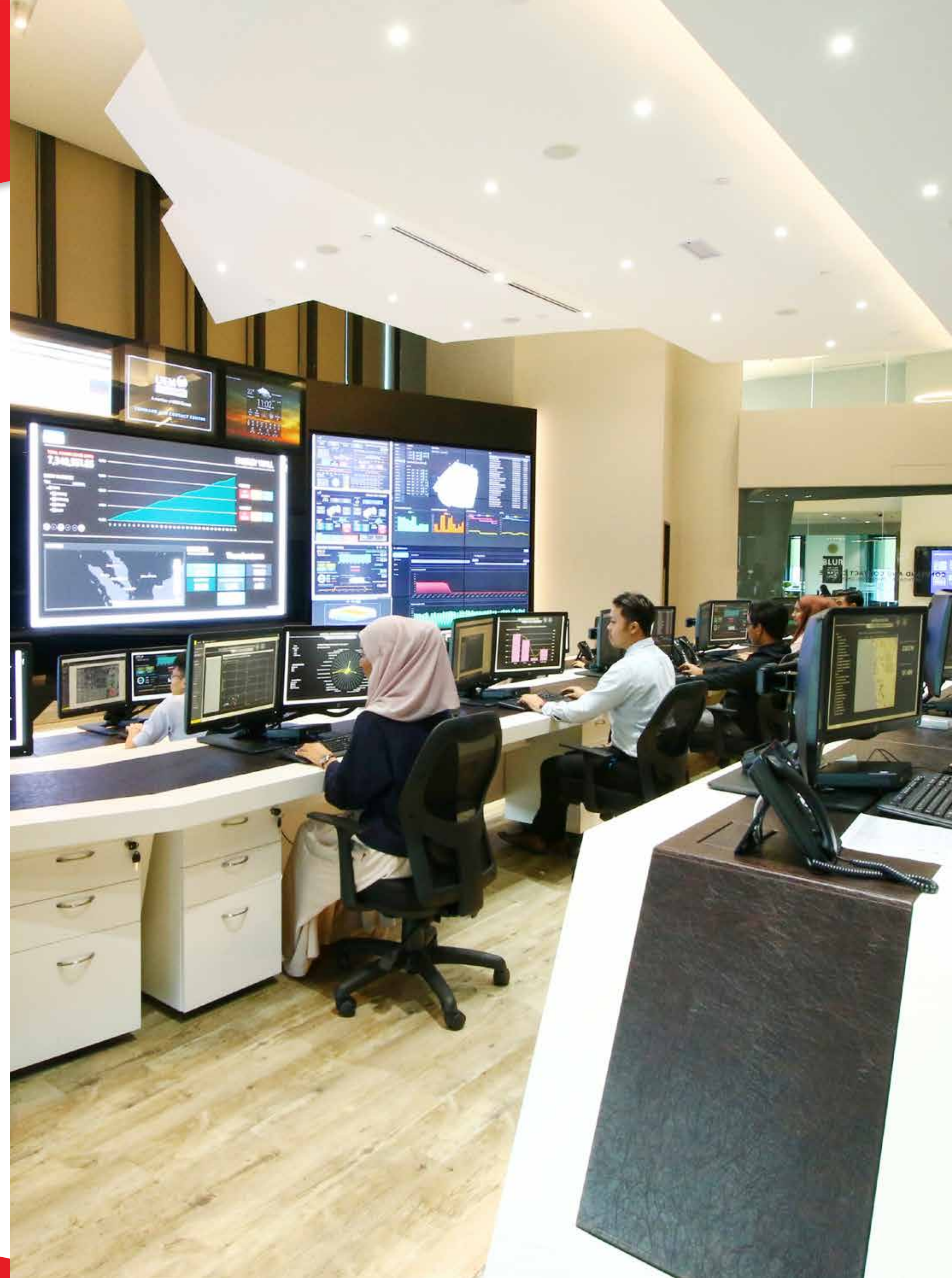
In Healthcare, it serves over 200 hospitals across Malaysia, Singapore, Taiwan and India. In Malaysia, we are the number one player serving more than 100 public and private hospitals and various healthcare institutions.

UEM Edgenta is the nation's leading engineering design, project and network management and infrastructure maintenance specialists with 28 years of experience in infrastructure maintenance management. Our track record is evident in the network management and maintenance of over 2,500 km of expressways and state roads across Malaysia and Indonesia.

Delivering on its Commitment

UEM Edgenta will continue to deliver strong profitability growth and sustainable dividend pay-out to shareholders through its Total Asset Solutions business, which in turn provides peace of mind to asset owners and comfort to users. It will adopt best-in-class asset life cycle processes, leverage on smart technology to deliver effective and innovative solutions.

The Brand is committed towards providing customer experience and services which are value for money to its cost and quality conscious customers in the public and private sectors, delivered through UEM Edgenta's resourceful, responsible and high-spirited workforce.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST SUSTAINABLE BRAND AWARDS

VS INDUSTRY MANUFACTURING - ELECTRONICS MANUFACTURING SERVICES



V.S. Industry Berhad (VS) is a leading integrated Electronics Manufacturing Services (EMS) provider in the region. It was listed on the Main Market of Bursa Malaysia Securities Berhad in 1998 while its subsidiary, V.S. International Group Limited is listed on the Hong Kong Stock Exchange.

V.S. has advanced manufacturing facilities located in Malaysia, China, Indonesia and Vietnam, and collectively employs a workforce of more than 12,000 people. The Group offers one-stop manufacturing solutions to world-renowned customers from Europe, Japan and USA.

VS undertakes the manufacturing needs of global brand names for office and household electrical and electronic products. It provides customers with an extensive array of services, ranging from product design and development to product manufacturing, material procurement and logistics solutions whereby customers can focus on growing their business.

Its extensive manufacturing services include plastic injection mould design and fabrication, a wide range of injection tonnage and finishing processes, large scale production of printed circuit boards, automated assembly and final processes of packaging and logistics.

VS is now ranked alongside the world's top 50 global EMS providers for 10 consecutive years from 2007 to 2016.

Portfolio of Services Vertical Integration

VS is moving towards vertical integration which provides the ability to optimise resource utilisation and avoid wasted cost. It provides one-stop manufacturing solutions to world-renowned customers from Europe, Japan and USA which includes Product Design, Mould Design & Fabrication, PCBA Electronics & Mechanics Manufacturing, Plastic Injection/Finishing Process, Final Assembly - Box Built & Testing and Supply Chain Management.

OEM/ODM

This unit handles production for multiple clients and its services cover the full project life cycle of various sectors of industries including audio, computers, telecommunications, automobile industries and others. With its commitment to delivering quality solutions and timely delivery to its customers, VS is always ahead of the competition in product development cycle time.

Facilities

Its strategically located manufacturing hubs in

Asia allow VS to serve the EMS requirements for an ever-expanding international customer base on Tool Design and Fabrication, Injection Moulding, Sub Assembly and PCB Assembly.

VS' Plus Factor

VS's commitment to product innovation and focus on continual R&D initiatives has enabled the Group to maintain its competitive footing and build on its sustainability. Understanding the need to meet customers' expectations and assist in their business productivity allows VS to build long term partnership with its clients

In addition the Group endeavors to comply with the best practices under the Malaysian Code on Corporate Governance and this has helped to protect shareholder's value for the long run.

On VS expansion, the Group expanded its production floor space in Senai, Johor by 300,000 square feet in 2018. These new capacities allowed the Group to undertake larger projects and expand its customer portfolio. Moving forward, VS will continue to channel its efforts towards maintaining the Group's profitable performance and sustainable growth.



WHY IMITATE
WHEN YOU CAN INTIMIDATE
BE THE BRAND CHAMPION
WITHOUT FEAR

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS ²⁰¹⁶/₂₀₁₇

THE BRANDLAUREATE
MOST FAVOURITE
BRAND AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST FAVOURITE BRAND AWARDS

ANTABAX

CONSUMER - DERMA PROTECTION SOLUTIONS

antabax



Leader In FMCG

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. It has grown steadily over the years and today, it has operations in Singapore, Malaysia, Thailand, Vietnam and Cambodia.

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 oleochemicals. Our 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.

Antabax, Moving To the Top Three

Lam Soon is the brand owner of the Antabax antibacterial personal care range products consisting of an array of shower cream variants, bar soaps, hand soaps and the sanitizing range made up of the antibacterial wipes, liquid sanitizer and the ever-convenient sanitizing spray. Antabax is steadily venturing into the export market penetrating Cambodia, Vietnam, Brunei, Maldives and the Philippines, among other new markets.

Proudly Malaysian, Antabax is currently one of the top three medicated personal care brands in Malaysia and is also the first halal antibacterial personal care brand in Malaysia. The product range has increasingly been angled towards healthy, active lifestyles that emphasize good hygiene.

The award-winning brand is recognized and acknowledged among consumers for its antibacterial product ranges which cleans and removes 99.9% of germs for 24 hours antibacterial protection. It is a trusted household and personal care brand that promotes an active, healthy and hygienic lifestyle.

The brand is consistent in sharing its main message of providing 24 hours of antibacterial protection while advancing in its journey to instill and promote an active and healthy lifestyle among Malaysians of all ages.

The brand has also earned strong support from the Ministry of Health Malaysia, the Ministry of Education Malaysia, the Ministry of Tourism Malaysia and the National Visual Arts Gallery for the brand's past initiative and programmes.

Antabax Moves Forward and Beyond for the Brand
More recently, to reach more millennial users the brand created the Antabax Power campaign to showcase the empowerment that the protection of a gentle yet effective antibacterial personal care range can add to life.

Antabax Power communicated the message of a dynamic nation through the Antabax Power Malaysia graffiti campaign, and the Juara Power Antabax heritage schoolyard games activations that found the brand turning the National Art Gallery into a carnival ground of creative energy.

Antabax uses 'POWER' in its latest nationwide initiative as it is the local colloquialism, synonymous to Malaysia's spirit of togetherness

and unity. The campaign includes on-ground activations as well as online activities for a wider reach that is inclusive and exclusive to all Malaysians.

The Antabax Antibacterial Shower Cream and Antabax Antibacterial Cleansing Wipes both won the Malaysia Health & Wellness Brand Awards 2017 under the Home Health Care Product Category, that was jointly organized by Sin Chew Daily and Life Magazine.

Moving Up and With the People for Brand Success
Creativity, innovation, leadership and integrity are among the qualities of Team Antabax that has 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 and a spirit of innovation result in the brand constantly exploring new ideas that make its campaigns stand out and receive attention that ultimately helps consumers make positive changes.

Standing Out From The Rest

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 brand requires Antabax to be unique, to be different, to be innovative and to stand out from a crowded field.

Antabax is currently taking the brand to regional to spread the brand's unique approach to health and hygiene to a larger market.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST FAVOURITE BRAND AWARDS

CUCKOO

CONSUMER - HOME APPLIANCES

CUCKOO



The National Pride of South Korea

Cuckoo Electronics, a global brand headquartered in South Korea was first established on November 15, 1978. It is the No. 1 home appliances brand in South Korea and currently commands a 73 percent market share for rice cooker in South Korea. Since its establishment, Cuckoo has sold over 25 million rice cookers in South Korea, outgrowing the number of households in the country which is estimated at 18 million.

In 1998, Cuckoo expanded its international footprints and records a healthy average growth of 22 percent annually in the global market.

In 2010, Cuckoo expanded its product ranges to Healthcare and Living appliances. Under the Healthcare Appliances segment, Cuckoo's water purifier attained 2nd position in the industry during the first year of release.

Guided by its philosophy of providing quality and innovative products and services to customers, Cuckoo has ensured that its Internal Quality standards are strictly adhered to, from the first step of production to its last. Ever pushing the bar for innovation, Cuckoo understands that

new technologies are needed to meet demands of customers and to ensure that it maintains its brand leadership in the market.

Cuckoo encourages its staff to develop new ideas that will sustain the brand and the brand has been issued with the greatest number of patents.

Cuckoo in Malaysia

Ever since Cuckoo was introduced to Malaysia in 2014, it has been gaining good response from Malaysians. Its best seller is the water purifier and its quality attributes have gained the trust and confidence of consumers.

As we are aware, purchasing a water purifier for the home or office is a long-term commitment, and is something one does not take lightly. According to Cuckoo, there are 4 important criteria that determine the quality of a water purifier – the water itself, the filters, the technology and the after-sales service and CUCKOO Water Purifiers offer outstanding quality for each of the criteria.

Cuckoo Water Purifiers Filtration System consists of a Sediment Filter that helps to eliminate impurities like rusts particles and deposits; Pre-Carbon Filter

that assists in primary absorption, removes odours organic substances; Natural Filter for Secondary Absorption and Mineral Eruption. It also contains mild-alkaline water to promotes a healthy pH balance for the body and abundant in hydrogen to protect the body from Reactive Oxygen Species (ROS); With its Nano Positive Filter, it eliminates 99.99% of bacteria and viruses and removes harmful substances, especially heavy metals, algae, fungi, etc., while preserving the good minerals.

Cuckoo's growth in Malaysia has been impressive to date. The number of stores opened in Malaysia during the first 18 months in Malaysia was 128 and sales from June 2015-2016 was 17 times higher than the previous year. A Cuckoo Rice Cooker is sold every 10 seconds while a Cuckoo Water Purifier is sold every one minute.

Awards and Accolades

With its impressive growth, Cuckoo has received numerous awards in recognition of its brand excellence and quality standards. Striving towards its philosophy, "Beyond Standards" every award and recognition received has motivated CUCKOO to move forward in the industry and to further innovate to deliver the best experience to its customers.

CUCKOO

For The Ones Who Matter
beyond STANDARDS



Cuckoo International (MAL) Sdn Bhd (1102894-H)

CUCKOO FRIENDS
CHAN PENG SOON, MAY MAY & FAMILY

CUCKOO

cuckoo.com.my 1-800-08-1111



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST FAVOURITE BRAND AWARDS

GUARDIAN

RETAIL - HEALTH, BEAUTY & PERSONAL CARE

guardian



Creating an Edge to Wellness and Beauty

Established in 1967, Guardian Health And Beauty Sdn Bhd (Guardian) is one of the leading purchasers, distributors, wholesale retailers and dealers in health, beauty and personal care and pharmaceutical products.

This Malaysian based company began its course from a mere 200 square feet pharmacy at the Weld Shopping Complex in Jalan Raja Chulan, Kuala Lumpur catering to the expatriate community 5 decades ago. Today, it is acknowledged as one of the largest Pharmacy, Health and Beauty retail chain in Malaysia with over 420 outlets today.

At present, The Guardian brand name is widely recognised by Malaysian consumers and trusted for offering quality products at affordable prices. The retail chain outlet provides good and services to more than 3 million customers on a monthly basis and provides employment to more than 3,300 Malaysians.

Guardian operates as a subsidiary of Dairy Farm International Holdings, Ltd. (Dairy Farm). The parent company operates as a retailer in Asia. It operates in four segments: Food, Health and Beauty, Home Furnishings, and Restaurants. As of December 31, 2017, Dairy Farm owns 7,181 outlets in 11 countries and territories and employs over 220,000 employees.

Healthcare & Wellness Solutions, the Core of its Business

Guardian rides strongly on its dedication to customers by providing professional and high-quality services and products, namely pharmaceuticals, vitamins, health foods, personal care and home health care markets. It also provides health services such as blood cholesterol tests, blood glucose tests, blood group tests, incontinence care, dispensing, ostomy care, patient counselling, surgical hosiery and lung function tests.

Remaining au courant and catering to its customer's ever-changing needs, the brand has invested in an e-platform to facilitate online shopping and unveiled a new shopping experience which incorporates sleek and brightly lit Beauty Bars in its stores. It has also introduced 10 new beauty and skin care brands from Korea, Japan, Indonesia and India. The upgraded look stems from a "make-me-up, shop-in-shop" concept and aims to offer customers an enhanced shopping experience according to their needs.

Advocating Community Engagement

Guardian similarly advocates corporate philanthropy by giving back to the community by providing and promoting the care, development and well-being of the local communities and supporting programs that are dedicated towards

those in need, namely women and children.

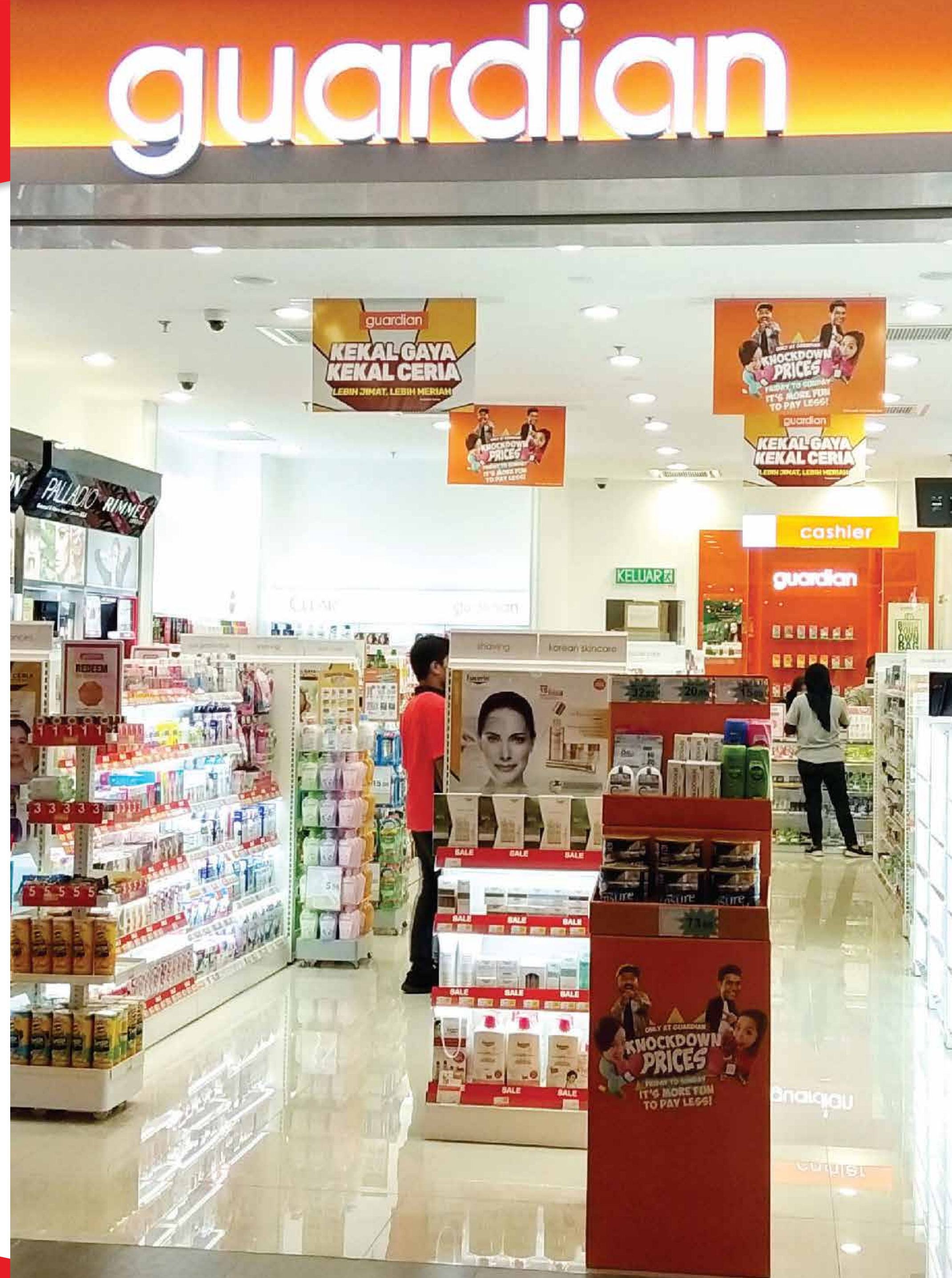
It has successfully raised funds for, National Stroke Association of Malaysia (NASAM), National Cancer foundation (Makna), PRIDE Foundation, Women's Aid Organisation (WAO), The Malaysian Parkinson's Disease Association, The Alzheimer's Disease Association of Malaysia and World Vision.

As a testament to its success, Guardian has received many industry accolades and recognition, namely Largest Pharmacy Chain by Malaysian Book of Records, National Award for Creativity and Innovation by Malaysia Design Technology Centre and most recently the prestigious-The Brand Laureate BestBrand Award for Retail - Pharmacy.

Guarding Forward

Guardian's strong branding, extensive range of health and beauty products and its customer-driven focus approach has enabled the Company to maintain its robust leadership position in the market.

Moving forward, Guardian will continue investing in marketing campaigns and focus on improving its range in core categories, as well as improving retail operating disciplines in the stores.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST FAVOURITE BRAND AWARDS

NATUREL
CONSUMER - OLIVE OIL



Naturel For Healthy Diet

In food preparation, it is not only using fresh ingredients to create healthy meals but the right kind of cooking oil that can further help to bring up the health benefits. Olive oil is a good oil that is highly recommended by doctors and nutritionists as it has many health benefits. It is mainly packed with unsaturated fatty acids, vitamins E, D, K and A as well as polyphenols or natural antioxidants.

It raises good cholesterol levels while lowering bad cholesterol and helps prevent heart disease. A molecule found in olive oil, oleocanthal, acts as an inhibitor which hinders the proliferation of tumour cells.

A scientific study by the Biomedical Research Network Centre for Obesity and Nutrition asserts that extra virgin olive oil can reduce the risk of circulatory problems by up to 66 per cent. The consumption of extra virgin olive oil also reduces the risk of cardiovascular problems by 30 per cent.

Naturel, a leading brand in cooking oil, margarine and spreads in Malaysia has a good range of healthy cooking oil. It was the first to introduce the benefits of Omega 3 & 6 in cooking oils and spreads in Malaysia. Naturel's products are

made from natural ingredients and produced to a stringent manufacturing standard to offer a brand of distinctive quality.

Naturel's Olive Oil is one of its best seller with a 35.9% market share in Malaysia. It is produced from a blend of popular varieties including Hojiblanca & Picual from Andalusia in Spain, the world's largest olive oil producing country.

Naturel's range of olive oil include Extra Virgin Olive Oil that is infused with a touch of fig leaves for a sweet, smooth taste with gentle hints of spiciness. It is ideal as a dip or for salad dressing.

Naturel's Pure Olive Oil has a mild fruity flavour. It is ideal for marinades, roasting, grilling and stir-fry, while its Extra Light Olive Oil is for those who prefer extra mild flavour and delicate taste.

Naturel's olive oil is packed under stringent quality control in an ISO-9002 certified plant. With innovation, it is also available in a spray system which allows the user to control the amount of oil desired and distribute it smoothly.

For the Ultimate Love of Health

The Naturel Brand Mission facilitates healthy

living and care for our loved ones, through the brand's Three Pillars of Join the Naturel Living Campaign: Eat Right, Keep Fit and Beat Stress.

This message is consistently delivered to consumers in all communications and direct consumer engagement platforms. For example, every year the brand runs nationwide road shows in selected heavy-traffic shopping malls to create awareness and help consumers to adopt the strategy of eating right with Naturel.

With the emergence of fast growing premium supermarkets and chain pharmacies in Malaysia, Naturel's Olive Oil range are available in these outlets, creating greater accessibility for consumers to access the brand.

A Trusted Brand

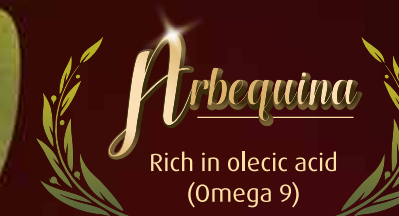
Naturel always seeks out new consumer insights regarding their needs for healthy living. It conducts numerous focus groups and these insights are passed on to its research team to produce better products for the consumers. Naturel's commitment to delivering the best products has earned the trust of consumers and led it to receive numerous awards in the industry.

Join the **Naturel** Living



Goodness In A Bottle

Cold pressed for health boosting and exquisite taste



Malaysia's No. 1
Olive Oil Brand*

*Nielsen Retail Audit 2016



You Deserve the Healthier Olive Oil

Naturel Extra Virgin Olive Oil brings you the goodness of HAP –

Hojiblanca (H), Arbequina (A) and Picual (P), the 3 finest varieties of olives in Spain.

All freshly harvested and cold-pressed to capture their natural fruity flavours, vitamins and healthy antioxidants.



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST FAVOURITE BRAND AWARDS

NUTRIPLUS
CONSUMER - EGG



An Egg a Day for Good Health

NutriPlus is a leading egg brand produced by Lay Hong Berhad. NutriPlus has a wide range of eggs that cater to the needs of consumers and is noted for its quality product.

NutriPlus Classic eggs, enriched with Vitamins E & B-complex are produced for the mass market while those who are more health conscious can opt for NutriPlus Low Cholesterol, NutriPlus with Omega 3 and NutriPlus with Organic Selenium.

Lay Hong's commitment to research and development has led to the production of NutriPlus Omega 3 eggs which has lower cholesterol compared to normal eggs. Omega 3 helps to maintain a healthy heart and is considered as a "brain food", aiding in the development and function of the neurological system and retina tissues.

NutriPlus with Organic Selenium eggs is a result of Lay Hong's collaboration with Alltech Biotechnology, an American company with technology that can raise the level of Selenium in an egg. Selenium is a trace mineral that is required by the human body and is of fundamental importance in ensuring good health.

As the recommended daily amount (RDA) of Selenium intake for our diets is estimated to be 75ug by nutritionists, the consumption of two NutriPlus Enriched with Organic Selenium eggs a day, which contains 22 micrograms of Selenium per egg, will be sufficient.

About Lay Hong

Lay Hong's core business activities are in the production of fresh table and specialty chicken eggs, liquid egg, chilled and frozen dressed chicken, chicken parts and processed related chicken products eg. frankfurters, nuggets, fried chicken and others.

The Group first commenced layer farming operations in the 1960s with the establishment of the sole proprietorship business of Lay Hong Poultry Farm Co., by the late father of Mr. Yap Hoong Chai, Mr. Yeap Seak Yong. Mr. Yap Hoong Chai with his two brothers, Mr. Yip Kim Hoong and Mr. Yeap Weng Hong took over the control and management of their father's small layer poultry farm in 1973. At that time, the business was only one farm with production capacity of 10,000 eggs per day.

Today, the Lay Hong Berhad Group has achieved commendable growth and has an annual

production of 500 million pieces of table eggs, 30,000 metric tons of broiler meat, 5,000 metric tons of processed chicken products and 4,000 metric tons of pasteurized liquid eggs.

Lay Hong Poultry Farm Co was acquired by Lay Hong Farm Sdn Bhd. on 27 September 1983, and thereafter listed on the stock exchange on 20 October 1994.

Striving for Further Excellence

Amidst its growth, the Group remains focused and committed to manufacture high quality HALAL food products adhering strictly to food standards like Good Manufacturing Practices certification for animal feed production (GMP), Good Farm Practices Scheme certification for Pullet Farms (SALT), Veterinary Health Mark (VHM) certification (VHM), Hazards Analysis and Critical Control Points certification (HACCP) and ISO.

In 2009, the Group ventured into East Malaysia and acquired a retail supermarket chain, G Mart which allows it to market its products directly to end consumers on a cash basis, thus enjoying better margins and reduced cash flow risks. There are 13 G-Mart outlets located throughout Sabah, further expanding the brand's footprints throughout Malaysia.



NutriplusEggs



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



MOST FAVOURITE BRAND AWARDS

PERODUA

AUTOMOTIVE - SEDAN/COMPACT CARS



Revving History

Perusahaan Otomobil Kedua Sdn. Bhd., or better known as Perodua, was established in 1993 as a joint venture company between Malaysian and Japanese partners.

The manufacturer is blessed with well-established shareholders – UMW Corporation Sdn. Bhd., MBM Resources Berhad, Daihatsu Motor Co. Ltd., PNB Equity Resource Corporation Sdn. Bhd., Daihatsu (Malaysia) Sdn. Bhd., Mitsui & Co. Ltd. and Miscui & U Co. (Asia Pacific) Pte. Ltd.

Commencing operations in 1994, Perodua introduced the ultra-economic national favourite – the Perodua Kancil – in August the same year. This was followed by the spacious Rusa in 1996, the hardy Kembara in 1998, the sleek Kenari in 2000 and the compact Kelisa the very next year. The company went on to manufacture the much-loved Myvi in 2005, Viva in 2007 and Nautica 4WD in 2008 before rolling out the Axia in 2014 and Bezza two years later.

In 2016, Perodua etched its effervescent mark in modern Malaysian history when it sold three million vehicles since its inception!

A Site to Behold

A truly Malaysian brand, the company's headquarters is located in Sungai Choh, Rawang. The 520.7-acre site is home to the Perodua Corporate Building, R&D Testing Laboratories and

Styling Studio & Vehicle Test Track.

The headquarters also incorporates its Manufacturing Plant, Engine Plant, Pre-Delivery Inspection Area, Vehicle Distribution Stockyard, Parts Warehouse, as well as its Learning Centre. Perodua has 82 sales branches and 202 service branches to serve its customers across the nation ever so dependably.

Internationally, the company's cars are being made available in multiple countries – including Indonesia, Singapore, Brunei, Fiji, Nepal, Mauritius and Sri Lanka.

Definitive Contours of Brand Excellence

Tirelessly burning threads on the fast track of distinction with the Vision to be a world class automobile company that is known for excellent quality and reliability, Perodua consistently ensures there is professionalism in its operations, efficiency in utilizing technologies & resources, readiness in facing challenges with resilience and optimizing benefits to customers & stakeholders. These qualities have created an unshakeable foundation for its branding activities.

Perodua's branding is further enhanced by the uniqueness of its products. Name it – from the unique names of its cars and inimitable specifications to sublime design and sound reliability – millions of Malaysians have welcomed these loveable cars into their lives and accepted

them as an inseparable part of their daily routine, be it for driving from home to work and back or for a host of leisure activities.

Perodua's milestones are its biggest contributors (and testament) to its good branding. From its 10,000th Perodua Bezza which sold in 2016 and the all-new Myvi receiving a 5-Star safety certification from ASEAN NCAP to the Perodua Myvi reaching its one millionth production in 2017, the established car manufacturer has undoubtedly won the hearts of Malaysians with their production of quality sedan and compact cars over the years.

A Solid Grip Rolling Forward

More driven than ever, Perodua continues to securely build on its Business Philosophy of 'Building Cars, People First'.

With this in mind, the corporation aspires to continue to add on special features to its cars like the GearUp Smart Bluetooth Tyre Pressure Monitoring System (TPMS) – an innovative product that allows drivers to keep track of their vehicle's tyre pressure in real time.

According to the Malaysian Automotive Association, the inspirational company recorded a 41.5 per cent market share in March this year. Perodua aims to continue to keep its market lead as it accelerates into the future.





KING OF CREATIVE INNOVATION IN EDUCATION



KING OF PROPERTY- REAL ESTATE MAGNATE



BRAND ICON



KING OF LOGISTICS- INTEGRATED PORT SOLUTIONS



BEST CHOICE BRAND AWARDS



CORPORATE & PRODUCT BRANDING AWARDS



MOST SUSTAINABLE BRAND AWARDS



MOST VALUABLE BRAND AWARDS



MOST FAVOURITE BRAND AWARDS



BRAND OF THE YEAR AWARDS



BRAND INFLUENCER AWARDS



CAPTURE THE SPIRIT
OF BRAND EXCELLENCE
THROUGH PHENOMENAL BRANDING

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS ²⁰¹⁶/₂₀₁₇

THE BRANDLAUREATE
BRAND INFLUENCER
AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND INFLUENCER AWARDS

AIA
LIFE INSURANCE



THE REAL LIFE
COMPANY



The Deep-rooting of a Health Influencer & Mobilizer

Since its inception in 1948, AIA Bhd. (AIA) has been on a journey to promote itself as a health influencer and mobilizer and the company's efforts have indeed started to pay off.

Today, AIA is not only recognized as a leading insurer in Malaysia but has also become a brand that is synonymous with the Malaysian household.

At present, AIA has grown to become a one-stop centre that offers a complete range of financial solutions – including Protection, Health, Personal Accident, Employee Benefits, General Insurance, Mortgage, Retirement and Family Takaful products – to meet its 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 has the financial strength, experience, service centre network and a well-trained team of more than 2000 staff to serve its three million customers nationwide. As at 31 May 2016, AIA's total asset worth was RM48 billion, with a paid-up capital of RM767 million.

Thus, it comes as no surprise that the AIA brand today has grown from strength to strength to position itself as a brand that promotes healthier, longer, better lives.

The Prime Option for All Ages

AIA's branding practices and tools have garnered

great affinity for its brand. Even from the very onset, AIA was clear of its goal and focused not only in successfully building brand recognition and loyalty, but also in becoming the no. 1 choice when it comes to life insurance in Malaysia.

Hence, AIA concerted all its products, services and brand message around protecting its customers at every stage of their lives – and this has resonated strongly with Malaysians.

AIA branding efforts has also allowed the brand to connect with younger consumers, particularly Gen Y which makes up more than 40 per cent of the total population. AIA is also focusing on Gen Y recruitment of life planners or agents to leverage on their youthfulness & enthusiasm to identify & engage with its younger customer base.

To better connect with this group, AIA launched a series of mega-events and sponsorships namely, the AIA title sponsorship of The Music Run by AIA, and Vital City in 2017 which featured AIA's global Brand Ambassador, David Beckham.

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 till the end of the 2018/2019 season. This major sponsorship even led to Tottenham Hotspur First Team coming to play an exhibition game in 2015 – their first trip to Malaysia since 1979.

Relevance Embodied in Enduring Vitality

In AIA's strive to be relevant to Malaysian community health at whole, the company launched AIA Vitality in June 2016.

The programme on its own was and continues to be a game-changer for both AIA and the industry. AIA Vitality is a unique insurance and health programme that actively supports and rewards its members for taking sustainable steps, however small, to improve their health and well-being. Not only do they get additional insurance benefits for taking care of their health, but they also stand to receive discounts from various lifestyle brands that AIA has partnered with!

AIA at present is working towards filling the gap and meeting the Malaysian government's goal of 75 per cent insurance and Takaful penetration before 2020.

Awards & Recognition

AIA Malaysia was voted The Most Popular Graduate Employer in Insurance at the 2016 Malaysia's 100 Leading Graduate Employers Awards. It was placed 40th in the overall ranking – a vast improvement from the 88th placing in 2015 – proving that AIA Malaysia is becoming an employer of choice in Malaysia.

AIA recently won awards at Dragons of Asia Awards, the Malaysia Effie Awards 2016, Malaysia PR Awards 2015/16, The Marketing Events Awards 2016 and Marketing Excellence Awards 2016.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND INFLUENCER AWARDS

BLACKMORES
WELLNESS - NATURAL HEALTH SOLUTIONS

BLACKMORES



NO.1 HEALTH SUPPLEMENT BRAND IN MALAYSIA

Blackmores is Australia's leading natural health company. Based on the vision of naturopath and founder Maurice Blackmore (1906-1977), it is passionate about natural health and inspiring people to take control of and invest in their wellbeing. His views on natural health, preventive medicine, the environment and recycling were nothing short of radical in the 1930s, and his work opened the doors to new ways of treating illness and maximising health.

Our quality range of vitamin, minerals, herbal and nutritional supplements, and continued support of the community and environment, are among the many reasons Blackmores is the most trusted name in natural health.

Blackmores is a prominent supplement brand in Malaysia with a history of over 25 years of presence. The Nielsen Scan Data reported that Blackmores is the No.1 health supplement brand in Malaysia and dominating the No.1 market share in 4 key product segments namely Fish Oil, Multivitamins, Glucosamine and Coenzyme Q10.

Improving People's Lives

Since day one, Blackmores believes in empowering people to take control of their health. Therefore, we offer free personalised lifestyle, dietary and supplementation recommendations for consumer health and well-being via our naturopath consultation.

Essentially, naturopathy is a system which focuses on building health and encouraging the body's self-healing process through holistic health education with the ultimate goal of achieving holistic health and wellbeing. The free naturopath consultation can be arranged at any Blackmores Flagship Store at Mid Valley Megamall in KL, Queensbay Mall in Penang, Mediplex in Selangor & Imperial City Mall in Miri on appointment basis.

Brand Social Responsibility

As the market leader in the health supplement market, Blackmores Malaysia felt the need to lead the category in social responsibility with the formation of Project Kindness.

Project Kindness is the Blackmores way of giving back to the community, through charity drives and pay-it-forward collaborative efforts. The campaign was launched with the catchphrase, "If you can choose to be one thing today, choose to be kind!".

We aim to continuously provide for members of society who are underprivileged - the poor, the homeless, the hungry. The goal of Blackmores Project Kindness is to inspire everyday Malaysians to spread kindness, to do a little good, be it a small or big act. Because we believe that a little kindness every day can go a very long way.

Blackmores has created content around the need to stop food wastage, has served over 7500 meals to the needy with Pit Stop Community Café, and has reached out to the victims of the Penang floods as well.

Stay tune for future programs under Blackmores Project Kindness at www.projectkindness.com.my

BLACKMORES

HERITAGE OF QUALITY



NO.1
IN
HEALTH
SUPPLEMENT

Protect your hair
**before it's
too late**

Reduce
Premature
Greying

Build
Stronger Hair
from the roots

Convenient
and Great
Tasting

Don't wait until you see the warning signs - support the health of your hair now with the first all-natural drink for hair care in Malaysia! Vital Shine is a great tasting drink with carefully selected ingredients such as He Shou Wu (Fo-ti) root, Millet seed extract, White Tea Leaf extract, Sea Buckthorn and Bamboo shoot extract to nourish your hair from within, and maintain strong and lustrous hair as you age.



Want to know more? We're here to help.

* Blackmores (Malaysia) Sdn Bhd calculation based in part on data reported by The Nielsen Company based on scan data from 7 key account chains for Total Health Supplement category and Blackmores' product definition for the Health Supplement category for 12 months ending June 2015 in Total Malaysia (Copyright © 2015, The Nielsen Company (M) Sdn Bhd).

03-7955 0993 (Mon-Fri, 9am-5pm) healthadvisory@blackmores.com.my



NEW

BLACKMORES

Blackmores (M) Sdn Bhd (201549-U)



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND INFLUENCER AWARDS

LBS BINA
INTERNATIONAL PROPERTY DEVELOPMENT



First-rate Workmanship, Great Real Estate

LBS is the realization of Dato' Seri Lim Bock Seng's dream in the 60s when he founded a construction business in Petaling Jaya. Over the past two decades, the company's portfolio of projects made it possible for it to gain a reputation as 'a property developer that delivers properties that inspire and enrich'.

Armed with the Vision to be an internationally recognized developer – building and inspiring delightful spaces that enhance community living – LBS believes in ensuring improvement in construction technologies and architectural trends. The property developer deems that Malaysians deserve homes of good workmanship and strives to achieve this in every project.

As it continues on its Mission to 'Consistently Deliver Exceptional Performance through Progressive Creations, Ensuring Value to All Stakeholders and Enriching Communities at Large', LBS has become a dominant player in the country's property industry.

LBS's recognizable properties include Taman Perindustrian Bukit Serdang, Seksyen 14; a project that was jointly developed with the 1992 Thomas Cup champions; Taman Pinggiran Putra, Serdang; and the township project at Bandar Saujana Putra. Its listing in Bursa Malaysia in 2002 and presence in China – which has helped solidify the Malaysia-China ties since 2015 – aptly reflect its success.

Rebranding to Entrench the Brand

Comprehending the significance of branding, LBS underwent a rebranding exercise in 2012. The 'corporate makeover' saw a renewal of its logo, reinforcement of Values, renewed commitment to creating quality spaces, and a new approach to media and public relations plus more aggressive marketing initiatives.

The initiative brought better clarity in terms of the direction of the company. These initiatives have resulted in a renewed confidence in the brand, increased market share, and a steady growth in LBS' share prices over the years.

Among the branding initiatives that has successfully driven LBS as a brand to a new level include an extensive and cohesive PR strategy and efforts in working with various media owners, marketing communications developments, recognition, awards & accolades plus ongoing Corporate Social Responsibility efforts.

Attaining Greater Heights of Distinction

Beyond townships, LBS also develops high-rise residences such as Midhills (Genting Highlands), LBS SkyLake Residence, Residensi Bintang Bukit Jalil and the multi-award winning BSP21 Service Residence.

Since its rebranding in 2010, LBS has intensified its pursuit toward excellence and progress above all. In this quest, it has been recognized with multiple

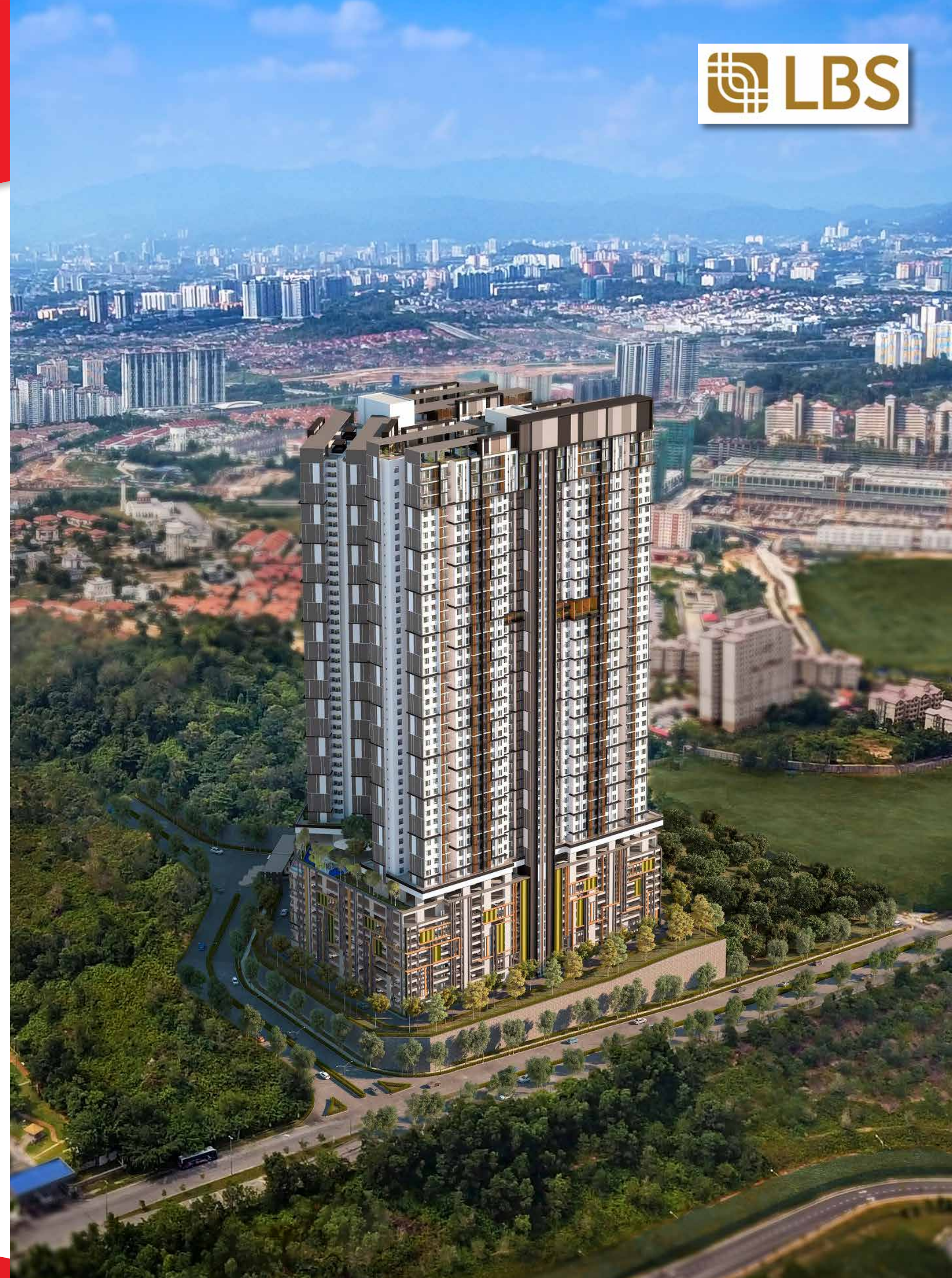
awards every year. From marketing awards and development awards to business and leadership awards – whereby in 2017 Tan Sri Lim Hock San received six coveted awards in recognition of his leadership and contribution toward the industry in Malaysia and beyond.

It is part of LBS's DNA to give back to the community. Going back to its roots in Sungei Way, the company believes its success additionally stems from the support from the community. These efforts are not one off or ad hoc activities to gain publicity but long-term efforts that weaved through time to affect real change. These efforts include its financial support and nurturing initiatives for SJK(C) Sg Way and SMJK Katholik PJ for over 40 years and 12 years, respectively. LBS has been a strong supporter of Kiwanis Down Syndrome Foundation (KDSF) for 12 consecutive years.

Transforming Landscapes in Malaysia and Beyond

LBS long-term plans is to expand developments across Malaysia – providing homes for all Malaysians. The property developer has delivered more than 30 thousand properties and is confident to deliver much more in the future.

Apart from the national venture, LBS will also continue with its work in Zhuhai China with the plan to integrate motorsports into the urban lifestyle of city living in Zhuhai. In this aspect, the property developer will continue to work closely with Melaka State to promote the bilateral ties with Guang Dong province.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND INFLUENCER AWARDS

LIMKOKWING
CREATIVE TECHNOLOGY EDUCATION



Hub of Creativity

In the early 90s, the government had embarked on a project to make the country a regional education hub. Tertiary education institutes were tasked with building the nation's economic backbone by producing highly skilled graduates with the right tools to thrive in the fourth industrial revolution.

The Lim Kok Wing Institute of Creative Technology (as it was known then) was established to play an active role enabling much needed technology transfer in the area of creative education. Lim Kok Wing Institute (Lim Kok Wing) had started to create strategic links with reputable and well-established universities and colleges in UK, USA, Canada, Australia and New Zealand. At the same time Lim Kok Wing had forged strong connections with industry to provide guidance and support to enable the right environment of learning to students.

Industry requirements and global trends were its yardsticks as Lim Kok Wing introduced new studies that were relevant to the times and also in anticipation to the future needs of the nation. Designing itself was undergoing a major expansion to new areas - Graphic, Electronic, Product, Industrial, Interior, Multimedia, Information, Communication, and Animation.

Over the intervening years, Lim Kok Wing was upgraded in status to University College, before being awarded full University status in 2007. It moved into its ultra-modern campus in Cyberjaya in 2003.

Foreign Expansion

In 1997, Lim Kok Wing began taking in foreign students at its local campus and 2006, it reversed the process by taking education to foreign shores. In 2006 it received endorsement from the Government of Botswana in Africa to set up a campus in its capital city of Gaborone which it did in May 2007, with no less than the Former President of Botswana, the Hon. Festus Mogae officiating its establishment. This was unprecedented, as it clearly indicated the high regards that this diamond exporting country had for Malaysia and for Lim Kok Wing.

This move was immediately followed by the setting up of a campus in London, in the heart of Piccadilly, in October 2007. The campus was officially opened by the Malaysian Former Prime Minister, Tun Abdullah Haji Ahmad Badawi.

Following the success of the Botswana campus other African nations such as Lesotho and

Swaziland had invited Lim Kok Wing to set up campuses in their countries. In August 2008 Lim Kok Wing opened its first campus in Lesotho in the capital city of Maseru. Swaziland soon followed with a new campus in its capital city of Mbabane which was opened early 2010.

In Asia, the University is set up in Indonesia, Cambodia and China and it now boasts a global student population exceeding 30,000.

Established Educationist

Lim Kok Wing is now very much an established and integral player in the education industry, both domestically and internationally. In Malaysia, it has firmly established itself as the go to place for creative technology programmes. It is also firmly committed towards making higher education accessible to the masses by offering quality and affordable programmes at all levels, covering pre-university, diploma, degree, Master's degree and doctorate programmes.

Its international reputation is clear when it attracts students from 165 different countries to pursue higher education, safe in the knowledge they will be gaining accredited qualifications.

BETHE BEST



Don't just opt to earn a degree. Take it further to build success. The University's unique environment is designed to mould you to become self-confident, a new media technologist with a fantastic global network of friends from over 150 countries. As Malaysia's award-winning centre for innovation we have the facilities as well as the experience that will put you on the fast-track to career excellence. From professionally-

equipped high-tech studios to study abroad programmes, a Limkokwing graduate is well-armed to succeed. The industry focus is purposeful to make you highly employable as you interact with industry professionals on projects, assignments, research and competitions. Check us out and you will know why we are the 6th most popular university on Twitter and 7th most "liked" on Facebook.

Only@Limkokwing

High income careers require specialized skills to manage in a highly competitive global work-place. Limkokwing University with its huge diversity of students from over 150 countries is designed to fully prepare students to work in the world's best companies.

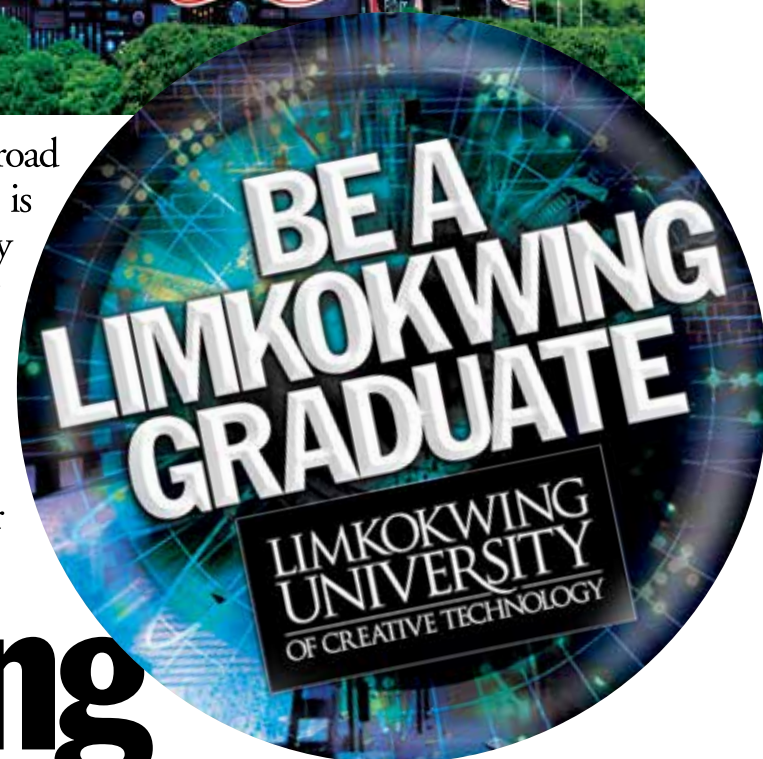
• Study on the latest digital technology

programmes to enhance your future career prospects

- Gain creative thinking skills to understand Innovation
- Acquire industry experience to meet professional expectations of multinational companies
- Build a stunning portfolio to

showcase your talent and skills

- Create a global network of friends to develop market intelligence
- Develop presentation skills and leadership that give you a definite edge
- Do a semester in London to gain vital exposure of a sophisticated environment



Inovasi 1-1, Jalan Teknokrat 1/1, 63000 Cyberjaya, Selangor Darul Ehsan, Malaysia Tel: 03 8317 8888 [facebook.com/limkokwing](https://www.facebook.com/limkokwing) [youtube.com/limkokwing](https://www.youtube.com/limkokwing) [instagram.com/limkokwing](https://www.instagram.com/limkokwing) [linkedin.com/company/limkokwing](https://www.linkedin.com/company/limkokwing)



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BRAND INFLUENCER AWARDS

TOUCH N GO
MICROPAYMENT SYSTEM



The Smarter Way to Pay

Touch 'n Go Sdn Bhd (TNGSB) was incorporated in October 1996 and it launched its services in March 1997 at Metramac Highway and PLUS Expressways to provide fast, efficient and secure payments at tolls for 4.3 million users daily.

Today the company has evolved its business from being the one and only Electronic Toll Collection (ETC) operator for all highways across Peninsular Malaysia to E-Wallet services that provide product and amenities to both the mass and business consumers.

TNGSB is a Private Limited Company, whose shareholders are CIMB Group Holdings Berhad, MTD Capital Berhad and PLUS Expressways Berhad.

Driving Cashless Society

Its most thriving product - the TNG card is a multi-application e-purse that provides users with the

means to perform simple and convenient cashless low-value transactions and discards the need to carry and search for loose change when making payments. It is the only card in the world that can be accepted at retail outlets, parking sites, buses, trains and toll roads.

Driven by a culture of innovation and continuous improvement, TNG has grown from strength over the last 19 years. Today, it is the No. 1 in Malaysian Micropayments and is an accepted payment method across multiple segments including major transit services, 180 parking sites and over 200 retail outlets - thus making it an essential part of every Malaysian's day-to-day life.

Expanding its Products & Services

In addition to the above, Touch 'n Go has introduced many innovative products for both individual and business users alike. Examples of such innovations include the Zing Card (which is a TNG card with an auto-reload feature) and the Fleet Pass (which

enables business users to increase productivity and efficiency in the running of their day-to-day business).

Its customer-centric approach in providing the ultimate convenience to users has also resulted in the establishment of a reload network boasting more than 9,000 reload points nationwide. Customers today can reload their TNG cards at Petrol Stations, Convenience Stores, Selected Retail Chains, Bank ATMs & CDMs, Self-service Kiosk, TNG SPOTs and TNG Hubs across the country. At present The Company has approximately 17 million cardholders and processes 5 million transactions on a daily basis.

Moving forward, TNG will continue to be at the forefront of micropayments - with the introduction of newer and innovative ways to provide customers with the ultimate experience in payment convenience.



TAKE FULL OWNERSHIP OF YOUR BRAND
AND
HAVE FULL RESPONSIBILITY
FOR
YOUR BRAND LEADERSHIP

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS ²⁰¹⁶/₂₀₁₇

THE BRANDLAUREATE
BEST CHOICE
BRAND AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

DRINHO
CONSUMER - SOYA BEVERAGE



A Name That Is Refreshing

It is unmistakable that Drinho is a popular brand in the Soya beverages industry in Malaysia. Produced by Ace Canning Corporation Sdn Bhd (a member of the Lam Soon Group), the drink is a favourite among Malaysians of different walks of life – with thirst-quenching moments shared and cherished since 1980s.

Ace Canning Corporation Sdn Bhd began its operations in 1972 and extended its product range in the 80s, to include Drinho branded ready-to-drink beverages. Ace Canning's brands have an impressive global reach of over 40 countries, bearing testimony to our portfolio of strong brands and good differentiated products that meet consumers' needs, supported by efficient and effective distribution network.

A company that knows the importance of branding; Ace Canning continuously rejuvenates its brands' portfolio and introduces new line extensions. Producing drinks of highest quality with attractive packaging, Ace takes evolving customer trends into consideration to further enhance the perception towards the brand. There are now over 10 exciting variants available in a variety of formats and sizes.

Remarkable Brand Presence

Known for its delicious taste and hosts of benefits, Drinho's soya bean milk has become an integral part of Malaysians lives – whether at home, outdoors or for special occasions. Drinho's soya beverages including Soya Bean Milk and Soya Milk Corn are made from non-GMO soya beans and are processed under the most stringent quality control measures.

Over and above all this, soya beverage fans and health aficionados are able to enjoy the drinks knowing that they are preservatives-free and certified halal.

Our emphasis on continuous improvement has given Drinho Soya Bean Milk an additional boost when a "new and improved" formula was introduced with more soya goodness, a richer taste, a good source of protein, cholesterol-free, with less sugar and no artificial sweeteners & flavourings. This has successfully added brand value towards the product.

For many Malaysians, Drinho is the soya beverage brand of their choice – thanks to the taste and quality. Today, Drinho Soya Bean Milk and its range

of Asian Drinks has become a household name and is available in all major supermarkets, retail outlets, food courts and food kiosks throughout Malaysia.

Quenching Future Hopes

Ace Canning continues to maintain its commitment to producing high quality, safe and innovative products while keeping the sustainability of environment in mind. This is translated into the use of FSC certified paper in its TetraPak® packaging.

The company will also focus on product and marketing innovations as well with the aim to meet the ever-changing consumer demand and expectations in the years ahead.



*More Soya
Goodness!*



www.acecanning.com



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

KNIFE
CONSUMER - NO. 1 BRAND IN COOKING OIL



Carving an Impression in the Hearts of Families for Generations

It is a well-accepted fact that the Knife brand cooking oil is a truly household name and it has been a constant companion at the family dining table for generation after generation in Malaysia. For many households, cooking oil is often referred to as Knife right away as no other brand can outmatch the impression it has already made in the mind.

Many warmly acknowledge that they grew up together with Knife brand – with the gentle yet rich aroma triggering fond memories with those near and far, often reminds people of the warm home cooked food they missed dearly.

Not only is Knife brand synonymous with quality family time, Knife cooking oil also features a good aroma and good taste – an attribute which they always promised in all its product offerings.

Leading Light in Breakthrough Taste & Mouth-watering Aroma

A clear leader in Blended cooking oil segment, Knife upkeeps its proprietary blend of cooking oil to produce a unique titillating peanut aroma that enhances the flavour and fragrance for all types of dishes.

This unique feature makes Knife a cooking oil that augments and enhances the taste and aroma of any dish in a deep and lasting manner. Enriched with canola oil in its variant, Knife brand is definitely a good choice for cooking Asian - meals suitably to withstand high heat for a considerable period of time without breaking down.

These are undoubtedly the qualities that ensure "Mom's cooking is always the best" – one simply cannot go wrong with Knife cooking oil!

Solidify Bonds & Build Everlasting Ties

With such strong brand strength and heritage, the brand believes that it has a role to promote good family values in society. Over the years, this notion has evolved to become an integral part of the brand's DNA and Mission.

As part of its Brand Value; i.e. 'strong family togetherness' has also grown to become the core communication message in all Knife brand videos in the digital media for the past two years. The interesting short videos developed and promoted by the brand resonate well with its consumers to the point that they even hit the 'Top 10' Google viewership rating in YouTube channel!

It is quite apparent that the brand is going well

and beyond the traditional dinner table to etch a deeper and an even more lasting impression in the hearts and minds of the new generation of consumers and digital audiences of all ages.

Aiming for Greater Heights

Not resting on its laurels of tremendous success, Knife brand continues to soar as it reaches out to consumers near and far with extensive road shows – even held in unassuming locations such as morning markets – in order to promote its cooking oil and sauce ranges particularly during major festive celebrations.

Over and above this, Mr. Wayne Lai, a popular Hong Kong celebrity, is the unmistakable Knife brand spokesperson – having endorsed its products for a solid many years. Truly, the brand has been enriching people's lives in more ways than one for decades.

A trust testament to the brand remains its enduring success. In fact, Knife brand has won the Reader's Trusted Brand Award for an awe-inspiring 19 consecutive years – and that is the true splendour of a people's choice brand that is most assuredly here for the long term!



油 您在身边
Always by your side



有刀标油, 就有妈妈的味道



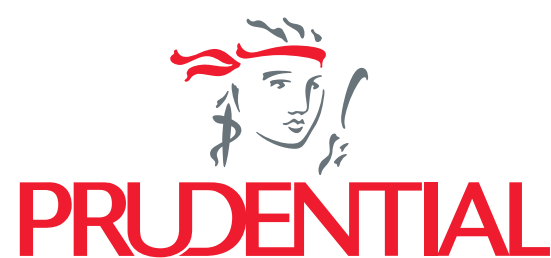


THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

PRUDENTIAL
ASSURANCE & FINANCIAL PLANNING



Helping Malaysians Achieve Their Hopes & Dreams for over 95 Years

Prudential Assurance Malaysia Berhad (PAMB) was established in Malaysia in 1924 and is Prudential's longest continuously operational insurance operation in Asia. PAMB is an indirect wholly owned subsidiary of UK-based Prudential plc which is one of the world's leading financial services group.

As a leading and innovative insurer that pioneered investment-linked insurance and medical plans in Malaysia, PAMB serves the savings, protection, investment and retirement needs of Malaysians by offering a full range of financial solutions through its branches and bancassurance distribution partners nationwide.

Our Prudence logo embodies the brand commitment "Listening. Understanding. Delivering." Gazing in her mirror, she sees the

world and herself as they really are. She is also a reminder that, in our increasingly faceless world, we are a company with a personality and a heart.

Trusted Partner

We believe that everyone should have the opportunity to progress in life, and we are committed to being their trusted partner as they pursue their passions and navigate life's milestones. We share their pioneering spirit by driving innovation in everything we do. For more than 95 years, PAMB has helped millions of Malaysians confidently pursue their dreams and passions by taking care of what's important to them: protecting their families, keeping them healthy, building their savings and wealth, and helping them plan for their retirement.

Branding Ahead

Our brand commitment "Listening. Understanding. Delivering." reinforces our purpose of helping

customers progress in life, meeting their evolving needs in a highly digital, interconnected world. By putting innovation at the core for our customers, PAMB continues to be as relevant today as it has been for more than 95 years.

"Listening. Understanding. Delivering." means:

- Focusing on customers. We take the time to understand and anticipate their needs, as well as enhance their experience with easy access to information and services
- Delivering comprehensive solutions. Whatever their goals are, our protection, health/wellness, savings and retirement offerings help our customers progress in life.
- Capturing innovation with a human touch. In today's digital world, we make interactions easier with smart and friendly tools that fit customers' dynamic lifestyles.

We do commitment. Because it has built us trusted partnerships for 95 years.

We are Prudential. We are committed to helping our customers progress in life. Visit prudential.com.my to find out more about what we do.



Listening. Understanding. Delivering.



Prudential Assurance Malaysia Berhad (107655-U)
prudential.com.my





BEST CHOICE BRAND AWARDS

PUBLIC MUTUAL

FINANCING AND WEALTH PLANNING - UNIT TRUST



PUBLIC MUTUAL
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK



Pursuing Excellence

Over the years, Public Mutual has successfully established itself as the No. 1 private unit trust and Private Retirement Scheme (PRS) brand in Malaysia. The Company's strong branding, impressive portfolio and consistent track record as the industry leader has contributed significantly in the promotional and selling efforts of its unit trust consultants (UTCs) and gives investors more confidence to develop a long-term relationship with the Company. Meanwhile, Public Mutual's close association with the highly-reputable Public Bank Group strengthens its position as a strong, stable and established industry leader.

Strategic Communication

Since its inception, Public Mutual has undertaken numerous branding initiatives to make the Company the successful unit trust business such as the dedicated Training Centre that develops and delivers comprehensive training programmes for its UTCs.

The Company regularly communicates with all of its stakeholders via the Public Mutual Online (PMO) service, e-newsletters and exclusive publications catered for the Company's UTCs and high net-worth investors to keep them abreast with the latest news. Nationwide roadshows, investment seminars and financial planning talks are also part of the Company's initiatives to create more awareness and publicity. In addition,

the Company actively shares its latest news and happenings as well as financial planning tips via its Instagram, LinkedIn and Google+ pages.

Delivering Results

Public Mutual's position as the top private unit trust company in Malaysia was reinforced with the many prestigious accolades bagged; including the highly coveted The BrandLaureate Best Brands Awards, The Edge, Thomson Reuters Lipper Fund Awards, The Reader's Digest Trusted Brand Platinum Award, The Asset Triple A Islamic Finance Award and the Thomson Reuters Lipper Global Islamic Fund Awards amongst others.

Corporate Citizenship

Public Mutual takes great pride in educating its investors, prospective investors and the general public on the importance of financial planning and conducts more than 100 investment and financial planning talks as well over 7,000 roadshows nationwide every year.

Additionally, Public Mutual mobilises its staff and UTCs nationwide to carry out activities that focus on caring for the community. The active involvement of the Management, staff and UTCs makes these initiatives more meaningful.

The Company frequently innovates to fulfil the expectations of all of its stakeholders, the community and the environment alike, by

introducing new funds with attractive features for its investors to fulfil the needs of the present market, including its online fund which allows an initial investment of as low as RM100 to reach out to young investors.

Additionally, Public Mutual is actively looking into integrating more digital enhancements in its day-to-day business dealings. The Company recently launched the enhanced Public Mutual Online (PMO), which has many additional functionalities and is more mobile responsive. This e-commerce platform that allows investors to perform transaction and monitor their investments from anywhere, at anytime is given continuous upgrades to fulfil investors' ever-evolving needs and wants.

Public Mutual is rigorously working on facilitating direct registration of new investors through its online platforms. It is also creating a system for investors to register for Direct Debit Authorisation facility online. These enhancements will greatly reduce the hassle of filling in and submitting paperwork. The general public will also be able to directly register as investors without going through any intermediaries.

For UTCs, the Company has plans to utilise the latest electronic tools by introducing more mobile applications. This aims to facilitate the UTCs' sales and recruitment efforts, and is part of the Company's efforts to reduce paper usage.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

TEXAS CHICKEN F&B - FRIED CHICKEN



Brewing New Horizons

Incorporated in July 2012, Texas Chicken (Malaysia) Sdn Bhd (Texas Chicken) is a subsidiary of Envictus International Holdings Limited (Envictus). The Group holds the exclusive rights from US-based Cajun Global LLC to develop and operate Texas Chicken Restaurants in Malaysia and Brunei.

Founded in San Antonio, Texas in 1952, Texas Chicken is a highly recognised brand name in the quick service restaurant sector and one of the largest quick-service chicken concepts in the world. It has a global brand presence in more than 1,700 locations worldwide, spanning 26 countries.

Envictus commenced business as a manufacturer and distributor of sweetened condensed milk and evaporated milk in 1997. In the years following its listing, the Group has evolved into a global diversified F&B player through several acquisitions and various product offerings.

Envictus's core business segments include Trading and Frozen Food Division, Food Service Division,

Nutrition Division and Food Processing Division. For the financial year 2017, the Group recorded a revenue of RM 410.3 million, including the revenue of RM 99.9 million contributed by Texas Chicken.

Expanding Its Footprints

The Group marked its maiden foray into the fast food segment with the opening of the first flagship Texas Chicken outlet at AEON Bukit Tinggi Shopping Centre, Klang on January 31, 2013.

Since then, Envictus has only been forward-thinking in its approach by leveraging on the robust demand for the Texas Chicken Restaurant concept by growing its presence at a good pace to reach a total of 41 outlets as of December 2017.

Texas Chicken continues to grow from strength to strength by setting itself apart from the competition, given the substantial attention the company pays to ingredient sourcing and good quality control to ensure the freshness of food at all times.

The attention to detail is seen right down to the choice of key ingredient – chicken that is freshly procured from local farms to being cooked using an exclusive technique for a juicy and crunchy bite. In addition, Texas Chicken's signature 8-piece cut ensures that customers enjoy bigger chicken portions at a greater value.

All the spices and seasonings for Texas Chicken's great tasting chicken are imported directly from the US for consistency in flavour to ensure patrons who visit Texas Chicken outlets enjoy the same great taste created six decades ago by the founder Mr George W. Church, Sr.

Meeting New Challenges

In the years ahead, the group will continue its focus on delivering quality F&B products to meet evolving consumer tastes and establishing itself as a distinguished regional F&B group. It will also push forth by nurturing and growing the Texas Chicken business in both existing and new markets.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

THE MAJESTIC HOTEL HOSPITALITY - LUXURY HOTEL



A Brand Steeped in History

Designed by the Dutch architectural firm Keyes and Dowdeswel, the original Majestic Hotel was built in 1932 for the Trustees of the Estate of Loke Wan Tho, the youngest son of the businessman and philanthropist, Loke Yew.

A hybrid of neo-classical and art deco style, the hotel with 51 rooms was located at a hilltop facing Kuala Lumpur's most famous landmarks, the Moorish-style railway station. Majestic Hotel was the largest and grandest hotel in Kuala Lumpur – complete with modern sanitation in all rooms, hot and cold shower, and long baths in 18 rooms.

The hotel's custom-designed furniture, silverware and furnishings that were imported from England created a stately and regal setting for the contemporary society then. It also featured a roof garden – equipped with a dance floor and seats for 350 guests. Many popular acts from England and America performed at the hotel.

Known for its prestige and luxury, Majestic Hotel was the venue for parties, Sunday curry tiffin lunches and tea dances. However, in the 70's, the hotel became lacklustre with the rise of bigger and more modern hotels. The building was saved from

demolition by the Government and thus gazetted as a heritage building under the Antiquities Act. After its last guests checked out at the end of 1983, the hotel was converted into the National Art Gallery from 1984 to 1998.

Olden Times Rekindled via Restoration

The management of YTL Hotels became responsible for the restoration of the national treasure. It was reopened in 2012 and the hotel is now established as part of Autograph Collection of iconic historic hotels where the allure of a city's distinctive past meet all of today's modern luxuries and stylish innovations.

The new Majestic has 47 suites and 253 guestrooms decorated with a contemporary touch using dark marble and polished chrome. Glamorous, historical and successful, The Majestic Hotel is the only hotel in the capital city that is included in the list of world luxury hotels.

Unmatched Service – Colonial Style

Besides providing guests with accommodation in stylish, classic rooms, The Majestic Hotel offers services that are representations of colonial and English traditions. Among the unique services include Truefitt & Hill, the grooming specialist.

From their legendary barbering skills, Truefitt & Hill also provides treatments for gentlemen including The Royal Cut – a Traditional Hot Towel Wet Shave, Beard Trim as well as a Face and Head Massage.

The hotel's Screening Room provides visitors a chance to go back to the past by watching classic Black and White movies from the 1930's onwards. The private cinema is perfect for theatre-style presentations and movie viewing for small groups. Cigar connoisseurs in Kuala Lumpur have the opportunity to experience and enjoy vintage cocktails and cigars at the Cigar Room at The Smoke House while the Card Room is the best place to play a game of Bridge, or for private meetings and discussions.

With a touch of colonial nostalgia, the Drawing Room, is a complete setting for indulging in one of the most quintessential of English traditions – Afternoon Tea.

The Majestic Hotel was voted as Asia's Leading Luxury City Hotel 2019, Best Luxury Hotels in Kuala Lumpur and has won numerous international awards.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

WHITE HORSE INTERIOR DESIGN - CERAMIC TILES



A Radiant Stallion of a Brand

White Horse Ceramic Industries (White Horse) is undoubtedly one of the leading and most trusted tile manufacturers in both Malaysia and the Asia Pacific region. The company focuses on producing quality and timeless tiles – ranging from polished and unpolished porcelains to glazed ceramic walls and floor tiles.

Since the momentous inception of White Horse in Malaysia in 1991, the brand has been traversing ahead steadily and aggressively to astutely capitalize on growth opportunities as well as improve its operational efficiency, expand its global presence and diversify its tile collections.

Luxurious Evolution into an Industry Captain

From its humble beginnings as a company producing red bricks and roof tiles in 1947, White Horse has come a long way and has grown rapidly to become an industry leader with new breakthrough technologies that increase levels of comfort and convenience at work, play and home. Today, White Horse is one of most sought-after tile brands that deliver Ultimate Quality and Timeless Design.

At over 48,000 sq. ft., Ceramic World® by White Horse is recognized as the largest tile showroom in Malaysia by the Malaysia Book of Records. It has over 200 mock-up units to display various floor and wall tile collections. Ceramic World® aims to make its presence known in fast-growing cities both nationwide and worldwide.

White Horse remains positive on its growth potential, particularly in ASEAN, China and India. The company aims to build and maintain customer relationships and thus holds on steadily on its Mission and that is 'to exceed customers' expectations for their products, value and services'.

As an experienced regional player, White Horse has its own key strategies in maintaining its market position. Employing the latest Spanish and SACMI-accredited Italian tile manufacturing technologies, White Horse creates, modifies, transmits and applies beautiful designs directly onto its tiles.

By means of a worldwide network of factories & plants, Ceramic World, marketing networks and manufacturing facilities in Malaysia, Taiwan & Vietnam, White Horse produces 55 million sq.m of polished or unpolished and unpolished porcelain tiles, as well as glazed ceramic wall or floor tiles annually; all of which are manufactured from the finest grade raw materials including good quality clay.

With a global presence that makes progress possible, White Horse continues to expand with offices and manufacturing facilities in Malaysia and Vietnam as well as distribution offices and warehouses around the world.

Praiseworthy Branding Initiatives

White Horse stands firm on its conviction that branding is one of the most valuable assets of

a business, and the aforementioned needs to be carefully crafted to ensure it aptly represents the business.

Beyond a doubt, branding plays the chief role in establishing a particular brand name in the consumer's mind and that on its own is foremost in the showing of preference over other brands or industry providers. Hence to eliminate competition as much as possible, White Horse ensures that its ground personnel are not purely sales-orientated but also personally take an interest in meeting consumers' needs.

Moreover, White Horse participates in suitable above-and-below-the-line advertisements to continuously build and secure its Brand Position in the market while continuously providing its existing and potential customer base with innovative, high-quality, groundbreaking tiles. The company's Tagline which reads, 'Ultimate Quality, Timeless Design', further fortifies an important message from White Horse to its clients.

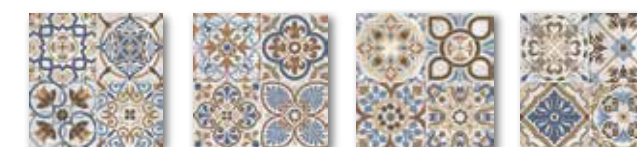
Legacy of a Hallmark Brand

White Horse is a brand that bears the hallmarks of Quality and Variety. The company will continue to provide customers with only the best quality and selection of ceramic tiles and focus on product and design innovation as well as process and material development in the manufacturing process.



MOROCCAN SERIES

Porcelain Stone Tiles
300mm x 300mm Matt Finish, Glazed



Ultimate Quality,
Timeless Design

WHITE HORSE CERAMIC INDUSTRIES SDN. BHD. (Co. No. 216824-X)

PLO 464, Jln Gangsa, Zone 11, Pasir Gudang Industrial Estate,
81700 Pasir Gudang, Johor, Malaysia. T (607) 253 5300 F (607) 251 8855

www.whitehorse.com.my TOLL FREE 1800-88-1880



Download App



Visit the largest tile showroom in Malaysia CERAMIC WORLD® BANDAR BARU SELAYANG • JOHOR BAHRU • BUTTERWORTH • ALOR SETAR • KLANG



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

YOKOHAMA
AUTOMOTIVE - BATTERY



Rise from the Origins

Yokohama Batteries (previously known as Tai Kwong Yokohama), was founded in 1967 when the business humbly revolved around the reconditioning of used automotive starter batteries.

In just over 50 years, Yokohama Batteries presently boasts itself as the largest and most advanced integrated battery manufacturer in Malaysia. Yokohama has recently received an official recognition as the 'Best Brand in Automotive Batteries'.

The company's manufacturing facility in the country resides on 36 acres of land in Semenyih, Selangor; and its main products are premium batteries (providing a full range of products from passenger-sized vehicles to commercial-sized vehicles).

A Position of Excellence

Yokohama is positioned in the market as a premium but yet affordable brand to its extensive consumer base. In close to half a century, Yokohama Batteries records over 10,000 points of sales domestically; serving thousands of automotive shops nationwide through 20 strategically placed distribution hubs across Malaysia.

What gives Yokohama the edge over its competitors in a power-hungry world? Three things:

Uncompromising Quality, Cutting-Edge Research & Development and A Relentless Commitment to Sustainability.

As consumers increasingly demand more powerful, efficient and durable products, and as the world moves towards greater environmental awareness, Yokohama realizes the importance of capitalizing on its Brand Difference and allowing it to bring the brand to greater heights. Indeed, Yokohama is well-placed to continue being at the forefront of the automotive battery industry.

The Yokohama Brand

As a premium full-range product line, Yokohama Batteries' goal is to make its products easily available in the market; supported by its strong and extensive distribution network to cater to its vast end-user customer base. Yokohama Batteries' market share in Malaysia is duly substantial as the company has been long established and the brand has gained customers' confidence through consistent and reputable product quality coupled with strong after-sales service.

Yokohama's brand difference lies in its strong commitment to Quality, Research and Sustainability. In line with this, its promotions leverage on these strengths, and are strategically placed across a mix of automotive magazines, high-visibility billboards, newspaper advertising and localized

marketing campaigns. Each promotional campaign takes into consideration its target audience; with messages containing 'language' and technical 'jargon' to match the audiences' interests.

The company has also organized events and road shows to create Brand Awareness and educate the public on the importance of making sure its car batteries are in good condition. Recently, Yokohama introduced a new high-performance product range which is aptly called the PLATINUM Series. It is a super-premium range with OEM specifications and it is catered for higher-end vehicles with more electronic components.

Prominent Brand Achievements

Yokohama Batteries has achieved the Superbrand status in 2015-2016.

Over and above that, the company has also won other awards in the industry such as The Brand Laureate Award (2012-2017), Selangor Industry Award (2002, 2004 & 2005) and Ministry of International Trade and Industry (MITI) Award 2000.

Yokohama Batteries is ISO 9001 and ISO 14001 compliant. Undoubtedly ISO certification enhances credibility towards its products and provides customers and end users with peace of mind.

BATERI YOKOHAMA

SENTIASA



DIYAKINI



TERIMA KASIH ATAS SOKONGAN PADU ANDA

Diedar Oleh : Yokohama Distribution Services Sdn Bhd

www.yokohama.my



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



BEST CHOICE BRAND AWARDS

ZOUK
LIFESTYLE ENTERTAINMENT CLUB

ZOUK
K U A L A L U M P U R



Asia's Largest Superclub – 12 years of Music, People and Dance

The brainchild of Mr Lincoln Cheng, Zouk Club KL Sdn. Bhd. (Zouk KL) has come a long way since its establishment in 2004, Earning them the right of being recognised as Asia's iconic superclub.

Zouk KL prides itself on setting a new elite standard of global club culture, which brings music and people together as one. Originating from Singapore, the club is an iconic dance-music institution for most Malaysians that relocated from Ampang to TREC KL -Malaysia's first purposefully built entertainment district.

Redefining the Entertainment Industry

The much awaited, newly-built Zouk KL was unwrapped in August 2015. The structure is a hallmark that embodies the innovative design and concept of a world-class club brand and symbol of leadership in Asia's entertainment industry.

At a staggering 106,000 sq ft, the two-storey Zouk KL is one of the world's largest entertainment complexes and Asia's biggest and ritziest superclub. Adventurous in its ethos, Zouk KL comprises of 11 venues ranging from members areas, alfresco areas, club rooms, private rooms, and a café - each with a distinct purpose, feature and appeal. It is further topped off by amenities such as kitchen/catering facility, private rooms, plus lifts to clubs, a medical bay and more, making the Club a self-contained, sustainable entity.

Zouk KL, the capital of the city's electronic dance music scene, is lavishly outfitted with a state-of-the-art lighting and sound equipment, set against a kaleidoscope of soundscapes from EDM, House, Electro, Open Format, Trance, Techno, Trap, R&B, Hip Hop to Indie and Nu-Disco.

The Club draws 17,000 partygoers every week, of whom, 20 % are tourists. This is nearly double

the 8,000 weekly visitors it welcomed when it first opened in 2004. Now, each year, more than half a million revellers waltz past its velvet ropes. Among these, an estimated 100,000 are tourists.

In 2014, the superclub clinched the Nightspot Platinum Award at the Mayor's Tourism Awards. Zouk KL is also the only standalone nightspot in Malaysia endorsed by the Ministry of Tourism and Culture as a venue under the National Key Economic Areas.

A fixture on DJ Mag's Top 100 Clubs In The World, the award-winning superclub is ranked No.26 in the world and its most exclusive venue Imperial was the first in Malaysia to be inducted into The World's Finest Clubs, adding another trophy to its glittering shelf of awards, and auguring superbly for the bigger, bolder Zouk KL that would yet again usher a game-changing era.



ESTABLISH YOUR BRAND CREDIBILITY
TO
BUILD TRUST AND LOYALTY

...DR KKJOHAN



THE BRANDLAUREATE
BEST BRANDS
AWARDS ²⁰¹⁶/₂₀₁₇

THE BRANDLAUREATE
CORPORATE & PRODUCT
BRANDING AWARDS



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

AR-RAHNU X'CHANGE

FINANCE - COLLATERALIZED BORROWING/PAWN BROKING



The safer and better way to monetary facility

Incorporated on December 7th, 2006, Ar-Rahnu X'Change (Ar-Rahnu) is the pioneer franchise entity that offers a Shari'ah compliant pawn-broking services under the tutelage of Rakyat Management Services Sdn Bhd (Rakyat Management).

Rakyat Management, a subsidiary of Bank Rakyat consisting of professional and experienced Islamic pawning operators that are responsible and supervise all forms of day-to-day business operations of the Ar-Rahnu franchises nationwide.

Besides managing Ar-Rahnu, Rakyat Management was established with the purpose to be involved with precious metal trading industry, specifically, gold and facilitating the development of cooperatives for Bank Rakyat.

The Franchise entity operates based on Bank Rakyat's experience and expertise in Ar-Rahnu business since 1993. Bank Rakyat trains and equips Ar-Rahnu branches with the right capabilities and tools to manage their daily operations.

The parent company, Bank Rakyat was established on September 28th, 1954 under the Cooperative Ordinance 1948 (known as the Cooperative Societies Act 1993). Today, Bank Rakyat is the biggest Islamic cooperative bank in Malaysia with assets totalling RM99.22 billion as at the end of December 2016.

For the financial year ending 31 December 2016, The Group recorded a pre-tax and pre-zakat profit of RM1.74 billion.

Our Products & Services

Ar-Rahnu is a collateralised, short-term financing facility, Islamic pawn-broking or Ar-Rahnu services that offer Shari'ah-based alternative pawnbroking services. It offers quick cash micro-credit facility collateralised by gold or gold jewellery for up to RM650,000 through either the Ar-Rahnu, Az-Zahab or Az-Zahab Premium schemes.

Besides financing facilities, Ar-Rahnu also offers ARX Storage – a jewellery storage service with maximum insurance security and jewellery cleaning services.

Gaining momentum and bearing the fruits of its excellent services and unyielding dedication, the Franchise has spread from coast-to-coast with over 180 Ar-Rahnu branches. It is estimated that since its introduction in 1993, over 5 million people in Malaysia have benefited from Ar-Rahnu scheme as to date.

The Road Ahead

Moving forward, Ar-Rahnu's goal is to own more than 50 Ar-Rahnu branches nationwide. The Franchise entity is also at present looking to diversify and offer various other services at its existing branches.

In the long term, Ar-Rahnu aims to establish a worldwide brand presence by establishing Ar-Rahnu branches globally.



Ar-Rahnu X'Change

KEMUDAHAN TUNAI SEGERA UNTUK MEMENUHI KEPERLUAN ANDA



Telus • Mesra pelanggan • Selamat
• Kompetitif • Profesional

*Pinjaman
sehingga
80%

- *Pinjaman sehingga RM650,000.00
- *Perkhidmatan simpan barang kemas
- Telus, mudah dan selamat
- Perlindungan Takaful sepenuhnya
- Bayaran upah simpan yang rendah dan fleksibel





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

CHEK HUP
F&B COFFEE



Finest Coffee Maker From Ipoh

Chek Hup is one of the leading manufacturers of authentic Ipoh White Coffee in Malaysia. Hailing from Ipoh, the brand is a household name with its signature 3-in-1 Ipoh White Coffee range along with its new range of products such as the Classic Series and Black Coffee Series, which uses the finest coffee beans available.

The story of Chek Hup began when its founder migrated to Malaysia from China. Initially helping out at a grocery store in Rawang, he moved on to Ipoh to start a soya bean outlet. In 1965, he ventured into the rock sugar business and with his enterprising spirit grew the business to become one of the largest producers of rock sugar.

In 2000, the 3 in 1 white coffee range was launched with rock sugar as one of its core ingredients. Infact, it is the rock sugar that gives the coffee its distinct taste and flavour and is tested to have a lower glycemic index (GI). With the success of its 3-in-1 white coffee, it then moved on to other series and beverages such as tea and hot chocolate.

All of Chek Hup's coffee utilises the finest Arabica and Robusta coffee beans that are roasted at temperatures above 200°C to an optimal level to give a balance aroma, flavour, aftertaste, acidity and body. It is then mixed to achieve the Golden

ratio of rock sugar, creamer and coffee to give the consistent quality, flavour and aroma in each cup of Chek Hip White Coffee.

The entire mixing process is enclosed to avoid any contaminants from the outside. The enclosed area features Stainless steel equipment, used throughout the process for cleanliness.

Introducing its Aroma Worldwide

Since 2009, Chek Hup has been widely distributed both in the domestic and international markets; including Indonesia, Thailand, Singapore, Brunei, Philippines, China, Hong Kong, Taiwan, and Australia.

The brand's mark in the market is evident even in cyberspace. Its Facebook page, now boasting of more than 150,000 fans, provides maximum customer satisfaction which cannot be sustained through physical sales contact. As part of its digital marketing development, the company creates a bond with its customers through a constant flow of friendly communication, online giveaways and heart-warming video campaigns.

Chek Hup has also reached out to potential consumers in strategic public events such as the Ipoh Starwalk 2017, 988 Winter Solstice Festive radio campaigns and in-market fairs.

Following its corporate tagline, We Value Life, Chek Hup also extends its services by giving back to the community. The company has engaged in various CSR programmes, including building homes for the Orang Asli & senior citizens, providing education for underprivileged communities, partnering with the city council in environmental clean-up & dengue-preventing activities, as well as channelling monetary needs to states & countries affected by natural disasters.

Being the Trendsetter

Chek Hup aims to meet the diverse and rapidly changing needs of consumers by exploring the launch of instant gourmet Colombian drinks – providing more beverage choices such as Latte, Cappuccino and Mocha. Chek Hup also plans to introduce a stand-alone product, namely rock sugar sticks – giving patrons the choice to gauge their own desired amount of sweetness.

With an objective to dominate the international market, the company's management is ready to evolve into new production lines, training and team members. Part of the brand's improvement includes seeking professional advice and help in revising its Brand Identity to be more consistent, appealing and globally relevant.



6 low GI
rock sugar sticks
in each box!

GOURMET COLOMBIAN IN AN INSTANT

Just like freshly brewed gourmet coffee. Only quicker.

And easier. Every granule releases intense aroma. At its heart, microground[®] beans from Colombia. Finely ground – hence microground[®] – then encased in Arabica. Add hot water. Stir in your low GI rock sugar* stick to taste. We make our own. Gourmet in an instant.

At all AEON outlets.

Delicious, naturally.



chekhup.com.my

Chek Hup Ipoh White Coffee

*Low GI food breaks down slowly to stabilise blood sugar level.



THE BRAND LAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

DANCOM

TELECOMMUNICATION & IT SOLUTIONS



dyson



nJOI

HOTLINK



beats by dr. dre



The Leader in Telecommunication & IT Solutions

Dancom is a company built on rock solid foundation. Established since 1985 with its humble beginning as the pioneer for the first generation Dancall cellular handphone, today, Dancom prides a strong financial posture with more than RM1 billion revenue annually. With 11 branch offices nationwide, workforce of over 400 people and a connected network of 8,000 partners, Dancom is the partner of choice – game changing the sales & distribution business; technology solutions; and telecommunications infrastructure and network landscapes. It is constantly exceeding expectations of its Brand Partners and relentless in delivering sustainable value to the stakeholders.

Dancom's notable partnerships include Apple, Dyson, Beats by Dre, Hotlink, NJOI, and BenQ :

Apple & Beats by Dre

Dancom is an authorised distributor for the full line-up of Apple products – iPhone, iPad, MAC and

accessories – with the passion, together with its resellers, to deliver the best Apple experience to end consumers. Dancom is also proud to be appointed as the only Authorized Distributor for Beats in Malaysia.

Dyson

Since May 2017, Dancom is the sole distributor of Dyson technology in Malaysia. Together with Dyson business partners, Dancom is committed in delivering the values of Dyson technology – bringing innovation to more Malaysian homes. Dancom launched the first Dyson Demo in September 2017 – a place that brings to life the science and engineering at the heart of Dyson machines.

Hotlink

Dancom is the one of the largest prepaid card distributors in Malaysia with over 20 years of experience in servicing telecommunications prepaid card dealers.

Corporate Mission & Culture

Dancom's mission is to be a leading market-orientated company providing quality telecommunication and IT solutions that add value to the customers, principals, employees and shareholders, connecting you to your world, for business or for leisure. Be it software or hardware, you can be sure it comes with our personal touch.

At Dancom, it inculcates the corporate culture of win-win partnership involvement at all levels between the Company & Stakeholders.

As a company that takes pride in being a caring corporate citizen, Dancom practices the following Value System - Trusting, Fairness, Give & Take Attitude, Win-Win Combination and Care & Share.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

EKOVEST
PROPERTY



EKOVEST BERHAD



Upgrading Lifestyle with Towering Standards

EkoVest Berhad (EkoVest) is a Malaysian investment holding company that is synonymous with state-of-the-art building construction and civil engineering excellence. The Group has presence in construction, civil engineering and infrastructure, property development and toll concessions.

Founded in 1985 as EkoVest Bina Sdn Bhd, EkoVest went Public in 1993 and was subsequently transferred to the Main Board of Kuala Lumpur Stock Exchange in 2000. As to date, EkoVest relishes in a steady market capitalisation of RM2.37 billion. The Group is strongly backed by its 3 distinct revenue sources - Construction Division that makes up the bulk of revenue, with toll concession division and Property Development Division contributing steady stream of revenue.

Tan Sri Dato' Lim Kang Hoo who is the founder and Chairman built the company from a small construction outfit into a reputable infrastructure construction player. Under the present stewardship of current Managing Director, Tan Sri Datuk Seri

Lim Keng Cheng, the company is being steered into greater heights with strategic developments and acquisitions.

EkoVest is presently operating in its headquarters at Wisma EkoVest in Kuala Lumpur and is supported by a group of highly trained and dynamic professionals.

What We Do

EkoVest's core operating segments is engaged in providing different products and services including construction, property development, investment holding and toll operations.

Bolstered by its 25-year track record in delivering construction projects on time without compromising quality, the Group specialises in civil engineering and building works as turnkey, design and building contractor. The Group is also exceedingly skilled in leading-edge and value engineering-construction that focuses on functions and purpose to enhance value propositions to its clients.

Some of the Group's notable construction projects include Kuala Lumpur Central Commuter Station, Labuan Financial Park, fit-out of Petronas Twin Towers, Putrajaya and Universiti Malaysia Sabah. Its property development projects include EkoTitiwangsa, EkoCheras and Oasis Kajang, as well as, infrastructure concession projects such as DUKE Highway and Solar Panel at Batu Toll Plaza.

New Development

The Group does not only go above and beyond to give back to the community through its Corporate Social Responsibility initiatives, but also developing a new venture to ensure that its infrastructure, buildings and facilities are more sustainable. EkoVest will continue embarking on several ambitious projects simultaneously such as the Setiawangsa Pantai Expressway (SPE) formerly known as DUKE Phase 3. This infrastructure project marks a major milestone in the history of EkoVest in raising one of the biggest financing of RM3.64 billion for a single project. The company is well poised to take on the task of completing DUKE3 by 2020.



EKOVEST BERHAD
(132493-D)





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

HAPPY EGG
CONSUMER - EGGS



Hatching for the Future

Teo Seng Capital Berhad (Teo Seng) is principally an investment holding company.

The company was incorporated in Malaysia on May 8th, 2006 as a private limited company under the name of Teo Seng Capital Sdn. Bhd. The company then converted its status into a public limited company on May 31st, 2006 and has since assumed its present name.

Teo Seng was successfully listed on the Second Board of Bursa Malaysia Securities Berhad ("Bursa") on October 29th, 2008 and subsequently transferred to the main board of Bursa on August 3rd, 2009.

Some of the principal activities of Teo Seng's subsidiaries are poultry farming and marketing of chicken eggs, manufacturing and marketing of animal feeds, egg trays, organic fermented

fertiliser, and distribution of pet food & medicine and animal health products.

Happy Egg Brand

Teo Seng was incorporated 1978 as sole proprietor commencing with broiler chicken rearing and subsequently migrated the business to layer chicken farming. The company converted all its layer farms into the Closed House System (CHS) layer system and also started producing its own paper egg tray.

Teo Seng continuously expanded its rearing capacity and went on to launch its own premium eggs brand "The Happy Egg" in 1998. As a subsidiary of Teo Seng, Premium Egg Products Pte Ltd located in Singapore is an importer, wholesaler and distributor of various grades of farm fresh shell eggs.

The Group as to date is one the largest commercial

egg producer with a revenue of MYR 422.59 in the year 2017. With the implementation of highly-advanced technologies and professional production concept, Teo Seng always practices supplying safe and fresh egg to customers.

Pillared on its strong management team with over 30 years of industry experience in Malaysia and its All-In-All-Out Management System, the company today has not only grown in stature and size but has also diversified itself into various sectors which are related to the its core business, poultry farming.

New Mission

Teo Seng initiated its re-branding exercise and providing a brand new appearance of its premium eggs product "Happy Egg" to dedicate to the start of a new chapter of the company and facilitating it to further capture and explore the commercial egg market.

Omega Plus Lutein

Best Eye Supplement To Enhance Eyesight



- Good for breast milk
- Improve skin condition
- Reduce risk of heart attack
- Protecting eyes from blue light

www.teoseng.com.my





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

MSM
MANUFACTURING - SUGAR



The No.1 Best Selling Sugar Brand in Malaysia
Incorporated on 10 March 2011, MSM Malaysia Holdings Berhad (MSM) is Malaysia's leading refined sugar producer. MSM possesses a rich sugar heritage and legacy that is instrumental in realising a new dawn for Malaysia.

powerhouse has definitely grown from strength to strength over the last 5 decades to become one of the top 50 companies on Bursa Malaysia with a market capitalisation of RM3.5 billion as of 2015 and the nations No.1 sugar player.

Strong Brand Value

Principally, MSM operates the sugar business of FGV through two main operating subsidiaries, MSM Prai Berhad and MSM Perlis Sdn Bhd. At present, MSM produces up to 1.25 million tonnes of refined sugar per annum and is supplying up to 65% of the domestic market share.

As the leading sugar producer in Malaysia, MSM produces an extensive range of refined sugar products which are marketed and sold in a variety of packaging options under its flagship brand – "Gula Prai" to a wide range of customers in Malaysia and in other countries such as Australia, New Zealand, Pakistan, the Philippines, Singapore, Vietnam and Indonesia.

The 50-year-old iconic homegrown product, which carries an approximate brand value of RM80 million has been the premium sugar brand in Malaysia and the most popular choice among consumers for half a century now. It is also highly

acknowledged for its superior quality and HALAL and KOSHER certification by the respective governing bodies.

Moving Forward

Eyeing forward, the nation's No.1 sugar player is taking bold leaps to become the region's number one player and ultimately a global contender with the vision to transform an excellent local company into a world-class player.

It is at present constructing the first largest standalone refinery in Johor, Malaysia. The integrated complex, which is scheduled for completion by mid-2018 will be able to churn an output of 3,000 tonnes of refined sugar daily. It is set to transform Malaysia into a regional hub for high-quality refined sugar.

Backed by quality achievements, reputed clientele and continuous investments in people, technology and capabilities; MSM is advancing its domestic lead by expanding its value chain across the upstream and downstream segments to drive growth and creating new inroads internationally, en route to becoming a global Top 10 sugar player by 2020.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

MSU
EDUCATION - LEADERSHIP & HUMAN
CAPITAL DEVELOPMENT



Transforming Lives, Enriching Future

As Asia's emerging regional and international study hubs, Malaysia has productively given birth to many educational institutes that have a strong presence in both local and international rankings, one such institute being Management & Science University (MSU).

At present, MSU is recognised as one of Malaysia's top universities and acknowledged as the best teaching and learning universities in Malaysia. It focuses strongly in the critical areas of studies that encompass medicine, pharmacy, health and life sciences, nursing, business, management, accounting, hospitality, law, information sciences and engineering.

MSU stepped into the education industry with its first PTPL campus in Penang in 1981 and grew to be MSU College in 2001 and finally emerged as a full-fledged University in 2007. This Tier 5 Excellence rated University has played a pivotal role in the development of human capital needs at the local and international levels for over 3 decades now.

Having faced and overcome many exciting challenges, MSU is now more resolute in its journey and objective of providing quality driven

education and learning experiences that will help outline a better future for tertiary students.

Industry Relevant Courses

MSU is well-positioned to be one of the leading universities in the country, providing industry-relevant diploma, bachelor degree and postgraduate courses as well as research disciplines with over 40 partner universities of MSU located in the ASEAN region, the UK, Korea, Japan, China, Germany, Portugal, Turkey, Ireland, Australia, Kazakhstan, India and Eastern Europe.

These programmes are offered through the following faculties, schools or centres- Faculty of Health and Life Sciences, Faculty of Business Management and Professional Studies, Faculty of Information Sciences and Engineering, International Medical School, School of Pharmacy, School of Education and Social Sciences, School of Hospitality and Creative Arts, School of Graduate Studies, Graduate School of Management and Centre for Foundation Studies.

All programmes offered are either approved or accredited by the Malaysian Qualifications Agency (MQA) and other professional bodies such as the Malaysian Medical Council (MMC), the Medical Council of India (MCI), the Sri Lanka Medical Council (SLMC), the Maldives Medical and Dental

Council (MMD), the Nursing Board Malaysia (NBM), Malaysian Optometry Council (MOC) and the Malaysian Society of Cardiovascular Technologist (MSCVT).

MSU gives priority to quality education and the importance of creative teaching methodologies towards producing quality and employable graduates. Extensive collaborations with institutions in over 40 countries worldwide provide comprehensive mobility opportunities for all MSU students, enhancing their graduate employability through global exposures by studies and internships abroad.

Through a tracer study, 98.6% of MSU graduates began their respective careers within six months after graduation. This has, to a large extent, demonstrated the versatility of the programmes offered at MSU.

MSU also runs an eye centre – MSU Eye Centre that provides full-spectrum ophthalmology services for adults and children.

Awards and Recognitions

Placed among the 2% of Asia's best universities, this homegrown brand has earned many awards and recognition for its growing success and contribution in the education industry.



MSUMalaysia



**LIVING
YOUR
DREAMS**
@ An Award
Winning
University

FIELDS OF STUDY :

. Medicine . Health Sciences . Pharmacy . Optometry & Visual Science . Business Management .
. Accounting & Finance . Education & Social Sciences . Hospitality & Creative Arts . Media Science & Graphic .
. Engineering & Technology . Information Sciences & Computing . Fundamental Studies .



Management & Science University (MSU) (KPT/JPS/DFT/US/B08)
Counselling & Communication department, University Drive,
Off Persiaran Olahraga, Section 13, 40100 Shah Alam,
Selangor Darul Ehsan, Malaysia.



Tel : +603 5521 6868
Fax : +603 5511 2848



Email : enquiry@msu.edu.my
Website : www.msu.edu.my

Recognitions & Awards





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

REDTONE

TELECOMMUNICATIONS - INTEGRATED SERVICES PROVIDER

REDtone



Driving Telecommunication Leadership

REDtone International Berhad (REDtone) was incorporated in 1996 under the name VMS Technology Sdn Bhd to produce proprietary voice mail systems. It was renamed to REDtone in 2002. From humble beginnings, REDtone has gone from strength to strength to emerge as a leading provider of integrated telecommunications and digital infrastructure services.

Today, REDtone is one of the most respected and recognisable homegrown brands in Malaysia, with an ever-expanding range of offerings, wide service network and a dedicated international workforce of more than 300 people.

REDtone was listed on the Malaysia Stock Exchange's Malaysian Exchange of Securities Dealing & Automated Quotations (MESDAQ), now known as ACE Market, in January 2004 and has been a subsidiary of Berjaya Corporations Bhd since 2015.

REDtone likewise has a strong global presence in Shanghai, China through REDtone Asia Inc since 2005. The Company is listed on the US OTC Bulletin

Board and provides and distributes prepaid and reload services to the country.

Spirit of Innovation

Having evolved, REDtone provides a diverse range of cutting-edge products and solutions through the following main four pillars – telecommunication services, managed telecommunication network services, managed value-added services and mobile services.

A pioneer in MSC-status company, REDtone holds license for Network Facilities Provider (NFP), Network Services Provider (NSP), Application Services Provider (ASP), LTE (4G), WiMAX and Satellite services.

Spurred by the spirit of innovation, flexibility, value and dependability, REDtone constantly introduces new products and services to keep pace with market trends and the changing needs of its customers. REDtone's incredible growth is intertwined with the digital revolution and its impact on the way individuals and businesses interact.

The Company predominantly caters to specific market segments such as corporations, SME's and the Government and has served more than 15,000 corporate customers and more than 4 million consumers in Malaysia and China to date.

As Malaysia's only service provider with its own R&D facilities, REDtone is renowned for its ground-breaking technological innovations. The company has won more than 23 awards over the last 18 years for its products and services that meet and surpass the highest quality standards in the world.

New Tracks of Growth

REDtone was built on a blueprint of innovation and it is one that the company will continue to embrace for many years to come. The Company is determined to remain at the forefront of digital innovation and build on its track record of developing groundbreaking solutions.

As the only service provider in the industry with infrastructure integration expertise, REDtone is in a unique position to tailor services and solutions to the specific requirements of its customers.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

TOYO TIRES

AUTOMOTIVE - PROXES HIGH PERFORMANCE TYRES

TOYO TIRES
driven to perform



Driven to Perform

Toyo Tyre Malaysia Sdn Bhd (TTM) was established in Taiping, Malaysia on April 12, 2011, following the acquisition of Silverstone Berhad. However, the vision to manufacture great tyres truly began in August 1945 when the founding president, Mr Rikimatsu Tomihisa, established the Toyo Tire & Rubber Co, Ltd. in Japan.

A prestigious tyre brand in Malaysia, Toyo Tires has built a solid reputation around the world. It has been named #1 Overall Brand again and again by North American tyre dealers in Tire Review magazine's Annual Tyre Brand Study. In fact, its consumer tyres have been voted #1 Overall Brand by North American tyre dealers seven times since 2000. Since 2002, its medium truck tyres have received the honour six times.

Toyo Tires likewise has a strong motorsport legacy since the 1980's. With championships in nearly every form, from road racing to off-road racing to drifting, Toyo Tires has become a household name amongst amateur and professional racers. Above and beyond, these motorsports activities have provided invaluable knowledge, exposure, and enthusiasm, which consistently pushes Toyo Tires to develop the best products imaginable and results in new technology and innovations.

Toyo Tires has stood for innovation, quality, performance, and excellent service for 65 years, including nearly 45 years in the United States. Combined, the Toyo Group of companies has development, manufacturing, testing, distribution, and marketing operations throughout the USA, Europe, Asia, the Middle East, and Oceania.

Setting Innovative Benchmarks

Within two years (May 2013) of its formation, the company constructed and officiated its TTM Factory. The state-of-the-art tyre facility costing RM800 million is sited on a 148-acre site in Kawasan Perindustrian Kamunting Raya, Taiping and manufactures the highest quality and world-renowned Proxes High-Performance Tyres, Tranpath MPV Tyres, Open Country SUV and 4X4 Tyres and the Energy Efficient Nano Energy 3 Tyres under the brand "Toyo Tires".

The flagship manufacturing facility is equipped with the latest manufacturing equipment and uses Toyo Tires' most advanced technologies – T-Mode and Advanced Tyre Operation Module (A.T.O.M) a highly flexible and automated production system that maintains consistency of product quality at all times, during the manufacturing process.

Headed by its managing director- Mr Kanji Kasai, the facility is primed to be the largest outside Japan for Toyo Tires. The factory produces approximately

5 million tyres and exports to Southeast Asian countries, the Middle East, Europe and the US.

To meet the demands of consumers and set new benchmarks, Toyo Tires has persevered to become a leader in fitments and dynamic tyre applications. From the late 1990s and into the 21st century, the company has been responsible for several significant product advances in these areas.

Besides being a pacesetter in the sports compact tuner market, Toyo Tires is acknowledged as the first in the tyre manufacturing industry to release a 26-inch, 28-inch and 30-inch passenger car tyres respectively. Likewise, Toyo Tires introduced the Proxes S/T - the first proper load-rated sports truck tyre. This forte product established the company as a leader in the sports truck tyre market. Today, the Proxes S/T is complemented by a new generation, the Proxes ST II.

In addition, Toyo Tyre has correspondingly established a strong and comprehensive network of "One-Stop Tyre Sales and Service" centres throughout Malaysia. Applauded for its best customer service experience, its Toyo Premium Auto Centres, Toyo Auto Centres and Toyo Tyre Centres offer modern facilities with the latest state of the art automotive equipment and other necessary amenities.

GLOBAL PARTNER

TOYO TIRES
driven to perform

ADVANCED TECHNOLOGY
FROM JAPAN

The New Tyre Designing Basis Technology

Tmode

PERFORMANCE BY DESIGN

Proxes tyres are synonymous with high performance. From carving corners to cruising on open highways, they respond to the demands of ultimate driving in both wet and dry conditions. With supreme stability at high speeds, Proxes tyres also enhance the handling of most prestigious sports cars and coupés. Because Toyo Tyres are not only driven to perform, they are designed for it.

PROXES T1 Sport

The high performance tyre for sports cars and coupés that provides ultimate handling in wet and dry conditions.

PROXES R1R

The extreme high performance tyre that provides uncompromising grip, handling and precision steering for both track and road.

PROXES CF2

The high performance tyre that provides comfort and safety at high speeds while delivering excellent grip and braking in wet conditions.



THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

UNI KL

EDUCATION - ENTREPRENEURIAL TECHNICAL LEARNING



Uni KL
UNIVERSITI
KUALA LUMPUR



Where Knowledge is Applied

Established on August 20th, 2002, Universiti Kuala Lumpur (UniKL) is a leading university in engineering technology. Wholly owned by Majlis Amanah Rakyat (MARA), an agency under the Ministry of Rural Development, Malaysia, the university is given the mandate to upgrade the status of technical education in Malaysia by the government.

With Malaysia transforming into a high income nation and technology playing an integral part in its journey, UniKL plays a great role in ensuring that the nation's objectives are met. UniKL's 13 branch institutes offer various foundation, diploma, undergraduate and postgraduate programmes. With the concept of 'One Institute, One Specialisation', UniKL contributes not only to tertiary education but also researches and development for commercialisation purposes.

Strategically located all over peninsular Malaysia, UniKL's branch institutes offer various programmes in their niche areas of specialisation. At present, UniKL boasts a total of 22,372 students. Since its inception, UniKL has produced 56,293 graduates and they have successfully established their careers or become successful entrepreneurs in local and international arena.

Driven By The Vision

UniKL's vision is to be the leading entrepreneurial technical university and its mission is to produce enterprising global technopreneurs.

A world-class UniKL needs to demonstrate superior performance in several areas such as dynamic talent management, strong funding, effective autonomy, robust governance, and prolific leading-edge research teams that also contribute towards knowledge and technology transfer.

UniKL vows to excel in these areas via its differentiation advantage and aggressive targets in order to remain competitive and relevant. It is supported by its 4 Protocols which consist of

Enriching University Experience (UE)

The University Experience describes the rich and rewarding campus experience that stretches from enrolment to graduation that shapes a unique and differentiated student's life at the university, with engaging learning experiences, effective student interaction with the academic aspects of the university such that it enhances academic performance and employability of students.

Providing Academic Excellence (AE)

UniKL is committed to providing an undisputed and unparalleled Academic Excellence and strives to create an environment whereby a student can excel in scholastic activities, demonstrate superior learning, and develop intellectual capacities and skills that prepare them for the employment

market and to contribute back to the society.

Graduate Life Success Enhancement (LSE)

UniKL is committed to shape and deliver market-ready graduates who can immediately step into the workplace and contribute their ideas and knowledge towards driving the nation's economic prosperity. Employability is not limited to gaining a job upon graduation. Rather, it denotes a certain amount of self-sufficiency and the capacity of a graduate to function in a job, remain employable throughout his life and possess the spirit of entrepreneurship.

Developing Sustainable Enterprise (SE)

In order to deliver on the academic excellence and graduate life success agenda of UniKL, it has put in place key enablers that strengthen its operational efficacy. Providing for financial independence, revenue generation effort, brand reputation, maximizing the potential of the capacity and capability, harnessing the potential of the manpower and optimizing its utilization are key building blocks.

The Beacon of Knowledge

UniKL aspires to become one of the top universities in Asia by 2020 offering enriching University Experience towards achieving Academic Excellence and enhancing Graduate Life Success. After demonstrating robust growth in the past thirteen years, the time has come for UniKL to take another huge leap into the future, and position itself as one of the top universities in Asia.





THE BRANDLAUREATE
BEST BRANDS
AWARDS 2016
2017



CORPORATE & PRODUCT BRANDING AWARDS

VILLAGE GROCER
RETAIL - PREMIUM GROCER



The Premium Grocer

Incorporated in 2004, Village Grocer Holdings Sdn Bhd (VGH) is a Malaysian nurtured renown premium supermarket chain that offers best-quality grocery products.

VGH has its root in a small, family-run sundry shop in Gombak that started in the 1950's. The founder and Managing Director of VGH Mr Ong Kim Too and his family took a big leap by opening the three and a half storey Pasaraya OTK Medan Idaman (formerly known as Pasaraya OTK Gombak) in 1997. Aided by success, the Ong family went on to open two more outlets Pasaraya OTK Sentul and Pasaraya OTK Puchong in 2000 and 2003 respectively.

But the year 2004 was a history in making for the Ong family was awarded the opportunity to open an upscale supermarket situated in Bangsar Village to serve the residents surrounding Bangsar & KL with the widest premium produces, products and goods as catering for a different group of people especially expatriates and hence was born "Village Grocer".

Today, VGH owns 13 outlets and boasts of a combined annual revenue of approximately RM560

million (as at April 2017). The 1000 workforce strong VGH is majority-owned by private equity firm Navis Capital Partners (NCP).

An Evolution and Commitment to Quality

From a local sundry shop to being a niche premium supermarket, VGH has without a doubt come a long way in establishing its brand presence and gaining customer confidence by listening and meeting its patron's consumption needs.

The Company offers best-quality local and imported seafood, beverages, fruits, vegetables, cleaning and baby products and speciality foods like organic and gluten-free produce. VGH also mindfully imports products from various countries to meet the demands of its expatriate patrons.

Having found the right formula, Mr Ong notes that business has grown at its Bangsar Village outlet. Today, the Village Grocer outlet has an average of 3,500 daily foot traffic on weekdays and an average of 7,000 on weekends.

In the year 2017, VGH not only set up a new Village Grocer official Headquarter office in Sunway Nexis Kota Damansara but also opened Village Grocer outlets in MyTOWN & KL Gateway. VGH

also expanded its business by introducing Village Pantry, which offers diversified and freshest Ready-To-Eat food. This addition to its cap has marked a new episode in the VGH business.

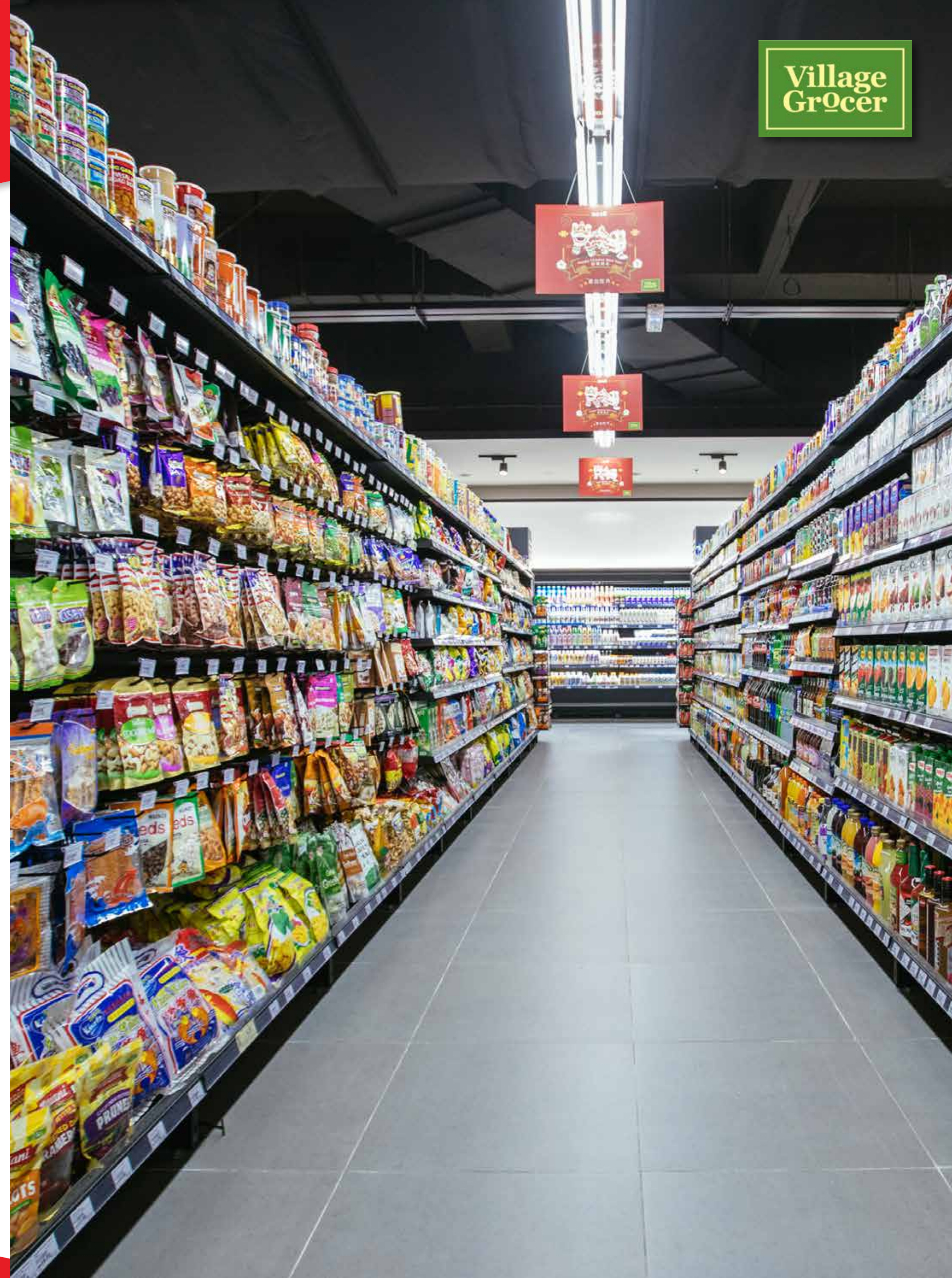
Most recently, VGH and Navis Capital jointly acquired the entire stake of grocery chain Ben's Independent Grocer Sdn Bhd (B.I.G) from The Big Group Sdn Bhd. Although both the brands will operate as independent entities, the acquirement and strategic business move is expected to further strengthen VGH's position as a leader in the premium grocery segment.

Where We Are Heading

Today, VGH is one of the top contenders in the premium supermarket chain in Malaysia, as the Company is currently moving towards a more integrated corporate structure and enjoying double-digit of annual growth, VGH targets to add 6 more outlets by the year 2017.

Moving forward, the Company will continue its pursuit of success and its aim of establishing the Village Grocer brand positioning as the leading premium supermarket chain in Malaysia and uphold its motto of "Passion to Delight" and the values of Passionate, Integrity & Excellence.

Village
Grocer



**DON'T LET YOUR BRAND
CRACK UNDER PRESSURE
PREVENTION IS BETTER THAN PRECAUTION**

...DR KKJOHAN



Publisher
Dr KKJohan

Management
YM Senator Datuk Raja Ropiaah Binti Raja Abdullah

Editor in Chief
Chew Bee Peng

Editor
Anu Venugopal

Editorial Team
Justin Chew
Ida Ibrahim
Ian Gregory Edward Masselamani
Nur'Ain MC
Nurilya Anis Rahim

Creative Manager
Ibtisam Basri

Assistant Creative Manager
Mohd Shahril Hassan

Senior Creative Designer
Mohd Zaidi Yusof

Graphic Designer
Mohd Jamy Firdaus Jaafar

Project Manager
Lau Swee Ching

Secretariat
Kalwant Kaur

The BrandLaureate Awards 2016-2017
Ninth Edition: December 2018

Published by:
BrandFirst Sdn Bhd
39 & 41, SS21/60, Damansara Utama, 47400 Petaling Jaya, Selangor
Tel: 603-77100348 Fax: 603-77100350 Email: info@thebrandlaureate.com

Printed by:
Percetakan Skyline Sdn Bhd
35 & 37, Jalan 12/32B, TSI Business Industrial Park,
Batu 6 1/2, Off Jalan Kepong, 52000 Kuala Lumpur
Tel: 03-6257 4824 / 1217 Fax: 03-6257 7525 / 1216
Email: general@skylineprintpress.com