

*"thebrandlaureate"*TM
THE AWARD FOR BRANDS & BRANDING

2014-2015

THE BRANDLAUREATE AWARDS



THE BRANDLAUREATE
AWARDS 2014-2015
B R A N D D R I V E N
IT'S THE BRAND THAT DRIVES

www.thebrandlaureate.com

TABLE OF CONTENT

03	APBF THE ASIA PACIFIC BRANDS FOUNDATION	09	MESSAGE BY THE ADVISOR OF THE ASIA PACIFIC BRANDS FOUNDATION	62	PRESIDENT'S AWARDS
04	BOARD OF GOVERNORS OF THE ASIA PACIFIC BRANDS FOUNDATION	10	MESSAGE BY THE PRESIDENT OF THE BRANDLAUREATE	80	PLATINUM BRAND AWARDS
05	INTRODUCTION THE TROPHY AND THEME RATIONAL	11	MESSAGE BY THE CEO OF THE BRANDLAUREATE	94	SIGNATURE BRAND AWARDS
06	MESSAGE BY THE HONOURABLE PRIME MINISTER OF MALAYSIA	14	BRAND LEADERSHIP AWARDS	120	CORPORATE BRANDING AWARDS
07	MESSAGE BY THE PATRON OF THE ASIA PACIFIC BRANDS FOUNDATION	34	BILLION DOLLAR BRAND AWARDS	142	PRODUCT BRANDING AWARDS
08	MESSAGE BY THE CHAIRMAN OF THE ASIA PACIFIC BRANDS FOUNDATION	50	ICONIC BRAND AWARDS	154	COUNTRY BRANDING AWARDS



THE BRANDLAUREATE
AWARDS 2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



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 BOARD OF GOVERNORS



H.E. Tun Dr. Mahathir
Mohamad
Patron



Dr KKJohan
President



Datuk Wira Jalliah Baba
Advisor



YM Raja Datuk Ropiah
Raja Abdullah
Secretary General



Chew Bee Peng
CEO



Ybhg. Tan Sri Dato' Seri
Dr Aseh Che Mat
Chairman



Tan Sri Dato' Hamad
Kama Piah bin Che
Othman



Tan Sri Dato' Sri
Dr. Teh Hong Pow



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



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



Tan Sri Dato' Seri
Darshan Singh Gill



YBhg Tan Sri Datuk
(Dr) Haji Mustapha
Kamal



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' Haji Abdul
Rahman Mohamed



Dato' Lawrence
Chan Kum Peng



Datuk Dr. (Hj)
Mohamed Mydin
Bin Md Musa



Dato' Dr. Sheikh
Muszaphar Shukor
Al Masrie



Datuk Lee
Chong Wei



Alex Yoong



Ms. Amber Chia



The World's
BEST BRANDS

BRAND DRIVEN & DRIVEN BY BRAND

"WHAT BUSINESS IS IT WITHOUT A BRAND, WHAT BRAND IS IT, IF IT IS NOT DRIVEN?"

... DR. KKJOHAN

In life, we are driven by many things, success, fame, wealth and glory and in business, the same applies. Every organization wants to be successful and be recognised as the best in their industry. With competition so intense, how are we going to do it? The answer lies in driving our brand to achieve our goals. In short, we need to be brand driven and driven by brand in all that we do.

Brand Driven & Driven by Brand is the theme of The BrandLaureate BestBrands Awards 2014-2015 organised by the Asia Pacific Brands Foundation, the world's only brands and branding foundation. It is of the view that business is all about brands and brands are all about business. Brands are the key drivers of growth for all organisations and if you do not drive your brand, your brand will be driven out of business. If you want your business to be successful, then you need to ensure that you are brand driven and driven by brand.

Large corporations in the world owe their lifeline and sustainability to their brands. Proctor & Gamble (P&G), the largest global FMCG brand is brand driven. It has a basket of strong brands that drive the business and the combined revenue of its brands runs into billions of dollars. P&G has captured the space of global consumers' minds with their brands. Every minute one of P&G brands is sold in the global market place and the success is due to its understanding that brands are P&G's most crucial business assets that must be protected and nurtured.

In business, brands sell. If you don't have a brand, you will not have an identity, an image, a positioning and brand equity. You will be just another product with no differentiation, in short a commodity. Consumers remember brands for their emotional and experiential impact. If you are not a brand, you will not be able to engage consumers then.

To be brand driven, strong and relevant branding strategies are needed to optimize on the brand's potential for growth; strategies that encompass both external and internal branding to achieve maximum brand performance.

We must remember, in the branding world, there are no compromises—the brand must be the business's top priority at all times. We must get into the soul of the brand, speak from there and deliver brand messages that appeal to the consumers and draw them in. The world is filled with brands but those that are brand driven are the only ones that have triumphed against all odds to be THE CHAMPION of all brands. Can this be said of your brand?

WHAT DRIVES YOU, WILL DRIVE YOUR BRAND TO SUCCESS



THE TROPHY

The BrandLaureate BestBrands Awards 2014-2015 trophy is a piece of art driven by the quest for excellence and perfection. Specially designed to reflect the theme of the Award, Brand Driven; Driven by Brand, the 24k gold plated trophy is refined, strong and prestigious and commands only the most deserving of recipients, the BrandLaureates.

Triumphant & Glory

The statuette which symbolizes brand excellence exudes poise and confidence. Standing tall and firm, with both fists clenched and its right hand raised towards its face, it speaks of the triumphant and glorious moments of being declared the winner in a brand driven race to become THE champion of champions. With its face looking upwards and pumped out chest, it further reaffirms the winning spirit, the sense of greatness and satisfaction of being the best amongst the best, a posture which is only possible when one has reached the pinnacle of success.

The indents on the base which the statuette stands on indicate the steps and journey taken to reach its destination. Step by step, the brand is driven with passion and commitment to achieve its vision and success.

Supremacy & Victory

The BrandLaureate emblem which graces the base of the trophy is synonymous with brand supremacy as the laurel leaves surrounding the emblem signify victory, triumph and honour. The laurel leaves are associated with prosperity and fame, which the BRANDLAUREATES truly deserve as they live and breathe their brands and drive it to be No.1.

Brimming with dynamism and power, The BrandLaureate BestBrands Awards 2014-2015 is reserved for the very few elite. Are you one of them?



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES

PM'S MESSAGE

YAB. DATO' SERI NAJIB TUN HAJI ABDUL RAZAK

PRIME MINISTER OF MALAYSIA



Let me get the wheels turning by congratulating all the winners of The BrandLaureate Awards 2014-2015. In your untiring efforts of being excellent Brand drivers, you have unswervingly put Malaysia on the map. If the borders of a nation were determined not by its geography, but rather by Brand presence; you are undoubtedly extraordinary cartographers of Brands in the virtual empire of the present globalized world!

These are untested times where the future promises challenges in new guise, and I find this year's theme, Brand Driven and Driven by Brand, to be supremely apt with the needs of this era. When it comes to Branding, action speaks louder than words and the fact that the Brand is constantly in motion is a good sign to show that not only is it very much alive, but headed somewhere as well. And being driven, you surely have a purpose and destination in mind – refining your Brands to become the essence of greatness in the present age. As you know, polished Brands will in turn help boost the nation's Economic Transformation Plan.

In being driven by Brands astride our country's ongoing quest to reach for the impossible, you have displayed praiseworthy guile and noteworthy zest. I cannot tell you how valuable the inertia of your efforts truly mean to this blessed nation; for the driving of Brands

transcends words altogether. Still, I aspire to offer you words of encouragement – press on and maintain the momentum of Branding at its premium pace as the continued driving of Brands will keep the economic currents of this land at healthy levels, benefiting Malaysia's growth and fuelling its long-term aspirations. Continue to steer the passion for Brand driving with your unshakable principles and virtues.

As Branding gyros of foresight and tremendous fiscal pull, continually drawing in foreign investments and global confidence with dynamism via Brand driving, your presence here tonight is prevalent evidence that all your earnest efforts in Brand kinetics have brought your dreams and aspirations to fruition, as you receive due recognition for your contributions to the mechanism of Brand driving; simultaneously driving the economic machinery of this land full-speed ahead to more secure grounds – granting it financial mobility and standing to better embrace the visions of tomorrow.

I applaud the Asia Pacific Brands Foundation (APBF) for rallying the quintessence of Brand drivers such as yourselves. Coming under the limelight tonight, let us speed-capture the occasion and celebrate the true force behind this country's Brand driving – you!

YAB Dato' Seri Najib Tun Haji Abdul Razak

PATRON'S MESSAGE

H.E. TUN DR. MAHATHIR MOHAMMAD

PATRON OF THE ASIA PACIFIC BRANDS FOUNDATION



This is indeed a proud time for all of us. When it comes to driving Brands, action often bears a louder testament than mere words. Aligned with this year's theme, Brand Driven and Driven by Brand, the personal drive of such leaders is the action that has the potential to alter the trajectory of the Brand's future in the long run.

By earnestly outworking the inception of your aspirations, fuelled by endearing visions, and founded on the solid ground of mission, you have earned rightful your time under the limelight at this awards ceremony, you stand here tonight, leading the way amongst the nation's cream of the crop. And your legacy for this country is historic – your path to success will lead new and future businesses on how to be driven by Brands.

The Asia Pacific Brands Foundation (APBF) is proud to have each and every one of you among its echelon of prominent Brand drivers. I beseech you to keep gearing towards better

frontiers as there is no limit to what you can accomplish for yourself, your Brand and your homeland if you channel the very best that you are into this endeavour in the spirit of being driven by Brand.

Ultimately, the Brand becomes the resilient dynamo that businesses look to for direction when they are lost along the dusty highway of uncertainty; emitting a ray of hope, simultaneously paving the way for the rest to untold success.

My sincere congratulations goes out to all the proud winners of The BrandLaureate Awards this round – you are a revving inspiration to those striving for merit and distinction! I perceive that you are being recognized not just for being outstanding individuals in person; but brilliant embodiments of achievement, success and excellence personified – marvellous and stimulating drivers of destiny!

H. E. Tun Dr. Mahathir Mohamad



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES

CHAIRMAN'S MESSAGE

YBHG. TAN SRI DATO' SERI DR ASEH CHE MAT

CHAIRMAN OF THE ASIA PACIFIC BRANDS FOUNDATION



Bravo to all the winners of The BrandLaureate 2014-2015 Awards! The Asia Pacific Brands Foundation (APBF) has done it again! My heart is always filled with awe whenever I find so many high achievers under one roof striving for a common purpose – driving excellent Brands along the trunk road of success!

In truth, we are all constantly in motion. Life itself, both for people and Brands, is, for all intents and purposes, a journey. It has often been said, "It is about the journey, not the destination". If this is indeed so, driving a Brand is all that any business of quality should be focusing on simply because: "It is about the Branding, not the destination". After all, would right Branding not get us to our desired destination in due course?

Such concerted efforts regarding driving the Brand should be ongoing, for the Brand is the sparkplug and battery of a business; functioning to both start and keep it going, particularly in the borderless environment of

the technological sphere that we live in today. The impetus of Branding must be robust enough to reach the four corners of the Earth and still possess enough juice to leave a marked impact after that.

As pulsating motion generators and seasoned drivers of Brands, you are aptly poised and have the immense potential to change the climate of branding. Being where you are today, representing your Brands as role-model Brand drivers, your Brand actions and Branding etiquette can impact the charting of Brand evolution, both locally and globally, on multiple fronts – raising the entire cog of brand-driving to the zenith of greatness!

I have well-placed faith in your remarkable capabilities as prominent Brand drivers – able to steer the machinery of Branding to new frontiers of excellence. And your Brand journey has rightfully led you here, to this very moment of recognition, grandness and stature, at The BrandLaureate 2014-2015 Awards.

Ybhg. Tan Sri Dato' Seri Dr Aseh Che Mat

ADVISOR'S MESSAGE

YBHG DATUK WIRA JALILAH BABA

ADVISOR OF THE ASIA PACIFIC BRANDS FOUNDATION



I am pleased to extend my heartfelt congratulations to all the winners of The BrandLaureate 2014-2015 Awards. You have been handpicked by the Asia Pacific Brands Foundation (APBF) which attests to you being sublime Brand drivers worthy of recognition; founded upon your extraordinary calibre, entrepreneurial stature and series of achievements.

Expounding on this year's theme, "Brand Driven and Driven by Brand", prime embodiments of Branding such as yourself are called not just to lend your support, but set new trends in Branding practices. So keep driving those Brands beyond impossible terrains – bridging and mapping out the less-travelled paths as you chart new courses for other Brand drivers to pursue.

Such an innovative and adaptable initiative will go on to weave strong emotional bonds with consumers in the marketplace, embedding your Brand in the deepest regions of their being, adding untold value to your Brand. And it certainly goes without saying that driven Brands which put customers first will surely win the hearts of patrons hands-down.

In your ongoing venture to be driven by Brands, do ensure the very best practices in order to maintain premium quality products and dependable service. To be Brand-driven means to be an exemplary Brand to begin with – standing tall as an epitomic Brand name that others look up to aspiring to emulate and become. Such powers of Brand magnetism cannot last if you, as a proponents of being driven by Brands, lack first-rate qualities such as Commitment and Perseverance.

I implore that you test the extreme limits of your Brands in the global playing field. The very threshold of your Brands ought to be pitted against the finest in the world. As the strength of metal is tested by fire, so too shall driven Brands rise up to fame and acclaim in the international domain, revealing their true quality as they transform into a universal phenomenon.

Let me hit the brakes now by congratulating you once more. The APBF is deeply honoured to have you here amongst its crème de la crème. This night is truly for you.

YBhg Datuk Wira Jalilah Baba



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES

PRESIDENT'S MESSAGE

DR KK JOHAN

PRESIDENT OF THE BRANDLAUREATE



With the fast-growing need for energy efficiency and fuel conservation, the world continually seeks out new forms of efficient energy. In this race for sublime power, the ultimate archetype would be a source of energy that surpasses pure electricity channelled through lightweight super-conductors: perpetual energy – energy that can run itself and at the same time create more power just like it, never dwindling, never changing form, never lessening in degree of force, never losing its potent quality or vibrant essence.

Such is the engine that propels and gives speed to this year's theme: Brand Driven and Driven by Brand! To own a vehicle is one thing; but to have the means to drive it, for instance skill, power, ability, talent or resources, is another. In the same way, to run a business is one thing, but to have a Brand turbo-mounted to said business is an entirely different machination altogether; for the business cannot drive itself; but the Brand is able to masterfully impel the business to unfathomable heights over unimaginable distances at remarkable speeds! It is high time to rev up your 'Branding Engines' and put the pedal to the metal!

A business automatically 'accelerates' when the Brand which backs it is widely known, well-accepted, respected and appreciated by peers, rivals and patrons alike. In the realm of Brands and Branding, the sweetest and ultimate dream of the dream cruiser would be to become "The Brand that people cannot simply do without".

When a Brand is driven, and driven right, it will reach a specific point where it 'drives' itself! And then there's no stopping it; there's no turning back – for the Brand then 'drifts' onto the superhighway of champions, accelerating for the stars!

Bold Strategies keep the Brand running in tiptop condition. Vision is the GPS that will point the vehicle of Branding in the right direction – to exert your Brand supremacy as a timeless trademark in the 'Hallowed Halls of Branding'. Persistence will see the Brand through from the Pole Position till the Finish Line. By being here tonight, you have definitely completed the race triumphantly, with your glorious 'racing cup', the TBL Trophy, being a sure sign of victory! Still, keep your engines warm and running – for the grand race of Brand-driving is never really over!

Dr. KKJohan

CEO'S MESSAGE

CHEW BEE PENG

CEO OF THE BRANDLAUREATE



When it comes to driving a vehicle, a necessary everyday activity which puts one's very life on the line, I have always personally emphasized on safety above all. In the same vein, when it comes to running a business, the standard of protection is no different. For in the journey of commerce, the 'seat belt', 'air bag', 'braking' and 'shatterproof safety glass' technologies lie in Brand Security. And nothing depicts Brand Security better than being Brand-driven!

Once a business is Brand-driven, you can breathe easier knowing that it is undoubtedly travelling on the right path. Such a venture is surely in for the long haul, hard-wired to make no wrong turns along the way. For a business driven by Brand has its own engine and thrust – able to cradle the company safely in premium bucket seats onto the tracks of success. Being Brand-driven ensures the activation of a security feature that has no expiry date, nor will it become outdated; for a well-Branded business has greater reach, steadier grounding and a more solid grip in the hearts and minds of consumers.

I implore all businesses to retrofit themselves with the best that state-of-the-art Branding can offer. For the world is more connected today and being Brand-driven can help your business reach corners of the globe that could never be touched before. Where the instrument of Branding seemed to run on manual once upon a time, today the Brand vehicle runs on automatic. Everyone should hop on the bandwagon of Branding and go where no Brand has gone before!

I take great comfort in the fact that so many of you here tonight favour Brand security in your business endeavours – otherwise you would not be present here amidst the kaleidoscopic elites of industries to begin with! Continue to put safety and security first by enveloping your businesses in the impact-absorbent yet impactful driving of Brands.

Congratulations on being acknowledged and honoured as remarkable Brand-driven Brands powered by Brand drivers par excellence!

Chew Bee Peng

**“AS DRIVERS OF BRANDS
YOU HAVE THE POTENTIAL TO CHANGE THE CLIMATE OF BRANDING,
CHART THE BRAND EVOLUTION
AND RAISE IT TO THE ZENITH OF GREATNESS”**

...DR KKJOHAN



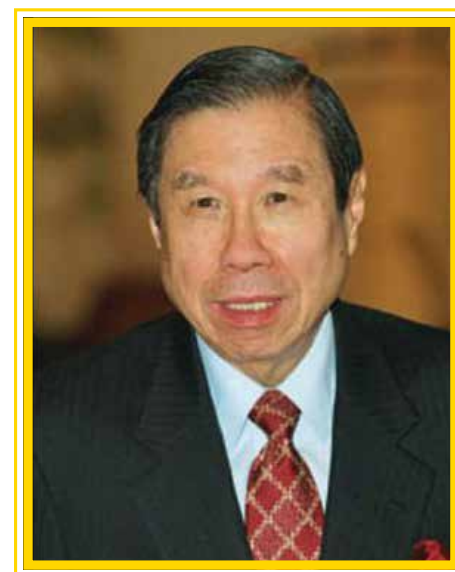
**THE BRANDLAUREATE
BRAND LEADERSHIP AWARDS
2014-2015**



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BRAND LEADERSHIP AWARD 2014-2015 CHAIRMAN OF THE YEAR



YBHG TAN SRI DATO' DR. KHOO KAY PENG

Chairman And Chief Executive
Malayan United Industries Berhad (MUI)

successfully transformed an unknown struggling manufacturer of toothbrushes and carton boxes, i.e. Malayan United Industries Berhad (MUI) into a dynamic, multi-industry group within seven years. Appointed as Director of MUI in 1971, he took over the helm as Chairman and Chief Executive in 1980. Under his progressive leadership, MUI leapt to the forefront of many major industries including banking, finance, cement, sugar, insurance, hotels, properties, retailing and trading. The Group's international operations span Asia Pacific, the United States of America (USA), the United Kingdom (UK), and Continental Europe.

As Chairman and Chief Executive, he is a strong advocate of the doctrine of moral accountability of the company in the conduct of its affairs and, expects the highest degree of integrity from all staff. This is reflected in the Group's corporate philosophy, 'Strong, Efficient and Trustworthy', which continues to guide the Group's business practices and code of corporate governance till today.

Tan Sri Dato' Dr Khoo's foresight and strong leadership in the diversification of the MUI Group's businesses locally and globally over the last 50 years cannot be understated. MUI is well-established in the retailing industry; owning 'Laura Ashley' an iconic British brand, and 'Metrojaya' a home-grown chain of departmental stores.

It also owns and operates a chain of hotels in Malaysia and the United Kingdom (UK) under the 'Corus' banner. In Malaysia, it has Corus Hotel Kuala Lumpur and Corus Paradise Resort Port Dickson. The Group's other hotels are located across the UK, with its flagship property, ensconced in the prestigious Hyde Park in London.

MUI's other major interests include the Network Foods Group which manufactures and distributes chocolate confectionery worldwide. The Group continues to develop Bandar Springhill, an

integrated township in Port Dickson, Negeri Sembilan.

For his contributions to nation building and developing successful businesses in the region and beyond, Tan Sri Dato' Dr Khoo was conferred the Darjah Mahkota Johor Yang Amat Mulia (DPMJ) which carries the title 'Dato' [1975] and the Darjah Yang Mulia Setia Mahkota Malaysia (PSM) [1986] which carries the title 'Tan Sri' from the Government.

Tan Sri Dato' Dr Khoo's prominence and contributions are also recognised by foreign institutions and governments. In 1985, he was awarded 'Manager of the Year' Award by the Harvard Business School Alumni Club of Malaysia and Entrepreneur of the Year Award 2013 by the Asian Institute of Management in conjunction with the Association of Banks, Malaysia. He was awarded a medal by the United States Commission on International Religious Freedom, a Commission established by the United States Congress.

Separately, Tan Sri Dato' Dr Khoo has been conferred three Honorary Doctorate Degrees by Curtin University of Technology, Perth, Australia [1993], Northwest University, Kirkland, United States [2000] and UCSI University, Malaysia [2011].

In recent years, Tan Sri Dato' Dr Khoo has been awarded several Lifetime Achievement Awards by the Asian Strategy & Leadership Institute in 2012, Enterprise Asia in 2013 and was conferred with the BrandLaureate Premier Brand ICON Leadership Award.

Despite his busy schedule, Tan Sri Dato' Dr Khoo, a devout Christian, maintains an active involvement in Christian work, welfare, culture and the arts. He is presently a trustee of the Regent University, Virginia, USA, and a board member of Northwest University, Kirkland, USA (both Christian Universities) and, an active Member of various Christian churches.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BRAND LEADERSHIP AWARD 2014-2015 MAN OF THE YEAR



YBHG PROFESSOR EMERITUS TAN SRI DATO' SRI PADUKA DR. LIM KOK WING
Founder & President
LimKokWing University of Creative Technology



Living the Brand

Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing is Malaysia's brand legend and has stamped his legacy in Brand Malaysia through his creativity and innovative leadership. The man behind many of Malaysia's country branding campaigns, he has created meaningful stories in his own style and manner that engages the public and moves mindset. His creative branding strategies have also been sought after by international countries and he is the man behind South Africa's first democratic elections in 1994 which resulted in a victory for the late Nelson Mandela.

He breathes creativity and innovation that is part of his DNA. He has been honoured as the Father of Creativity and Innovation by the Ministry of Science, Technology and Innovation, Royal Ambassador of Creativity and Innovation by the Sultan of Pahang

and International Goodwill Ambassador by the Prime Minister's Office.

Realising Dreams

Tan Sri Lim is a visionary who will go forth to ensure that his dreams and goals are realized. When he was 29 years old, he set up Wings Creativity Consultant, an advertising firm. It was a bold move as during the 1970s, the advertising industry was ruled by the international agencies. It was considered bold for a Malaysian to even consider challenging the multinationals, but challenge did he, and his business grew to become a global enterprise through a merger with the third largest communication network in the world. He then sold of his shares and ventured into the education sector, where he could further established his footprint and legacy by grooming the younger generation to excel in the field of creativity and become future leaders.

Tan Sri Lim is the Founder of Malaysia's first creative technology university, Limkokwing University of Creative Technology which he founded in 1991. The main campus situated in Putrajaya, the administrative capital of Malaysia has 13 other campuses spread across 3 continents, which is a feat unmatched by any Malaysian universities or for that matter from the West. Limkokwing University is home to more than 30,000 students from 160 countries and the graduates bring with them creative skills and technology that assist business to respond and meet the challenging demands of the global economy.

A Mover of Mindsets

Tan Sri Lim's involvement with Brand Malaysia's campaign started during the 1970s when Tun

Abdul Razak, then the second Prime Minister of Malaysia needed a communications strategist to explain the features of the New Economic Policy to all Malaysians. The twenty something Limkokwing was given this important task and he came up with Pesta Pembangunan, a landmark exhibition to explain the NEP to all Malaysians.

From then onwards, Tan Sri Lim was involved in numerous campaigns such as the successful *Rakan Muda* (Young Friends), anti-smoking campaign called *Tak Nak* (Say No), a Global Youth HIV/AIDs prevention campaign with the United Nations Development Programme amongst others.

Tan Sri Lim is also the creator of the inspiring *Malaysia Boleh* (Malaysia Can) tagline and the design of the tiger – striped jerseys used by Malaysian athletes. This is to reflect the fighting spirit of the athletes who are known as Malaysian tigers.

Major international campaigns included *Malaysia Inc.* (a publication to promote Malaysia as a business-friendly nation), *Made in Malaysia* for the World to promote high quality Malaysian products and *Hidden Agenda: In the Eyes of the Tiger* which was published to counter the Western media's report on the 1997/98 Asian Financial Crisis.

Tan Sri Lim is one who never rests on his laurels of success and constantly pushes the envelope to ensure that Limkokwing University and his other causes deliver the best solutions and experiences to its intended audience.

OF THE YEAR



Ybhg Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing was represented by Dato' Tiffany Lim during the Award's Dinner



THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BRAND LEADERSHIP AWARD 2014-2015 PHILANTHROPIST OF THE YEAR



YBHG TAN SRI DATO' SRI LEONG HOY KUM

Group Managing Director & Chief Executive Officer
Mah Sing Berhad



to deliver the best to its customers, Mah Sing benchmarks its performance to international standards and in the process become a world class developer that makes Malaysia proud.

While achieving good track records and being successful is important for Tan Sri Leong, being a responsible corporation and caring for the community are equally important attributes. A philanthropist at heart, he started the Mah Sing Foundation in 2005 as part of Mah Sing's corporate social responsibility initiative to give back to the community and provide relief for those in aid of need.

The Mah Sing Foundation

As a caring corporate citizen, Mah Sing's principle in doing business has always been to give back to the community and its commitment towards CSR has always been deeply embedded in its corporate philosophy. Hence, the Mah Sing Foundation, which is the brain child of Tan Sri Leong was established as a charitable trust to consolidate the Group's CSR activities and make it more effective and impactful in benefitting the needy.

The cornerstone of the Foundation is to receive and administer funds specifically for medical, educational and charitable purposes besides being tasked to raise funds via annual fund raising activities and events.

Since its establishment in 2005, the Foundation has assisted many NGOs, schools and less fortunate individuals to overcome their challenges and have better quality of lives. In its recent charity run, RM1.28 million was raised to boost awareness for autistic children and in 2014, a charity dinner was

organized where funds raised were distributed to various NGOs.

Tan Sri Leong is deeply involved in the organising of these CSR events and is ever willing to take part in any activities or challenges to raise funds for the Foundation. In good spirit, he responded to the famous Ice Bucket Challenge for Amyotrophic Lateral Sclerosis or Lou Gehrig's Disease, where participants were doused with buckets of ice to raise funds. Gamely accepting the challenge, Tan Sri Leong then posed the challenge to his staff to get drench for a good cause. For each contribution of RM20, the Foundation generously offered to top up to RM100 and the funds were channeled to the Cerebral Palsy Children's Association of Penang.

The contributions of Mah Sing Foundation have not only provided aid for those in need but also enriched the community and promoted unity amongst all Malaysians.

A Caring Leader

Tan Sri Leong's philosophy of creating win-win scenarios is extended to the company and its employees. In recognizing that the staff is the backbone of the company, Tan Sri Leong is often on the ground, engaging them and building strong team spirit and unity amongst the staff.

Mah Sing takes the development and welfare of its staff seriously and each individual is given the opportunity to grow and build a career with the company. A conducive work environment and strong brand culture have helped the brand to achieve great success and not forgetting the caring leadership of the captain of the ship, Tan Sri Leong Hoy Kum.



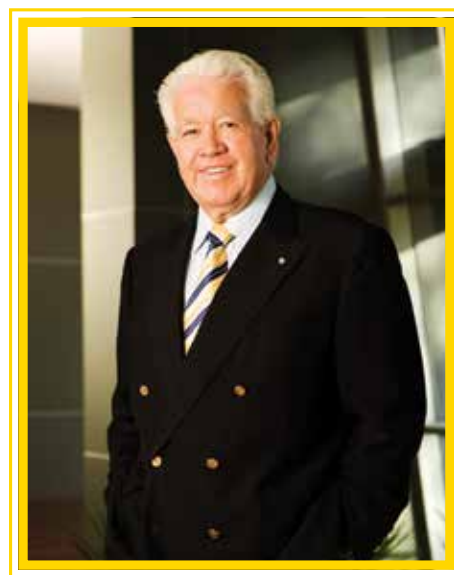
YBhg Tan Sri Dato' Sri Leong Hoy Kum was represented by Mr Ng Chai Yong during the Award's Dinner



THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BRAND LEADERSHIP AWARD 2014-2015 NUTRACEUTICAL MAN OF THE YEAR



MR MARCUS C. BLACKMORE AM, ND, MAICD

Chairman
Blackmores Limited



A Natural Leader Orbiting a Pre-destiny

Born in Queensland in 1945, Marcus Blackmore went to the Church of England Grammar School in Brisbane. His father, Maurice, was a pioneer in naturopathy treatment and teaching in Australia, with clinics in the state of Queensland.

Even at a young age, Marcus was involved with his father's alternative medicine practice. Like many sons and fathers, there was friction between the two. In fact, Marcus was fired by his employer-father three times – but was always asked to rejoin the company after each termination – proving that blood is always thicker than water.

Initially, Marcus declined his father's offer, wanting to do something for himself. As a fan of ferries and boats, he managed to get a job in a boatyard,

cleaning the bottom of boats, before joining the Australian Army, from 1969 to 1971. Armed with the ranking of 2nd Lieutenant, he served in Vietnam and worked in a pharmaceutical company before joining Blackmores for good.

He started on a Science Degree at Queensland University, but opted to drop out after one year. Still, he never strayed too far from his father footsteps. Marcus returned to studies in Naturopathy and obtained a Naturopathic Diploma from the NSW College of Naturopathic Sciences.

Marcus is currently the Chairman of Blackmores Ltd., a public company with over 800 staff in Australia, New Zealand and Asia. He is also the Director and Past Chairman of the Young Endeavour Youth Scheme, Honorary Trustee of the Committee for the Economic Development of Australia, Vice Chair of the Defence Reserves Support Council and an Honorary Fellow of the Heart Research Institute. This remarkable second-gen naturopath has served on the Blackmores Board since October 1973.

The 'Medicine Man'

Marcus and his father are no strangers to unique challenges, as they have led the natural health market in Australia. In the recent years, there has been opposition to alternative medicine as it is often deemed unproven – despite Marcus' belief that there are thousands of trials in complementary medicine, if only one looks for them. In his view, it is the contemporary consumer movement of gaining knowledge of natural medicine that has driven the complementary medicine industry forward.

Widely known as the 'Medicine Man' by the Australian media, Marcus' dedication to the family business and passion to innovate is reflected in the growth of the company and his own position as the market leader in the naturopathic field. His management style has been described as a 'benevolent dictator'; for he encourages his managers to highlight positive elements as opposed to negative ones done by staff.

Holistic Service to the Community

For Marcus, his mentor has always been his father. The man who taught his philosophical values, bequeathed him his personal wealth and revolutionized the complementary medicine industry in Asia Pacific also imparted upon Marcus his own philosophy of complementary medicine – not to fight nature because it is there to help us.

For many years, Marcus has been involved with many charitable and business organizations and has received many awards for his contribution to industry and the community. He was made a Member of the Order of Australia in 1998 and an Honorary Doctor of Southern Cross University in 2006, for being in the forefront of complementary medicine industry in Australia.

No stranger to awards, Marcus became a Member of the General Division of the Order of Australia (AM) in 1998 for service to business, industry and the community, received the *National Australia Day Council Citizen of the Year for Community Service* in 1994, *RiverCare 2000 Gold Award* in 1995 by NSW Department of Land and Water Conservation and was Inducted into *ATMS Hall of Fame* in September 2011.





BRAND LEADERSHIP AWARD 2014-2015 UTILITY MAN OF THE YEAR



YBHG TAN SRI ROZALI ISMAIL

Executive Chairman
Puncak Niaga Holdings Berhad



Evolving from Law to Property

Tan Sri Rozali graduated with a Law Degree from Universiti Malaya in 1981. He started off his career as a Legal Advisor for the Urban Development Authority (UDA) before joining Bank Islam (M) Berhad in 1983.

Collaborating with a few of the bank's pioneer staff, Tan Sri Rozali conceived the concept of the first institution of Islamic banking in the country. In 1987, he started his first company, his own legal practice as an Advocate and Solicitor, specializing in corporate, property and banking operations.

In 1989, Tan Sri Rozali set up a family-owned company and embarked into property development sector with involvement in several development projects in the Klang Valley, Kuantan and Johor. Under the banner of Puncak Alam Housing Sdn. Bhd., Tan Sri Rozali developed a new township known as Bandar Baru Puncak Alam.

In the same year, the family-owned establishment ventured into the utility sector, under his leadership. Tan Sri Rozali's expertise in various fields led him to be entrusted to manage the water treatment plants for the state of Selangor and Federal Territory of Kuala Lumpur through Puncak Niaga Sdn Bhd (PNSB).

The success of the company saw Puncak Niaga Holdings Berhad (PNHB) incorporated in January 1997, as the holding company of PNSB, and it was listed on the Main Board of Bursa Malaysia Securities in July the same year. Tan Sri Rozali Ismail is the substantial shareholder of PNHB and was appointed by the Board in April 1997.

Recognized for Spectacular Contributions

A role model for aspiring entrepreneurs, his rise from a SME business entrepreneur to Chief Executive Officer of a large listed company is admired by many. Tan Sri Rozali's numerous contributions to Malaysia's water industry has seen him bestowed many awards; including the SME Platinum Award 2007 by the SMI Association of Malaysia for his entrepreneurship, leadership and achievements.

Tan Sri Rozali is a member of various influential governmental and non-governmental associations; including Malaysian Industry-Government Group for High Technology (MIGHT), Malaysian-British Business Council, Malaysia-Russia Business Council, Malaysia India Business Council (MIBC), Commonwealth Partnership for Technology Management, FELDA Community Social Development Committee, Yayasan Budi Penyayang Malaysia and Malaysian Institute of Management (MIM).

With an array of expertise, Tan Sri Rozali was also an Advisor to IMM, President of the Malay Chamber of Commerce for the State of Selangor, Pro-Chancellor of Universiti Putra Malaysia (July 2007-June 2015), Governor for Malaysia of Asia Pacific Marketing Federation (APMF) Foundation, Advisor of Gabungan Persatuan Usahawan Melayu Selangor/Wilayah Persekutuan (2005-2008) and Advisor of Persatuan Bola Sepak Melayu Malaysia (PBSMM).

A Symbol of Untold Inspiration

Tan Sri Rozali's many achievements saw him conferred with the Jaksa Pendamai in conjunction with the 72nd birthday of the Yang di-Pertua Negeri Melaka, on 9 October 2010.

His success and manifold contributions to the community inspire the younger generation to follow such entrepreneurship dreams. His untold dedication to the property sector earned him a Fellowship Award by the Institute of Marketing Malaysia (IMM), for his invaluable contributions to promote the growth and development of the Malaysian property market, in 2001.

Tan Sri Rozali's efforts in advocating management excellence and good practices in the Malaysian water and wastewater industry saw him being selected as recipient of the Asia Water Management Excellence Award 2002 – Individual Award Category, an Asian level award, by the Regional Institute of Environmental Technology, on 26 March 2002.

He was also selected as a Top 10 Nominee for the Ernst & Young Entrepreneur Of The Year – Malaysia (both in 2002 and 2003) in the Master Entrepreneur Category Award – in recognition of his outstanding entrepreneurship and leadership skills.



Ybhg Tan Sri Rozali Ismail was represented by Mr Azlan Shah bin Tan Sri Rozali Ismail during the Award's Dinner



BRAND LEADERSHIP AWARD 2014-2015 FMCG MAN OF THE YEAR



MR. KUEK BAK HENG

Senior Executive Director
Lam Soon Edible Oils Sdn Bhd



A Marketer at Heart

Kuek Bak Heng is a qualified chemist but is best-known as a true-blue marketer. Joining Lam Soon's Marketing Division in 1976, he was soon recognized by the Managing Director, Whang Tar Liang, when he headed the Penang branch in 1982. Selected to be the company's Marketing Director in 1995, he started working on developing campaigns for the award-winning Knife brand. He gave Lam Soon's popular and iconic print and broadcast campaigns a touch of youthful energy and soul.

In his role as Marketing Director, Kuek spearheaded deep-dive and hands-on market research and consumer behaviour studies; even before it was norm to conduct focus groups and brand surveys. He had an in-depth understanding of target consumers – knowing what the consumers wanted. The practice

of focusing on the consumers' preferred choices in product quality, packaging & design innovation, brand positioning and brand communication, saw Lam Soon gaining recognition for the company's success.

Kuek climbed the company's corporate ladder, thanks to his innovative brand management strategies. With his efforts to develop the company, it is no surprise that in 2006, he was appointed as the Executive Director (Marketing & Sales) and joined the company's Board of Directors.

Although he took a wider management role, his passion for brand building remained strong. Eight years later, Kuek was promoted to Senior Executive Director, and his role was to assist the Executive Chairman in strategic matters and succession planning.

Paving the Success for Lam Soon

The Brand Champion has equally been instrumental in bringing success of younger brands in the group's diverse portfolios of brands such as Naturel, Antabax and many more.

Though Lam Soon is known for cooking oil brands like Knife, Cap Buruh and Naturel, Kuek was the one responsible for diversifying the company – adding a list of FMCG product categories such as personal wash (featuring Antabax). As a trusted medicated brand that offers a complete range of antibacterial products – from bar soap, shower cream, hand soap, hand sanitizer and cleaning wipes – the brand is well known for being an active advocate of a healthy and hygienic lifestyle.

Dermatologically tested to be gentle on the skin,

the formulation of Antabax comes with additional essences and special ingredients; including anti-oxidants and anti-inflammatory properties of Vitamin C and Vitamin E, as well as cell-rejuvenating effects of essential Vitamin B Complex (B3, B5 & B6).

Leading the Brand into the Era of Greatness

Kuek also managed to build leadership in the market in its own standings. Among his successful endeavours was in 2012, when he created history for the company revenue when it exceeded RM1 billion – and growing year on year since then.

Admitting that branding remains his first love, Kuek is happy to note how the brands he worked on have developed and nurtured in Lam Soon – as well as the many brand leaders it has produced.

The marketer at heart believes that all marketers should 'capture the Zeitgeist' – so that companies can seamlessly connect the market, consumers and products around the brand. He is pleased that said branding methodology is still practised in Lam Soon.

In 2014, Lam Soon's sales growth in the FMCG industry grew, despite competition and a weak consumer sentiment. The company's diversified product portfolio and multi-brand strategy has given the company an edge in the market; with the brands Naturel and Antabax creating new achievements last year. In two years, Naturel has become the 'No. 1 Olive Oil Brand' in the segment, while Antabax continues to make inroads in the Medicated Personal Wash segment. The brand is appreciative of its patrons who have continued to support the company via its different brands.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BRAND LEADERSHIP AWARD 2014-2015 CORPORATE LEADER OF THE YEAR



YBHG TAN SRI ISMAIL BIN ADAM

Group Chairman
Prasarana Malaysia Bhd

Four years later, he was appointed the Secretary-General of the Ministry of Health and in June 2005, became the Director-General of the Public Services Malaysia. Tan Sri Ismail retired from civil service on 30 June 2010.

Tan Sri Ismail began his education with a Bachelor of Arts in Economics from the University of Malaya, in 1972, before continuing with a Post-Baccalaureate Diploma in Public Administration from University of Malaya three years later. He received an M.A. in Economics from Vanderbilt University, USA, in 1979; and also completed the Advance Management Program from Harvard Business School, USA, in 2002.

Public Service Contributions

Tan Sri Ismail's career in service saw him make many contributions to the country's public policy. He was instrumental in the development of the New Remuneration System in 1992, as well as the Malaysian Remuneration System (MRS) in 2002.

Through the programme implementations in the MRS, Tan Sri Ismail brought about many improvements to various schemes of service, pre-service and in-service training, performance evaluation mechanisms, competency upgrading and the continued welfare of pensioners and dependents.

In his capacity as Director-General of Public Service Malaysia, he encouraged a high-performance culture within the public service sector. Tan Sri Ismail headed many initiatives; including accelerated career development, implementation of key performance indicators (KPIs) for those working at higher levels of the public service.

He also led the way for the Balanced Scorecard System at the Public Service Department of Public Service (Development) in July 2000. Malaysia – ensuring a strategic direction for the

transformation of human resource management, development of the Human Resource Management Information System, and its roll-out across the public service. During his service, Tan Sri Ismail was a firm advocate of strategic thinking, based on the principle of high-thinking and high-doing.

A Fellow of the Asian Productivity Organization (APO), Tan Sri Ismail has provided many organizations with his expertise in policy development and implementation; while sitting on several boards himself. These include the Employees Provident Fund Board, Retirement Fund Incorporated Board, Malaysia Qualifying Agency Board and the Inland Revenue Board.

A Man of Many Talents

Tan Sri Ismail is firm believer of evolving public service to face a changing environment caused by economic, social, technological and competitive pressures. Thus, he was the ideal candidate for the position of Deputy Chairman of the Special Commission on Transformation of the Malaysian Civil Service – appointed in 2012.

A member of the Council of the Royal Court of Selangor, he joined the Hay Group (Malaysia) in July 2010 as an Advisor. He also sits on the board of Bank Islam Holdings Berhad, Westports Holdings Berhad and Malaysia Pharmaceutical Industries Berhad; and has been Chairman of Prasarana Malaysia Berhad since 2011.

The public service advocate was appointed as the Deputy Chairman of the Special Commission on Transformation of the Malaysian Civil Service in 2012. His passion for public service is also reflected in the book he authored, titled, *Outcome-Based Public Service Delivery*, which provides a simple and deep conceptual framework of the implementation of an outcome-based approach to public management.



Priceless Service to the People

Tan Sri Ismail Adam is a well known personality in landscaping of Malaysia's civil service industry. He started off his 38 years in the civil service joining Administrative and Diplomatic Service (ADS) Malaysia in 1972 as an Assistant Director at the then Ministry of Trade and Industry.

Three years later, Tan Sri Ismail moved on to the National Institute of Public Administration (INTAN) as a Senior Project Officer. In 1986, he was posted to Statistics Department Malaysia, taking on the position as Chief Administrative Officer.

In 1990, Tan Sri Ismail was appointed the Head of Planning Unit of the Public Service Department (PSD) before becoming the Deputy Director General at the then National Productivity Corporation (now known as the Malaysian Productivity Corporation) two years later.

His return to the Public Service Department saw him take on the role as Deputy Director-General of Public Service (Development) in July 2000.



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BRAND LEADERSHIP AWARD 2014-2015 ENTREPRENEUR OF THE YEAR



YBHG DATO' LIM KUANG SIA

Managing Director & Executive Officer
Kossan Rubber Industries Bhd

subject saw him pursue a Diploma in Chemical Engineering from the University of London as well as a Masters from Imperial College London.

Returning to Malaysia in 1977, he joined a small company as a Research-and-Development Chemist. Dato' Lim also went on to marry Chow Cheng Moey, also a Chemical Engineer. Two years later, he founded Kossan Rubber – a company that produced parts for boats initially – before going into rubber gloves manufacturing.

Today, Dato' Lim is one of the wealthiest people in the country and Kossan is among the country's largest manufacturers, with its footprints entrenched in the global market for gloves – having products sold in 160 countries. Still, for the Engineer at heart, it is all about applying his technical skills in order to make things work better.

Synthesizing a Challenge to Produce Success

Kossan Rubber has made its titan mark as the world's largest manufacturer of latex disposable gloves and is the largest manufacturer for technical rubber products in Malaysia – exploding with the vision and dedication of Dato' Lim. This stems from his focus on products and service quality, effective R&D and sustainable growth in business.

Dato' Lim believes that one of the toughest challenges of operating a business is expansion to embrace new growth – which is mostly due to financial constraints; with the type of product manufactured being a factor as well.

No stranger to both facing challenges and taking opportunities, Dato' Lim took the plunge to explore

an untapped market and produce a new product in the 1980's. When the AIDS pandemic hit, the demand for disposable latex gloves in healthcare escalated. Malaysia, the world's biggest rubber producer then, had the advantage – and Dato' Lim took the chance and decided it was time to manufacture gloves. In 1988, Kossan sent off its first batch of 10 million gloves to the US.

However, soon after the demand declined and many plants closed down. The company even closed down its glove division. In 1989, Dato' Lim realized that the demand for gloves was still prevalent in the healthcare industry and Kossan went back to manufacturing gloves. The rest, as they say, is history...

His Passion Recognized

Dato' Lim also sits on the boards of several private companies – including being a Member of the Board of Trustees of the Malaysian Rubber Export Promotion Council (MREPC) and Vice-President of the Klang Chinese Chamber of Commerce and Industry (KCCCI).

Passionate about education and public welfare, Dato' Lim holds the Board Member position for many private schools and he is also the President of The Teochew Association Klang and Coast.

His success in business has certainly been recognized; being selected as the Top 5 Nominees for Malaysia's Entrepreneur of the Year 2005 by Ernst & Young. He was also a recipient of the Tan Sri Datuk Amar Stephen KT Yong Award by Institute Kimia Malaysia in 2013.



An Islander Who Dared to Dream

An island son of Pulau Ketam, Dato' Lim Kuang Sia was one who always dreamt big. Growing up among 11 siblings, he was asked to embrace the family tradition at the age of 13 – going out to sea and bringing home the day's catch. While his father and grandfather never stepped out of the village, Dato' Lim had great plans to explore the world.

After three years, he made an escape from the island and was enrolled in a high school in Kuala Lumpur – where he discovered an interest in science. A motivated student, Dato' Lim was a voracious reader who went all out to excel in school. His efforts saw him continue his studies at Singapore's Nanyang Technological University, where he majored in Chemistry. His love for the



BRAND LEADERSHIP AWARD 2014-2015 CEO OF THE YEAR



YBHG DATO KOH YAW HUI

Director and Chief Executive Officer
Great Eastern Life Assurance (Malaysia) Bhd



Scholar and CEO Extraordinaire

After obtaining his Bachelor of Social Science (Hons) in Economics from Universiti Sains Malaysia, Dato Koh Yaw Hui began his career in the Public Works Department (PWD) of Sarawak. He was also a government scholar of Sarawak.

Upon completion of his civil service, Dato Koh was attached to a leading petroleum company for the next twelve years before joining the ranks of Great Eastern Life in 2002. Recognised for his leadership potential, he was tasked with heading the Agency Management as the Senior Vice-President. At the end of his five year tenure in 2007, he was appointed as Deputy Chief Executive Officer, which ultimately led to his appointment as the company's Chief Executive Officer (CEO) the following year.

Dato Koh also serves on the Board of several companies including Life Insurance Association of Malaysia, The Malaysian Insurance Institute and Malaysian Reinsurance Group Berhad. At present, he is also the Director of Great Eastern Life Assurance (Malaysia) Berhad, Overseas Assurance Corporation

(Malaysia) Berhad and Great Eastern Takaful Berhad. He is also a certified Registered Financial Planner, Shariah Registered Financial Planner and a Fellow of Life Management Institute, USA.

In 2011, he was conferred the award, Panglima Setia Bintang Sarawak (PSBS) which carries the title "Dato" by Tuan Yang Terutama Di-Pertua Negeri Sarawak, Tun Datuk Patinggi Abang Haji Muhammad Salahuddin. The award is presented to those who rendered exceptional and meritorious service or deeds to the State of Sarawak, the government and the people.

As a testament to his exemplary leadership, Dato Koh has received numerous awards and recognition throughout his tenure. Some of the latest outstanding awards won by him include the Outstanding Entrepreneurship Award at the Asia Pacific Entrepreneurship Awards as acknowledgement for his entrepreneurial prowess. This instance would be repeated when he was awarded the Asia Entrepreneur of the Year – Entrepreneurial Spirit Award at Malaysia Power Brand Awards in 2014. Dato Koh has also gained international prominence

to be the first Malaysian CEO in the life insurance industry to receive the 2011 Chinese Top 10 Economic Talents Awards in Beijing, China.

Holistically Caring for the Health of Others

Dato Koh is immensely privileged to lead Great Eastern Life, the largest and most established life insurance company in Malaysia with RM66.9 billion in assets, over 3.0 million policies in force and a network of 17,000 agents nationwide as 31 Dec 2014, for more than a decade.

In 2012, the company took a bold new direction in putting its customers at the heart of the entire organization. The new customer-centric approach is embodied in the aspiration to take the brand beyond

the normal scope of life insurance protection. The bold declaration as a LIFE company led to the introduction of the Live Great Programme, the first integrated health and wellness programme by an insurance company. The programme comprises of five components, which are wellness tools, mobile apps, workshops, and events as well as exclusive health and wellness privileges from 1,500 partners' outlets in the region. The Live Great Programme aims to encourage and help Great Eastern Life customers turn their health aspirations into action by equipping and rewarding them for living healthier and better.

Personal Challenges and Achievements

Dato Koh admits that the commitment to a healthier lifestyle is not without its initial struggles. A family vacation in 2013 was a turning point in resolving to live healthier and better, not only for himself but for his family and loved ones.

With hard work and perseverance, Dato Koh underwent a dramatic transformation and lost an impressive 30 kilograms. As the ambassador of a company championing healthy living, his newly gained physique was certainly inspirational. When asked how he balances his fitness regime, family and career, Dato Koh stresses on time management as the key. For example, he schedules meetings in the morning and evening leaving him with two hours of his lunchtime where he will head to the gym for a routine workout. On weekends, he would go to the nearby gym early in the morning so that he can spend the rest of the day with his family.

Dato Koh firmly believes that the power to make small changes towards a healthier lifestyle lies in all of us. He reaffirms the saying of, "You do not have to be great to start, but you have to start to be great." He hopes to continue to inspire Malaysians to make small changes in their lifestyles as they strive towards a more fulfilling, healthy life and Live Great.



**“WHEN A BRAND IS DRIVEN & DRIVEN RIGHT
IT WILL REACH A POINT WHERE IT “DRIVES” ITSELF.
THEN, THERE IS NO STOPPING IT
NO TURNING BACK AS THE BRAND
THEN DRIFTS ONTO THE SUPERHIGHWAY OF CHAMPIONS
ACCELERATING FOR THE STARS! ”**

...DR KKJOHAN



**THE BRANDLAUREATE
BILLION DOLLAR
BRAND AWARDS 2014-2015**



THE BRAND LAUREATE AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BILLION DOLLAR BRAND AWARD 2014-2015 GREAT EASTERN LIFE ASSURANCE BERHAD

The Billion Dollar Brand Giant

Certified by The Malaysia Book of Records in 1998 as "The Oldest and Largest Life Insurer" in Malaysia, Great Eastern Life began its operations in 1908 as a branch office of The Great Eastern Life Assurance Company Limited. Its Malaysian operations began when business activities were subsequently transferred to a locally incorporated public company, Great Eastern Life Assurance (Malaysia) Berhad.

Great Eastern Life Assurance (Malaysia) Berhad is a wholly-owned subsidiary of Great Eastern Holdings Limited (GEH) and its ultimate holding company is the Overseas-Chinese Banking Corporation Limited (OCBC).

With more than a century of experience and a solid financial foundation, Great Eastern Life has RM66.9 billion in assets, over 3 million policies in force and a network of 17,000 agents nationwide as at 31 December 2014. To date, Great Eastern Life has 21 operational branch offices, offering products which range from life insurance plans, investment-linked plans, mortgage protection, business protection, employee benefits to medical insurance and group health benefit schemes.

Live Great, Live Life to the Fullest

Great Eastern Life continues to maintain a solid presence with its "Live Great" Programme as the key driver behind its brand-driven initiatives centred on encouraging its customers to take ownership of healthier living. Offering multiple channels that empower the public to take action to better their health, this Programme is the first integrated health and wellness programme of its kind by an insurance company in the region. Launched in April 2012, it is designed to inspire Malaysians to lead a healthy lifestyle by being physically and mentally fit, not just for themselves but for their loved ones.

Since the launch, the Company has organised several signature events like the popular Live Great Run which has been taking place every 4 years since 2012. The recent run in May 2015 attracted over 16,500 participants.

Following the success of the last 3 years, Great Eastern Life again partnered with The Star in the FitForLife Fair this year to continue to inspire Malaysians to lead not only a healthy lifestyle but also adopt a holistic approach that includes physical and mental fitness, financial health and general happiness.

Great Eastern Life also created history in the Malaysia Book of Records with 5,845 participants taking part in the Largest Zumba Fitness Party in Malaysia in January 2015.

Another regular event the Company organises is the "Smart for Life" tea talks where renowned speakers share their expertise on lifestyle and wellness topics popular with the public. Incidentally, one such event was the "Live Great with a Happy Heart" tea talk which proved to be a hit with the audience.

Apart from the "Live Great" activities, Great Eastern Life also partnered with AXN to present the inaugural Asia's Got Talent show in Malaysia. As the sole Malaysian sponsor for Asia's Got Talent, the world's biggest talent competition, Great Eastern Life supported this competition as a platform for Malaysians to pursue their dreams and performing passion, in line with its LIVE GREAT brand aspiration. In association with Asia's Got Talent, Great Eastern Life also initiated the Superstar ME programme, a local drive for Malaysians to showcase their talents.

The Company also organises exciting fun events, focussing on health and wellness workshops, at its Live Great Space, a specially constructed interactive centre designed to support Malaysians in their quest towards achieving a healthier lifestyle.

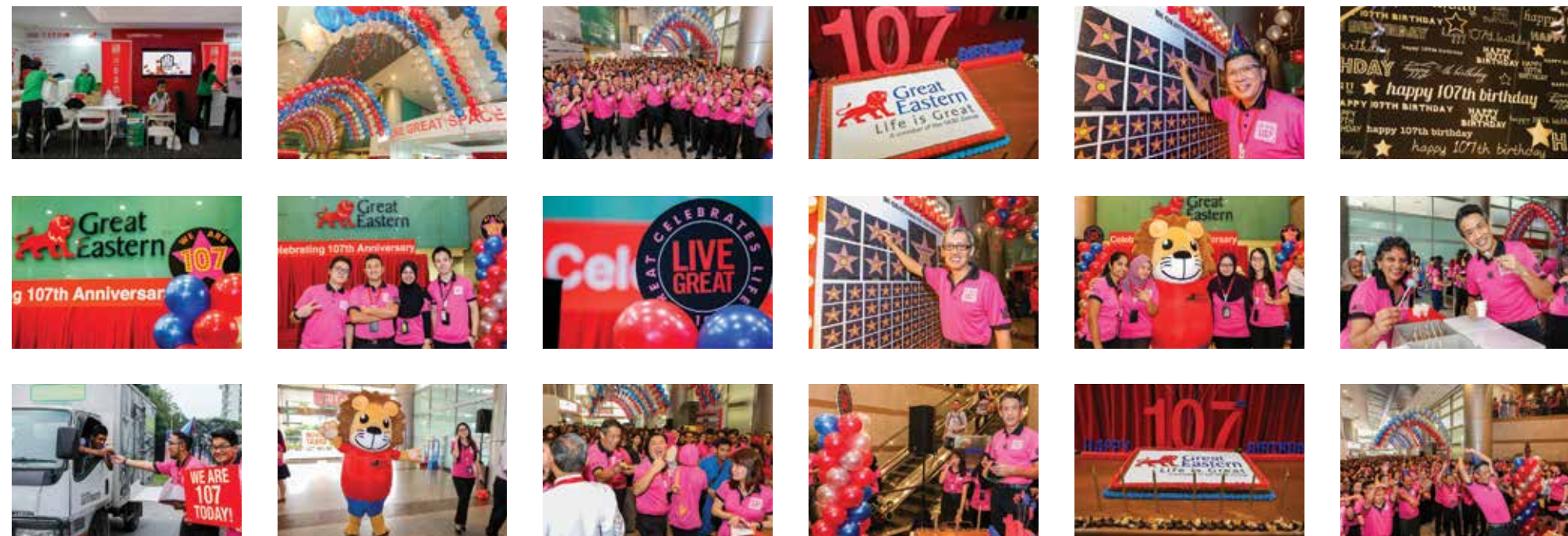
Conveniently located at the lobby of Menara Great Eastern in Jalan Ampang, Kuala Lumpur, the Live Great Space is an integrated facility built specially to promote community participation in health and wellness related activities. Live Great partners with industry leaders in their respective fields to provide customers and the public with expert advice and professional support to help them achieve their health goals.

Visitors to the Live Great Space will be able to 'discover' their health status via complimentary health checks, obtain recommendations on areas for improvement through consultation and counselling and get guidance on the necessary action to improve their health via special privileges offered by Live Great merchant partners.

The Space complements the five core pillars of the "Live Great" Programme, namely, workshop and events, wellness tools, health tips, mobile apps and exclusive privileges.

Sustaining brand awareness

Great Eastern Life will continue its customer engagement activities through its sustained commitment to the Live Great Programmes. Product innovation is another priority while training and development of life planners will underpin its brand initiatives.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



BILLION DOLLAR BRAND AWARD 2014-2015 JOHOR CORPORATION BERHAD

The Pride of the State and Nation

Johor Corporation (JCorp) was established as a public enterprise and a statutory body via Johor Enactment No. 4 1968 (as amended under Enactment No. 5, 1995). As a State-owned Conglomerate, JCorp through its Group of Companies is involved in core businesses encompassing Palm Oils, Specialist Healthcare Services, Foods & Restaurants Services, Property, Port Services, Hospitality, Entrepreneur Business as well as Oil & Gas.

From a small plantation organisation with 7 staff in the early 1970's, JCorp has grown to become a billion dollar conglomerate, employing more than 63,000 people with over 270 companies and associated firms.

The success of JCorp is attributed to the visionary leadership of past and present leaders and its Islamic practice of Syura; whereby the decision making takes place in a constructive and collective way through a well-structured reporting system based on the foundation of Transparency and Integrity.

As a responsible State-Owned Conglomerate, JCorp takes its role of Corporate Responsibility seriously and has contributed a substantial amount of RM100 million for its CR undertaking particularly in Johor and Malaysia.

Key Business of Growth

Plantation - Kulim (Malaysia) Berhad

Kulim is one of the leading palm oil groups with operations spanning over Malaysia and Indonesia and recognized for its yield performance in the industry. It was one of the earliest palm oil producers to be certified to the Roundtable of Sustainable Palm Oil (RSPO) standard and the company's growth is fundamentally guided by Vision 30: 30 which is to raise fruit yields to 30 tonnes per hectare and palm product extraction rates to 30 percent.

Apart from plantation, Kulim has established itself in the Oil & Gas industry with services in the transportation of clean petroleum products and fabrication of O&G pipelines and currently aims at moving up the O&G value chain.

Specialist Health Care Services - KPJ Healthcare Berhad

KPJ is Malaysia's leading private healthcare service provider brand with 25 hospitals across the

country, two hospitals in Indonesia, one hospital in Bangladesh and a sizeable share in a hospital in Thailand.

In 2014, the brand provided services to more than 2.8 million patients compared to 2.7 million patients in 2013. A key driver of KPJ's growth is its culture of innovation, where it recorded many firsts in terms of medical treatment and information technology and its dedication to continuous improvement.

Food & Restaurant Services - QSR Brands (M) Holdings Sdn Bhd

At the heart of the QSR brand are KFC and Pizza Hut, the two popular quick service restaurant brands in Malaysia and region. A fully integrated food operator, QSR is a prominent franchisee of over 750 KFC restaurants in Malaysia, Singapore, Brunei and Cambodia while Pizza Hut has over 350 restaurants in Malaysia and 60 restaurants in Singapore.

QSR is fully integrated, from farm to fork, whereby it is extensively involved in poultry production and processing as well as baking and sauce production. QSR brands and its subsidiaries are all halal compliant and strictly adheres to MS1500: 2009.

Property - Johor Land Berhad (JLand)

Johor Land Berhad spearheads the Property Division of JCorp in residential and commercial development in the State. The success of real estate developments in Pasir Gudang, Bandar Tiram and premier township of Bandar Dato' Onn, Johor Bahru are fine examples of JLand's key achievements.

Today, JLand owns prime residential, commercial and industrial real estate in highly sought after location in Johore, including about 1,214 hectares of land in Iskandar Malaysia.

Other subsidiaries of JCorp include Tanjung Langsat Port Sdn Bhd, a specialized and dedicated port for petroleum, petrochemical, edible oil and bulk dry cargo handling facilities, JCorp Hotels and Resorts which handles the hospitality business and Damansara Reit Managers which is focused on the management of public listed real estate investment trusts within the conglomerate.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BILLION DOLLAR BRAND AWARD 2014-2015 KOSSAN RUBBER INDUSTRIES BERHAD

Flexible Expansion

Founded in 1979, Kossan Rubber is known as one of the world's largest manufacturers of industrial rubber products and disposable latex gloves. Specializing in manufacturing high technical input rubber products, the company serves various industries – including automotive, marine, construction, infrastructure and others. Its premium powder-free medical gloves are recognized by those in the healthcare sector.

With manufacturing plants in the Klang Valley, Kossan makes 16 billion pieces of gloves per annum; and its technical rubber product operation uses approximately 15,000 tons of rubber mixing compounds.

The manufacturer's products are exported to 160 countries globally including the USA, the United Kingdom, Japan, Korea, Europe, China, the Middle East, several Scandinavian countries and Australasia. It commands a significant world market share in both rubber products and medical gloves.

Armed with the target of being the one-stop centre for rubber products, the Kossan management emphasizes on Research & Development, and believes in continuously upgrading its manufacturing technology and processes. This is a reflection of its Vision to be the world-class market leader in rubber products to deliver long term and sustainable growth.

The dedication and effort by the staff and management have resulted in obtaining many certifications in the past 10 years – including the TS16949 certification in 2003. Working towards the ISO17025 certification, Kossan's labs are equipped with the most advanced and world-class testing facilities in material and parts performance testing.

A Manufacturing Epitome

Kossan was listed on the Main Board of Bursa Malaysia in 1996 and known as one of the fastest-growing companies in Malaysia. The company has created history by enjoying a continuous record of profitability since its establishment 36 years ago.

The rubber manufacturing specialist is one of the preferred companies in the rubber product industry for many investment researchers – thanks to

their business model that focuses on technology, good risk management policies and sustainable business growth. Kossan has a reputable name in the industry and their suppliers, customers and authorities recognise this fact.

One of the reasons for continued growth is the company's own extension of quality products. From rubber rollers and cutless bearings, the company went further when it introduced PU and Ethylene Vinyl Acetate products in 1988 and 1994 respectively. In 2000, Kossan started developing high-end rubber products like bridge bearing pads and bridge expansion joints – to cater to the current and future requirements for the industrial segment.

In 2001, Kossan created a new milestone by becoming the OEM manufacturer of marine dock fenders – before introducing technical rubber and rubber-to-metal bonded automotive parts.

All Set to Expand

In line with the company's business model and growth strategy to be updated with world-class standards and technology requirements, Kossan plans to obtain the AS9100 and EMS ISO14001 certifications.

With a current production capacity of 22 billion pieces of gloves per year from its 15 plants, the company has allocated RM600 million to double its production capacity in the next five years. Focusing on the automotive industry, the management wants to increase its efficiency, production quality and capacity by revamping existing plans and starting new one with innovative technologies.

The manufacturing of nitrile gloves contribute to 67 per cent of Kossan's revenue presently, together with natural gloves at 34 per cent. The management expects the trend to change in the next five years – with nitrile gloves contributing to 80 per cent of earnings, and the rest from natural gloves.

The company has plans to use the 38 acres of land in Jalan Meru, Klang, and 56 acres in Batang Berjuntai, Selangor, to set up new factories and double production capacity. After revamping and modifying works on older production lines, Kossan will also focus on its expansion, with the building of two more plants, and begin operations in 2017.





**THE BRAND LAUREATE
AWARDS**
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BILLION DOLLAR BRAND AWARD 2014-2015 LAM SOON EDIBLE OILS BERHAD

Building Brands You Trust

Lam Soon's brand heritage dates back to August 1950, when Lam Soon Cannery Private Limited was incorporated by the late Ng Keng Soon to trade in copra and canned food. Half a century down the road, Lam Soon has become a leader in the fast moving consumer goods (FMCG) category.

Driven by its brand motto of "Building Brands You Trust", Lam Soon's mission is to provide quality and affordable brands to consumers and at the same time value add to their lifestyle. To ensure that it delivers on its brand promise, 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 and fats, household and personal care products.

LSEO has a line of quality products that have become household names. 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.

Leaders in FMCG Market

While LSEO is synonymous with the brand Knife, its Director Kuek Bak Heng, who was named The Brand Laureate FMCG Man of the Year 2014-2015, has played a major role in diversifying the company's FMCG product categories with young and vibrant brands. With Kuek at the helm, the company's revenue exceeded RM1 billion in 2012, a vital milestone achieved.

In 2014, LSEO continued to maintain its leadership in its product segments, managing to sustain sales volume domestically. Although the company scored less profit in the first of the year, with a

pre-tax profit decline on 8.6 percent compared to the previous year, it still made achievements in the development of the brand.

Throughout the year, the company continued 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 reflected 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 recognised by the Global Food Safety Initiative, one of the highest food safety management systems available.

Creating The Future

Additionally, LSEO has formed a Halal Policy and Halal assurance system to ensure that its manufacturing facilities and products manufactured meet all Halal requirements. Thanks to this initiative, Malaysian Islamic Development Department (Jakim) has recognised the company by 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 Halal status.

The company has gone through a transformation in its Teluk Panglima Garang factory office block. This is to ensure that the factory has more staging area for its finished goods warehouse and ease the supply chain bottleneck.

LSEO's strategic focus in the future is to develop the "Out of Home" or food service channels. With that in mind, the company has expanded its product offerings for mayonnaise, chicken stock chilli sauces and more, partnering with Spices and Seasonings Specialities Sdn Bhd. In its retail channel, the company have upgraded their customer service level across the country to fulfil the needs of its customers and consumers.



2013
GOOD DESIGN™
Award
CHICAGO



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
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BILLION DOLLAR BRAND AWARD 2014-2015 MAH SING GROUP BERHAD

Building for Success: A Solid Brand Strategy

The multi-award-winning Mah Sing Group has firmly entrenched its position as a premier developer in the country. With a 20-year track record, the Group is today recognised as pioneers in developing integrated residential and commercial properties. In fact, Mah Sing is among the forerunners of en-bloc commercial sales in Kuala Lumpur.

Mah Sing prides itself as different from other developers in its product offerings and its ability to cater to diverse buyers and market segments. With a strong belief in the co-existence and harmony of their buyers' needs, the environment around the property, and the community surrounding it, Mah Sing's corporate commitment is underpinned by the core tenets of performance and quality.

Today, Mah Sing leads in the domestic property market, chalking up the No.1 spot in domestic property sales value in Malaysia for 2014 with its RM3.43 billion in total sales and recording a 14% growth compared to the previous year.

Positioned Strongly for Growth

Mah Sing's earnings growth is set to be strongly sustained for the year ahead, supported by strong unbilled sales of RM5.3 billion. This is equivalent to 2 times the revenue recognised from the property division in 2014 and assures near term revenue visibility and steady streams of cash flows and liquidity.

In addition, its strong cash and bank balances amounting to RM1.4 billion have also placed the Group in a strong position with a healthy balance sheet to continue with its growth and expansion plans.

The Group's zero net gearing position is a further indication of Mah Sing's ample liquidity and well-managed cash reserves.

To meet its sales target of 2015, the Group will continue to bank on its strategy of providing affordable homes to the mass market segment, focusing mainly in the Klang Valley.

Its anticipated sales contributors for 2015 are: Greater KL and Klang Valley 67%, Johor 20%, Penang 11% and Sabah 2%. Of the Group's 48 projects spread across these growth centres, 11 have already been completed.

Forging into the Future with a Market-Driven Brand Focus

The main target segment for Mah Sing is Malaysians aged 39 years and below. This group represents 70% of the current 30 million population of Malaysia and is likely to create new households and drive demand for new homes. This segment will also continue to be Mah Sing's main focus when it comes to building affordable homes. To heed the Government's call for affordable housing, Mah Sing's planned residential launches for 2015 will comprise 84% costing below RM1 million, 71% costing below RM700,000 and 44% costing below RM500,000.

The Klang Valley will remain the primary focal point for Mah Sing with its estimated 7 million inhabitants, a number which is expected to increase to 10 million by 2020.

To achieve its sales target, the Group will bank on new phase launches and new project launches in Greater KL, Klang Valley, Penang, Iskandar Malaysia in Johor Bahru and Kota Kinabalu, Sabah. Greater KL & Klang Valley are expected to contribute 67% to sales this year, with Johor expected to contribute 20%, followed by Penang at 11% and Sabah at 2%.

Moving forward, it has an exciting line-up featuring new phase launches and new project launches, catering to different segments of the property market. For Greater KL and Klang Valley, they include the Savanna Executive Suites@ Southville City, the Lakeville Residence in Taman Wahyu, KL, the D'sara Sentral in Sungai Buloh, the M Residence@Rawang, the M Residence 3@ Rawang, the Festival Lakecity in Puchong and the Seremban Township Land.

In Penang, Mah Sing's projects include the Ferringhi Residence 2 and Southbay City while in Iskandar Malaysia, Johor Bahru, there is Bandar Meridin, East. Sabah will have the Sutera Avenue in Kota Kinabalu.

The Group is confident of achieving its 2015 sales target because of its innovative product mix at the right locations and attractive pricing.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



Permodalan Nasional Berhad



BILLION DOLLAR BRAND AWARD 2014-2015 PERMODALAN NASIONAL BERHAD

A Brilliant Instrument with a Purpose

Permodalan Nasional Berhad (PNB) was established as an instrument of the Malaysian Government in its implementation of the New Economic Policy in 1978. The company was formed to promote ownership of shares in the corporate world among Bumiputera professionals.

Armed with the objective to develop opportunities to deserving Bumiputera professionals in the quest to create and manage wealth, PNB's main mission is to evaluate, select and acquire a strong portfolio of shares in limited companies with the potential for growth. Working as a warehouse, the company takes the shareholdings of the limited companies, places them in trust funds and then sell to unit holders in the form of smaller units.

Operating through its wholly-owned subsidiary, Amanah Saham Nasional Berhad, PNB has a number of trusts schemes – starting from its first Sekim Amanah Saham Nasional (ASN) launched in April 1981. With the warm response from the public, PNB has been able to acquire many large and strategic companies – many industry leaders in the financial, insurance, plantation, property, automotive, logistics, infrastructure, pharmaceuticals and chemicals industries.

PNB embarked on a series of corporate exercises, in line with its Vision of being a world-class investment organization. Thus companies under the PNB portfolio were reorganized, merged or acquired to increase their operational efficiency and to attain synergistic benefits. This enabled PNB to achieve its aim for consistent returns.

A business that focuses on the Philosophy of Values, PNB aims to build a culture of a modern and progressive company, rich in tradition and adhering to excellence in its daily operations. Caring for the community, the company achieves its Corporate Social Responsibility initiative by focusing education initiatives, investment and financial-related activities. These initiatives have reached students from secondary school, university, professionals as well as the general public.

A Prosperous Portfolio

As the country progressed and the lives of

Malaysians from all walks of life developed, PNB's evolution saw it open up opportunities for Malaysians from all ethnics and income strata to be a part of unit trust investment.

One of Malaysia's leading asset managers, PNB has a proven track record of managing various asset classes domestically and internationally in equities and real estate. Today, the company manages 12.53 million account holders and assets worth 202.89 billion share units subscribed by 12.53 million account holders.

Malaysia's premier investment institution has been influential in creating a paradigm shift in changing the mindsets of Malaysians, particularly the Bumiputera community, when it comes to saving, investing and financial planning, as well as their perception of risks and returns on investments.

PNB's success has been achieved by managing funds through long term, sustainable and competitive returns – achieved by upholding high levels of professionalism, discipline and prudence in formulating investment strategies.

Investing In Malaysia's Future

PNB believes in continuously measuring changes and trends in the unit trust industry so as to remain competitive and be responsible to all stakeholders.

Research is an integral part of PNB's foundation in investment business and this continues as part of its operations in the future. The company's professional analysts track sectors over long periods of time to identify any changes in the market that is prone to have an impact on investee companies, customers, competitors and suppliers. This ensures PNB is able to add long-term value to its clients' investment portfolios.

Malaysia's leading asset manager encourages citizens, especially Bumiputera, to invest in Malaysia's unit trust industry, particularly the Amanah Saham Wawasan 2020 and Amanah Saham Bumiputera 2. Through its salary deduction scheme, civil servants and private sector workers are able to invest in affordable investment schemes from as low as RM10 to RM100.





PUBLIC BANK



BILLION DOLLAR BRAND AWARD 2014-2015 PUBLIC BANK BERHAD

Premier Banking Group

The Public Bank Group, founded by its Chairman, Tan Sri Dato' Sri Dr. Teh Hong Piow in 1966, is among the top-tier banking groups in Malaysia. With an asset size of RM353.44 billion and market capitalization of RM73.29 billion as at end March 2015, it is the third largest company listed on the Main Market of Bursa Malaysia Securities, employing over 18,000 people across the region.

Today, the Group offers a comprehensive range of products and services which include personal banking, commercial banking, Islamic banking, investment banking, share broking, trustee services, nominee services, sale and management of unit trust funds, bancassurance and general insurance products. Its strategy remains focused on organic growth in the retail banking business particularly on retail consumers and small and medium enterprises ("SMEs").

Public Bank has a network of 259 branches and 1,936 self-service terminals in Malaysia. Regionally, its network covers 83 branches in Hong Kong, 3 branches in China, 27 branches in Cambodia, 7 branches in Vietnam, 4 branches in Laos and 3 branches in Sri Lanka. Collectively, the Group serves more than 9 million customers.

With consistent financial performance and prudent management, Public Bank continues to be accorded strong credit and financial ratings from local and foreign rating agencies, from Standard & Poor's, Moody's to Rating Agency Malaysia (RAM). In fact, RAM has reaffirmed the Bank's long-term rating of AAA, the highest rating accorded by RAM and its short-term rating of P1. The Group has also won numerous best bank awards and excellence in corporate governance awards from domestic and international publications as well as independent organizations.

As a responsible corporate citizen, the Group's CSR initiatives focus on nation building, enhancement of the market place, promotion of the work place and environmental conservation and supporting the less fortunate in the community.

Solid Anchor for Brand Leadership

The Public Bank Brand is anchored in solid financial performance, prudent management, strong corporate governance and superior customer service. With 48 straight years of unbroken profitability, it is committed to delivering sound financial performance and sustaining its market

leadership whilst maintaining superior asset quality.

The Group has always prioritised meeting customer needs by providing competitive product and emphasising on prompt and efficient banking services to the customers. Its standard waiting time at frontline counters and fast loan service delivery consistently achieve the ISO 9001:2008 certification.

Leveraging on technology to ensure a leading edge banking experience, the Group continues to invest in expanding and enhancing its self-service terminals and improving its system to deliver new products and services. Public Bank is the first financial institution to offer electronic subscription and payment of right issues via ATM machines and internet banking. In 2014, it launched a revamped version of its internet banking website, known as "PBe" and the new "PB engage" mobile banking platform, the first of its kind in Malaysia. It has an up-to-date user interface providing flexibility, ease of use and enhanced security measures. These enhanced banking platforms signify the Group's progressive stance in addressing customer needs, particularly Gen-Y customers.

Enhancing Brand Value with Organic Growth

Public Bank will continue to enhance its brand value by pursuing organic growth strategy in its retail banking business, the anchor of the PB Brand value. In retail lending, it aims to maintain its leading position in financing for residential properties, commercial properties and passenger vehicles. It will also increase efforts in generating non-interest income, focusing on its unit trust business, investment income and fee income from banking operations, while intensifying initiatives to compete for deposits, particularly lower-cost retail deposits. Preserving excellent asset quality and efficient cost structure will continue to be its main agenda. Riding on the growth potential of the Asian region, the Group will also capture growth opportunities overseas.

The Public Bank Group will remain guided by its time-tested practices of ethical banking, good corporate governance and sound risk management policies to ensure long-term success. It will continue to uphold its high compliance standard with the evolving regulations, while efficiently managing its resources to drive productivity in the more complex operating environment going forward.



PUBLIC BANK

49th ANNUAL GENERAL MEETING

30 March 2015



**“DRIVING A BRAND IS WHAT ANY BUSINESS HAS TO DO,
SIMPLY BECAUSE IT IS ALL ABOUT THE BRANDING
AND NOT THE DESTINATION ”**

...DR KKJOHAN



**THE BRANDLAUREATE
ICONIC BRAND AWARDS
2014-2015**



**THE REAL LIFE
COMPANY**



ICONIC BRAND AWARD 2014-2015 BEST BRANDS IN FINANCIAL PLANNING

Providing Real Life Solutions

Malaysia's leading insurer, AIA Bhd., has been operating since 1948 and offers a suite of high-quality products including Protection, Health, Personal Accident, General Insurance, Employee Benefits, Retirement and Mortgage solutions to meet customers' protection and financial security needs. Through its wide and diverse distribution footprint which comprises a 14,000-strong Life Planner force, exclusive bank partners' branches nationwide as well as corporate sales teams and brokers, AIA gives its customers the choice of deciding how, when and where they connect with the company.

Part of the AIA Group, the largest independent publicly listed pan-Asian life insurance group, AIA Bhd. has the financial strength, experience, service centre network and a well-trained team of more than 2,000 staff to serve over 3 million customers nationwide. As at 31 May 2015, AIA Bhd.'s total asset worth was RM47 billion, with a paid-up capital of RM767 million.

Innovation

AIA views its strength in multi distribution and relevant product range as the Company's key differentiators. Its partnership with leading banks in Malaysia such as Public Bank and Citibank allows the life insurer to leverage on their branch networks nationwide and customers base to distribute its life insurance products.

On the Corporate Solutions side, AIA's market leadership position is well supported by its direct sales team and brokers who distribute its employee benefits solutions which are customised to suit the needs of multinationals, local corporations as well as small and medium enterprises.

The life insurer launched iPos, a game changing innovation in 2013 for its agency force that makes it easier for them to conduct their business anytime, anywhere. The iPad application enhances the customer experience as a policy can be purchased in a completely paperless environment and reduces customers' waiting time as the sale can be completed over one meeting.

Building on the success of iPoS, AIA rolled-out Instant Mobile Office (iMO) in 2015 whereby

iMO is a holistic tool that encompasses Client Servicing, Recruitment, Learning, and Information. By empowering Life Planners to perform all their duties remotely using an iPad, Life Planners no longer have to perform tedious and time-consuming manual processes, allowing them to focus their energy on providing a superior customer experience. The confidence brought about by the use of this tool has translated into more meaningful engagements with AIA customers.

Making Insurance Relevant

The life insurance industry has long grappled with the challenge of how to make itself relevant to the younger generation given that illness, death and disability are rarely foremost in the minds of those under 35. As such, AIA made it a priority to reach out to the younger audience by focusing on real life moments and experiences people would want to engage in and share with their friends, rather than issues related to morbidity and mortality, as is often the case when one talks about insurance.

First on the agenda was to recruit more Generation Y Life Planners into the agency force. AIA's "Let's Get Real" and "#MakeARealDifference" Life Planner recruitment campaigns in 2013 and 2015, respectively, were launched to engage with the younger generation and interests them in the flexibility a career as a Life Planner offers.

To further reinforce the AIA brand in the minds of young consumers, the company continues to deploy its *The Real Life Company* branding across the country through its advertising and experiential events. The AIA K-POP concert held in 2013, its sponsorship of Taylor Swift's Red Tour in 2014, Tottenham Hotspur FC's First Team Tour in 2015, AIA Generasi Malaysia concert as well as The Music Run by AIA has created a lot of buzz among consumers, including the younger ones.

A few years ago, many would have questioned what connection insurance has with music concerts and fun runs. The fact is that through its innovations, strong branding and sponsorships, AIA is making insurance come alive, engaging with its customers and the younger generation like never before.



**THE REAL LIFE
COMPANY**



THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



Davidoff
CIGARS



ICONIC BRAND AWARD 2014-2015 BEST BRANDS IN LIFESTYLE – TIME BEAUTIFULLY FILLED – CIGAR

The History behind the Brand

The Russian political upheavals in 1911 saw Henri Davidoff and his family migrating to Switzerland. In 1912, he opened his first tobacco shop in Geneva on Boulevard des Philosophies and this became the start of a journey in producing the world's finest and highly refined cigars. As the years passed, Davidoff's son, Zino took a keen interest in the business and grew the business into the present day success.

Zino travelled the world searching for the best tobacco and through his travels increased his knowledge of tobaccos and the production of cigars. By the late 1930s, Zino had started to sell Cuban cigars in the Geneva shop and soon it became the world's premier shop for fine, hand-rolled Cuban cigars.

Zino, was undoubtedly the man behind the success of Davidoff. He was "a man of the world" and his philosophy of enjoying life and enriching the lives of people through his cigars has made Davidoff the undisputed leader in the industry

It has been said that the life of Davidoff is also the life of Zino Davidoff. His brilliant savoir vivre infused all aspects of cigar craftsmanship and enjoyment. A visionary in all regards, Zino was a man who ensured time, like each of his cigars, was always beautifully filled.

The Essence of Quality

Davidoff's commitment to quality has enabled the brand to sustain the test of time. Zino, the perfectionist was highly particular about the quality of its cigars. It was reported that two decades after the first cigar was sold in Geneva, its quality dropped and Zino did not hesitate to burn over 100,000 of the cigars, after deeming them to be too low in quality.

At Davidoff, the best of tobacco seeds are hand-tended at its nurseries and then transplanted into meticulously analysed soil at its proprietary farms in Dominican Republic. Each plant is cultivated

with care and patience, invoking a legacy that has been practiced over time.

When the leaves are ripe and picked, it is transported to its ranchos and dried for 45 days. Constant monitoring of the temperature and humidity is done to preserve the delicacy of the leaves. Once dried to specification, the leaves are stored for another 20 to 30 days, during which a gentle fermentation occurs.

The leaves undergo two cycles of aging whereby fermentation then occurs; the first aging takes 18 to 24 months and the second aging is between 1 and 3 years. After a period of 5-10 years, Davidoff cigars are then made available at its boutiques for its discerning customers who have become accustomed to Davidoff's unique flavor.

The Mark of Luxury

Celebrating more than a century in the industry, Davidoff continues to delight and surprise its patrons by constantly re-inventing itself. Davidoff continues to become the cigar of choice, leaving smokers with a most satisfying and memorable brand experience.

Davidoff stands for luxury, passion and beauty. Anyone who has had the pleasure of smoking a Davidoff would know the amount of dedication, level of fine craftsmanship and meticulous detail in producing each cigar, which is individually hand wrapped.

As Zino Davidoff so beautifully expressed, "Pleasure is a thing of beauty" and he has pursued the giving and receiving of pleasure with equal enthusiasm during his lifetime.

Davidoff is the expression of taste and pleasure accessible to everybody. The luxury to feel and enjoy, as suggested by Zino and every time you light a Davidoff cigar, there is an unmistakable aroma which wafts deliciously through the air. It is the spirit of Zino Davidoff.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



JAEGER-LECOULTRE

ICONIC BRAND AWARD 2014-2015 BEST BRANDS IN LIFESTYLE – PREMIUM TIMEPIECE

Forever Etched in Time

With roots in 1833, Jaeger-LeCoultre was initially founded by Antoine LeCoultre, who started his first watch making workshop in the Joux Valley, Switzerland. Even then, the Manufacture was known for its invention, creativity and technical elements.

The Manufacture pioneered the wristwatch in 1910, produced small clocks in 1926 and invented the Reservo five years later. French watchmaker, Edmond Jaeger, started licensing his designs for ultra-thin movements and the well-known Atmos clock to LeCoultre. The two joined forces and in 1937, Jaeger-LeCoultre was born.

Recognized for its expertise in creating understated, classical dials and stunningly designed movements, Jaeger-LeCoultre has created beautiful masterpieces. The luxury timepiece creator has a portfolio that consist of easy to wear pieces, intricate designs and gem-set watches – which are made mostly in-house.

The journey of a Jaeger-LeCoultre begins in the Vallée de Joux workshops. From the keyless watch, silent regulators for repeater watches, the Calibre Jaeger-LeCoultre 101, to the iconic Reverso, as well the Dual-Wing, the brand has 1249 mechanical calibres developed, as well 413 registered patents. The entrenched brand is the epitome of balance – between nature and culture, innovation and tradition, growth and respect for the environment – international expansion and local roots.

Timeless Ripples of Success

Spotlighting the wonders of time, Jaeger-LeCoultre is a premium timepiece brand that believes that stories are meant to be captured forever.

One of the strongest players in the global timepiece market, Jaeger-Le Coultre is known for its ability to make new movements in its watches. Amongst the most popular models in the brand's portfolio is the Reverso – born on the polo fields in India in 1931. It was created with a dial so as to protect itself from shocks, while offering a personalized engraved background. Celebrating its 80th birthday in 2011, the artisans paid tribute to the 1931 Reverso models – in the Art Deco line.

The personalized Reverso (with special engravings and a choice of elegant strap) successfully captures precious moments in a creative masterpiece that is Jaeger-LeCoultre. The Reverso Repetition Minutes a Rideau is a balance of the visible and hidden – featuring a new technique that is beautiful.

Although the Reverso is one of the most well-known models in the collection, the Master lines and high-end complications have equally contributed to its sales and entrenched the popularity of the brand.

In response to the question, “Have you ever worn a real watch?”, Jaeger-LeCoultre's timepieces are all about the qualities of elegance, subtlety, and a natural, serene confidence.

With the ability to discover the world around them, those wearing the brand's masterpieces believe they have a sort of unsaid kinship with these timepieces. Communicating these subtle qualities are Jaeger-LeCoultre's many brand ambassadors – including actors Diane Kruger and Clive Owen.

Armed with the Brand Image, ‘Open a Whole New World’, the watchmaker firmly believes that it is in fact ‘an invitation to develop passion for watches, to be sensitive to the tales that they tell and to discover their experiential dimension’.

Blissfully Clocking the Future

As the official partner for the Venice International Film Festival for almost a decade, Jaeger-LeCoultre's support for the arts is reflected in the launch of the Filmmaker in Residence Programme in 2013. The initiative supports a selected filmmaker and his or her future projects.

At a time where the luxury timepiece industry faces competition from contemporary watch manufacturers in the global platform, Jaeger-LeCoultre's qualities of heritage and craftsmanship continue to put the brand on the ‘watch map’ of the world.

In an interview with watch publication, Hodinkee, the company's CEO, Daniel Riedo, revealed that the iconic Reverso would be going through a change in 2016. The head of Jaeger-LeCoultre also hopes to increase the number of boutiques in the world from 70 to closer to 100.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



MASERATI



ICONIC BRAND AWARD 2014-2015 BEST BRANDS IN AUTOMOTIVE – LUXURY PREMIUM MARQUE

Driving Innovation, Excellence and Challenge

Maserati is an Italian luxury car manufacturer which was established on December 1, 1914, in Bologna, Italy, by its Founder, Alfieri Maserati, and his brothers. Their passion and talent contributed to the company DNA – Innovation, Excellence and Challenge – all's which are reflected in the brand's claim: 'The absolute opposite of ordinary'.

Since then, Maserati has played a consistently important role in the history of sports car culture and development. It has been owned by the Italian car giant, Fiat S.p.A., since 1993.

Centennial Track Excellence

Over a century of activity has brought Maserati glorious achievements – both on the road and the track – as well as more challenging times, which have helped forge the company's character and personality.

The company's headquarters and main production location are in Modena, Italy. A second state-of-the-art production location, based on the highest quality standards of the World Class Manufacturing (WCM) concept, was inaugurated in Grugliasco, near Turin, Italy, in 2013.

Distinctive Marque

Maserati is recognized the world over by sports cars enthusiasts by its distinctive emblem, the trident, which was inspired by the fountain on the Piazza del Nettuno in the centre of Bologna. It is a symbol that ties together the Maserati brothers, their hometown as well as the artistry and craftsmanship for which Bologna and Emilia-Romagna are known.

Maserati is a brand that began life in a local context but went on to become a major international player – with representation in 61 countries worldwide.

Cornering the Global Market

Through major investments into product development, production facilities as well as its worldwide dealer network, Maserati has hit a turning point. In addition to the successful GranTurismo and GranCabrio ranges, the latest generation of Maserati's flagship sedan, the

Quattroporte, and the new sports executive sedan, the Ghibli, provide the cornerstones to the brand's strategy of producing some 50,000 units annually and gaining a significantly strengthened presence in the global luxury car market.

Worldwide, for 2014, Maserati posted a 136 per cent increase in shipments to 36,500 vehicles, driven by the success of the new Quattroporte and Ghibli models.

In the South-East Asia and Pacific region (SEAP), Maserati's. The growth was driven by the launch of the new Ghibli, Maserati's first four-door sports executive sedan, and the brand's flagship model, the Quattroporte. The Ghibli accounted for over 60 per cent of retail sales in the region.

The GranCabrio and GranTurismo sports car models continued to sell well – pushed by the introduction of the 100 years of Maserati Centennial Edition.

Maserati's four-wheel drive system, Q4, was introduced on the Ghibli and Quattroporte sedan models and gained particular popularity in the South Korean market. The launch leads up to the global market entry of the highly anticipated Maserati Levante, the Italian marque's first luxury sports SUV, in 2016.

Charging Ahead

The strongest performing markets in the SEAP region in terms of sales volume were South Korea, Australia. All other markets in the region registered strong growth rates,

Maserati's sales and service infrastructure was further developed through the launch of a new importer in Indonesia, the opening of a combined sales and service facility in Melbourne, Australia, and new service facilities in Busan and Bundang in South Korea. New showrooms for Singapore and Sydney, Australia have added to the company's growing presence.

The company is committed to a target of selling 75,000 cars per annum by 2018. However, in a global car market of around 70 million vehicles sold per year, Maserati will, without question, remain a very exclusive marque indeed.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



ICONIC BRAND AWARD 2014-2015 BEST BRANDS IN HOSPITALITY – 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

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 with that Malaysians and international visitors have the chance to experience a touch of the colonial times in today's modern times.

Encompassing the original hotel building, The Majestic Wing has 47 suites with butterscotch interiors and a vintage charm. The new Tower Wing features 253 guestrooms and suites with a contemporary touch with the use of 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. Its inclusion in the global list is a reflection of the high quality and standards the hotel management and staff adhere to, putting itself on the map of best hotels in the worlds.

The Majestic Hotel Kuala Lumpur is now known as a part of LHW's family of iconic and legendary hotels which include The Ritz London, The Pierre in New York City, Hotel le Bristol in Paris, and Villa d'Este in Lake Como, Italy.

Unmatched Service – Colonial Style

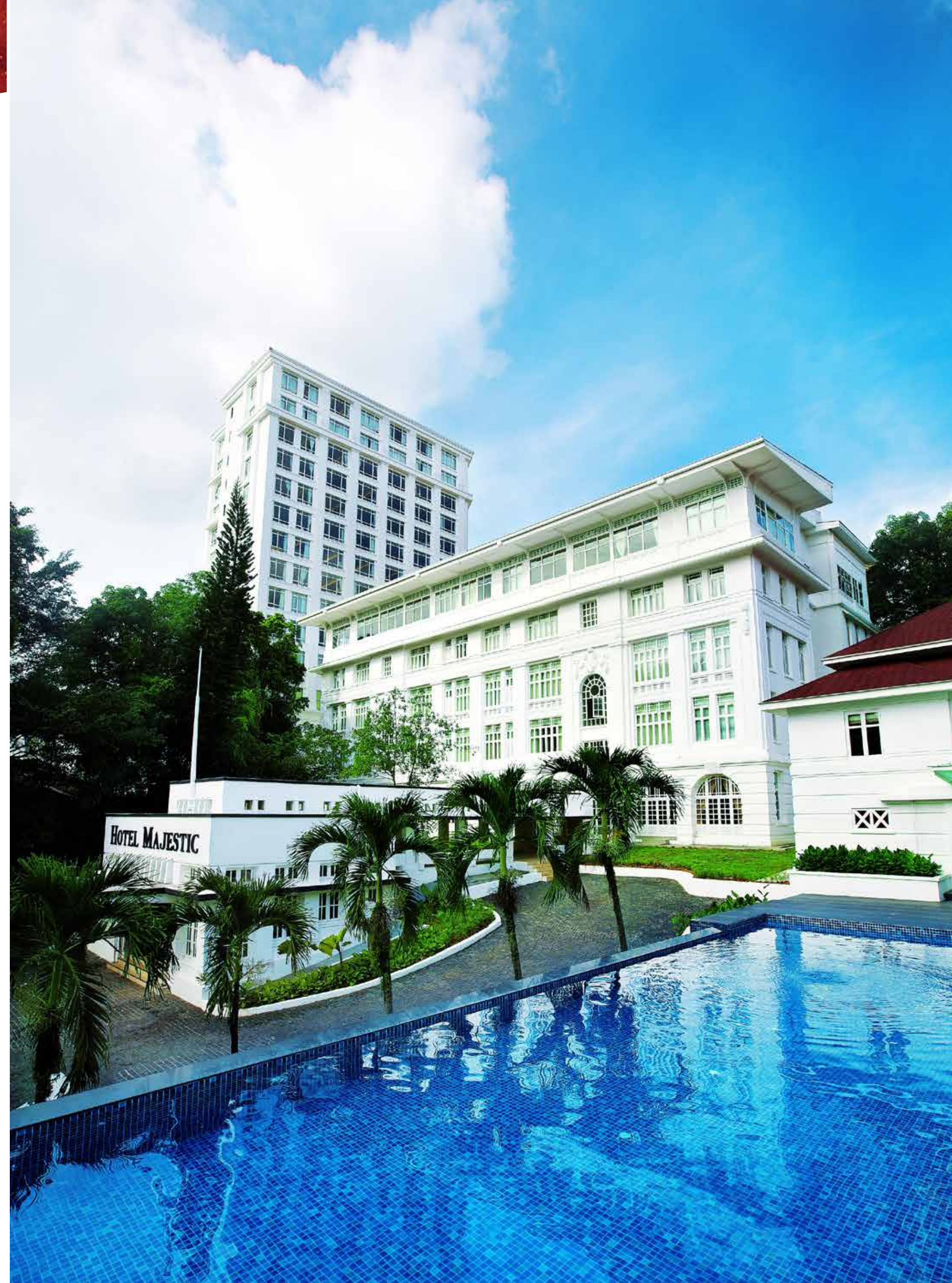
Besides providing guests with accommodation in stylish, classic rooms, The Majestic Hotel also offers services that are representations of colonial and English traditions. Among the unique services include Truefitt & Hill, the grooming specialist. From their legendary barbering skills, Truefitt & Hill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

Already known by KL-ites as a 'Mecca of good food', dining options at The Majestic Hotel combines the past and present – chefs prepare modern cuisine alongside colonial dishes. With a touch of colonial nostalgia, the *Drawing Room*, located in The Majestic Wing, is a complete setting for indulging in one of the most quintessential of English traditions – Afternoon Tea.

Listed as one of the best new hotels in 2013 by Conde Nast Traveler, the hotel continues to honour its historical beginnings sublimely in modern Malaysia.



**“IN A BRAND DRIVEN RACE,
ONLY THE ASTUTE & AGILE WILL TRIUMPHANT”**

...DR KKJOHAN



**THE BRANDLAUREATE
PRESIDENT'S AWARDS
2014-2015**



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN REAL ESTATE – PROPERTY, ENGINEERING & CONSTRUCTION

Developing Sustainable Real Estate

Founded in 1990, the Brunsfield Group is a progressive company with corporate supply chain activities in seven different business areas. The group's areas of expertise include Property Development and Investment, Engineering, Procurement and Construction, Mechanical, Electrical & Information Communications Technology, and Trading & Strategic Industries.

The enterprise also operates in Real Estate Management, Shared and Outsourcing Services, and International Strategic Investment – covering America, Australia, Canada, China, Hong Kong, Malaysia, United Kingdom and Singapore.

Apremierglobalpropertydevelopment-construction-real estate investment and management company, Brunsfield delivers not only highly sustainable signature development projects, but quality lifestyles for its residents and visitors. It is known as an innovative industry player with a portfolio that consists of catalyst buildings and sustainable world-class community development.

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

Brunsfield's strength lies in its ability to operate as an integrated organization that continues to deliver real value added solutions and services in order to ensure the success of clients and stakeholders. Driven by one Vision – to be world-class in all that it sets to achieve – Brunsfield's expansion and achievements are a reflection of this philosophy.

Milestones and Partnerships

In the span of over 25 years and after going through multiple economic cycles, Brunsfield has a sleuth of significant achievements in its portfolio; with significant milestones and track record performances in projects undertaken. The management and staff of Brunsfield believe in delivering on their commitment to clients and to all stakeholders across the total value chain.

For the award-winning company, the journey of transformation has enabled it to build its global competencies and international network of collaborative partners.

In Malaysia, one of the milestones achieved by the Brunsfield Group was partnering with Sime UEP Properties Bhd. The strategic collaboration saw a new shift taken place in the property development industry in the country and region.

The partnership saw the two property developers come together to develop Subang Avenue – a project that featured serviced apartments and a 250,000sf upmarket retail area in Subang Jaya. Another collaborative project is the Oasis Square which was completed in 2009.

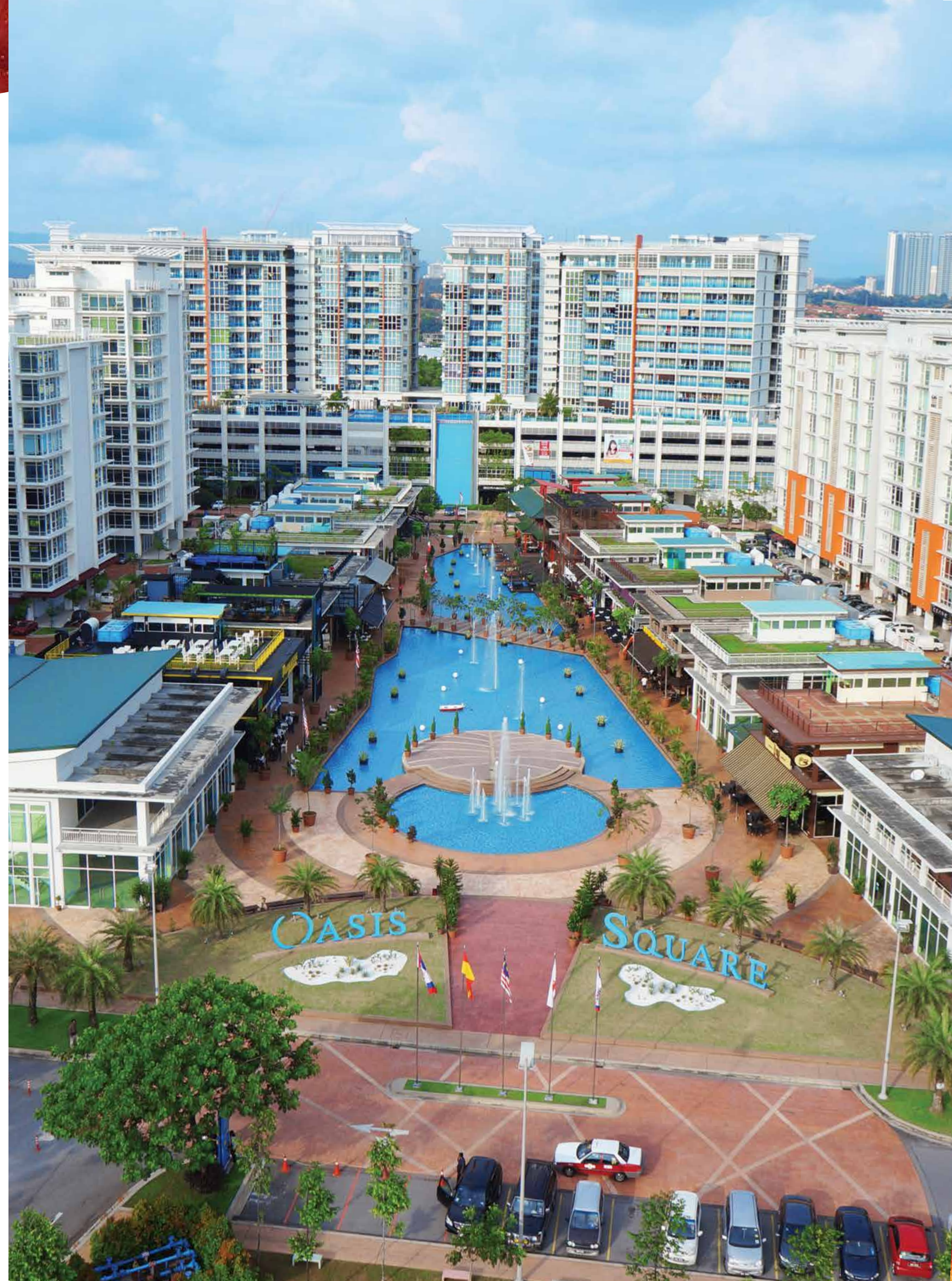
Among the many awards and accolades received include Gold Medal Award at the International Exhibition, New Techniques & Products Invention in Geneva, Switzerland, AIA Minnesota Honor Award for Brunsfield North Loop Project by The American Institute of Architects Minnesota and LEED Gold Award for Sime Darby Plantation Headquarters by the U.S. Green Building Council.

Creating the Future

Brunsfield's strategic focus is to continuously strengthen the core capabilities that enable the group to function as a high-performing global integrated enterprise. The organization also continues to build strong collaborations with partners consisting of high-calibre teams of professionals who share their own passion for driving innovation and sustaining quality and excellence in delivering operations.

The group continues to be dedicated to the concept of Integrated Prosperity to help it deliver the best value in its signature developments; as well as to be a strategic partner in promoting sustainable development. While working effectively in a concerted environment, the management team goes all out to nurture new capabilities for the future – always focusing on real value-added services to ensure the sustainable success of customers and stakeholders.

For Brunsfield, it is always about creating the ideal environment. Whether at work, home or in the community, people can experience an exceptional quality lifestyle and enjoy the harmony and balance of a high-quality design, technology and eco-friendly sustainable, scalable and replicable environment.





PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN NETWORKING AND TELECOMMUNICATIONS SOLUTIONS

Enriching Life through Communications

Established in Shenzhen, China in 1987, Huawei has evolved to become a global leader in the information and communications technology industry. With its brand mission to continuously innovate to meet customers' needs and enhance their experiences, the brand surpassed Ericsson as the world's largest manufacturer of backend telecommunications equipment in the world in 2012. In 2014, it was ranked 228th on the Global Fortune 500 list based on its annual revenue of USD 46.5 billion.

With over 170,000 employees worldwide, Huawei provides the competitive edge to customers in telecom and enterprise networks, devices and cloud computing. Its innovative ICT solutions, products and services are used and utilized in over 170 countries, serving more than one third of the world's population. It also leverages on its expertise and experiences to bridge the digital divide and promote high quality broadband connectivity for all.

While it has established its leadership position in the global ICT industry, Huawei is a strong advocate of socioeconomic sustainability. It makes every effort to support secure and stable network operations and help customers and industries improve efficiency to reduce low-carbon economic growth. By localizing its operations and building a global value chain, Huawei helps local innovators maximize their global value and share win-win outcomes.

Innovative R&D – Enabler of Growth

Through innovative research and development, Huawei has been able to provide industry leading device products that take user experience to a new level. Over 70,000 of its employees are involved in R&D and it has 16 R&D centres in countries that include Germany, Sweden, USA, France, Italy, Russia, India & China.

Huawei's focus in R&D has enabled the brand to expand its business into the smartphone segment and it is now one of the top 3 market leaders, after Samsung and Apple. Latest smartphone models include the Huawei P8 and premier which has helped to establish Huawei as a global market leader in the industry.

Huawei set up the 2012 Laboratories which function as the innovation, research and platform technology development arm of the company. With a focus to make continuous investments in key technologies, architectures and standards in the ICT field, Huawei collaborates with partners from the industry, academia and research institutes. In addition, it has set up 28 joint innovation centers with leading carriers to translate leading technologies into competitive edge and business success for its customers.

Huawei in Malaysia

Huawei Malaysia began operations in 2001 and has a strong presence in the country. It was involved in the building of 3G and 4G networks for Maxis in 2010 and 2011. These networks have served more than 15 million customers, since it was built.

It is also the biggest mobile solution vendor in Malaysia with a Global Training Centre set up in 2012 and located in Cyberjaya. The centre aims to train 20,000 engineers annually and in collaboration with MDeC, Huawei completed the training for over 10,000 teachers and students by the end of 2014. It has built training labs in eight top Malaysian universities and partnered with University Malaya to develop entrepreneurial skills among the students through a semester-long challenge to independently run the Huawei device store on campus – a first of its kind in the country.

As part of its long term commitment to support Malaysia's aspiration to transform into a regional ICT Hub, it established the Asia Pacific Digital Cloud Exchange, a regional data hosting centre in Iskandar Johor in June 2015. The Centre aggregates and distributes digital music, mobile games, video and other multimedia services to telcos in Malaysia and the rest of the Asia Pacific region with the aim of enabling them to shape a digital service ecosystem and generate more revenue from digital market.

Huawei's initiatives in Malaysia are in line with its mission of providing customers with enterprising solutions that will provide them with the competitive edge in the market place.



Huawei Technologies (Malaysia) Sdn Bhd (4454449-D)



HUAWEI Mate S

Touch. Made Powerful

- **Perfect Combination of Aesthetics and Ergonomics**
Metal Body/Compact curved design/5.5 inch AMOLED screen/2.5D curved gorilla glass
- **New Interactive Design**
Fingerprint Sense 2.0 (Sliding operation feature)
- **Professional Camera Performance**
Pro Camera Mode/Black & White Filter/HDR (High Dynamic Range Flashlight)/Front Camera Dim Light Selfie Enhancer



THE BRAND LAUREATE
AWARDS
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN AUTOMOTIVE - SEDAN

Distinctive Design DNA

Hyundai's Fluidic Sculpture design has played a key role in establishing its reputation as a car manufacturer that offers great design. Inspired by nature, this innovative and distinctive design DNA gives Hyundai a strong brand personality and identity. Introduced in 2010 with the Tucson, it is the inspiration behind the exterior and interior design of all Hyundai models.

Hyundai's dedication to improving powertrain efficiency and performance has led to a number of achievements. Among them is the Gasoline Direct Injections technology that improves fuel efficiency and pushes out more power. Hyundai's Tau engine was also named in Ward's 10 Best Engines list four times since 2009.

Hyundai's continuous product innovation, in line with its Brand Philosophy, 'New Thinking, New Possibilities', has also resulted in the groundbreaking, revolutionary models such as the Veloster Turbo and Genesis, a mid-size luxury sedan. The third-generation Tucson, which was launched recently, also embodies Hyundai Motor's new design philosophy of Fluidic Sculpture 2.0 - which demonstrates Hyundai's design and technological capabilities in producing yet another game-changing product. The new Tucson has made a strong impression and continues to meet the ever-growing customer expectations worldwide.

In Malaysia, Hyundai has gained recognition with numerous product awards for its design, performance and value. In 2014 and 2015, Hyundai's product line-up is further strengthened with best-in-class models introduced such as the All-New Sonata as well as the Genesis, Hyundai's mid-size luxury sedan. The Sonata has evolved in its design from boxy to curvy and recently matured into an executive-looking car - inspired by the Fluidic Sculpture 2.0 design. Both the Sonata and Genesis share the same upscale classy design that has raised the status of Hyundai's sedan models into premium sedan models. The Genesis also demonstrates Hyundai's capabilities in producing luxury vehicle that is at par with European marques.

'New Thinking, New Possibilities'

Modern Premium is the driving force behind the success of Hyundai today. Hyundai's Brand Philosophy, 'New Thinking, New Possibilities', is manifested in Hyundai cars and services, right down to customer experience at its 3S centres. About 35 per cent of the steel used in Hyundai cars comes from Hyundai Steel, a state-of-the-art 'indoor' steel mill - where all raw materials are stored indoors so they will not blow off into the air or leak into the ground. No other steelmaker in the world has done this so Hyundai buyers are assured that much of the steel in their cars is made in as clean a fashion as possible.

Modern Premium is applied in a sustainable, consistent and systematic way to enhance brand awareness and preference while offering customers innovative new experiences and value beyond their expectations. Starting 2015, Hyundai's showroom and after-sales service network has been transformed with the introduction of its all-new GDSI (Global Dealership Space Identity) corporate concept. The first Flagship GDSI 3S centre was launched at Old Klang Road - which also happens to be the biggest in South East Asia. Measuring 38,000 sqft, this 3S GDSI features a modern, open showroom with floor-to-ceiling glass panes and a bronze-coloured roof.

Future Direction

Maximizing customer satisfaction and offering world-class service is Hyundai's continuous effort to ensure customers receive the best possible service. The Asia Pacific Hyundai Training Academy which was re-opened recently is an integral part of education and training program that is equipped for both sales consultants and service advisors by encompassing a variety of training modules such as sales, service, warranty and parts operations. With the new training academy up and running, customers can expect greater satisfaction in Hyundai's service quality and also in ensuring that modern premium services are delivered to all Hyundai customers.

Hyundai will also continue to focus on developing more innovative products and advanced technologies; emphasizing fuel economy, safety performance and innovative technologies such as environmentally friendly green cars and smart cars.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



LIMKOKWING
UNIVERSITY
OF CREATIVE TECHNOLOGY



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN EDUCATION – CREATIVE TECHNOLOGY, INNOVATION & TRANSFORMATIONAL UNIVERSITY

A Global University, A Universal Brand

LimKokWing University of Creative Technology is committed towards creating a new class of global graduates with the knowledge, skills, and cultural sensitivity to make the world a better place. Its graduates are encouraged to use their creative and innovative abilities to develop new streams for wealth creation and new initiatives for societal advancement and to lift their communities to new levels of economic growth by applying creativity and innovation to solve local issues.

Established in 1991, LimKokWing is a global university with over 30,000 students from 165 countries and 13 campuses stretched across 3 continents; its main campus in Malaysia is located at Cyberjaya. It is recognized globally for its innovative brand of creative education which merges the best of education from the east and west, formal education and industry exposure in their respective disciplines.

Limkokwing University believes in associating with the best of universities worldwide to ensure that its programmes and curricula are of international standing and are internationally recognized. In this respect, it works with an International Consortium of Partner Universities selected from among the best in their respective fields around the world.

Founded by YBhg Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing, a respected and admired leader in communications strategist, LimKokWing is an award winning university, having won numerous international and local awards since its establishment.

Transforming the World through Education

Shaping human hearts and mind to power global transformation is the mission of LimKokWing. It achieves this by opening the minds of students to embrace challenges and develop creative solutions to build their confidence, it encourages them to have their voices heard and respected as they embark on their journeys to become future leaders of the world.

Other initiatives include participation in activities

that enable them to develop their networking skills through industry exposure. The University collaborates with internationally recognised brands to conduct showcases, exhibitions and events which exposes students' to industry practices. This develops students' networking opportunities with industry professionals to gain a competitive advantage in a globalised market.

LimKokWing provides its students with an opportunity to experience a global classroom environment by spending a semester at its campus in London. Students who participate in this exchange get to experience a different culture and lifestyle. The key features of the global classroom are to increase their employability skills, strengthen their network by meeting with global leaders and other practitioners in their fields of specialization. It also emphasizes on the importance of innovation and creativity, encouraging students to challenge existing mind sets through out-of-the-box thinking. Students get to enjoy industry workshops and visits and participations in short courses.

Constantly Evolving

Education is a lifelong learning process and at LimKokWing, it is committed to deliver not only the best education for its students but one that equips them with the most up to date knowledge and information.

A wide variety of programs and curriculum are constantly introduced to cater to the ever changing global education needs. These new courses will provide students with unique and relevant learning concepts which will suit them well when they graduate and enhance their employment chances.

Education empowers and is a key driver of a nation's growth. LimKokWing, through its creative and innovative education has played significant roles in helping nations of the world advance with its brand of education and providing its graduates with a better quality of life and opportunities of advancement.





M K LAND



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN REAL ESTATE - PROPERTY

Leading Property Developer & Resort Operator

M K Land Holdings Berhad made its debut on the Main Board of Bursa Malaysia on August 27, 1999, as result of a reverse takeover of Perfect Food Industries. The company was originally established by Tan Sri Datuk (Dr.) Hj. Mustapha Kamal bin Abu Bakar and Kasi A/L K. L. Palaniappan, on March 1, 1983.

M K Land is one of the larger capitalized property companies on Bursa Malaysia – with a paid-up capital of above RM1.2 billion with a diversified portfolio of projects and is recognized as a leading property developer and resort operator in Malaysia.

Over the years, through steady growth and expansion, M K Land's achievements have led it to win several awards as a leader in property development from the FIABCI Malaysian Chapter and The Edge's Top Ten Property Developers Award consecutively for 2004, 2005 and 2006.

The Founding Chairman of M K Land, Tan Sri Datuk (Dr.) Hj. Mustapha Kamal, has built a name for himself in the property industry and was awarded FIABCI's Property Man of The Year 1997. It is his progressive vision that drives the company to be innovative in its products and commitment towards quality.

M K Land is presently headed by Puan Hajah Felina binti Tan Sri Datuk (Dr.) Hj. Mustapha Kamal as Acting Chairman/Executive Director.

Strategic Product Mix

M K Land's wide array of development products ranges from affordable housing, middle and upmarket residential products, hotels and resorts to education and investment properties. The company's major property development projects are located in the states of Selangor, Perak and Kedah.

One of its early developments to make headlines is the Damansara Perdana project, a 750-acre integrated township in Petaling Jaya. Premised on the theme – 'resort style with tech development' – the township offers residents the benefits of secure living with modern broadband infrastructure.

Another project, with its focus on balancing residents' needs with the environment, is the Damansara Damai township. Comprising a 48-acre forest park, Damansara Damai is an integrated development which comes with an actual project size of 400 acres.

M K Land was one of the first developers to venture into Cyberjaya. Its Cyberia Smarthomes was the first residential development located in Cyberjaya and is strategically situated next to the Multimedia University.

Bandar Lembah Beriah in Perak spans over 2900 acres and is planned for residential, commercial and industrial development; with unique features such as recreational areas along a linear lake.

Taman Klebang Putra and Meru Perdana are affordable housing projects in the vicinity of Ipoh to meet the strong demand for mass affordable housing.

Two of its resorts, namely Langkawi Lagoon Resort and Bukit Merah Laketown Resort, were previously awarded Best Resort Development 2003 by FIABCI. The brand also won the Malaysia Property Award for Resort Development in 2005.

In 2013, M K Land received the Strategic Partnership Award from Universiti Utara Malaysia (UUM), followed by The Brand Laureate President's Award – Real Estate Property 2014-2015.

M K Land has also been also given awards of recognition by the Super Brand, Business Super Brand and Reader Digest Trusted Brand.

Innovation above All

M K Land is known for its innovative architectural designs and product development. It is the first developer to create a glass-edged swimming pool, a golf-driving range in a condominium and one-of-a-kind double-storey living in a condominium. Some of its popular properties that have gained outstanding brand recognition include the Perdana and Perdana Emerald packages, Metropolitan Square, Armanee packages and The Rafflesia.

M K Land has adopted the Quality Assessment System in Construction (Qassic), introduced by the Construction Industry Development Board (CIDB) and has also begun to use the Industrialised Building System (IBS) in some of its projects.

To meet the increasing demand for housing and the discerning needs of a changing market, the priorities of M K Land will include incorporating healthy lifestyle and green features, together with a focus on sustainable development going forward.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN PUBLISHING – EDUCATIONAL PRODUCTS

A Brand that is Synonymous with Quality Education
Pelangi Publishing Group (PPG) was established in 1979, and since then has grown to be a trusted brand with a diverse range of products that include not only academic titles; but also novels, comics, magazines, storybooks and dictionaries.

Armed with the tagline – Quality Books for Quality Education – PPG believes in cultivating healthy reading habits by creating public awareness on the importance of reading. The company's objective is to inspire intellectual thinking through its books, be it in physical or digital format.

With over 36 years of experience in the publishing industry, the company is specifically engaged in publishing and distributing books and other educational materials in Malaysia and across the world.

PPG aims to go beyond the national boundaries through e-learning materials, equipment, multimedia and web-related products which enable the company to reach the global community.

Among its many achievements include being the first home-grown publisher to be public listed in 2004. The publisher produces an average of 700 titles a year – ranging from children's books to academic books. The company also publishes translated titles and other general titles.

In line with its aim in providing quality education and fulfilling its Corporate Social Responsibility (CSR), PPG also donates educational materials to the less fortunate so that they have access to proper education.

PPG participates in more than 10 international book fairs annually, and has established several publishing agreements with international publishers and literary agencies across the globe.

Infusing Technology in Education

One of the areas of current development is e-books, where PPG seeks to educate future generations with educational products of remarkable standards.

Driven by a passion for high quality, the company keeps up with the current trends by keeping a lookout for the best quality contents and materials which are available in the market.

PPG continues to publish books in digital format and makes them available through PelangiBooks.com, e-sentral.com, bachabooku.com, kakibuku.my and Google Books. The company will continue to add more channels to the e-distribution network in the near future.

In line with today's ever-emerging technology, PPG has expanded its means in order to cater to the needs of contemporary learners through multimedia and digital materials – such as DVDs, audio CDs, movies, e-books, and Q-Learning portal (qlearning.pelangibooks.com). Most recently, Claz'room Academy, an animation academy, has been launched in Johor Bahru to expand the talents in the digital arena (www.facebook.com/clazroomjb)

A Future Secured by Quality Products

With its years of experience in the publishing industry, the company has grown from a small, local publisher into a global publisher dedicated to the development of Malaysia's quality of education.

Among the many plans in the making, PPG is looking at expanding its product range with the objective of enhancing the learning experience of the future generation of learners. With the expansion of its product range, the publisher plans to strengthen its market share in the country through sales management endeavours and optimum operational strategies.

In view of the exponential growth in digital learning formats, PPG will focus its efforts on developing its digital educational repertoire, as it goes forth and extends its reach to regional markets. PPG will continue its tradition of CSR activities, in order to give back to the community. The company will continue to persevere to provide quality educational products in service to the community and the region.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN CONSUMER – PROFESSIONAL SKINCARE

Quality Par Excellence

Sothys was founded in 1946 by Dr. Hotz, a medical biologist, who worked on a remedy to minimize suffering for burnt victims in World War II. The brand was taken over in 1966 by Bernard Mas, the Group's Founder. From establishing itself firmly in the French market, the brand has rapidly expanded into Europe in the 1970's, followed by Asia in the 1980's.

Today, brothers Christian and Frédéric Mas oversee the company, with its head office in Brive-la-Gaillarde and beauty institute located at Faubourg Saint-Honoré in Paris. The family business is built upon a long tradition of quality and excellence, based on human values and French production.

Sothys is present internationally with 13 subsidiaries in Austria, Belgium, Finland, Germany, Great Britain, Italy, Japan, Malaysia, Singapore, Spain, Switzerland, the Netherlands and the U.S. It partners 15,000 beauty institutes and spas worldwide.

In Malaysia, Sothys was started in 1993 – a partnership formed of a vision shared by Bernard Mas and Ronnie Woon. It is widely acknowledged as one of the top-end professional skincare brands in Malaysia. There are 7 Sothys flagship salons and over 40 premium Sothys salons in the country – offering the best in products and treatments that the brand has come to be renowned for.

Innovative & Iconic Skincare Brand

Sothys offers a complete range of beauty and well-being products – from face, body & sun care to make-up and men's care. As a highly specialized brand, Sothys has grown to become a legendary name that represents excellence and prestige – claiming its place as an avant-garde beauty expert. The dynamism of Sothys springs from its ability to maintain its identity; while offering new solutions in the constantly evolving beauty world.

The Group's entrenched Philosophy is to combine cosmetic solutions with professional treatment methods. Its vast experience and innovative approach has produced real knowhow as well as expertise in skincare and active ingredients – resulting in effective products of optimum quality which guarantee results for its clients.

In the 1980's, the Sothys brand was one of the first professional beauty brands in France to use Retinol in its products. It is also the creator of Digi-Esthétique® – an exclusive massage method that offers clients an unforgettable sensorial experience.

Sothys has always been inspired by nature; using plants to create effective skincare products. In 2006, Sothys created a research unit which led to a partnership with the Chemistry of Natural Substances Laboratory at the University of Limoges (LCSN) – a link which complements its innovative potential. The study of the Limoges biotope has produced original plant ingredients which have been exclusively integrated into Sothys' products. The same innovative spirit also saw product breakthroughs such as cellu-guard®, Omega H2CR®, boletus extract 1055 (SOREDEC patent), etc.

Sothys manufactures its products according to the most rigorous quality standards in the cosmetics industry, complying with stringent international regulations from beginning to end. Containing minimum preservatives for maximum tolerance and safety, all products are scientifically proven and verified by independent toxicological experts. In addition, they are developed in a controlled atmosphere and in compliance with GMPs (Good Manufacturing Practices), OHSAS 18001 and ISO 9001.

Brand Building through Exclusive Partnerships

A fundamental commitment to professionals and a close relationship with beauticians is the very essence of the Sothys' approach. The Group is committed to supporting exclusive partnerships with beauty institutes and spa professionals and providing them with modern and high-performance training tools. Besides transmitting and sharing the precious assets of global beauty, the Group also provides marketing and sales aid tools indispensable to the success of each partner.

To this end, Sothys recruits, trains and unites passionate professionals, led by a desire to offer quality products and treatments to their customers. Meticulous attention is paid to the characteristics and perfection of the products and treatments. This priority is the reason why consumers place so much trust in the brand.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



TANGS
MALAYSIA



PRESIDENT'S AWARDS 2014-2015 BEST BRANDS IN LIFESTYLE – FASHION RETAILER

Flashing Back, Pushing Forward

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

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

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

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

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

Acknowledged in Style

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

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

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

Becoming Part of History-in-the-Making

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

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



**“THE ART & SCIENCE OF BRAND DRIVEN
IS TO WEAVE STRONG EMOTIONAL BONDS
WITH CONSUMERS AND EMBED
YOUR BRAND IN THE DEEPEST RECESSES OF THEIR BEING.”**

...DR KKJOHAN



**THE BRANDLAUREATE
PLATINUM BRAND AWARDS
2014-2015**



THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



Jones Lang Wootton

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



PLATINUM BRAND AWARDS 2014-2015 BEST BRANDS IN REAL ESTATE – INTEGRATED ADVISORY & PROFESSIONAL SERVICES

Keeping a Vigilant Eye on the Market

Jones Lang Wootton (JLW) is THE FIRM in real estate advisory services. It provides comprehensive quality real estate services that include clients fully integrated services, valuation advisory and consultancy, strategic consulting and market research, agency (including tenant representation), property and asset management as well as project and development services to property owners, investors and occupiers. JLW's offices are in Kuala Lumpur and Johor Bahru (Iskandar Malaysia) and have a team of over 135 professionals, specialists and experienced staff including on site property management teams.

Established in London, United Kingdom in 1783, JLW first started operations in Malaysia in 1974 and became fully Malaysian owned in 1982. For the past four decades, JLW has imprinted its footprint in Malaysia's real estate sector with its DNA of providing quality real estate advisory services and is reputed for its experience and deep understanding of market drivers and trends, specialized methodologies and tools and wealth of in-depth research to optimize the performance of their property investments, whether they are individual assets, portfolios or specialized projects.

JLW's vision is to be the real estate firm of the future and to achieve this; it continues to provide top quality value added integrative services to their clients while maximizing returns in the property market in Malaysia.

The Dynamics of JLW's Position of Leadership

JLW operates in a single, centralized management system which enables the company to execute strategies targeted towards meeting the needs of its customers and at the same time build on the brand's sustainability.

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

JLW's most notable appointments was in 1979 when it was appointed Exclusive Marketing Agent for the world renowned Petronas Twin Towers (Tower 2) and Suria KLCC shopping centre. JLW has either leased or sold some of Kuala Lumpur's most notable landmarks including Menara Binjai, Menara Darussalam, Vision City, Menara Public Bank, Menara Standard Chartered, Menara Citibank, Menara Prudential and Menara Maxis.

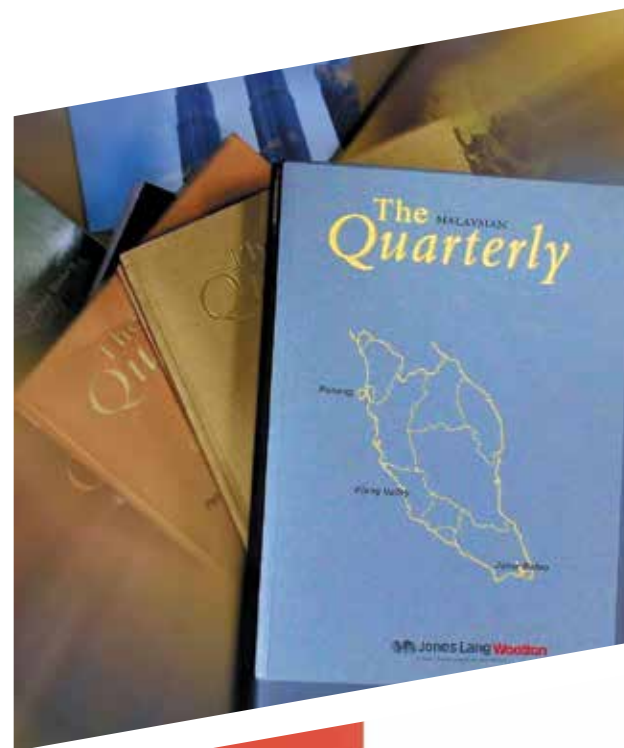
The company's research and consultancy team has experience in a wide variety of property types including offices, shopping centres, industrial factories and warehouses, hotels, residential developments, resort properties and townships. As high professional standards and integrity are critical to any valuation process, JLW applies recognized practices to form impartial, objective and confidential valuation advice.

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

Branding for Future Success

JLW believes that its future success will be dependent on sustaining a compelling and consistent brand experience for its clients. The management believes that differentiation is more essential today than it has ever been and JLW needs to up the ante in the competitive environment. With this in mind, the staff are always reminded of the challenges faced and need to work as a team to build on the sustainability of the brand and maintain the brand loyalty of clients built on quality service, collaboration and trust.

Synonymous with real estate, JLW will not rest on its laurels but continues to increase its efforts to ensure that when people think of real estate, they think of JLW.



Jones Lang Wootton

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

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



9 TIMES & ONLY WINNER
2006-2015
THE BRANDLAUREATE BEST BRANDS AWARDS
BEST BRAND IN REAL ESTATE ADVISORY SERVICES





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



PLATINUM BRAND AWARDS 2014-2015 BEST BRANDS IN CONSUMER – COOKING OIL

Tantalizing Taste Buds

Lam Soon's **Knife** has been the Number One preferred cooking oil for generations of Malaysian households – built on the brand promise of superior aroma and taste. 2015 marks the 67th anniversary of the brand – and it is still as tantalizing as ever! With humble beginnings immersed in edible oils, copra, and canned food, the company expanded into oil extraction and refinery for laundry soap and cooking oil production. It made history in 1970 when it pioneered the nation's first oil fractionation plant for the manufacture of cooking oil.

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

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

Traversing Time

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

5000 workers and a total annual group turnover of over S\$ 1 billion.

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

Emotive Appeal

Knife brand has undergone a revamp since 2007 to maintain its unique position as the undisputed market leader. A new brand identity has been created to harmonize the elements – which feature a new **Knife** logo and brand name. Today, the brand label carries an emotive appeal, with the introduction of a food image and a modern healthy look – working in tandem with its tagline, "More Aroma More Taste". The brand's values go beyond the product; with Honour and Integrity being the hallmark its interaction with both customers and its staff. The company is also involved in Corporate Social Responsibility (CSR) programmes as part of its contribution to society.

Category Captain

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

Among the many recognitions received, **Knife** was again voted Reader's Digest Trusted Brand – Platinum Award 2015 and conferred The BrandLaureate Top 10 Signature Award 2014/15 for 'Best Brands in Consumer Cooking Oil'. Its popular **Knife** Fish Sauce also won for the second time the Malaysia Women Weekly's Domestic Diva Award 2013 for 'Best Fish Sauce'.



More Aroma
More Taste





PUBLIC MUTUAL
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK



PLATINUM BRAND AWARDS 2014-2015 BEST BRANDS IN FINANCIAL SERVICES – UNIT TRUST FUNDS

The Undisputed Leader in Unit Trust

Public Mutual, Malaysia's largest private unit trust company manages more than 100 unit trust funds with a total net asset value (NAV) of RM63.8 billion as at 30 September 2015. As an approved Private Retirement Scheme (PRS) provider, Public Mutual manages eight PRS funds. It commands a NAV of RM384.6 million in the PRS industry.

The wholly-owned subsidiary of Public Bank adheres to the group's high standards of financial integrity and corporate governance in the management of its unit trust and PRS funds.

Public Mutual's investment philosophy revolves around stocks with strong fundamentals and resilient earnings – all aimed at achieving the objective of delivering superior and consistent returns over the medium- to long-term. The

The Company has a strong distribution network with a team of dedicated and dynamic unit trust consultants (UTCs) who are the largest and collectively most productive in the unit trust industry. With over 3.1 million accountholders, Public Mutual is supported by a total of 32 branches/customer service centres and more than 255 Public Bank branches nationwide.

Public Mutual also actively organises Corporate Social Responsibility and Go Green programmes. With a strong believe in caring for the community and eco-system, employees and management participate in outreach programmes and charity fundraising activities to help make life better for the community.

A Successful Portfolio

A well-remembered brand among Malaysian investors, the confidence the industry and people have in Public Mutual is reflected in the many awards they have won including The BrandLaureate Awards.

With more than 30 years of experience in managing funds and helping Malaysians build successful unit trust businesses, the Company's consistent track record gives the brand an edge in the industry and country.

Public Mutual conducts advertising and on-ground activities across Malaysia to reinforce its brand. These brand-centric initiatives include organising annual investment and financial planning talks and seminars, as part of their education programme.

In 2014, the Company organised more than 170 roadshows and 70 talks and seminars to increase awareness on the importance of investment and personal financial planning and to promote Public Mutual's products and services.

For its high net-worth investors (Mutual Gold and Mutual Gold Elite members), Public Mutual provides exclusive services through seminars and monthly magazines to educate them on financial and investment planning, and to keep them updated with the latest news. The Company also offers free Will/Wasiat writing, Trust Nomination services and free insurance coverage for these investors.

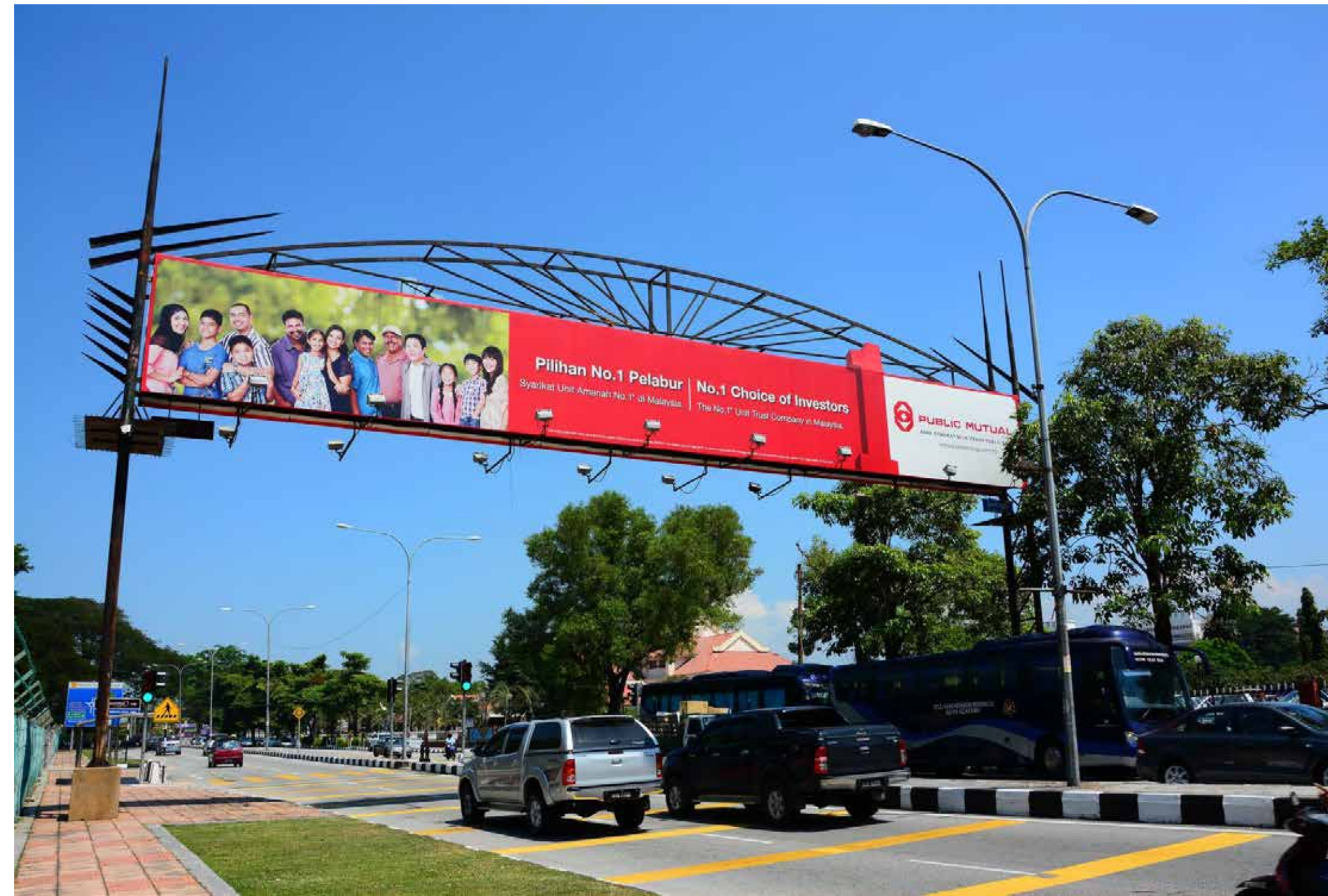
Public Mutual continues to be committed to delivering first class services to its investors through various customer service initiatives. The Company's online platform, Public Mutual Online (PMO), provides a hassle-free service for investors to access their investment account and perform online transactions at anytime from anywhere.

Their UTCs are the front liners who go out of their way to provide personalised service to all investors and help grow their investments. To maintain the quality of UTCs, the Company invests heavily in their training and development and provides one of the most competitive incentive programmes in the industry.

Investing in the Future

Moving forward, Public Mutual intends to continue to invest in brand-positioning activities across the country. The Company aims to retain its No.1 position by maintaining high level of excellence in terms of fund offerings, fund management and customer service.

The people-centric Company will increase its focus on the training and development of UTCs to enhance their knowledge and level of professionalism.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



SKB®



PLATINUM BRAND AWARDS 2014-2015 BEST BRANDS IN MANUFACTURING – DOOR & ROLLER SHUTTERS SOLUTION

Reliable and Durable with Lasting Performance

Opening its doors in 1957, SKB Shutter started as a family business in the manufacturing line. Now, it is a successful company in the forefront of manufacturing and supplying of roller shutters and steel doors in Malaysia.

Exporting to all over the world since 1997, SKB's products are guaranteed to be reliable, safe and operationally smooth. SKB ensures its customers of quality materials used and reliable products as it uses the latest computer assisted machinery and equipment when manufacturing roller shutters, steel doors, aluminium products and storage systems.

SKB's steel door features both fire-rated and non-fire rated designs for residential, commercial and industrial use. The company uses innovative new designs with increased functionality and reliability for the steel doors with a modern touch. Both the steel doors and the roller shutters are made from high quality material and workmanship for residential homes and commercial properties.

Known for its enhanced quality, the fire shutters go through stringent quality control before being in the market and exported. Tested and proven to conform to the highest worldwide standards of fire testing, SKB's quality products have been testified by research findings by the Warrington Fire Research in the UK, while being accepted and certified by SIRIM and by Jabatan Bomba Malaysia.

SKB's brand initiatives have remained the same in the last ten years. Focusing on research and development efforts, the company believes in differentiating themselves from others and strengthening the brand, while ensuring products are reliable and durable with lasting performance.

Powerful Performance

Among the company's success drivers include their continuous effort in R&D and to maintain its position as the pioneer of doors and shutters

in the industry. This year SKB has successfully developed the Insulated Fire Shutters for 220 minutes of thermal insulation and 300 minutes of fire resistance, the highest performance in the region presently. In line with the brand's initiatives focusing on R&D, their latest achievement is a step towards providing customers with products that meet regulatory requirements and functionality.

Innovating Future Success

For the financial year ending 2014, SKB went on a R&D assignment which saw a product breakthrough for high performance shutters, particularly with those regulated under the fire protection standards in the region. The company is confident that once successful, the new and innovated product will be able to cater to higher thresholds of fire protection. This will also allow SKB to establish a competitive edge by being the first in the region to achieve these high standards and performance.

The company also pro actively seeks opportunities to diversify the group's business portfolio. However, the move does not digress from SKB's strategic priorities of its core offerings in producing of roller shutters, racking and storage systems, as well as effective and efficient people and cost management.

SKB will continue to develop regulator-friendly products to make available products that meet aesthetic specifications, functionality and regulatory requirements. This will give customers a chance to choose from a series of products that not only meet regulatory requirements, but at the same time not compromising the aesthetic and technical functions that would meet both key safety and security elements.

SKB is set to meet the challenges faced of a developing borderless market and believes it has the ability to anticipate, adapt and master any changes that are likely to take place.





SKF®



PLATINUM BRAND AWARDS 2014-2015 BEST BRANDS IN MANUFACTURING – BEARINGS & UNITS

Focus On Bearings, Customers and Developments

Founded by Sven Wingquist over 100 years ago, SKF began with the invention of self-aligning ball bearing. Since then, the company has played a vital role in helping reduce friction in the mechanised world. Their success is reflected by its accelerated growth and top position in the industry today.

Operating in 130 countries across the world with over 48,000 staff that focus their efforts on powering innovation and advancing their products and services, SKF believe in constantly pushing the boundaries of possibilities.

Armed with the business proposition that ensures machine shafts rotating and equipment moving past their expected lifetime, SKF continues to update their products and solutions – giving their customers higher value and allowing them to be more competitive. Their emphasis is on developing complete and innovative solutions to make machines more reliable, more energy efficient and reduce the cost of ownership for customers.

SKF spotlights on customers, providing assistance after installation and during operations. This has led to some pioneering advances such as the conception of the bearing sub surface fatigue life calculation, which became the ISO standard throughout the industry.

The Power of Technology

With the ever changing developments in technology, SKF takes into account how these advances will have an impact on their own products, services and business models as well as their customers from different levels – factory, machinery and workforce.

The company's new products and services development projects are based on extensive experience acquired for many years, a dedicated and efficiently trained staff with industry knowledge and a specific intention of where and how a new product is going to be utilised.

SKF's forward thinking philosophy is one of the reasons it has remained a market leader in the engineering sector, where one idea has the ability to create history and the face of a market. The company believes in recognising and keeping

ahead of industry trends is a successful element on its own.

This is reflected in SKF's ability to remotely monitor millions of bearings of their clients in the oil and gas industry around the globe, preventing breakdowns and catching failures before they become disastrous.

Spotlight On The Future

For SKB, the evolution of the factory is seen through influences in technological advances, such as the company's use of smart devices on factory processes. The role of the Internet of Things is potentially one of the biggest changes that the factory will experience since the start of automatic control of machinery.

Taking technology one step further, SKF's custom apps for iPad and iPhone enables machine operators on the factory line, sales and engineering teams in the field, and global customers. These clients rely on SKF bearings to power their projects - from salt mines to steel pipe factories and are able to access business data in real time, communicate with colleagues and machines, and store away tools of the past.

SKF has taken significant steps in the last few years to improve their own manufacturing operations. All new factories and logistics centres across the world are built to the latest LEED building standards and the ISO 50001 Energy Management Standard.

The company continues to lead the market when it comes to innovation, thanks to its emphasis on improvement and development. Through a technology initiative called SmartFactoryKL, a manufacturer-independent demonstration and research platform – SKB has taken a step towards the Industry 4.0 vision by developing and deploying solutions which enable flexible production structures, addressing the current industrial challenges.

With its continuing quest to nurture industrial activity and development SKF believe in its own capability to power the future and unlock the next industrial revolution.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



PLATINUM BRAND AWARDS 2014-2015 BEST BRANDS IN CONSUMER – CERAMIC FLOOR & WALL TILES

Trendsetter for Interior Design & Decorating Solutions

White Horse Ceramics Industries, a joint venture between three leading tile companies from Taiwan, Malaysia and Singapore, was established in 1991. The company has its corporate headquarters located in Pasir Gudang, which is also home to the company's manufacturing plant, warehouse, administration office, research & development department and showroom.

Starting off with producing the basic "salt and pepper" tiles, today White Horse is one of the largest manufacturers of ceramic and homogeneous tiles in Malaysia. The company also enjoys support from a network of 1,500 dealers and outlets across the country.

The leading tile manufacturer in Asia Pacific also has branches in major cities in East and West Malaysia. White Horse exports their products to Singapore, Philippines, Thailand, Hong Kong, Australia, Japan, Korea, New Zealand and Sri Lanka.

Armed with the tagline "Ultimate Quality, Timeless Design", White Horse's 60 years of industry experience is reflected by their emphasis on bringing quality and design to the ceramic tile industry. On the quest to be a World Class Ceramic Tiles Manufacturer, White Horse uses high end, imported machinery and technology in its operations. It is the only tile manufacturer in the country that is capable of producing a broad spectrum of porcelain, ceramic tiles and tile accessories.

A world wide brand, it has two other manufacturing plants in Taiwan, Malaysia and Vietnam and O.E.M sourcing facilities in China. White Horse Ceramic has the range of product, technical and volume capabilities to meet the needs of wholesalers and retailers.

A Tiled Success

Recognised as the "largest tile showroom in Malaysia" in the Malaysia Book of Records, White Horse's Ceramic World was established to help customers visualise the different combinations and possibilities of the tiles in their homes. To cater to their customers in different locations,

there are Ceramic Worlds in Bandar Baru Selayang, Klang, Johor Bahru, Butterworth and Alor Setar.

In December 2014, White Horse Ceramic took the idea of world-class living to a new level with the new showroom in Georgetown, Penang. The new Concept Gallery, offers the advantages of viewing the home grown brand's selection of tiles in an art gallery format. The boutique showroom is targeted at homeowners, architects, interior designers, developers and distributors who are looking for quality and premium designed tiles for own homes and projects.

In the forefront of technology, White Horse uses Digital Inkjet Printing technology to create, modify, transmit and apply designs directly onto the tile – for improved creativity, innovation and flexibility in tile design.

Stepping Into The Future

White Horse Ceramics new strategy involves improving their presence and appearance in the market and to their target audience. The new Concept Gallery will be located in selected high population areas.

To further improve and support their distribution of network in Johor Bahru and Sabah, the company is planning to construct a showroom-warehousing facility, which will be ready in two years time. The new plan would help to reduce the lead time in delivery to customers in and around the vicinity.

With many countries in ASEAN stepping up controls to mitigate the import of ceramic tiles, by enforcing product or systems certifications, the group has undertaken measures to ensure the products are able to be exported to the countries. White Horse continues to be positive on the growth potential of the ASEAN region, China and India.

Although operations are challenging, with higher production and operating costs, the company has implemented strategies to address the challenges. Among White Horse's measures include manufacturing efficiency improvement, cost-saving measures and market restructuring to address these challenges.



**“GET INTO THE SOUL OF THE BRAND,
SPEAK & DELIVER MESSAGES
THAT APPEAL TO THE CONSUMERS AND DRIVE THEM IN !”**

...DR KKJOHAN



**THE BRANDLAUREATE
SIGNATURE BRAND AWARDS
2014-2015**



**THE BRANDLAUREATE
AWARDS**
2014-2015
BRAND DRIVEN
IT'S THE BRAND THAT DRIVES



AEON



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN RETAIL – GENERAL MERCHANDISE STORES

Enriching Your Lifestyle

Since its establishment 31 years ago, Malaysians from all walks of life have gone on to love AEON and make it a household brand. Reputed for its quality and excellent range of products and services at affordable prices, AEON is the retailer of choice and continues to hold on this position with its commitment to deliver on its brand promise of "Enriching Your Lifestyle". It strives to exceed customer's expectations and enhances their experience every time they shop at any of its outlets.

The leading General Merchandise Store and supermarket chain in Malaysia, AEON Co (M) Berhad is part of The AEON Group of Companies, an integrated Japanese retailer that is active in Japan, ASEAN & China. AEON Malaysia has 30 outlets and 3 MaxValu supermarkets across the country. The company, with a name that means 'eternity' in Latin, believes in working together with its customers, suppliers, business partners, shareholders and the community, towards creating a future of limitless promises.

AEON was founded in response to the Malaysian Government's call to modernize the country's retailing industry. From then onwards, AEON's chain of stores to satisfy the needs and desires of consumers from all walks of life, especially the prospering middle income market Malaysia's conducive and stable economic environment has enabled AEON to make progressive expansion in Malaysia and AEON Malaysia has been selected as a regional hub for AEON's expansion in ASEAN.

Customer First Philosophy

At the heart of AEON's phenomenal growth is its corporate philosophy of "Customer First." This commitment has led AEON to strive and satisfy the ever changing needs and desires of their consumers at all times. The company's performance has been further enhanced by the management's acute understanding of their target market needs and the combination of an accurate product-mix. In today's competitive retail environment, providing consumers with a pleasant and memorable brand experience is imperative. To this end, every initiative introduced is very consumer-focused, providing basic merchandise to a total lifestyle experience with consumer's comfort and experience in mind. All processes from front –

end services to back – end process is fine tuned to support and deliver the promise of "Enriching Your Lifestyle."

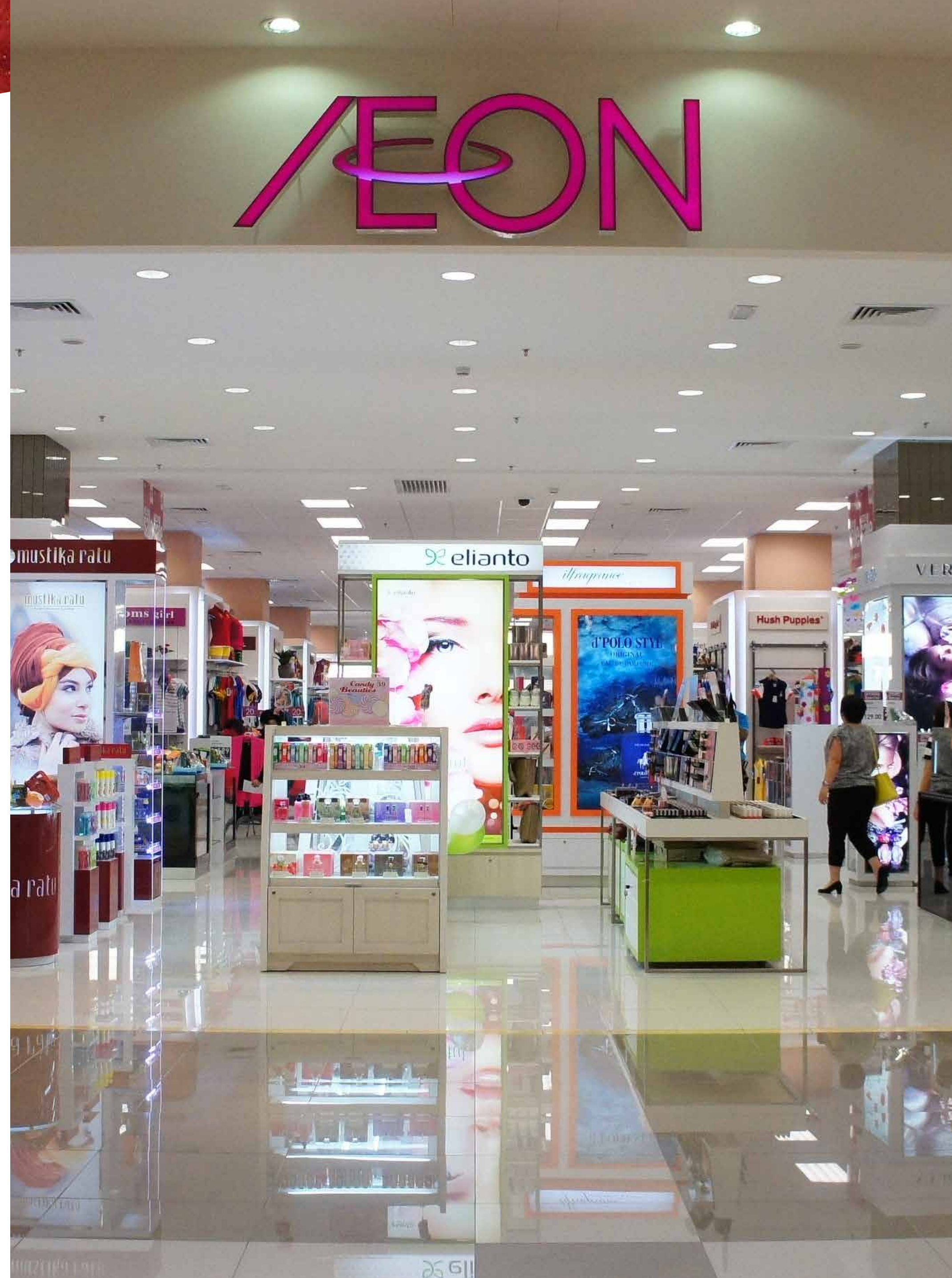
To serve its customer better, AEON's retail employee goes through stringent in house training to develop and enhance their skills. The internal staff commitment to the brand has played a pivotal role in the brand's success.

Key Areas of Growth

To sustain its leadership position, AEON will focus on the following areas :

1. To provide higher quality products sourced from ethical suppliers, both locally and internationally in order to offer more variety, fresher selections and greater value to the customers. AEON is the only retailer to receive the Halal certificate for our sushi outlet and processing centre.
2. Enhancing customers' entertainment and shopping experience. AEON will continue transforming their malls into a lifestyle hub, allowing customers to shop, socialize, dine and play, making every visit to the mall an all-encompassing escapade for anyone and everyone.
3. Better shopping by providing invaluable amenities such as comfortable benches for shoppers needing a little rest, conveniently located 'surau', free wireless Internet connection, and their "Kidzone" interactive playground and play areas with libraries for children, ensuring ease, peace of mind, and delight.
4. AEON's loyalty programme which is AEON Members Card provides further benefits & privileges. It has a base of one million members.
5. Merchandise development through a private brand TopValu that offers quality and value-for-money for assortment of household items and groceries, at affordable prices.

AEON's long term strategy is to enhance the brand both locally and globally and to provide enjoyment & satisfaction to its customers through quality merchandise along with convenience and comfort at all its shopping malls. As a corporate citizen, it will also contribute its resources in areas of environment and community.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



antabax



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN ANTI-BACTERIA CLEANSING SOLUTIONS

Promoting Greater Wellbeing

Antabax is an award-winning brand owned by Lam Soon Edible Oil Sdn Bhd (LSEO) and is known for its effective antibacterial product range. A household name in South East Asia, LSEO is known for quality products and its ability to manage strong brands. It is also recognized as a major player in the Fast Moving Consumer Goods (FMCG) industry. From its beginning in the 1950's, the company has grown steadily over the years; and today has operations in Singapore, Malaysia, Thailand and Vietnam.

Armed with the Brand Promise of cleaning and removing 99.9% of germs for 24-hour antibacterial protection, Antabax is a trusted name that promotes a healthy and hygienic lifestyle. The Antabax product range includes Bar Soap, Shower Cream, Hand Soap, Hand Sanitizer, Medicated Powder and Antibacterial Cleansing Wipes. These products offer customers a quick and complete hygienic range for individuals and families.

A trusted medicated brand that promotes a healthy and hygienic lifestyle, Antabax is dermatologically tested to be gentle on the skin, with additional concentrate and special ingredients, including anti-oxidant and anti-inflammatory properties of Vitamin C and Vitamin E, and the rejuvenating effects of essential Vitamin B Complex (B3, B5 & B6).

Showered by the Spirit of Success

One of LSEO's star brands in 2014, Antabax continues to make inroads in the Medicated Personal Wash segment.

The team behind the success of Antabax keep the Values of Creativity, Innovation, Leadership and Integrity in mind when designing health and hygiene campaigns for the brand. Whether small or large campaigns, they have successfully managed to implement the campaigns across Malaysia and received positive response.

With continuous research and development and the spirit of innovation in the forefront, the team has, in the past, explored new ideas to make the campaigns stand out and gain the attention of Malaysians from all walks of life.

Since 2009, Antabax has run annual public education and awareness programmes on hygiene. The brand developed a creative concept and implemented the popular National Patty Cake Competition and the reality game show, Lat-Tali-Lat.

The CSR initiatives cleverly revived traditional games as methods of teaching better hygiene – which was aimed at reaching all Malaysians so that the important message of health and hygiene becomes a habit among the population.

Antabax's innovative approach to educating Malaysians about hygiene saw it reach over seven million people in 2013. These efforts were recognized when it won the 2014 Asia Responsible Entrepreneurship Awards (AREA) in promoting good hand hygiene habits among schoolchildren.

Reaching out to their customers in Sabah, Antabax held the star search campaign, Bintang Antabax Bersama Servay. The collaboration between Antabax and Servay Hypermarket gave the winner a chance to be recruited by well known production company, Metroweath International Group, as well as cash prizes totalling RM7500.

Spreading Its FMCG Wings

With its many brands in the FMCG industry, LSEO has built a reputation for having brands with qualities associated with Integrity, Trustworthiness, Friendliness and Approachability. The company continues to refresh its brand portfolio, introducing new line extensions of high quality and attractive pack designs to appeal to the evolving consumer trends.

Antabax believes in standing out from the rest of its competitors. It is one of the top Malaysian personal care brands and has risen to the admired position over a short period of 10 years.

The band trusts that being a leader requires it to be unique; and thus continues to put in effort by being innovative and different from the others in the market. LSEO has plans to take Antabax to other countries in the region – simultaneously broadening the brand's distinctive business philosophy to a larger market.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



BLACKMORES®
THE BEST OF HEALTH

www.blackmores.com.au



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN WELLNESS-NATURAL HEALTH SOLUTIONS

The Brand

Founded in Queensland, Australia in the 1930's by naturopath, Maurice Blackmore, Blackmores is all about being passionate about natural health. With the objective to inspire people to take control of their health and invest in their wellbeing, Blackmores is known for vitamins, minerals, herbs and nutrients with a more natural approach to health. Today, 80 years later, Blackmores is one of the most trusted brands in natural healthcare.

Taking a long-term, holistic approach to healthcare, the brand has the reputation of being the expert and advocate of preventive health. Blackmores continues to combine scientific evidence with traditional knowledge, while seeking new methods of improving health for all.

Blackmores products are developed by experts and takes into account the exact requirements under the principals of good manufacturing practice and using natural ingredients. All products are required to meet their own and the government's stringent standards of safety, quality and efficacy. With its commitment to high standards, quality ingredients, good manufacturing practices, and reliable information, the company has firmly positioned itself at the premium end of the market.

The health centric company has a presence in New Zealand, Malaysia, Thailand, Taiwan, Singapore, Hong Kong, Korea, China and Kazakhstan. It was officially registered in Malaysia as a company in 1990 and has continued its upward growth in the country. Blackmores Malaysia has over 80 employees and has a distribution network that covers more than 1000 pharmacies, drug stores, health food stores and hypermarkets. Throughout its 25 years in the country, the company has not wavered from its values and promise of offering quality healthcare solutions to customers across the country.

A Natural Path To Success

2015 marks a milestone for the company. This year marks the 30th anniversary of Blackmores' listing on the Australian Stock Exchange (ASX) and the 70th birthday of the chairman, Marcus Blackmore.

Blackmores Malaysia achieved a strong growth as the leading vitamin and supplements in the

market last year with strong sales of new products and continued growth across existing channels.

With its aim to empower people to take control of their health, the first-ever Blackmores Concept Store was established in Malaysia in September 2013. The store offers Malaysians naturopathic and holistic health consultations complete with personalised lifestyle, dietary and supplementary recommendations for consumer health and wellbeing.

In Australia, Blackmores Institute collaborated with Griffith University and launched an independent accredited short course in evidence based integrative medicine for pharmacists and other healthcare professionals.

Advancing Natural Health Solutions

While the Blackmores management is happy with the strong financial results and growth of the company has achieved, the company still takes into account the challenges faced. Among the challenges include satisfying customer needs while managing supply to meet the growing demand of products and dealing with shortages in raw materials needed for their products to meet their own high quality standards.

The brand also aims to continue to improve their operational effectiveness. It will remain focused on delivering strategic priorities in the coming year. One of the main priorities is to deepen the relationship with consumers, improving the connectivity to customers and expanding Blackmores' digital presence.

Blackmores also has plans to invest in its operations in Asia and continue to customise their products and services to meet the Asian customers' needs and preferences. The company also plans to leverage on the knowledge within the Blackmores Institute and BioCeuticals to further the research on complementary medicine and natural health, drive leadership and innovation.

The brand also aims to be the authoritative voice of natural health.





周大福

CHOW TAI FOOK



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN RETAIL - JEWELLERY

The Brand

Founded in 1929, Chow Tai Fook comes with a heritage of 86 years and the long-standing core value of "Sincerity Eternity". Popular for its distinctive product design, quality and value, the iconic brand is well-known for authenticity and trustworthiness and offers a wide range of jewellery products including mass luxury, high-end and youth products, to fulfill different market segments and diverse customer needs.

The world-class leading jeweller, with Mainland China, Hong Kong and Macau as its major markets, has an extensive retail network that encompasses over 2,280 Chow Tai Fook and *Hearts On Fire* stores across nearly 500 cities in Greater China, Singapore, Malaysia, South Korea and the United States. Customers can also purchase the Group's products through its own Chow Tai Fook e-shops and as many as 40 e-tail accounts on various online shopping platforms.

A Sparkling Success

Chow Tai Fook is Hong Kong's largest, as well as the world's second largest, listed jeweller by market capitalisation, standing at over HK\$70 billion; in terms of sales, it is the largest in the world. The Group has been listed on the Main Board of The Stock Exchange of Hong Kong since December 2011. In 2014, it made a strategic decision to acquire the luxury US diamond brand *Hearts On Fire*. The move has complemented the group's product portfolio with the addition of an exclusive premium diamond jewellery line to further solidify its stature as a world-class diamond expert in the industry.

With a pioneering spirit and a forward looking vision, Chow Tai Fook spares no effort to enhance its operations with continual commitment in innovative technology development and applications since the 1980s. This can be seen with its self-developed ICS RFID-technology Deployment project which has swept four renowned IOT and information communication technology awards recognizing its success in integrating RFID and IoT technologies with its inventory control system for enhancing operational efficiency, work accuracy and overall productivity.

The use of four RFID-enabled and IoT-based smart devices, namely RFID tags, Logistic Tray, mHand and

Smart Tray, enables the Group to greatly enhance its operational efficiency and sales performance; while collecting sales information and big data for business analysis and strategy formulation.

In September 2015, the jeweller unveiled the one-of-a-kind intricate diamond necklace "A Heritage in Bloom" with 27 wearing methods created by world-renowned jewellery artist Wallace Chan. The breath-taking masterpiece is set with the 104 carat D-colour internally flawless (DIF) brilliant round diamond with cut grade of 3-Excellent, the largest of the 24 DIF diamonds cut from the exceptionally rare 507.55 carat Type IIA rough diamond "Cullinan Heritage" Chow Tai Fook acquired in 2010.

Shining In The Future

Chow Tai Fook's e-commerce continues to thrive and serve as a powerful tool for online sales, e-marketing and customer relationship management. The Group also strives to integrate online and offline channels extensively to ensure O2O synergy and omni-channel retailing.

The jeweller will continue to strengthen its connection with customers optimising its Chow Tai Fook Membership Programme that rewards customers with exclusive privileges and incentives in order to enhance their brand loyalty, encourage repeat purchases and attract new customers. The programme has been a big success with members increasing to over 1.66 million in Mainland China, Hong Kong and Macau.

In support of the Group's business development, Chow Tai Fook will continue to penetrate into Tier II and lower tier cities in Mainland China leveraging franchisees' local knowledge and network. It has also embarked on the development of "Chow Tai Fook Jewellery Park" in Wuhan three years ago which is expected to add value to the Group's business.

It is also expanding in other new markets such as South Korea, where it opened its first point-of-sale in Jeju Island in October 2014. Since then, the Group has opened another two in Seoul and Incheon in 2015, to capture on the growing Mainland Chinese tourists who are flocking to South Korea, as their new tourist destination.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



I & P Group



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN REAL ESTATE – PROPERTY

A Time-tested & Trusted Collaboration

Established in a unique setting, I&P is a wholly-owned subsidiary of Permodalan Nasional Berhad (PNB), after successful mergers and rationalization exercise between Island & Peninsular Sdn. Berhad, Petaling Garden Sdn. Bhd. and Pelangi Sdn. Bhd., in May 2009.

The formation of I&P Group entrenched the consortium as one of the few leading reputable developers in Malaysia – complete with vast experience and the ability to adapt to changing times. The company is consistently looking out for opportunities to enhance its portfolio, improving as it goes along to meet the needs of customers.

More than just a property developer, I&P is known as a developer of townships and has a track record in completion and delivery, timeliness and quality. These attributes have resulted in appeal, confidence and loyalty in the brand's projects by the Malaysian public.

I&P remains steadfast in its Vision of developing a whole township and in that way, nurturing wholesome communities. Using this philosophy from the start and over the past decades, the company maintains its focus and is committed to projects and townships that add the joy of living to its residents – simultaneously gaining business profits.

Among I&P's current projects in the Klang Valley include TemasyaGlenmarie, Alam Impian Bandar Kinrara, Bayuemas, Alam Damai, Alam Sari, Seri Beringin in Bukit Damansara and Taman Rinting, Taman Perling in Johor Bahru.

A Grand Builder of Triumphant Stories

With the Vision to be 'the choice developer for all', I&P's value revolves around the foundation of its culture and the way they conduct business. With integrity at the forefront of its operations, the company's Philosophy on being honest, fair, accepting responsibility and being accountable for its actions have driven it forward.

I&P's establishment has also developed strength and foundation in township development; and took it one step forward to be Malaysia's top player in the property industry. This is reflected by the many awards it has received – The Edge's Top

10 Developers Award for 11 consecutive years, The Edge-PEPS Award for Value Creation Excellence for in 2010 and 2011, the PNB Bumiputera Development Award and PNB Dividend Contribution Award in 2014. The 'PAM AWARDS 2015 – For Excellence in Architecture' for 'Multiple Residential Low Rise' and the 'Selangor Excellence Business Awards 2015 for Industry Class in Property Development from The Dewan Perniagaan Melayu Malaysia – Selangor.

In the international platform, I&P received the Best Public Services Development Malaysia (World's Best 2014-2015) for its public library in Bukit Damansara. The group also received a 'Highly Commended' award in the Commercial Landscape Architecture Malaysia (World's Best 2014-2015) category for its Alam Impian Park and the 'Highly Commended – Architecture Single Residence Malaysia' for TemasyaGlenmarie, Shah Alam by Asia Pacific Property Awards, the Global Leadership Award 2015 for Excellence in Property Development Sector and the Global Branding Awards 2015 for 'Recognising Brand Excellence Globally' in the Global Best Brands Townships Development Category by The Leaders International.

One of the major achievements that sets it apart from other developers is the building of a library in Bukit Damansara. Opened in 2013, the Bukit Damansara Public Library adds value to the township and reflects the customer-oriented philosophy the brand practices as a responsible developer.

Future Legacies in Property Development

I&P's future developments include the following land areas: 399 acres in Meru, Klang, 94 acres in Brogaville, Semenyih, 145 acres in Salak Tinggi, Dengkil and 959 acres in Taman Pelangi Indah 2 and 339 acres in Tanjung Kupang, Johor Bahru.

It causes growing concern that one of the biggest challenges in today's property industry is to provide a home that is truly a sanctuary; where residents can 'get away' from the daily pressures of life – with a place for leisurely pursuits for the family that is close to educational and business districts. I&P continues to strive to fulfil these needs for today's modern and discerning clients.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN CONSUMER – RICE

The Staple Rice Brand of Generations

A story that transcends three generations of the Lim family, Jasmine Food Corporation Sdn. Bhd. was founded by Lim Chong Beng, an immigrant from China. Settling down in Kedah, the northern state of Malaysia, he had a passion for paddy fields, and by 17 had dreams of establishing his own rice mill – an ambition that became reality in the late 1950's.

During that period, the distribution network of rice was localized, due to constraints in transportation. Marketing activities were unheard of then. Still, thanks to the family's hard work and persistence, the next generation of Lims helped to transform the company into an industry player.

Jasmine saw many opportunities in the 80's, thanks to the arrival of expatriates who made Malaysia their home and contributed to the country's expanding economy. The company imported different types of rice to suit the taste buds of the international community.

The 80's was also the time when the management team moved the company's headquarters to Ampang, Kuala Lumpur. The strategic move helped to develop plans for Jasmine's growth and expansion. Though the team faced many challenges moving operations from the countryside to the capital city, it persisted with said efforts.

A few years later, the company once again shifted, this time to Shah Alam, where it established a permanent central warehouse and headquarters. Jasmine has branches across the country – including Alor Setar, Prai, Ipoh, Melaka, Kuantan and Johor Bahru. With products available in more than 9800 outlets in Malaysia, Jasmine offers more than 25 products in a range of white, fragrant, basmati, calrose, glutinous and brown rice.

When the rice industry regulator, Lembaga Padi Nasional (LPN), was corporatized in 1995 and privatized a year later, Jasmine Food Corporation Sdn. Bhd. became a subsidiary of Padiberas Nasional Berhad (BERNAS). Today, through BERNAS, Jasmine imports a wide variety of rice from Thailand, USA, Myanmar, China, Vietnam, India, Pakistan and Australia.

Grains in the Timeless Sands of Success

Armed with the vision of being a major distributor of rice in Peninsular Malaysia, Jasmine has become the brand of choice for many Malaysians. The company's greatest achievement is its ability to maintain consistent quality, while increasing processing capacity, expanding product ranges and strengthening marketing efforts.

As one of the market leaders in the fragrant rice category, it was the first rice company to introduce high-quality fragrant rice into the Malaysian market. Jasmine introduced Royal Siam fragrant rice – a top-end product in 2011 and was first to introduce the high-quality 1121 Basmati variety from India, through PusaGold.

Jasmine has implemented a guarantee for products purchased – with the objective of protecting consumers with full money back guarantee if they were dissatisfied with a purchase. The promise reflects the confidence the brand has in the quality and taste of its products.

With a comprehensive distribution network that includes hypermarkets, supermarkets, mini markets, sundry shops and more, Jasmine was rated the most frequently purchased brand in an AC Nielsen and NFO market surveys.

Germinating into the Future

A brand name that is trusted and recognized for both quality and commitment to consumers, Jasmine continues on the quest to meet the needs of various consumer segments while researching new markets and identifying ways to expand its reach.

With various subsidiaries focused on even further growth within Malaysia, the brand continues to be driven by the philosophy that customers deserve the best their money can buy. This consistency is attributed to the experience of Jasmine's personnel, as well as its willingness to implement advanced research, drying, sorting and processing technologies.

Jasmine's strength lies in its management having the foresight in capitalizing on the rising trends in the market, which has helped the group blossom to what it is today.





THE BRANDLAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



LONPAC INSURANCE BHD (307414-T)



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN INSURANCE – GENERAL

Your Ultimate Insurance Solution Provider

Formerly known as London & Pacific Insurance Company Bhd, LPI Capital Bhd was established on 24 May 1962. A year later, the company was registered as an approved insurer and since then has become a strong player in the local insurance industry.

Lonpac Insurance Berhad, a wholly owned subsidiary of LPI Capital Berhad, was established in July 1994. After a rationalisation scheme in May 1999, the company went on with the underwriting of general insurance business. Operating with 21 branches in Malaysia and one in Singapore, Lonpac focuses on customer satisfaction. Since their incorporation in 2007, Lonpac continues to strengthen their presence in Cambodia with a range of general insurance products represented by Campu Lonpac Insurance Plc.

Armed with the mission to be the preferred premier insurance solutions provider, the company principally focuses on providing innovative insurance products that are supported by customer-centric service, with an easy channel for all insurance needs.

Lonpac aims to create an environment that is fair, caring and accountable for their employees. The company has the drive to create value for their shareholders and strive towards the sustainability of financial and technical strength, based on recognised and proven standards.

Spotlight On Profit

As one of the leading insurers in Malaysia, Lonpac has gone through tumultuous times, both locally and globally. Their ability to endure these financial storms is credited to the strength and vision of the company's management and Board of Directors, and with the support of their staff and stakeholders.

In 2014, LPI Capital's profits saw an increase of 48.4% before tax amounting to RM101.8 million, an increase from RM68.6 million in 2013. The company also had a net profit for shareholders registered from RM51.2 million to RM85.7 million for the same period.

Their incline in profits is mainly due to Lonpac, which has contributed significantly to the group, despite the Malaysian general insurance industry recording a 0.5 percent decline in gross premium income for the first quarter of 2015.

Thanks to Lonpac's strong and responsive business plan and the management's efforts to further build market share, the company has been able to register a growth in the first of 2015 by 11.5 percent, amounting, from RM 606 million to RM675.6 million.

In October 2014, the A.M. Best Asia-Pacific Limited affirmed the financial strength of A- for Lonpac. This reflects the company's record of maintaining profitable growth in market share over the past five years despite the increase of foreign insurers in the Malaysian market.

A Brighter Future

The group will continue to employ careful underwriting and sound claims management in the quest to further expand Lonpac's market share profitably. The management also has plans to establish Lonpac as a major insurance company in the region.

In the future, the company will continue to enhance shareholder value and deliver excellent services to its clients. This is in line with its mission to ensure that the company maintains their standing as one of the leaders in the insurance industry.

The insurance company will continue to enhance their products to suit customers' needs. They have plans to consistently improve their service level to provide customers' with quality customer service and expanding the number of staff while providing them with all the tools they need to perform their role.

Lonpac also plans to streamline workflow and improve efficiency via Information Technology to support superior delivery standards, strengthen and expand their presence in the domestic and global insurance market, seek and forge new strategic alliances and promote their brand with Corporate Responsibility activities.





Malayan United Industries Berhad



SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN LIFESTYLE

A Diversified and Strong Conglomerate

Malayan United Industries or better known as MUI is an investment holding company. With a track record of growth and profitability for the past 50 years, MUI, through its subsidiaries is primarily engaged in retailing, hotels, food & confectionery, financial services and properties.

MUI's corporate headquarters is based in Malaysia while its Group's international operations span the United Kingdom, Continental Europe, the United States, China and the Asia Pacific region.

The Group's corporate philosophy which is made up of three key attributes – Strength, Efficient and Trustworthy – continues to guide its business practices and code of corporate governance.

Headed by its Chairman and Chief Executive, YBhg Tan Sri Dato' Dr. Khoo Kay Peng, MUI has contributed significantly to the development of the nation's economy through its various subsidiaries, creating employment and business opportunities. Some of its major successful brands such as Metrojaya, Laura Ashley and Corus Hotel are household names and well received by consumers.

Fashion and Lifestyle

MUI's retailing division consists of Metrojaya and Laura Ashley, both industry leaders and popular brands.

The first Metrojaya Department Stores was opened in 1976 and provides exclusive yet affordable fashion and household goods that meet the varied needs of our customers. A home grown brand, Metrojaya is a pioneer in the retail industry and is renowned for its quality merchandise and house brands such as Passages, Emanuelle and Zona each of which has a distinct group of loyal followers. Its specialty stores, Reject Shop, East India Company, Somerset Bay, Cape Cod and Living Quarters are well received by consumers and has set trends in the fashion industry.

Laura Ashley, a global brand, has 205 stores in Britain and is also present in 30 countries worldwide. It is renowned for its quality women

wear and fine home furnishings. In addition to these stores, Laura Ashley also markets its products through other distribution channels including licensing, e-commerce and mail order. In Malaysia and Singapore, the Metrojaya Group operates 9 Laura Ashley franchised and concessionaire stores. Hospitality

MUI owns and operates 9 hotels and 2 restaurants in the UK and 2 hotels in Malaysia, most of which are operated under the "Corus" brand. The Corus Hotel Hyde Park in UK is the Group's flagship hotel with 389 rooms. The Corus Hotels Group also manages a hotel for Laura Ashley, named "Laura Ashley The Belsfield" which is fast becoming a famous boutique hotel brand in the UK.

In Malaysia, Corus Hotel is located at the commercial area of Jalan Ampang, Kuala Lumpur and its beach resort hotel in Port Dickson, Negri Sembilan, Corus Paradise Resort is a popular destination for holiday makers.

Fast Moving Consumer Goods (FMCG)

In the FMCG category, MUI's subsidiary Network Foods Industries Sdn Bhd manufactures quality chocolates that are sold domestically as well as exported to more than 35 countries in the world. Besides contract manufacturing, it also markets its own brands such as Tudor Gold, Crispy, Tango and Kandos.

The other companies in the Food Division are involved in the distribution of chocolates, confectionery and beverages to retail chains, wholesalers and supermarkets.

Property

The Group's flagship property project is the Bandar Springhill township, a 1990-acre development by West Synergy Sdn Bhd, a joint-venture with Chin Teck Plantations Berhad. Bandar Springhill launched is an integrated township situated between Seremban and Port Dickson. It has a well-balanced mix of residential, commercial, industrial and recreational developments. Its proximity to various key commercial areas in Seremban has made it a popular choice for house buyers.





SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN CONSUMER – SKINCARE SOLUTIONS

The Snow White Cream

With origins in Hamburg since December 1911, NIVEA, a brand created by the company Beiersdorf, is a combination of the cream's pure white appearance and from the Latin word "nix, nivis" meaning snow. The "snow white" cream was the world's first ever industrially produced oil-and-water based cream.

The cream is a combination of the emulsifying agent "Eucerit" (or beautiful wax), together with glycerine, citric acid and scent of rose and lily of the valley. Thus the world's first stable – and industrially producible oil-and-water-based cream was born.

From the beginning the creators of NIVEA was fuelled by a combination of research, creativity, and business intelligence. While the Nivea Creme has been constantly updated with the latest scientific developments in mind, the essence of the recipe has not changed much in more than 100 years.

Today, NIVEA is one the largest skin care brand in the world and is available in over 200 countries. The well known blue tin is the symbol of NIVEA's brand values of trust, closeness and skin care expertise. The company continues to enhance the NIVEA brand, keeping global core values in mind. Customers around the world see NIVEA as a product with high and reliable quality, good value for money and a positive brand image.

NIVEA large assortment of products are able to meet the needs of customers from different walks of life and countries. Beiersdorf's presence in the high-growth Asian markets is reflected in the success of its whitening products for reducing unwanted sun-related pigmentation.

Beyond 100 Years of Innovation

The most important and valuable brand in Beiersdorf's portfolio is NIVEA. The products contributed €3.862 billion to the group's total sales (€6.285 billion) in 2014.

NIVEA'S product extension began over 20 year ago in response to the changing needs and preferences of consumers. Beiersdorf introduced product lines globally such as NIVEA Men (1986), NIVEA Hair Care (1991), NIVEA Deo (1991), NIVEA Body (1992), NIVEA SUN (1993), NIVEA Face Care (1993), NIVEA Vital (1994), NIVEA Bath Care (1996) and NIVEA Hand (1998).

NIVEA has already occupied over 150 number one positions worldwide – in the Body, Men, Face, Hair and Deodorants product categories. Now, the aim for the brand is to secure the leading market position across all relevant categories across the world.

The Beiersdorf Skin Research Center, located in Hamburg is one of the largest and most modern in Europe and one of the world's leading institutes in this area.

Beiersdorf's research efforts stand out, with their researchers contributing to significant achievements, thanks to their findings. With more than 130 years of skin research expertise, the company has 600 staff members globally who focus on the vital element for NIVEA.

Last year, the group invested around €170 million in skin research and the development of innovative skin care products.

In 2014, Beiersdorf launched a new innovation in the face care category with NIVEA Q10plus Anti-Wrinkle Serum Pearls. The special pearl technology, combined with the innovative Q10 Plus Active Pearls with hydrogel is an effective anti-wrinkle serum.

Going Closer To Customers

With the philosophy "Focus on skincare, closer to markets", Beiersdorf also aims to refocus the company and its leading brands with this new strategy.

As the company reignites the positive development of brands, they strengthen consumers emotional bond to their brands, reposition them towards skincare and its core values, detect superior consumer insights and increase the transparency of markets and competitors.

Beiersdorf will continue to focus the innovation program to significant innovations, launch meaningful and successful innovations to consumers, intensify the excellence at the point-of-sale and improve the quality of communication planning.



NIVEA





SIGNATURE BRAND AWARDS 2014-2015 BEST BRANDS IN AUTOMOTIVE – BATTERIES

Taking the Lead in Power

Yokohama Industries is Malaysia's leading integrated automotive battery manufacturer. Since its humble beginnings in 1967 as a used automotive battery reconditioning business, Yokohama has experienced exponential growth to become one of the nation's most trusted brands and achieved public listing on the Malaysian bourse in 1995.

The company's 36-acre manufacturing facility is located at Semenyih in Selangor and boasts an annual capacity of 2.5 million automotive batteries and 100,000 motive power. The group also serves the OEM market and currently exports to 40 countries and still expanding its reach to other international markets. Other expansion plans include increasing and upgrading its product range, expanding their reach and enhancing customers' perception and brand experience.

Yokohama is also working on the idea of making Malaysia an automotive power hub through world class technologies and partnerships. In 2014, it ventured into the assembly of traction cells that power the needs of the warehousing and logistic industries.

Uncompromising Quality, Backed by Cutting-edge Differentiation

Uncompromising quality, cutting-edge research & development (R&D) and a relentless commitment to sustainability are three key features that differentiate Yokohama from the rest of the market players in the industry.

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 differentiation that allows it to bring the brand to greater heights.

Quality is Yokohama's fundamental design principle and is supported by world-class technology and

strict quality control at every stage. This year, it is bringing domestic distribution in-house – a step that will further improve the quality of their customers.

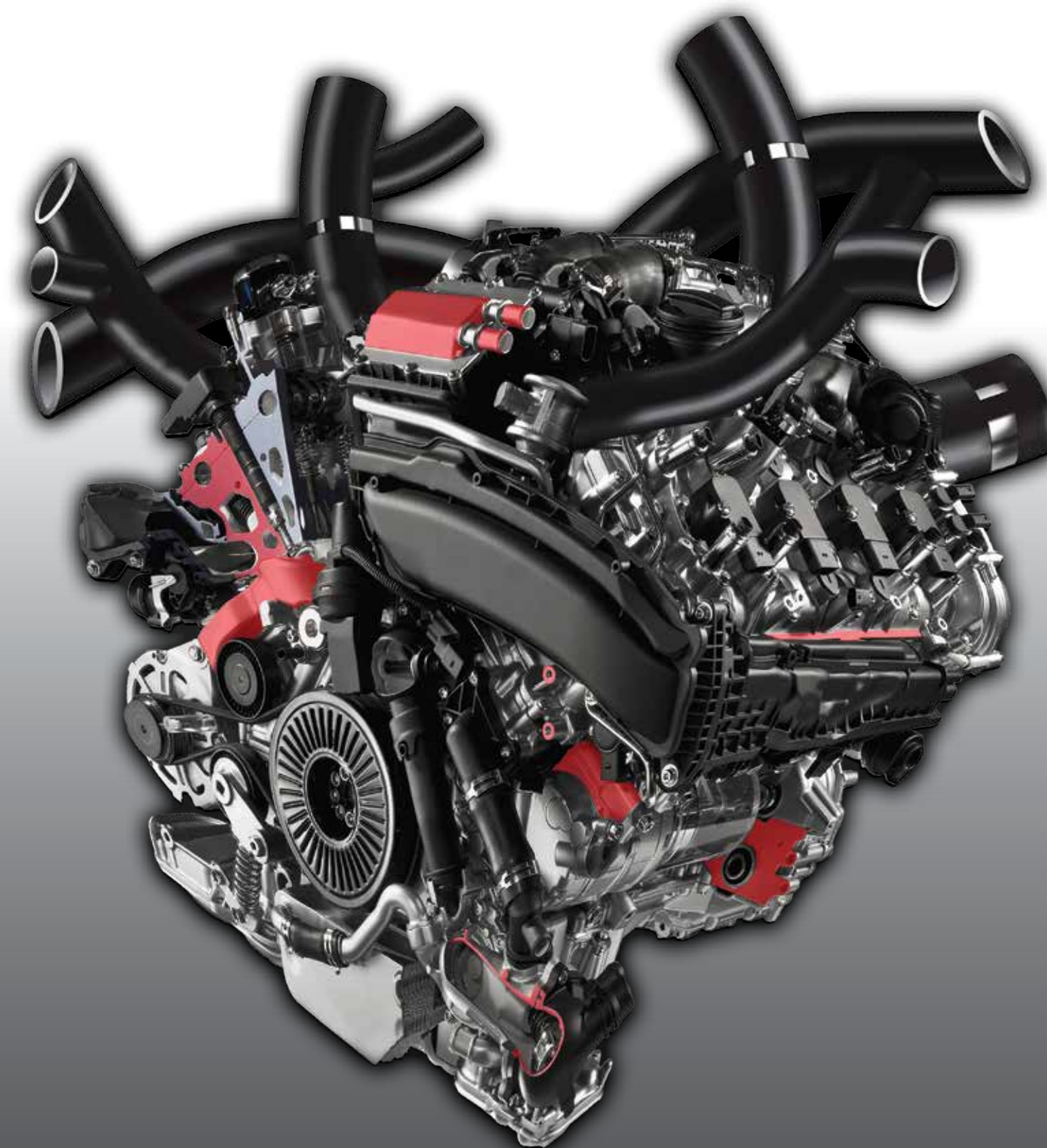
Relentless Commitment to Sustainability

Yokohama's reclamation plant in Pengkalan, Perak, recycles 3000 MT of scrap batteries monthly, and is a great example of the brand's commitment to sustainability. Several significant achievements include:

- 100 per cent of lead used by Yokohama is derived from scrap batteries from the reclamation plant, meaning no new lead is produced for their requirements.
- The reclamation process mitigates 230 tonnes of carbon dioxide that would otherwise be released into the environment monthly.
- The polypropylene component of the scrap batteries are recycled into pelletized plastics to be re-used to make battery casings.
- Zero waste is produced in our reclamation cycle – meaning 100 per cent of every scrap battery received is either recycled into reusable materials, or fed back into the reclamation process.

Sustainability is ingrained into all aspects of Yokohama's operations, whether it is solar-powered buildings, solar buggies, adoption of local rivers, blood donation campaigns or company-wide energy saving initiatives.

Through the years, Yokohama has evolved into a company that is sustainable in both its operations and environmental management, and will continue to embark on this policy to differentiate its brand. It will continue to be guided by its Motto, 'Learning from experience and growing on knowledge', to further strengthen the brand's foundation.



GENTLEMEN, HEART YOUR ENGINES

YOKOHAMA
BATTERIES

START WITH THE BEST™





**“THE BRAND IS THE RESILIENT DYNAMO
THAT PAVES THE WAY TO UNTOLD SUCCESS.”**

...DR KKJOHAN



**THE BRANDLAUREATE
CORPORATE BRANDING
AWARDS 2014-2015**



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN FINANCIAL SERVICES - REIT

A Solid Track Record

Malaysia's first and largest Islamic business space and industrial real estate investment trust, Axis Real Estate Investment Trust has a distinctive portfolio. Established in 2005, the trust covers 7.02 million ft. of space in 33 properties under five asset classes.

Known as AxisREIT, the company's business is a combination of single and multi-tenanted buildings, with diverse businesses in different sectors located in the Klang Valley, Johor, Penang, Negri Sembilan and Kedah.

Managed by Axis REIT Managers Berhad, a licensed Islamic Fund Manager, the Trust was established to own and invest primarily in commercial, office and office/industrial real estate. The primary objectives of the fund include to provide unitholders with a stable and growing distribution of income and to achieve long-term growth in the net asset value (NAV) per Unit of the Fund.

In 2014, the Trust's investment assets in Selangor was RM1.05 billion (50.3% of total asset under management), Johor at RM513.5 million (24.62%) and Penang at RM227.6 million (10.91%).

With the community in mind, the management of Axis-REIT focused their 2014 corporate social responsibility programme on enriching the education of children with Down Syndrome as well as sponsorship towards a leadership training camp for youth between the ages of 12 to 18 years.

Axis-REIT has also started a sustainability programme at its properties to reduce the amount of carbon footprint and save energy, with early reports that show approximately 30 percent of savings on energy bills.

Successful Endeavours In The Market

In 2014, the brand saw success in the acquisition of three large industrial assets worth RM389 million. Thus, the total assets under management crossed the RM2 billion mark for the first time in the history of Axis-REIT.

The company recorded a rise in Distribution per Unit (DPU) by 6.8% to 19.75 sen for YTD 2014 (DPU for YTD 2013 was 18.50 sen), including a distributable gain of RM10.952 million from the disposal of Axis Plaza, completed on 25 March 2014. Despite the fall of occupancy in the same year, this was the fund's best result to date.

Axis-REIT's unitholders' funds have increased to RM1,326,369,000 and saw an improvement in the fund's NAV, going from RM2.2302 per Unit recorded at 31 December 2013 to RM2.4225 per Unit at 31 December 2014.

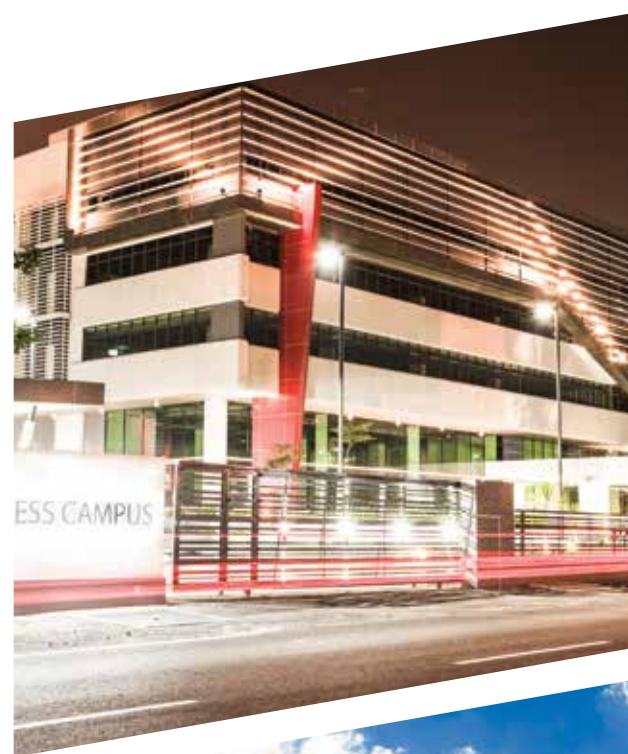
In August 2015, Thomson Reuters Zawya reported that RAM Ratings has reaffirmed the respective AAA, AA1, AA2 and AA3 ratings of Axis REIT Sukuk Berhad's (ARSB) RM155 million Class A, B, C and D Sukuk under its Second Sukuk Issue with a stable outlook.

Heading Into The Future

With a track record of over ten years, Axis-REIT has grown in size and profitability as it continues to soar to greater heights with a forward-looking strategy and an innovative, flexible action plan. Taking into consideration the volatility in the capital markets, the company is vigilant in order to anticipate and respond to changes, when necessary.

Axis-REIT's future plans will continue to target Klang Valley, Johor and Penang as their primary choice locations thanks to the industrial boom in Johor, in particular the Iskandar region and the industrial revival in Penang, such as the launch of the 1,500 acre Batu Kawan Industrial zone, next to the second Penang Bridge.

The brand will continue to review its strategies in order to keep charging forward in the challenging and fast changing business and economic environment.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN WELLNESS – PRIMARY HEALTHCARE

A Leader in Healthcare Services

Starting off as a clinical laboratory in 1982, BP Healthcare has made its mark as a one stop health care centre with a diverse range of healthcare services. With services by specialists, doctors, nutritionists and pharmacists, the company has been delivering high quality health screening for the past 30 years.

Today the healthcare company has 70 Laboratories, 50 Diagnostic centres, 50 Hearing Aids centres, 50 Dispensaries & Pharmacies, 50 Food and Industrial Testing centres, 5 Specialist/ Daycare Centres, 3 Dental Specialist clinics and one Eye Specialist Clinic. On top of this, the company has Specialist Centres in Glenmarie, Cheras, Klang, Ipoh, Taman Megah and Skudai. Their clients are able to walk in for day care procedures, health screening, dental check-ups and consultations with specialists, radiologist, dentists, nutritionists and pharmacists.

The group is known for its many constant revolutions in healthcare, including the establishment of BP Diagnostic Centre (BPDIC) and its signature Head2Toe health screening, which includes blood and urine testing, state-of-the-art equipment, medical examination and report consultation.

BP Healthcare continues to look for ways to revolutionise and innovate services to provide Malaysian patients with better quality service, value for money and real time on demand service. As a testament of this, BP recently launched its Doctor2U mobile app which is the first mobile app in Malaysia that lets you request On Demand doctor to your home, office, or hotel in under 60mins. Mr Garvy Beh, founder of Doctor2U explained that this is part of BPHG aspiration to keep up with modern customer trend using app among users and providers.

The Road to Success

In 2014, the group achieved a healthy Compound Annual Growth Rate and a strong nine figure sales figure. BPHG also managed to acquire companies,

adding to their transformation of Diagnostic Centre (DCs) to Specialist Centres (SCs). This has enabled the company to provide more services and thus helped to increase sales.

The group has made history by being the first healthcare group to provide the services of a Mobile Diagnostic Centre. Fully equipped with diagnostic equipments, BP Healthcare is making it more convenient for its customers to take care of their own health no matter their location.

The group has developed more smart partnerships with educational institutions. It has formalised agreements with Universiti Malaya on oral and dental care, and Tun Hussein Onn National Eye Hospital in ophthalmology and has signed Memorandum of Understandings with Universiti Putra Malaysia in food testing, Universiti Kebangsaan Malaysia in audiology and Universiti Sains Malaysia in radiology.

BP has also launched 2 e-commerce website bphealthcare.com & lovypharmacy.com in recent years which has earned MDec's Top 5 online website spots, ranking among some the best in Malaysia.

Expanding In The Future

In 2015, the healthcare group focused on expanding more services through smart partnerships, venture into tertiary care by acquisition where possible, continue to upgrade DCs into SCs and further develop their e-commerce sales. The company will be focusing on both organic and inorganic growth, as it is on possible lookout for acquisitions among small players and existing centres.

The pro active group will continue to harness and reinforce its IT platform for speedier, convenient and more environmentally friendly practices in the country and region. With online appointments and results, BP Healthcare has been able to reduce cost and improve customer care.

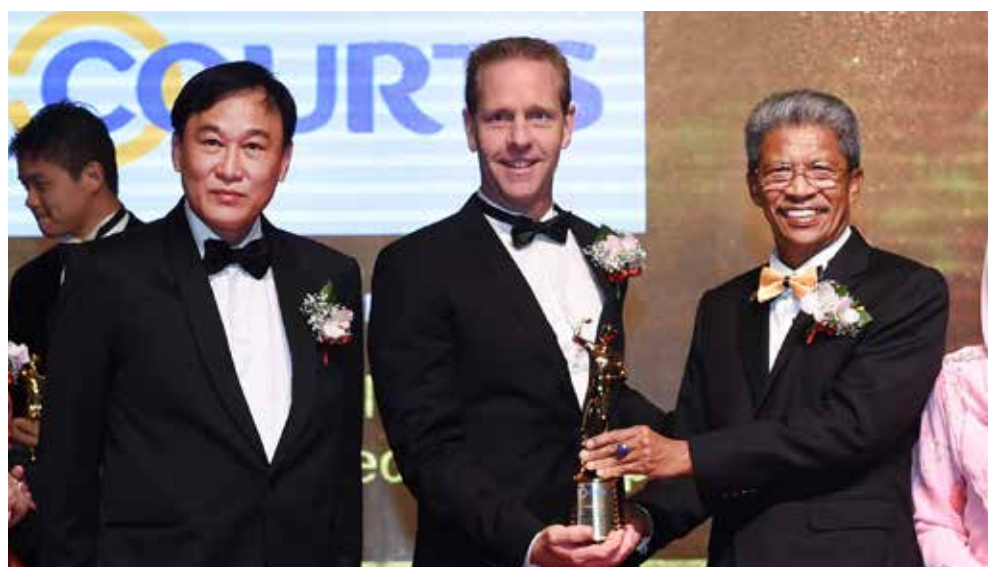




THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



COURTS



CORPORATE BRANDING AWARDS 2014-2015

BEST BRANDS RETAIL – HOME FURNISHING & ELECTRICAL APPLIANCES

Courts, a Household Brand

Originally a furniture retailer from the United Kingdom Courts has grown through Southeast Asia to become one of the leading consumer electronics and furniture retailers. Courts was established in Malaysia in 1986 as Courts Mammoth Berhad, changing its name to Courts (Malaysia) Sdn Bhd in August 2009. Based in Kuala Lumpur, Courts Malaysia is a subsidiary of Courts Asia Limited, with outlet across Singapore, Malaysia and Indonesia.

One of the largest electrical, IT and furniture retailers in Malaysia, Courts Malaysia has 1500 staff working at 62 stores across the country. Driven by its mission "to make aspirational home products easily affordable", the retailer has become a one-stop shopping destination for the home, with an extensive range of products that are the lowest priced and affordable monthly payment plans.

In line with its 28 years in Malaysia this year, Courts Malaysia has launched a nationwide brand campaign, *Senang Sahaja, Courts Ada* (Live Easy with Courts). The celebration is supported by a new Courts Price Promise, which aims to strengthen its value commitment while connecting emotionally with customers, in a simple, practical way.

With the insight of local consumers' concerns about the increased costs of living this year, the tagline reassures customers that Courts Malaysia will continue on its mission to make aspirational home products easily affordable. This is reflected by the various monthly payment plans to suit the different needs of the customers.

Courts Malaysia's core business revolves around retailing consumer electronics from popular brands such as Samsung, Sharp, Sony, Philips, Panasonic, Toshiba, Canon, Microsoft and Acer. With its wide target market, Courts Malaysia also has a variety of products for the home, from home appliances including furniture, kitchen cabinets, sofas, dining sets and bedding products.

The Courts' Price Promise

With a long history of operations in Malaysia,

Courts Malaysia is a household name for many Malaysians. The retailer recently underwent a rebranding exercise, successfully reinforcing new easy-to-shop experience in stores and delivery service and lowest price guarantees.

Known for its affordable monthly instalment plans, Courts Malaysia has dispelled the perception through the years that its products are not competitively priced, and abides by the Courts Price Promise that gives refunds of up to triple the price difference if customers find a cheaper product elsewhere.

The 'Courts Price Promise' offer customers a chance to purchase electrical, IT, and furniture of various brands at competitive prices. In addition, Courts Flexi-Scheme, the in-house credit service is available as one of the payment options.

Staying Relevant with New Concepts

Malaysians will be able to look forward to a variety of upgrades in store including a wide variety of new electrical, IT, and furniture products. These developments will be showcased through the new and improved in-store concepts.

Customers will also be able to look forward to Courts Malaysia enhancing its Ultimate Screens category with 300 percent more choices of large screen televisions and upsizing the Cool Zone concept to Cool Zone Plus with a wider range of air conditioners, air purifiers and air coolers. The company will also be launching the World of Wellness, a category dedicated to health products and wearables with popular brands such as Fitbit, Garmin, TomTom and Braun. Home deco lovers will get a chance to add their personal touch to the new furniture range in "classic" and "modern" concepts.

The new Courts will be brought to life in 15 stores, starting from May 2015 to March 2016, beginning with the store in Setapak. The company also aims to have more customer-centric focused training to enable staff to make shopping at Courts a pleasure for customers.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN CONSUMER – FMCG

Made for Malaysia and the World

Established in 2000, Delima Oil Products Sdn Bhd (DOPSB) is a wholly-owned subsidiary of the Felda Global Group. Today, the company has expanded its operations to palm oil refining, manufacturing of processed palm oil products and distribution of industrial and consumer commodities.

Armed with the vision to be known and respected as a Fast Moving Consumer Goods (FMCG) company in Malaysia, DOPSB also aims to be a regional champion emphasising on oils and fats, which is integrated with Felda Global Ventures Holdings Bhd (FGVH) upstream business.

The company's business operations are divided into three key strategic business units - bulk palm oil trading, palm industrial pack products and consumer goods.

DOPSB has several missions to accomplish including being a leader in the palm based downstream company in Malaysia and being in the forefront of market share for each of its product category in the country. It hopes to expand its market in regional and international platforms as well as diversifying its products in consumer foods and non-foods categories.

In the consumer products category, DOPSB has major brands that cater to the consumers. SAJI brand is commonly known in the market as cooking oil and the product already has a good following and consumers are familiar with the packaging. DOPSB has already started introducing new product lines to the local market by involving consumer products such as instant noodles, creamer, mayo and cooking sauces. SAJI CULINARY products range is the perfect choice when it comes to choosing your kitchen companion.

ADELA represents the modern and healthy lifestyle. It's an ideal baking companion that will bring out the star in you. ADELA brand has grown, starting with soft oil and followed by margarine, instant cake mix, vanaspati and cocoa powder. The brand stands for its quality, innovative and portray as modern living.

SUNBEAR peanut butter promotes wellness with cheerful and energetic tagline. There are two

spreads categories; peanut butter and chocolate spreads. It is a superior quality product, supports modern lifestyle and takes care of growing up child.

SERI PELANGI margarine made with the best quality in term of aroma, taste, and texture and comes with reasonable price. It is a multipurpose quality baking aid that appeals to the mass market and it targeted for household and business used.

DOPSB's products are available at hypermarkets, supermarkets, mini markets, and sundry shops across the country.

The Scent of Success

With a market share of about 30 percent, DOPSB is one of the market leader for cooking oil in Malaysia, thanks to its famous SAJI brand. The expansion of products is in line with the company's continuous efforts to add variety to their offerings beyond cooking oil and palm oil products.

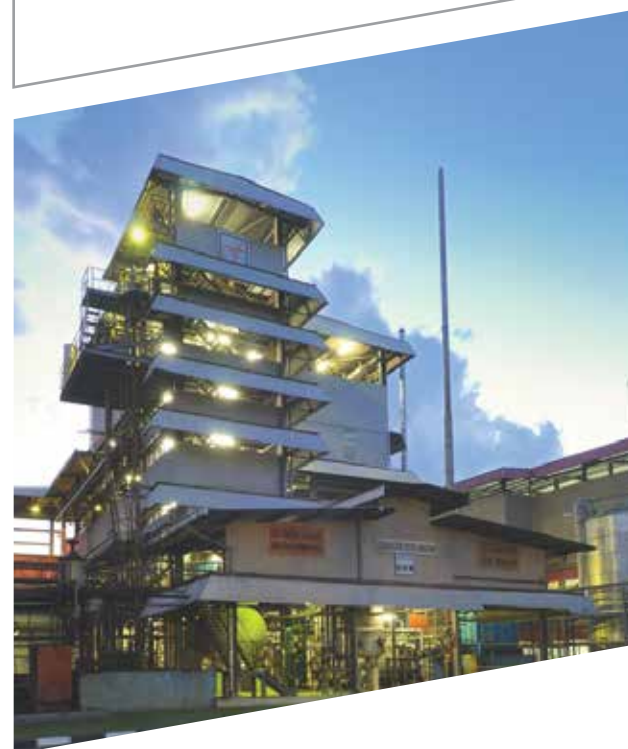
Besides Malaysia, the company's products are been exported to Myanmar, Cambodia, Laos, and other regions where it has been received warmly.

In February 2013, DOPSB achieved another milestone in its business operations with its export of SAJI cooking oil into The Philippines. One year later, the company recorded an increase in sales of 1,000 percent. The demand and response from the consumers there have encouraged DOPSB to expand the market and their product offerings.

Penetrating Future Markets

Encouraged by the positive reception of the products, the company will continue to diversify its product offerings. With the aim of strengthening the SAJI Brand as the main choice of Malaysian and ASEAN market, the company is also trying to penetrate the Middle East's halal market.

While looking for more markets to further distribute their palm oil-based products internationally, DOPSB will continue to put in efforts in research and development to diversify its product range, to fulfil the needs of customers from different segments.



PROUDLY LOCAL MADE FOR MALAYSIA & THE WORLD





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



CORPORATE BRANDING AWARDS 2014-2015

BEST BRANDS IN LIFESTYLE – GOLF

A Golf Haven

Established in 1993 Glenmarie Golf & Country Club (GGCC) has taken its name from a combination of the Scottish word 'Glen' meaning a small and narrow secluded valley and 'Marie', meaning beauty and grace.

Officially opened in January 1994 by the fourth Prime Minister Tun Dr. Mahathir Mohammed, the Glenmarie management has always worked with perfection in mind for the 450 acre golf course. With the motto "In Pursuit of Perfection", the golf course continues to be one of the most prestigious and premier golf clubs in the nation. Located 13km from Kuala Lumpur, and a half an hour drive from Kuala Lumpur International Airport, Glenmarie's 450 acres of land offers members and guests a chance to enjoy leisure and business facilities.

The lavish golf course consisting of the Garden Course and Valley Course was designed by the creative American hand master designer Max Wexler. The first course is known as a "Resort Course", with golfers having the opportunity to enjoy the flora, fauna and the lakes while the Valley course is called the "Championship Course", with a diverse species of pine trees, and a great view of the scenery, as well as a glimpse of the Blue Mosque in Shah Alam.

A Name With A View

With the length of the Garden Course and Valley Course at 6,404 meters and 6,412 meters respectively, GGCC's exceptional club facilities, night golfing and event venue, the management continues to ensure that GGCC continues to be run to the satisfaction of its members and guests.

Known as one of the most prestigious golf clubs in the country, Glenmarie Golf & Country Club offers members a first class treatment, with a touch of luxury. Members are able to experience for themselves the 36-Hole Golf Course and clubhouse facilities with special privileges alongside friends and family.

GGCC was selected to host the inaugural EurAsia Cup 2014, delivered a great spectacle of match play golf which included drama, passion and excitement lead by Miguel Jiménez and Thongchai Jaidee as captains for both Asia and Europe teams.

Following an enthralling 10-10 draw at the inaugural edition in 2014 as well as capturing the imagination of the spectators on course and the millions watching on television around the world, the event returns to the Club on 15th-17th January 2016 with golfing greats Jeev Milkha Singh and Darren Clarke confirmed as captains of Asia and Europe respectively. Changes to the 2016 EurAsia Cup format will, like The Ryder Cup, see the team captains assume non-playing roles, with each team now represented by 12 players, an increase of two from the first edition.

The golf club is recipient of several awards and accolades, including being voted Top Best Course renovation in Asia Pacific by Asian Golf Monthly Awards, Excellence Award for Best Golf Course by Expatriate Lifestyle Magazine, HAPA Best Top 10 Courses in Malaysia by Hospitality Asia Platinum Awards (HAPA), Top 5 Best Clubhouse Facilities by Golf Malaysia, Top 5 Best Maintained Golf Course, ParGolf Magazine and Excellence Awards for Best Golf Experience by Expatriate Lifestyle Magazine.

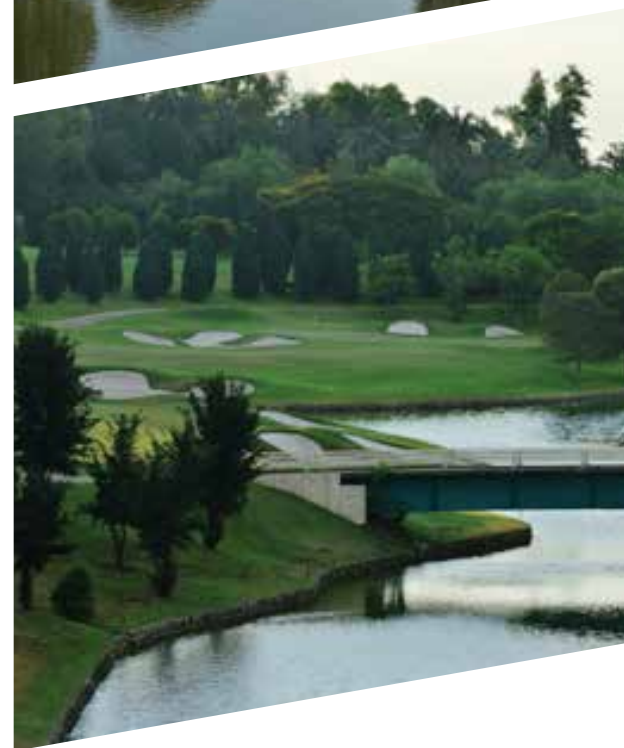
A Luxurious Product

GGCC's members comprise of royalties, cabinet ministers, industry leaders, senior corporate executives and professionals from different industries. GGCC provides more than just membership - a true luxury lifestyle.

The Club, with former Deputy Prime Minister Tun Musa Hitam as President, also gives the chance to members for in-house golf events every month as well as enjoy special rates for F&B outlets and room accommodations at the Holiday Inn Kuala Lumpur Glenmarie, located in the vicinity of the resort.

Glenmarie will continue to ensure their employees assist in positioning the golf course as a brand, by delivering excellent work performance, and thus ensuring a quality golf course and superior service to the customers.

Featuring activities that integrate, express and satisfy stakeholders, the Club believes in building a strong corporate reputation while integrating organisational behaviour of staff in delivering its brand promise of a luxury lifestyle.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



MASTER-PACK
GROUP BERHAD 297020-W



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN PACKAGING – CORRUGATED CARTON BOXES

Premium High End Packaging Solutions

Master-Pack Group Berhad originally known as Hunza Consolidation Berhad was established in 1994. It was converted into a public company in 1996 and listed on the Second Board in the Malaysian Stock Market.

In 2004, the company went through a significant shareholder change through an acquisition of controlling share by Yayasan Bumiputera Pulau Pinang. This led to Dato Syed Mohamed Syed Murtaza's appointment as the Chairman of the Board of Directors. Under his leadership, Hunza Consolidation Berhad went through a strategic change, first with its name change to Master-Pack.

Today, Master-Pack is taking the lead position in the corrugated paper packaging industry. The company specialises in the manufacturing of corrugated paperboards and carton boxes, always ensuring the products are made according to the customer's specific needs and quality requirements.

With the mission to be the preferred packaging partner, Master-Pack aims to provide customers with a full range of packaging solutions, and be the one-stop packaging services brand to go to. It gives clients innovative, cost effective packaging solutions, and are proactive in services offered.

Forward looking, Master-Pack's board and management have an open policy, seeking potential and profitable business endeavours for the group. The company also operate as an investment holding company and a provider of management services.

Packages Of Success

It will be a challenging year for the Malaysian manufacturing industry and players, with the US Dollar appreciating against the Ringgit. While the cost of raw materials, purchased in USD escalated, pressures on margins demands that the management team has to continuously improve productivity and implement cost control measures. Master-Pack managed to strengthen their financial performance in 2014, with a turnover of RM76.571

million compared to RM68.924 million in 2013, and an accumulated profit of RM6,015,000 compared to RM948,000 in 2013. Their total assets also increased from RM78,542,000 to RM88,533,000 within the year.

The group was awarded the 2014 Top Overall Corporate Governance – Small Capital for the second consecutive year. This is due to Master-Pack's emphasis on safeguarding business ethics in business operations, good risk management as well as integrating the best of practices in corporate governance into the group's corporate culture.

Master-Pack is managed practically with hands-on management style, progressive human and financial resources deployment and with long term corporate sustainability in mind.

Moving Onward and Forwards

The Board has exercised a private placement to raise RM5,000,000 by the issuance of up to 5,000,000 new ordinary shares of RM1.00 each representing approximately 10.08 percent of the issued and paid-up capital of the company.

The gross proceeds are mainly for the repayment of bank loans of approximately RM4.3 million. The private placement successful lifted a financial burden that had placed a constraint on the Group's cash flow. It enabled Master-Pack to gain an annual interest savings of approximately RM380,000 and have more unencumbered properties in hand for future use.

After incorporating Excelfood Pack Sdn. Bhd. (formerly known as Exactwood Sdn Bhd) in March 2015, with 51 percent share, Master-Pack is on the quest to pursue business products made from paper. The company is optimistic that the new subsidiary will play a significant role in adding to the company's financial performance this year and the years to come.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN GREEN-LOGISTICS SERVICE PROVIDER

Extraordinary Logistics Leader

PKT Logistics was established in 1974 and over the years, it has evolved and grown to be one of the leading and modern Malaysian logistics brands – offering a complete suite of logistic solutions to its customers.

The brand is one of the market leaders in the Malaysian automotive logistics industry – widely recognized as the preferred regional logistics service provider for automotive Principals, Franchisees, Distributors as well as Original Equipment Manufacturers (OEMs). The automotive logistics business is PKT's core operations and currently accounts for about 80 per cent of the company's total sales.

To expand its market reach, PKT Logistics is currently expanding to the non-automotive sector, headed by the FMCG industry.

PKT Logistics aims to become a multinational brand – providing flawless customer service as its Brand Mission. The company has started pursuing its dream of having a global reach and currently trades with businesses in Thailand, Vietnam, Indonesia, Cambodia, Laos, Taiwan, India and South Korea.

Logically Going Green

Located in Shah Alam, PKT Logistics is housed in its RM 160m state-of-the-art centre or hub which is designed based on the 'green concept'. The hub consists of three structures, namely: The Ship, a 180,000 sqft cross-dock distribution centre; The Waves, a 380,000 sqft regional distribution centre; and The Lighthouse, a 200,000 sqft multi-storey distribution centre – which achieved the Gold Green Building Index certification.

PKT Logistics is deeply committed to its Green Mission and has instituted corporate values to ensure that it consistently applies environmentally friendly practices in all its business dealings and operating processes. This will help to minimize its ecological impact and reduces its carbon footprint.

Green initiatives introduced by the brand include: Rain Water Harvesting – where water harvested is used for general washing and watering of plants. Energy/Material Efficient Warehouse Design – natural ventilation is introduced in the warehouses with the installation of aluminum louvers. (The

Louvers admit indirect light and help the natural air flow throughout the warehouse.)

Implementation of Smart Warehouse Management System (WMS) – meant to increase productivity, accuracy and reduce wastage; thus resulting in less engagement of essential resources such as manpower, machine and money.

Green Warehouse & Transportation Operations – vehicles are mounted with GPS to monitor drivers' road behavior and degree of compliance to safety. This also encourages drivers to take efficient routes to reduce fuel consumption and carbon emission.

Engine off Policy – drivers are encouraged to switch off their vehicle engines when waiting at warehouse compound in order to help reduce fuel consumption and carbon emissions.

Recycling – involves the repairing and reusing of packaging materials.

Landscaping – pineapples (approximately 20,000 plants) are planted on the land in between One Logistics Hub and Keras Highway; offering a measure of cooling effect as well as generating income.

Going green has enabled the company to provide a better work environment for its staff and this has contributed to boosting its level of productivity. At the same time, the staff have become more conscious of their work habits and put in greater efforts to protect the environment. This has helped to reduce cost – especially energy consumption which forms a bulk of the annual operating expenditure.

Genuinely Committed to the Community

Apart from embracing the green philosophy, PKT Logistics believes strongly in giving back to the community.

Through its Corporate Social Responsibility (CSR) programme, the company has provided job opportunities for many mothers living near its location. The introduction of flexi-hours has enabled a good number of homemakers to hold jobs without disrupting their household duties – and this has allowed them to earn extra income.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



CORPORATE BRANDING AWARDS 2014-2015

BEST BRANDS IN MLM - NUTRITIONAL SUPPLEMENTS

Building Healthier and Happier Lives

Dr. Forrest C. Shaklee started Shaklee's story almost 60 years ago. Armed with the philosophy Living in Harmony with Nature, he started an ongoing movement to help people live happier and healthier.

Today, Shaklee is the number one natural nutrition company in the United States, with offices globally. The company's Malaysian headquarters in Bandar Sunway, Selangor.

With experts in nutrition research, the company goes above and beyond in the nutritional industry to ensure the products are in line with their tagline - Always Safe, Always Work, and are Always Green.

With the mission to "provide a healthier life for everyone and a better life for anyone", Shaklee makes this possible by making natural products that are designed to improve health, work without compromise and environmentally friendly.

Shaklee Corporation's policies advocate the development, use and approval of safe alternatives to animal testing around the world. Practicing the philosophy of no animal testing, it does not conduct animal testing on any of its products - ensuring it is always safe, always works and always green.

A Century of Success

Shaklee's Founder, Dr. Forrest C. Shaklee created Vitalized Minerals, one of the first multivitamin supplements in the world.

Internationally, the Forrest C. Shaklee Innovation Center opened its doors to a beautiful 16,000 square foot facility in April 2015. The state-of-the-art scientific innovation centre ensures that Shaklee products meet and surpass the highest industry standards of product purity and safety. Research and development activities are also carried out at the centre, including nutritional research, ingredient development, product/process development, quality assurance, and quality control.

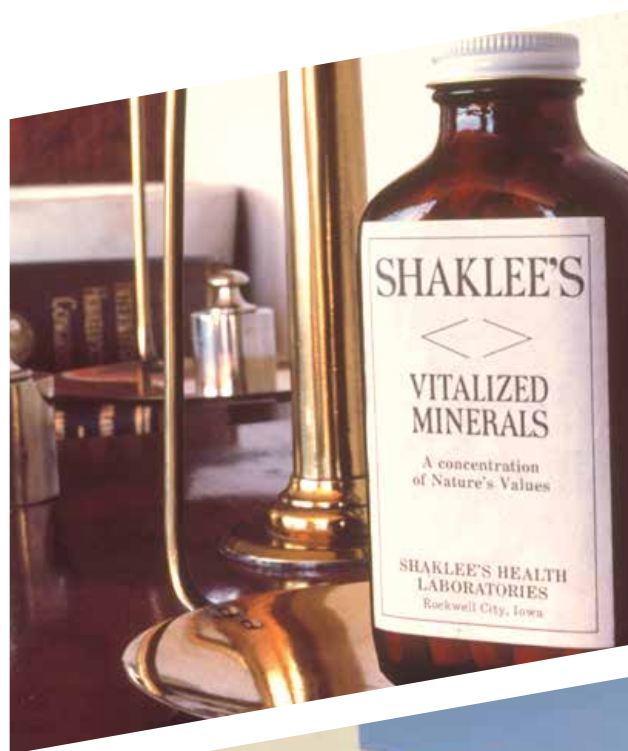
In June, Shaklee Malaysia launched its new My Shaklee mobile app at its National Conference in Selangor. The app is Shaklee's next step toward embracing the digital age and revolutionising the way its distributors do business. Their new website, www.shaklee.com.my was launched at the end of May 2015 to enable Internet savvy Malaysians to connect to Shaklee Malaysia quickly. This is to cater to a new generation of Shaklee distributors. Shaklee Malaysia needs to keep forging the way for a healthier and better life for everyone as we look to the next 100 years.

Shaklee has been part of the Malaysian social fabric for over 20 years and we are committed to helping build and participate in its future. We believe in serving our community, so we founded Shaklee Cares: a foundation focused on giving back and creating healthier lives. In the last 14 months, Shaklee contributed approximately RM16 million in donations to charitable causes in Malaysia. Shaklee Malaysia has collaborated with partners like MyKasih Foundation, National Council of Women's Organisations Sabah Zone, Malaysia Red Crescent and Wanita Inspirasi Nasional (WIN).

Moving Forward

In 2016, Shaklee will celebrate a century of breakthrough innovation in the field of natural health. Customers of Shaklee can look forward to a lot from the next 100 years. The company will continue to be, providing the world's finest products to foster a healthier life and fully supporting and empowering local entrepreneurs to grow their businesses and build a better life for their communities.

At Shaklee, we have a deep commitment to the causes that benefit Malaysians. Hence, we appointed Tan Sri Datin Paduka Seri Hajah Zaleha binti Ismail as our Shaklee Cares ambassador to reach out the general public and generate awareness of how we impart a healthy life to others.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



TOKIO MARINE
INSURANCE GROUP



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN INSURANCE – LIFE

A Reputation That Invites Respect

Founded in the year 1879, Tokio Marine was the first Insurance company in Japan. Practising with values of integrity, passion and quality, the company has a network across 37 countries and 486 cities.

The company has developed exponentially over the decades, and now offers an extensive selection of General and Life insurance products and solutions. Today, Tokio Marine ranks as one of the world's most globally diversified and financially secured insurance groups.

In March 2007, Tokio Marine Life Insurance Malaysia Berhad was formed after a strategic alliance between Tokio Marine & Nichido Fire Insurance Co., Ltd. and Asia General Holdings, the parent company of TM Asia Life Malaysia Berhad.

Today, the company has 16 branches across Malaysia and continues to be dedicated to providing innovative life insurance solutions as it focuses on their mission to be the preferred life insurer trusted for generations.

Tokio Marine is known for its reputation of having strong historical investment returns, disciplined underwriting, and careful expense management. Armed with the priority to meet the major financial needs of its customers, through a suite of insurance plans, the company offers financial security, wealth enhancement and legacy planning.

Through the platform 'Empower Our People', Tokio Marine inspired its employees to get involved with many Corporate Social Responsibility programmes. This includes a blood donation drive, assisting an orphanage in Kota Kinabalu and more.

Collaborations and Accomplishments

One of Japan's largest insurance group, Tokio Marine Insurance Group has over USD184.1 billion in assets, USD27.8 billion of net written premiums as at end of March 2014 and has 46,000 employees.

Tokio Marine Group is recognised as the best Japanese brand among insurers. This is reflected

by the many awards it has received, including "General Insurance Company of the Year – Asian Insurance Review for the year 2008 and 2012.

In November 2014, the company collaborated with RHB Bank to launch the Essential FlexiLink, a comprehensive, regular premium investment-linked plan for the whole family. The plan includes Death or Total and Permanent Disability and optional benefits for personal protection.

Reaching Out To A New Audience

Tokio Marine launched its new corporate identity early this year, with the rebranding campaign called "Ready For What's Next." The campaign focused on key moments and decisions that people make in their life and how the company's solutions are able to meet their needs and challenges in different stages of life – through advertisements nationwide. The rebranding exercise also unites their businesses and gives both their Life and General Insurance companies reach out to a wider target market.

The insurance company also launched www.tokiomarine.com incorporating the company's new corporate colours. The website was created to provide customers, business partners and advisors with a single platform to access information.

With its aim to increase the life insurance penetration in Malaysia, Tokio Marine will be introducing the Internet insurance to Malaysians, giving those who do not have an insurance coverage, a life insurance protection. This reflects the company's commitment to help more Malaysians be insured with its simple, instant and affordable method to buy life insurance online.

The Internet insurance plan is the industry's first online life insurance platform and is publicised to be the game changer in the life insurance industry, as it helps to broaden its customer base especially among Generation Y. Malaysians will be able to find out more information about life insurance online and to purchase a basic protection plan and receive an e-policy immediately through this new platform.



Yesterday,
he took care
of me. Today,
I'm returning the
favour.



TOKIO MARINE
INSURANCE GROUP



Does your family need medical coverage? Talk to us.

Every step you take in life should move you forward. And if the next step involves taking over the role of caregiver, Tokio Marine's comprehensive suite of health and medical insurance solutions will make sure that you do the best job possible.

TOKIO MARINE. READY FOR WHAT'S NEXT.

Tokio Marine
Life Insurance Malaysia Bhd.

tokiomarine.com
Life & Health | Property & Casualty



CORPORATE BRANDING AWARDS 2014-2015 BEST BRANDS IN REAL ESTATE – PROPERTY

Developer of Choices Esteem

Worldwide Holdings Berhad is a wholly-owned subsidiary of the Selangor State Development Corporation (PKNS) and it celebrated its 25th anniversary in 2015. The company initially started with a wide range of business activities that included tin mining, hospitality (Holiday Inn Hotel Chain) and broadcasting (Metro Vision broadcast station). Today, it has rationalized its business plans with core businesses in four main areas of Property, Environmental Management Services, Investment Holding and Medical Device Manufacturing.

The property and environmental management services are major contributors to the organisation's business and success. Worldwide's foray into the property sector began in 1996 when it launched its first project, Subang Bestari in Shah Alam. Since then, it has moved on to other major projects and created a reputed brand, known for its quality and excellent products and services. Worldwide is acknowledged as one of the pioneer property developers that shaped the development of Shah Alam, the state capital of Selangor.

In the area of environmental management services, Worldwide Environment is one of the pioneer companies involved in solid waste management. It was awarded a 20 year Concession cum Privatization by the State of Selangor to build and operate a sanitary landfill at Air Hitam, Puchong, Selangor in 1995 and now operates a new landfill in Jeram, Kuala Selangor, that has an estimated disposal capacity of 8.5 million tonnes.

Today, Worldwide manages assets close to RM1 billion and continues to identify new areas of business growth through its investment holding unit, through strategic partnership and joint ventures with globally renowned entities both in Malaysia and overseas.

Worldwide's vision is to be a leading conglomerate by delivering high quality, reliable and cost effective products and services. Guided by its brand values of integrity, growth, excellence, caring and teamwork, Worldwide continues to contribute to the growth and development of the nation through its commitment of providing relevant quality products and services.

Creating Value in Property

Worldwide is committed to its mission of helping thousands of citizens own their own homes. Its flagship development project Subang Bestari was well received with overwhelming response. The development includes homes for the lower and middle income to high end properties for the professional and wealthy. The township is well supported with proper infrastructure and necessary amenities.

The success of Subang Bestari led Worldwide to rise to prominence and strengthen its stronghold in the property sector. It then moved on to other commercial and industrial projects such as the SA7 in Desa Tun Razak in Shah Alam, which is one of the region's growth spot. Highrise buildings include Menara Worldwide which was accredited the Green Building Index, a testament to the brand's commitment to green and preservation of the environment. The commercial Worldwide Business Park, a 3 block development along Federal Highway is also a clear demonstration of the kind of developments Worldwide Holdings is capable of achieving.

With its success in building a range of properties, Worldwide has become a developer of choice and is known for creating value in its properties. Properties in Subang Bestari and its commercial units have doubled in value over the last ten years and this has provided good investment for its buyers.

Bricks of Commitment

From sky scrapers that tower over the city to vast industrial parks to homes, Worldwide Holdings lay each brick with the kind of passion that has been fuelling the development of the brand for the past twenty five years. Customers can rest assure that fine quality, product innovation, sustainability and service excellence are just a few things one can expect from Worldwide.

Worldwide continues to keep track of emerging trends in the property market to ensure that its products and services are practical, modern and sought after and it adopts best industry practices in its continuous commitment to quality.



**“RETROFIT YOUR BRAND WITH THE BEST OF THE STATE-OF-THE-ART
BRANDING THAT DRIVE YOUR BRAND
TO REACH CORNERS OF THE GLOBE”**

...DR KIJOHAN



**THE BRANDLAUREATE
PRODUCT BRANDING AWARDS
2014-2015**



PRODUCT BRANDING AWARDS 2014-2015 BEST BRANDS IN CONSUMER – OLIVE OIL

Better Health Blessed by Authentic Taste

Sangla Foods Sdn. Bhd. was established in 1993 and it represents world-renowned premium and high-quality brands that meet the diverse taste of consumers and their ever-changing needs. The company is also the sole distributor of Colavita in Malaysia, and over the years, it has maintained a strong rapport with both retailers as well as principals.

Colavita is one of the most well-known olive oil brands in the world. It was founded by Giovanni Colavita four generations ago. The brand continues to be managed by the family even up to this very day.

Colavita Extra Virgin Olive Oil and Colavita Olive Oil are extracted from the finest grown olives in Sant'Elia a Pianisi – a small town in the Molise region of Italy. The product line has continuously promoted healthy living amongst consumers who use olive oil in their daily dishes – without compromising on taste.

As a brand which is known for its aesthetic bottle design with its tagline, "A Truly Italian Product", the product line is currently being sold in major supermarkets and hypermarkets in Malaysia as well as independent special stores.

A Sublime Brand with a Splendid Mission

Sangla Foods Sdn. Bhd.'s direction for Colavita in Malaysia is to establish it as the 'No. 1 Olive Oil Brand in Malaysia' that promises to deliver the finest quality of olive oil which meets the dietary needs of consumers. In line with this direction, the brand has carried out a good number of innovative research efforts in order to further serve its consumers' needs.

To enhance its branding efforts in a practical manner, the brand has also affected the process of changing its bottles from a light to darker shade in order to conserve the quality of the olive oil – particularly in tropical sunlight. For added variation of flavour in olive oil, Colavita has also introduced a new Mediterranean olive oil range which has a slightly 'fruity' taste.

The brand has also taken a number of initiatives in order to get more consumers to make a switch from generic olive oil brands to Colavita olive oil. This includes educating consumers on the health benefits of olive oil via roadshows and giving out samples at high-traffic outlets. They are even chefs that do cooking demonstrations during these roadshows to allow consumers to witness different types of dishes prepared using Colavita olive oil.

Furthermore, the Colavita website also provides educational information for consumers on the benefits of consuming olive oil as well as recipes using olive oil to whip a healthy meal for the family.

It has also made available recipe booklets featuring local dishes that use Colavita olive oil to show consumers that olive oil is not limited to just making salads; for instance, it can also be used as a flavour enhancer, as well as a medium for baking and stir-frying.

Bringing a Classic Taste to the Frontiers of the Future

Colavita's stronghold lies in its distribution in modern trade channels and impactful execution of brand activities and campaign in retail. Over the years Colavita has established a two-way communication with consumers via social media channels such as Facebook and Twitter to engage with its consumer better.

Sangla Foods Sdn. Bhd. is all set out to persuade normal cooking oil users to make a switch to olive oil, particularly its Colavita brand, in the coming years for its invaluable health benefits.

Besides expanding its retail and distribution outlets, the company will also focus on promotional activities for Colavita in order to increase its brand awareness among Malaysian consumers. It hopes to continue to engage with consumers on road shows as they have proven to be a success over the years. Consequently, consumers will be able to seek advice from the knowledgeable and experienced brand ambassadors on the benefits of olive oil – in addition to the marketing literature distributed during road shows and in-store samplings.



COLAVITA®

PREMIUM SELECTION EXTRA VIRGIN OLIVE OIL

The Best For Your Family Recipes

Asia Pacific Brand Laureate Award
Best Brand - Olive Oil Category

Badan Islam Yang
Ditunjuk oleh JAKIM

هنا
HIA

HALAL
حلال

www.halalinfo.org



THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



PRODUCT BRANDING AWARDS 2014-2015 BEST BRANDS IN F&B - WINE

Bottled Fineness

An esteemed brand when it comes to wines, Cronier Wines (M) aims to bring quality and art in every single bottle served – to maintain the wine as a wine of distinction.

The brand itself dates back to the 17th Century where it all began with two Cronier Brothers. The duo arrived at the then Cape of Good Hope (modern day Cape Town) aboard the ship, Driebergen. The siblings were granted ownership of farms in what is Wellington today and that is where 'the first vines of this strong brand were planted'. The Cronier legacy has since been shared with a group of multicultural partnerships – bringing Cronier Wines to the world.

With the parent company, Cronier Wines, being a South African brand, Cronier Wines (M) Sdn. Bhd. has sole distributorship rights in Malaysia and Southeast Asia. The company has supplied wines to a carefully selected range of events, hotels and F&B establishments – primarily in the capital city – including the likes of La Bodega, The Balcony and Home and Away.

South Africa is part of the new generation of powerful wine regions. Nonetheless, Cronier Wines is poised to bridge the divide between the old generation wine regions, such as France and Spain, to form a genus of wines termed as the 'Classical New World Wines'.

Key customers of the brand include embassies, with the South African embassy naturally being a patron.

Brand-defining Qualities

The company is fervent about its brand, and is committed to share its passion with every bottle served in every range offered. Its commitment to its clients is to exceed their expectations and serve them at the best prices.

The goal of Cronier Wines is to build symbiotic long-term relationships with its clients – establishing itself as a brand to emulate with the use of innovative pricing and excellent product service and marketing.

The brand aims to keep its business ethics simple and straightforward – to exhibit professionalism and serve quality products at the best prices. It aims to translate its passion into its products and services rendered.

Beyond the Vineyard

Cronier Wines is active in brand-driven initiatives that have contributed to its success. Such include the promotion of wines through sponsorship and annual participation in food and wine festivals such as the South African Food and Wine Festival. Its dedicated staff have been available for onsite training and food pairing advice for its customer base; keeping patrons and the public well-versed in wine etiquette has proven helpful to maintain the brand's standing. Friday Free Wine and Cheese Tastings which used to be offered did wonders to improve brand presence and to package the South African wine for the Malaysian palate.

Furthermore, the brand has propelled forward by well planned and successful events such as the Cronier Wines Souled Out World Cup Soccer Fest in 2010. Winning sponsorship rights for big events such as the 2012 Miss World Malaysia has given remarkable traction for the brand; not to mention partnerships with The Expat Group and its magazine, Expatriate Lifestyle. Its developing media exposure initiative lead it to being featured the largest English news site in Borneo (Borneo Post, 16 March 2012) – bolstering its overall presence in the Malaysian beverage industry.

In the sports arena, joint collaborations, like the one between Cronier Wines and The Library, where wine promotions were launched in honour and celebration of the Euro 2012 soccer season, proved most effective. During the 2010 FIFA World Cup, the effervescent wine brand organized several thriving events and discovered how football fans loved the fresh fruity taste of South African wines. Indeed, football and Cronier Wines are a heaven-sent marriage – so the brand became involved with Euro 2012!

The brand's future plans nationally are to expand its customer base to clientele in other cities such as Penang and market its wines dynamically to ensure they penetrate the entire Southeast Asian region.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



PRODUCT BRANDING AWARDS 2014-2015 BEST BRANDS IN RETAIL – SHOPPING MALL

Transforming the Coastline

Exuding the Tagline, 'Penang's Premier Lifestyle Shopping Mall', Gurney Plaza, a contemporary feature of the tropical paradise, is strategically located in the famous Gurney Drive promenade in Penang, approximately three kilometers to the north-west of the city centre of Georgetown, the city capital of the Pearl of the Orient.

This relatively new landmark in the UNESCO World Heritage Site truly lives up to its reputation as the island's premier lifestyle shopping mall – providing a one-stop shopping and entertainment destination catering to families and tourists, both local and international, who aspire to create beautiful memories in breathtaking Penang.

Structurally, Gurney Plaza is a nine-storey shopping complex with a two-level basement. The shopping area proper features nine floors of retail space (from Basement 1 right up to the seventh floor) and there are car park spaces at the two basement levels, including the fourth to eighth floors as well as on the rooftop.

A Compendium of Noteworthy Brands

As Penang's premier shopping mall, it houses various well-known brands for shopping, dining and entertainment, creating a special blend of tropical paradise with the latest offerings of the contemporary globalized world.

Gurney Plaza is anchored by Parkson and is the only mall in the north of Peninsular Malaysia to carry well-established international brands such as Omega, Rado, Montblanc, Tissot, Thomas Sabo, Pandora, Swarovski, A/X, Calvin Klein Jeans, Warehouse, Miss Selfridge, Superdry, Mango Man, PEPE Jeans, Fossil, Chanel Cosmetics, Dior Parfum, Aveda, Make Up For Ever, Benefit Cosmetics, Bobbi Brown, ShuUemura, Marks & Spencer and Jatomi.

Penang is famous for its local dishes and epicurean delights of sorts – some entrenched in the taste buds of denizens and patrons for generations. Gurney Plaza brings a new vantage point from which cuisine can be savoured. True enough, with many food and beverage outlets located within the mall, it is also a popular destination for food lovers who are always open to explore new things or even keep to acquired tastes from the city.

The popularity of Gurney Plaza stems from its effective brand communication. Its monthly shopping guide as well as digital media avenue (including social media) and website have played pivotal roles in bringing the establishment to where it presently is. This has been further catalyzed by its CRM (Customer Relationship Management) Programme where patrons can enjoy benefits on top of other tenants. Other rewards programmes such as Capitastar and Privilege Plus+ have become the gifts that keep on giving for the establishment.

True to form, the mall's branding initiatives have indeed boosted the confidence of both retailers' and customers in the brand.

The Spirit Within

The true strength of the establishment comes from its core. Showing year-on-year growth revenue; with gradual buildup in shopper and a whopping patron traffic of 14.6 million in 2014 (60 per cent being repeat), clearly there is something majestic in the way the mall is run. The Centre Management Team, supported by the Senior Management and Group Function Heads, exudes the exemplar Brand Values of Fairness, Innovative and Courage.

Fanning the passion within, and in order to better understand the brand's Objectives and Promises, the management conducts staff training and management seminars, plus engages in online communication and produces newsletters. On top of that, in a constant effort to keep internal spirits high, staff loyalty is rewarded via the management's Performance Compensation Programme, Flexible Benefit Programme, Structured Development Programme for Employees, as well as providing employee benefits and extended insurance coverage. With all this, internal motivation is preserved at optimum levels all the time.

Gurney Plaza has also become the island's darling with its CSR initiative. The My School Bag Campaign is an annual CSR programme organized by the facility. Schoolbags containing school and daily necessities such as school uniforms, shoes and stationery sets are presented to underprivileged kids. The endeavour has been well-received, with 2014 being its fourth consecutive year.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



Morganfield's®
★ Home of Sticky Bones ★



PRODUCT BRANDING AWARDS 2014-2015 BEST BRANDS IN F&B – MID AMERICAN CASUAL DINING

The Best Pork Ribs In Town

If you love pork ribs, Morganfield's™ is the place to go. They are the pioneers of the pork rib craze in the country and judging by the crowd at its restaurants, BBQ pork ribs is the latest popular food trending in the market.

Founder and Chief Executive Officer, Dr. Jeffrey Goh is all gung ho about his latest business and is pleased that Morganfield's™, a home grown Malaysian brand is giving the other American casual dining restaurant brands in town a run for their money. Conceptualised by Goh, Morganfield's™ has been so well branded that many people perceived it as an international brand.

Designed with a rustic ambience and decorated with wooden panels, retro posters and custom made hanging lights, Morganfield's™ is becoming the favourite place for event related functions such as birthday parties, Mother's Day and Father's Day's celebrations and even wedding proposals.

Morganfield's™ opened its first outlet in Kuala Lumpur in July 2011 and it now has grown to 8 outlets, 6 in the Klang Valley and 2 in Penang. It plans to open 3 more outlets before the end of 2015 both locally and internationally. Can we also state that we have presense in 3 other countries, namely Singapore, Shanghai and Philippines?

The Award Winning "Sticky Bones"

Morganfield's™ best seller or oinkiest sensation is "Sticky Bones™" – a truly authentic, old-fashioned, prime pork ribs that is slow-cooked and smoked in coal and hickory wood to tender mouthwatering perfection, then basted with the sweetness and tanginess of its special homemade BBQ sauce. "Sticky Bones™" is trademarked by Morganfield's™ with the meat specially imported from European countries to ensure quality and consistency.

Another of Morganfield's™ specialty is the Iberico Baby Back Pork Ribs where the meat is imported from Spain and highly prized for its tender and smooth texture. At Morganfield's™, the tenderized meat from the ribs fall off the bones and melts in one's mouth.

Morganfield's™ also made its own sausages which carries the house brand and comes in different flavours such as Spicy Devil, Cheesy Cheese, Herby Dog and Smoky Bandit. The outlets sell over a ton of these sausages every month.

For non-porky friends, Morganfield's™ serves seafood, steak, poultry, burgers, sandwiches, fold overs, soups, salads, appetizers and mouth-watering desserts to choose from. For those who wish to have a taste of all its lip smacking dishes, they can opt for The Carnivore platter, which is perfect for meat lovers, the Ocean Madness platter, which offers a combination of seafood, ribs and meat, while the Ribs Sampler platter offers any three types of favorite rib flavors! These platters are highly popular items at Morganfield's™. They are value for money, offer selections of mixed choices and are share-tisfaction guaranteed!

Brand Engagement

To be the No.1 pork ribs place in Malaysia, Morganfield's™ has to constantly develop promotional campaigns to create brand awareness. Its promotions are centered on its core products, the "Sticky Bones™" and focus on the brand's DNA, which is to constantly serve the best pork ribs to its guests.

Morganfield's™ R&D team is always churning out new and innovative products to refresh its menu. Some items are localized to better suit the local palate and to ensure consistency of taste and quality, strong Standard Operating Procedures and manuals as well as continuous training and support are provided.

Capturing the World.

Morganfield's™ will continue with its expansion plan in Malaysia and expand its footprints to the region. Currently, it has an outlet in Shanghai, two outlets in Singapore, one in the Philippines. Shanghai's second outlet will be opened in Jan 2016 and third outlet will be in April 2016. Singapore is also looking at a third outlet in 2016. Goh is confident that the brand will be able to become an international food chain as it has the winning formula of good food and value for money.





PRODUCT BRANDING AWARDS 2014-2015 BEST BRANDS IN KITCHEN & WARDROBE SYSTEMS

A Signature Brand Poised to Leave an Impression

Signature Kitchen started off with humble beginnings in 1994 as a distributor and retailer of modular kitchen cabinets and wardrobe systems. The brand was built on trust and revolves around the qualities of reliability with impressive design ideas.

The kitchen and wardrobe expert operates around their philosophy of going all-out to grow and provide a quality and environmentally friendly product to its customers. When designing products for clients, Signature Kitchen works with clever space management in mind.

Armed with the mission of delighting and inspiring customers across the world, the brand strives to deliver its 'signature' experience to all its customers. Working with *Core Values of Customer Passion, Excellence and Teamwork*, Signature Kitchen is all about investing in service experiences.

The brand's portfolio reflects a balance between project and retail clients. Their retail customers value product quality and premium services, while architects and designers recognize the flexibility of Signature Kitchen's modern kitchen cabinet designs. It also offers the latest trends in wardrobe design ideas that complement a complete wardrobe management – in a world where people want practical ways to handle their wardrobe.

As the company's patrons continue to grow, so too does the brand expand its presence on a global platform. Signature Kitchen holds the current record of the largest kitchen retail network in Malaysia, with a significant presence across 15 countries – in both retail and project divisions.

Building Milestones while Designing Dreams

Signature International Berhad was incorporated and listed on Bursa Malaysia Securities Berhad in 2008.

With the belief that the brand is the organization's most powerful asset, Signature Kitchen's internal brand power is driving force behind its Vision – to be the thought leader in living space solutions.

The brand's *Essence – Passion for Better Ways* – has touched many lives beyond the Signature brand

name. Signature Kitchen offers innovative cabinet and wardrobe designs and ideas for all home owners – with an investment in premium services that exceed clients' expectations from various communities.

Although many companies recognize the value of a powerful brand, they often overlook the critical role staff play in shaping relationships with customers. Signature Kitchen's management believes that employees can make or break customers' experience of the brand.

Its brand initiative, called *A Service Promise – Powered by Process*, was launched in 2014 to inspire and equip staff on the delivery of the *Brand Promise*. Employees who deal with customers, prospective clients or stakeholders think, speak and behave in the way that create the 'Signature Experience' to their clientele – thus understanding how they fit into the bigger picture of delivering the Brand Promise to customers.

Innovating Beyond: New & Improved Showrooms

Creating an edge from its competitors in the competitive industry, Signature Kitchen focuses on the 'lifestyle' aspect rather than on solely functional attributes. The logical strategy is used to elude the competition while connecting to the customers on a more personal level. Its lifestyle branding focus is to create an experience wider than the product itself.

Signature Kitchen will appeal to those who are seeking a premium lifestyle. Today, the company follows a new concept that spotlights on delivering the 'Signature' experience to the customers through its newly set up lifestyle galleries.

The company's new concept showroom or *Signature Lifestyle Galleries*, which are located in Kota Damansara, Puchong and Johor Bahru, are ideal for culinary enthusiasts to delve into their passion for baking and cooking, with a line-up of cooking demonstrations, wine appreciation classes and other lifestyle-related events in the near future. The galleries offer planning and design for kitchen and wardrobe, an array of appliances and designer home furnishing to fulfill the dream of having the ideal kitchen – from idea to execution.



**THE ART & SCIENCE OF BRAND DRIVEN
IS TO BRIDGE AND MAP OUT THE LESS TRAVELLED PATHS
TO ACHIEVE THAT UNIQUE & PREMIUM POSITION.**

...DR KKJOHAN



**THE BRANDLAUREATE
COUNTRY BRANDING AWARDS
2014-2015**



THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



COUNTRY BRANDING AWARDS 2014-2015

GUNUNG MULU NATIONAL PARK

Tunneling into the Heritage Realm

Constituted over four decades ago in 1974, the 52,865-ha Gunung Mulu National Park is the largest of the National Park in Sarawak, and attributive to such attractions, it was established for two main purposes – to protect its significant natural features like the caves, the forest and the wildlife; and to provide opportunity for visitors to use, enjoy and understand its purpose and significance.

Dazzlingly otherworldly with its deeply-incised canyons, wild rivers, rainforest-covered mountains, spectacular limestone pinnacles, cave passages and decorations, Mulu is indeed a natural landmark which leaves an unforgettable impression in the hearts and minds of visitors!

Mulu's primary branding is the auspicious title: 'World Heritage Area'. In truth, World Heritage branding not only demonstrates Mulu's significant universal value, but it also assures tourists that it represents the 'Best of the Best' in all four of the possible criteria on the prestigious World Heritage List for natural sites – namely an outstanding example of the major stages of the Earth's history; an exceptional example representing significant ongoing ecological and biological evolutionary processes; providing the most important and significant natural habitats for in-situ conservation of biological diversity; and containing superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance.

Discover the Difference, Understand the Importance

Mulu, declared to be one of the 'World's Great Cave Regions', boasts an astounding Clearwater Cave (now more than 200km in length and ranked at number eight on the list of the 'World's Longest Caves') and massive Deer Cave passage (title holder of the 'World's Largest Cave Passage').

The cave's sheer enormity provides a natural ecosystem for a wide range of animal diversity (evidenced by nightly bat exodus and the abundant and diverse species of cave dwelling fauna). The Park is botanically rich in species and

high in endemism – including one of the richest sites in the world for palm species. Coupled with the geological processes and stunning scenery, its outstanding universal values are demonstrated in spades!

The people of Mulu are Lun Bawang, Murut and Iban to the north, Kelabit in the southeast, Berawan and Penan to the south and some nomadic Penan within the boundaries of the Park – all who have thrived in the rainforest for millennia.

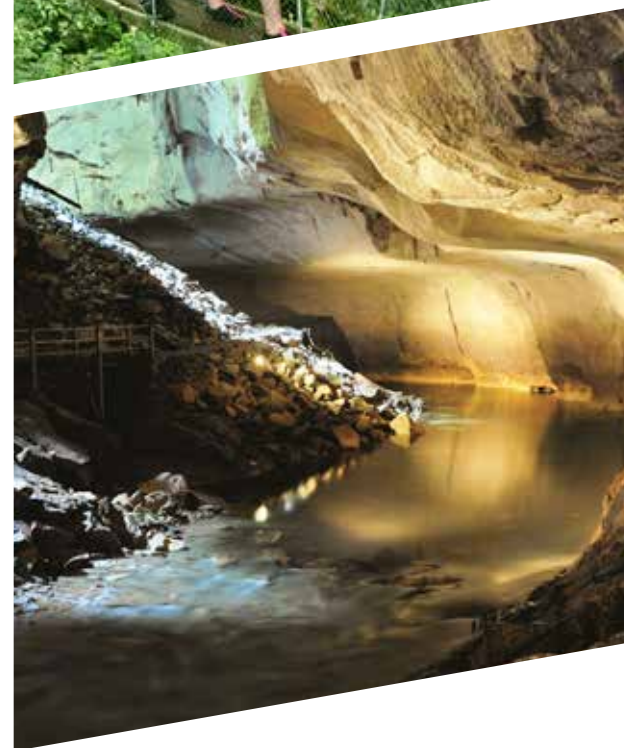
In order to get closer to the rainforest's 'web of life', visitors can take a stroll on the 480-m Mulu Canopy Skywalk – the longest tree-based walkway in the world – viewing ferns and vines 10-30 meters above the forest floor and river! Via interpretive panels and with the assistance of knowledgeable park guides, visitors can compare the vegetation of the riverine forest floor to those of the under storey, the treetops and the nearby limestone cliffs.

The Preservation of Nature for the Future

The park's Tourist Zone is managed by Borsarmulu Park Management Sdn. Bhd. (BPM) on behalf of the Forestry Department; and while Sarawak Forestry Corporation protects the wilderness area for Mulu, BPM provides visitors with a dedicated, intimately knowledgeable guiding team and excellent infrastructure to make access, viewing and understanding the values and importance of the world heritage area accessible for all.

All developments that take place within the Park are carefully considered against Mulu's Strategic Plan by the State of Sarawak under the Ministries of Tourism and Forest Department.

Whilst the newly renovated Mulu Marriott, located on the outskirts of the national park caters to the highend and corporate markets, the increasing demand for mid-range accommodation has resulted in the State's endorsement of an additional twelve 'longhouse' style rooms, designed to blend with the environment, which are currently under construction within the National Park's accommodation precinct (due for completion in December 2015).





COUNTRY BRANDING AWARDS 2014-2015 LEGOLAND MALAYSIA

The First LEGOLAND® in Asia

LEGOLAND® Malaysia Resort, which opened to the public on 15 September 2012, is the sixth to be built in the world and the very first in Asia. Designed for families with children between the ages of 2 and 12, LEGOLAND Malaysia Resort features interactive rides, shows and attractions.

The opening of LEGOLAND Malaysia Resort was officiated by Sultan Ibrahim Ismail, Sultan of Johor on 22 September 2012 and is the centrepiece of a 5,500,000 sq ft (510,000 m²) integrated complex in the Nusa Cemerlang industrial park. Located within the Iskandar Malaysia economic region, the location also houses a lifestyle retail centre, offices, hotels, service apartments and residential units alongside the theme park.

Combining Fun and Creativity in One Place

At LEGOLAND® Malaysia Resort, children can slip into the roles of their heroes and do things that normally only the grown-ups are allowed to do – like taking their first driving test, competing in a jousting tournament, jetskiing across the water, or designing and programming LEGO® robots. In fact, if you were to ride on all the LEGOLAND attractions, watch all the shows and 4D films and take part in all the workshops – you'd need 12 hours to complete it all. And that's just the actual ride and performance times (and not counting any repeat rides you might want to take).

LEGOLAND Malaysia Resort brings together a Theme Park, Water Park and Hotel in one LEGO themed location. It is a family holiday destination with more than 70 rides, slides, shows and attractions. Almost everything is hands-on, so you can push, pedal and program, or steer, squirt and splash, your way through a truly interactive experience – and of course there's building too.

LEGOLAND Malaysia Resort also features seven themed areas of attractions for all ages such as The Beginning, LEGO® Technic, LEGO Kingdoms, Imagination, LEGO City, Land of Adventure and MINILAND. It's an inspirational land where the children are the heroes with experiences from the LEGO experiment centres to rollercoasters, the park is a day-long voyage of discovery for all the family.

The Key to Malaysia's Tourism Growth

As the first LEGOLAND® Malaysia Resort in Asia, scores of International tourist and families have visited the theme park to experience the wide variety of attractions. This has helped to propel the country's tourism industry, positioning Malaysia on the global map for theme parks and attractions. LEGOLAND Malaysia Resort also played a pivotal role in the economic development by creating business and employment opportunities for Malaysia.

Besides the LEGOLAND theme park, the LEGOLAND® Hotel, a Lego-themed hotel located at the theme park also opened in 2014. The hotel is built under a management agreement between the company and LL Themed Hotel Sdn Bhd, a joint-venture company owned by Destination Resorts and Hotels Sdn Bhd and Iskandar Harta Holdings Sdn Bhd.

LEGOLAND® on the Global Map

Other LEGOLAND® theme parks across the world are situated in Denmark, the United Kingdom, Germany and the USA (California and Florida). There are LEGOLAND Hotels in the Parks in Denmark, the UK, California and Malaysia. LEGOLAND Malaysia is owned by Themed Attractions and Resorts Sdn Bhd (TAR), Iskandar Investment Berhad (IIB) and Merlin Entertainments Group. The Park is operated by Merlin Entertainments, the world's second largest visitor attraction operator.

The LEGOLAND theme parks are a part of Merlin Entertainments Group. Merlin Entertainments Group ranks first in Europe and the second in the world in terms of attractions operators. With 87 attractions, six hotels and two holiday villages worldwide, Merlin Entertainments Group entertains 46 million guests across 19 countries. The group's holdings include LEGOLAND, SEA LIFE, Dungeon and Earth Explorer, Madame Tussauds, The London Eye, Gardaland, Alton Towers, Thorpe Park, Chessington World of Adventures, Heide-Park, Warwick Castle and LEGOLAND Discovery Centre.





THE BRAND LAUREATE
AWARDS
2014-2015
BRAND-DRIVEN
IT'S THE BRAND THAT DRIVES



COUNTRY BRANDING AWARDS 2014-2015

NING BAIZURA

A Versatile Talent

Ning Baizura (born on 28th June 1975), popularly known as Ning, is a Malaysian pop and R&B, Soulful Diva who records and sings in several different languages, including Bahasa Malaysia, English, Japanese, Italian, French, Mandarin and Cantonese. She was born in Kajang, Malaysia from an Arab, Malay, Dutch, Indian Chinese and Javanese parents.

A veteran in the Malaysian music industry, Ning started singing professionally at the age of six by recording radio and television jingles. A certified violinist and pianist, Ning played her first violin at a tender age of 9, in the National Youth Symphony Orchestra (Malaysia). She also had her vocal training at that time from an international opera linguist "Siti Chairani" from Indonesia who was from the renowned "The Vienna Conservatoire".

Malaysia's Own Soul Queen

Ning crossed over into the commercial scene in 1992 and became a recording artiste under various international labels such as Sony, BMG, AMS Records Japan, Warner Music Group, and currently under her own music label HappeNings Records; where she recorded songs within the genres of pop, soul and R&B. Her discography includes 10 full studio albums (three of which are full English albums), as well as numerous compilations. Ning has also won various Music industry awards and prizes, and has performed in the UK, Italy, France, China, Indonesia, Korea, Japan, Singapore, Hong Kong, Pakistan, Monte Carlo, Monaco, Switzerland and United States.

Ning is best known for her live stage performances where she is vibrant and super energetic on stage, and has always mesmerized her audience with an extensive repertoire and her versatility. She is also an actress and has taken roles in musicals, ten major films, short films and several telemovies. The most significant is her critically acclaimed performance in the short film 'Malaikat

Di Jendela' directed by Osman Ali. The short film had participated in several film festivals in Cannes, Rotterdam and Singapore. She has also worked on another musical film in March 2009 entitled 'Majika' which has gotten praises from the public as well. Apart from that, Ning has also worked with Yasmin Ahmad – the icon who was considered as one of the most talented Malaysian film directors, in her controversial movie "Muallaf" (The Convert). The movie has brought pride to Malaysia by winning several international awards in Europe including The Berlin Film Festival and Singapore Film Festival.

An Exemplary Mentor

Back In 2006, Ning set up her own recording company, 'Artiste United Records (AUR)'. Her stable of artistes are her proteges, Nicolette Palikat or 'Nikki' from Malaysian Idol Season and Siti Surianie Julkarim (Yanie) from Mentor Season 1, as well as Ahmad Nubhan Ahamad (Nubhan) from Akademi Fantasia, Season 6. Taking a new step ahead, Ning Baizura has now become an independent business woman where she has started her own Event Management, Production House and Record Label called HappeNings (M) Sdn. Bhd. Her first produced TV show was aired on the local TV Station on January 4th. It was a recorded "Concert with Ning on Zoom In TV2". She was also a highly-admired Vocal Mentor for 8TV's "One In A Million Season 3" for season 2009.

The Face of Multi-Brands

Ning's established brand name has led her to being chosen as brand ambassadors for TIME.com, IMEDEV, F1 Malaysia, The Singapore Tourism Board, Curlers and Trimmers, Yuzari Batik, and has had strong brand associations with Christian DIOR couture, Christian DIOR parfums, the Carat Club and REDKEN in the past. Ning is currently the brand ambassador for SSANGYONG and was recently appointed the Judo Ambassador by the Judo Association of Selangor to create awareness of self-defence for women.



**“IF YOUR BRAND DOESN'T HAVE THE DRIVE,
THEN YOUR BRAND IS HEADING NOWHERE.
IF YOU ARE NOT BRAND DRIVEN,
THEN YOU WILL BE DRIVEN OUT.
YOUR BRAND WILL FIZZLE OUT”**

...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
**Ida Ibrahim
Ian Gregory
Nur'Ain MC
Nurilya Anis Rahim**

Creative Manager
Ibtisam Basri

Assistant Creative Manager
Mohd Shahril Hassan

Senior Creative Designer
Mohd Zaidi Yusof

Project Manager
Lau Swee Ching

Secretariat
Kalwant Kaur

**The BrandLaureate Awards 2014-2015
Eighth Edition: December 2015**

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