Star Special

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PUTRA BRAND AWARDS 2025

CELEBRATING BRANDS SELECTED BY MALAYSIANS

The Putra Brand Awards and Putra Aria Brand Awards are Malaysia's most prestigious consumer-driven brand recognition platforms.

These awards honour brands that have earned the trust and loyalty of the Malaysian public.

Come celebrate these brands with the Putra Brand Awards 2025. And turn to page 67 to discover the journey for the fourth Putra Aria Brand Awards.

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Honouring Malaysia's People's Choice brands

PUTRA Aria BRAND AWARDS — THE PEOPLE'S CHOICE — | PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE —

THE Putra Brand Awards 2025 once again affirmed its standing as Malaysia's most prestigious consumer-driven brand recognition platform, honouring brands that have earned the trust and loyalty of Malaysians.

Initiated in 2010 by the Association of Accredited Advertising Agents Malaysia (4As Malaysia), the awards are widely known as the People's Choice Awards.

Unlike awards determined by panels or paid submissions, the Putra Brand Awards are decided entirely by consumers, reflecting genuine public opinion.

This year's winners were determined through a comprehensive nationwide study conducted by global leader in market research, Ipsos.

The survey engaged a minimum of 6,000 consumers across more than 60 online channels, evaluating brands based on familiarity, experience, impression, purchase intent, recommendation and overall preference.

The responses were then subsequently verified and endorsed by a Board of Governors comprising industry leaders and association heads.

Spanning 24 categories – from food and beverages to banking, automotive, retail, media networks and e-commerce – the awards recognise brands that excel in building meaningful connections with their audiences.

The Putra Brand Awards honour top-tier brands based on the highest survey scores, while the Putra Aria Brand Awards recognise brands in the second percentile, ensuring broader acknowledgment of excellence.

A hallmark of the awards is its transparency and inclusivity.

There are no nominations, no submission processes and no entry fees.

Every brand has an equal opportunity to be recognised purely on consumer perception.

Endorsed by Matrade and supported by key industry associations including the Malaysian Advertisers Association, Media Specialists Association and Malaysian Digital Association, the Putra Brand Awards continues to set the benchmark for brand excellence in Malaysia.

More than just a celebration of marketing success, the awards underscores a powerful message: that enduring brands are built on trust, consistency and authentic engagement.

	PLATINUM	GOLD	SILVER	BRONZE
Apparel & Accessories	Uniqlo	Adidas	Skechers	Bata, Puma
Automotive	Toyota	Honda, Perodua	Mercedes-Benz, BMW, Proton	Volvo, Porsche
Automotive - Fuel, Lubricants & Accessories	Petronas	Shell, Continental, Michelin	Goodyear	Toyo Tires
Banking, Investment & Insurance	Maybank	VISA	CIMB, Etiqa Insurance & Takaful	RHB Bank, Public Mutual
Beverage - Alcoholic	Heineken	Carlsberg, Tiger Beer, Guinness	1664	The Macallan, Somersby, Connor's
Beverage - Non Alcoholic	100 Plus	Spritzer, Milo	Boh, Nescafe	Lipton, F&N, Yeo's
Beverage - Dairy	Farm Fresh	Yakult, Vitagen	Dutch Lady	Goodday
Cameras, IT and Office & Business Equipment	Dell	Apple	Samsung, Canon	Sharp, Asus
Communication Devices	Honor	Asus	Apple	Samsung
Communication Networks	Unifi	Maxis, Celcomdigi	Hotlink, U Mobile	Time Dotcom
Education & Learning	Sunway University	Multimedia University Universiti Terbuka Malaysia	Universiti Teknologi Petronas	Universiti Tunku Abdul Rahman, Unitar International University, University Of Nottingham, Universiti Kuala Lumpur
Entertainment	Golden Screen Cinemas	TGV Cinemas	Sunway Lagoon Resorts World Genting	Lego, Petrosains, Lost World Of Tambun, Legoland
Foodstuff	Gardenia	Maggi	Magnum Ice-Cream, Kit Kat	Ayam Brand, Nestle Ice Cream, Mamee, Munchy's, Mi Sedaap
Health	Panadol	Dettol	Strepsils, Vicks, Hurix's	Brand's, Scott's, Eno, Cap Limau Yu Yee Oil
Home Improvement Products & Stores	Energizer	Ikea	Nippon Paint	Coway Water Purifier, Jotun, Cuckoo Water Purifier
Household Products	Sunlight	Top, Softlan	Scotch-Brite, Febreze	Ridsect, Breeze, Mr Muscle, Downy
Media & Networks	Astro	The Star, Era FM	Harian Metro	Hitz FM, Hot FM
Personal Care	Dettol	Nivea	Colgate, Darlie	Sensodyne, Dove, Lifebuoy
Personal, Household & Outdoor Appliances	Samsung	Panasonic, Daikin	Sharp, KDK, Pensonic	LG, Coway, Khind, Cuckoo
Property	Sime Darby Property	Sunway Property	IJM Land, Eco World, SP Setia	UEM Sunrise, IOI Properties
Restaurants & Fast Food Outlets	McDonald's	ZUS Coffee, KFC	The Coffee Bean & Tea Leaf	Subway, Texas Chicken, Empire Sushi, Secret Recipe
Retail	Watsons	AEON	Mr.D.I.Y., 99 Speedmart	Ikea, Caring Pharmacy, 7-Eleven, Popular Book Store
Transportation, Travel & Tourism	Premium Outlets	Malaysia Airlines	Malaysia Airports	AirAsia, Emirates Airlines, Rapid KL
e-Commerce	TNG eWallet	Shopee	Grab	Lazada, Foodpanda

SPECIAL AWARDS WINNERS

Putra Most Enterprising Brand of the Year : Petronas
Putra Malaysian Marketer of the Year : McDonalds Marketing Team

Putra Brand of the Year : Unifi
Putra Personality of the year : Datuk Lawrence Liew and Datin Nancy Liew - Founders of Marrybrown

Putra Brand Icon : Uniqlo, Watsons
Hall Of Fame : -No inductee-

Elevating Malaysian homegrown brands to global excellence

Matrade reaffirms commitment to help local champions towards international success

IT is a privilege to celebrate the outstanding achievements of our home-grown brands at the Putra Brand Awards 2025. For 16 years, Matrade has stood as a strategic partner and Brand Champion Partner to this prestigious platform, which has become a powerful symbol of excellence, trust and relevance in the Malaysian branding landscape.

The "People's Choice Awards" represent more than commercial success, they reflect the deep emotional connection and loyalty Malaysians place in the brands they use daily.

As a key supporter, Matrade is proud to stand alongside the Association of Accredited Advertising Agents Malaysia (4As) to endorse and validate a platform that honours brands earning their place in the hearts and minds of consumers.

Our role as a strategic supporter is to bridge the gap between local brand success and global market presence.

We believe that branding is not something that can be manufactured overnight, genuine value is built through consistency and trust.

By endorsing these awards, Matrade aims to highlight the high standard of Malaysian branding, encouraging local enterprises to leverage their domestic reputation as a springboard for international growth.

Following the historic milestone of surpassing RM3 trillion in total trade in 2025, Matrade is intensifying its efforts to ensure Malaysian brands are not just local favourites, but also global leaders.

As we look toward the 2026 global landscape, our focus is centred on translating local brand loyalty into international market share.

Through the internationalisation of iconic brands like the Malaysia International Halal Showcase (Mihas), which has already seen success in Dubai and Shanghai, Matrade is proving that Malaysian excellence has no borders.

We invite all winners and nominees of the Putra Brand Awards to leverage our global network for market access and scale your vision for the world stage.

To the winners and nominees, your achievements reflect vision and an unwavering commitment to excellence.

Matrade remains your dedicated partner, ready to help you scale beyond borders and build global visibility. Your success is our success.

Congratulations to all.

Abu Bakar Yusof
Chief executive officer
Malaysia External Trade Development Corporation (Matrade)

Putra 2026 a celebration of earned trust

Industry body lauds brands that have made impressions with Malaysians

ON behalf of the Association of Accredited Advertising Agents – the 4As – I wish to congratulate all winners of the Putra Brand Awards 2026 and Putra Aria Awards 2026.

A recognition of the bond between brands and the Malaysian people.

The Putra Brand Awards and the Putra Aria Awards are unique because they are decided not in boardrooms, but by the rakyat.

By people who interact with your brands every day – who trust them, rely on them and invite them into their lives.

It is a money-can't-buy award. Winning the Putra Brand Award and the Putra Aria Award is not only a recognition of marketing excellence, but also a celebration of earned trust.

In today's rapidly changing world – of evolving technologies, shifting expectations, and constant connectivity – trust has become a brand's most valuable currency.

And trust, as we know, is fragile. Trust cannot be bought. It must be built over time, through authenticity, purpose and consistency.

We honour brands that have done exactly that. Brands that remain relevant without losing their values.

Brands that embrace innovation while staying deeply human.

As an industry, we encourage our members to play a role beyond creativity and effectiveness.

To shape narratives, influence culture and reflect the aspirations of our society.

At the 4As, we believe great creativity must also be

responsible work that inspires, uplift, inclusive and purposeful.

The 4As is a non-profit organisation.

On behalf of the council members, I thank you for your continuous support – your support enables our initiatives such as the Putra Brand Awards and Putra Aria Awards to be successful.

To all the brands being recognised, congratulations.

You have earned the trust of Malaysians – and that is the highest accolade of all.

Tan Kien Eng
President
The Association of Accredited Advertising Agents Malaysia (4As)

Recognising brands Malaysians trust most

The Awards spotlight brands that remain relevant and preferred

THE recently concluded Putra Aria and Putra Brand Awards held at the Majestic Hotel Kuala Lumpur is not just a celebration for the winning brands alone.

More importantly, it is a celebration for Malaysian consumers as a whole, for their participation and empowerment in determining the most deserving brands of their choice.

Unlike normal opinion polls, the research conducted by Ipsos Malaysia that ran from June to August 2025, across over 60 digital media platforms, posed probing questions that pertained to respondents' true brand preferences.

A total of over 51,000 responses was received for the research.

This truly validates both the Putra Aria and Putra Brand Awards as the only money-cannot-buy People's Choice Awards.

The fourth and 16th respective installments of the Putra Aria Brand Awards and the Putra Brand Awards were attended by well over 2,000 marketers.

A total of over 160 metals were awarded for each evening with Uniqlo and Watsons being inducted into the Putra Brand Awards Hall of Fame.

Aside from the Awards, the 4As also had plans for other initiatives under the Putra Brand umbrella.

The latest being the introduction of the Putra Colloquium Talks series.

The intent of these talks is for perennial winners of both the award shows to share experiences, outlooks on trends and their recipes in the ability to maintain brand leadership.

With the looming global geopolitical uncertainties, 2026 may be a challenging year economically.

Though not actually happening at our doorsteps yet, trade wars, physical conflicts and tariffs will in many ways affect consumer spend.

They will be even more vigilant on what to spend on and who to spend with.

Hence, continued nurturing of your brand is the only way forward, to remain relevant, and more importantly, preferred.

On behalf of the 4As, a very big thank you to all Malaysians for your participation in voting for your favourite brands.

To Matrade and all our sponsors, thank you for making both events hugely successful.

To all the winners, regardless of the colour of your metal, kudos.

You are the People's Choice. Thank you.

Datuk Johnny Mun,
Putra Brand Awards Organising Chairman
Senior Advisor and Council Member (4As)

One UniVerse, infinite connections

Unifi's evolution is reshaping how Malaysian homes and businesses experience the digital world

IN the fast-paced world of telecommunications, being just a service provider is no longer enough. For the modern Malaysian household, the internet is the lifeblood of work, play, and security.

Recognising this shift, Unifi, Telekom Malaysia Bhd's (TM) business-to-consumer (B2C) arm, has spent the last year redefining its role in the nation's digital journey.

This move culminated in it being named Putra Brand of the Year at the 2025 Putra Brand Awards.

"Winning Putra Brand of the Year affirms Unifi's evolution from a connectivity provider to a trusted digital lifestyle brand.

"At this stage of our journey, this recognition validates our convergence strategy through UniVerse, bringing together broadband, mobile, entertainment, and smart living into one seamless ecosystem," TM chief business and consumer officer Anand Vijayan.

By integrating connectivity, content, and devices under the UniVerse banner, the brand reduces fragmentation, subscription fatigue and complexity for households.

A brand in evolution

Unifi's identity has shifted in tandem with Malaysia's digital habits, moving beyond being broadband-led to becoming a quad-play provider.

By positioning itself as a one-stop ecosystem rather than a collection of standalone services, Unifi now serves as one of the preferred digital partner for both homes and micro, small, and medium enterprises (MSMEs).

In a crowded market, Unifi differentiates itself by tackling subscription fatigue through a focus on convergence, value and experience.

By integrating connectivity, content, and devices under the UniVerse banner, the brand reduces fragmentation, subscription fatigue and complexity for households.

"Consumers increasingly value simplicity, reliability and measurable everyday value," Anand explains, noting that this seamless, all-in-one approach, supported by trusted service quality and nationwide infrastructure, provides the backbone for this trusted experience.

Anand says: Unifi maintains strong after-sales support, transparent pricing and dependable infrastructure."

To ensure these entrepreneurs thrive, Unifi provides a comprehensive support ecosystem. A standout tool in this mission is the IMPAK BIZ digital assessment.

Empowering the backbone of the economy

A key pillar of Unifi's strategy is the digital growth of Malaysia's MSMEs. Beyond simple connectivity, the brand delivers digital solutions – such as Digital Marketing, Cloud Storage, and the Hospitality TV Entertainment Solution (HOTES) – that allow businesses of all sizes to transform without heavy up-front investments.

To ensure these entrepreneurs thrive, Unifi provides a comprehensive support ecosystem. A standout tool in this mission is the IMPAK BIZ digital assessment.

"Through our IMPAK BIZ digital assessment tool, MSMEs can identify their digital readiness as well as practical business solutions to help them begin or grow in their respective digital journeys.

"We ensure that MSMEs receive the knowledge, guidance and encouragement to thrive in the digital economy," says Anand.

AI and next-gen technology

As emerging technologies like AI take centre stage, Unifi is integrating them to enhance its core promise.

AI is now embedded into smart home security, automation and personalisation within the UniVerse app.

Delivered as plug-and-play solutions, these innovations remain accessible and intuitive through professional installation and after-sales service that are aligned with Unifi's promise of seamless digital living.

"We balance innovation with trust by anchoring all new offerings to consistent service quality and customer value.

"While solutions continue to evolve, such as cloud-based entertainment to smart living, Unifi maintains strong after-sales support, transparent pricing and dependable infrastructure," says Anand.

This focus is most visible in Unifi TV 2.0, which aggregates streaming apps and premium channels into a single interface.

By removing technical barriers, Unifi reinforces its reputation for delivering convenience and quality across the digital home.

The 5G lifestyle

Unifi's brand strategy now positions next-generation connectivity as a lifestyle enabler.

With UNI5G offerings extending far beyond the home, the brand bundles 5G with smart home services to demonstrate real-world benefits like energy efficiency and enhanced security.

To appeal to digital-natives and the remote-working segment, Unifi has emphasised flexibility and mobility.

With high-speed broadband up to 2Gbps and eSIM adoption, the UniVerse ecosystem reflects how modern consumers live, work, and connect across multiple locations.

A validation of trust

In a competitive landscape, receiving the Putra Brand of the Year award reinforces consumer trust by offering objective assurance that the brand delivers on its promises.

Anand concludes: "Industry accolades strengthen our credibility and signal our long-term commitment to Malaysia's digital transformation.

For Unifi, this recognition complements the customer experience by signalling reliability and leadership – ensuring that innovation always enhances the lives of the rakyat without compromising the trust that defines our brand."

31 years of glowing with the rakyat

From pioneering 2-hour express delivery to building an 8-million-strong community, Watsons Malaysia continues to redefine the Malaysian retail experience

IN the bustling retail landscape of Malaysia, few colours are as recognisable as the vibrant green and pink of Watsons.

Whether it is a quick dash for a bottle of water or a weekend spree for the latest skincare, Watsons has become an inextricable part of Malaysian mall culture.

This deep-rooted connection was recently cemented at the Putra Brand Awards 2025, where Watsons Malaysia was honoured with the prestigious Putra Brand Icon Award as well as Platinum in Retail Award.

"Receiving this award is a meaningful honour, driven by the trust and support of our customers. We sincerely thank Malaysians for choosing Watsons and believing in us.

"This recognition is a reflection of the trust Malaysians have placed in Watsons as one of the nation's trusted health and beauty retailers," says Watsons Malaysia managing director and AS Watson Group Health and Beauty Asia chief operating officer Caryn Loh.

For over three decades, Watsons has been a constant companion in the Malaysian journey toward health and beauty, serving generations of shoppers nationwide.

Not your average pharmacy

With a network of over 750 stores nationwide, Watsons has mastered the art of being everywhere the customer is.

However, the secret to their longevity lies in their ability to evolve.

The brand has pioneered an "O+O" (Offline plus Online) strategy that bridges the gap between physical browsing and digital speed.

Watsons was the first retailer to introduce 2-hour Express Delivery, a game-changer for the busy Malaysian professional or parent.

Alongside "Click & Collect Express," this ensures that the shopping experience is seamless, regardless of whether a customer is walking through a mall or scrolling on their phone.

Interestingly, Watsons Online has grown into the brand's "largest store," offering over 10,000 products.

This ecosystem has expanded via W Mall, a marketplace that goes beyond beauty to include household essentials from trusted brands like Gintell, Panasonic, Huawei, Bosch and Cuckoo.

Watsons Malaysia secures its spot in the Malaysia Book of Records for both its "Biggest Rewards" and "Jom Sihat" initiatives.

Loh says: "Watsons remains committed to continuously enhancing its offerings and delivering better experiences at every touchpoint by actively listening to customer feedback."

Rewards galore

Perhaps nothing speaks to the Malaysian soul more than the hunt for a good deal. This is where the Watsons loyalty programme shines. Now boasting eight million members, it is one of the largest in the country.

"Watsons strengthens brand awareness by continuously rewarding its members. We will continue to deliver a seamless O+O omnichannel shopping experience, enabling customers to shop conveniently anytime and anywhere," Loh explains.

The brand has introduced granular rewards that cater to every type of shopper:

Its W Rewards allow redemptions for products and vouchers from as low as 10 points.

The eStamp rewards customers with one stamp for every RM40 spent, which then can be used to redeem selected products.

Share Points is a feature that allows members to share points with family and friends as well as the Watsons Community, which encourages ongoing engagement and interaction.

"Watsons' branding direction is reflected through campaigns that reward loyalty, promote wellness, and create memorable experiences to customers. In 2025, our festive celebrations brought joy to millions of customers nationwide," says Loh.

This focus on engagement peaked in 2025, with festive celebrations and campaigns like the "Biggest Rewards in Malaysia" and the "Jom Sihat Get Active Carnival," both of which secured spots in the Malaysia Book of Records.

Looking good, doing good

The brand's mantra, "Look Good, Do Good, Feel Great," extends beyond the beauty aisle.

Watsons has taken a proactive stance on social responsibility, notably through "Kidslympic Malaysia," an initiative that encourages active lifestyles and healthy habits in children from an early age.

Their community outreach also includes supporting orphanages and underserved groups alongside brand partners.

These impactful efforts led to Watsons being named Company of the Year (Health and Beauty Retail) at the Sustainability and CSR Malaysia Awards 2025.

Future-proofing the brand

As the next generation of digitally native shoppers comes of age, Watsons continues to innovate.

By curating exclusive J-beauty and K-beauty brands and collaborating with influential trendsetters, the brand remains at the forefront of shifting market dynamics.

"Watsons remains committed to continuously enhancing its offerings and delivering better experiences at every touchpoint by actively listening to customer feedback," says Loh.

For 31 years, Watsons has been more than just a retailer. It has been a companion in the Malaysian journey toward health and beauty.

"Whether customers shop in-store, online, or through the Watsons App, we will continue to deliver a seamless experience through consistent branding, service standards, promotions, and loyalty rewards ensuring the same trusted Watsons promise across every touchpoint," Loh says.

The strategic brilliance of McDonald's Malaysia

Discover how the brand blends global operational excellence with a deeply local heart

While McDonald's is a global food and beverage giant, its identity in Malaysia is defined as a community partner that brings people together.

IN Malaysia, we do not simply go to McDonald's. We head to "Mekdi." This simple, affectionate shorthand is the ultimate signal that a global icon has successfully transitioned into a local community staple.

From long-standing traditions like Community Month to festive celebrations through dedicated local programmes, McDonald's has embedded itself into nearly every aspect of Malaysian life.

Whether it is birthdays, school gatherings, or late-night reunions, ask any Malaysian and most will share a scrumptious memory made under the Golden Arches.

This deep emotional affinity, grounded in shared community values, recently culminated in McDonald's Malaysia's marketing team winning the prestigious Putra Malaysian Marketer of the Year Award at the Putra Brand Awards 2025.

McDonald's Malaysia chief marketing officer Chin Mei Lee believes the award is a powerful affirmation of the brand's ability to operate as a "local neighbour" on a global scale.

"It reflects our deep understanding of local culture, tastes, and values, and our commitment to engage Malaysians in meaningful ways – from creating locally relevant menu offerings to delivering memorable guest experiences, as well as investing in communities and talent development across the country," says Chin.

The award, she adds, validates a focus on giving back. "McDonald's may be known as a food and beverage company, but this award is recognition of our many other efforts that are central to the brand – our investment in youth, support to families, and ongoing commitment to reaching out to local communities."

A neighbour to the community

This recognition validates a core brand philosophy: that serving the rakyat goes far beyond the kitchen.

While McDonald's is a global food and beverage giant, its identity in Malaysia is defined as a community partner that brings people together.

Through its Program Komuniti @ McDonald's, the brand carries out over 10,000 initiatives annually.

"We truly understand our consumers' tastes and preferences, and from that insight, everything else falls into place – from locally inspired menu adaptations to community initiatives that resonate.

"Over time, we've evolved from serving convenient, delicious meals to creating feel-good moments and offering inclusive value, all while maintaining the global pillars of quality, service and consistency," Chin explains.

This journey involves investing in local talent and supporting families through Ronald McDonald House Charities (RMHC), ensuring that every business milestone positively impacts the communities the brand serves.

The brand invests in local talent and carries out over 10,000 initiatives annually through its Program Komuniti @ McDonald's as well as supports families through RMHC.

The three-legged stool of consistency

A common question for global brands is how to maintain a unified identity while embracing local nuances.

At McDonald's, the answer lies in the "three-legged stool" system – a mutually beneficial relationship between franchisees, suppliers and the corporation.

"Franchisees bring local expertise, our suppliers offer quality ingredients, while McDonald's provides the marketing and brand support," says Chin.

This synergy ensures that while the brand upholds global standards, it remains flexible enough to adapt to local culture.

Chin says: "Our innovations are never about changing who we are, but about continually improving how we serve Malaysians."

Innovation with a familiar face

Innovation at McDonald's Malaysia is guided by a simple yet profound principle: enhancing the customer experience without compromising the comfort, familiarity and trust Malaysians associate with the brand.

While consumer lifestyles continue to evolve, the core of the "Mekdi" experience remains consistent – quality food and fast, friendly service at great value.

"Our innovations are never about changing who we are, but about continually improving how we serve Malaysians," says Chin.

Today, that commitment is increasingly digital-first. For McDonald's, digital transformation is a technological upgrade and a central pillar in making feel-good moments easier and more accessible for everyone. By integrating the McDonald's App, loyalty ecosystems, and technology-enabled kitchen operations, the brand is able to serve faster and connect more meaningfully with its customers.

This strategy positions technology as a primary driver of convenience, personalisation and operational excellence.

From the growth in delivery to using data to reward everyday moments, these advancements ensure that every interaction remains seamless, modern and authentically McDonald's.

The modern PETRONAS experience

PETRONAS honoured for its seamless integration of digital solutions and community value

ONE name inevitably pops up when Malaysians hit the highway for road trips. It is the familiar green light on the horizon when one's fuel bar is flashing, and the designated meeting point for convoy trips.

For decades, petrol stations were viewed as purely functional – places to pump fuel and replenish snacks for peckish passengers.

But walk into a PETRONAS station today and the sliding doors open to a transformed space. From the aroma of freshly baked pastries at Café Mesra to the convenience of the Setel app that lets one skip the queue entirely, PETRONAS has successfully shed its former station image.

This evolution from a fuel provider to an enterprising lifestyle companion was recently celebrated at the Putra Brand Awards 2025, where PETRONAS clinched the coveted Putra Most Enterprising Brand of the Year Award.

"Winning this award is a testament to our customers' trust. It motivates us to ensure our brand remains an essential part of Malaysians' daily lives, setting higher standards in service and excellence," says PETRONAS Dagangan Bhd (PDB) managing director and chief executive officer Azrul Osman Rani.

Between Setel, PETRONAS Shop, Kedai Mesra, and Café Mesra, the brand has created a seamless one-stop-shop for the busy Malaysian.

PETRONAS is future-proofing Malaysian roads through its partnership with Blueshark, making electric mobility accessible for every rider.

Azrul says: "We will deepen digital integration, expand lifestyle-centric offerings, and strengthen loyalty solutions that reward customers."

Steering through volatility

This award is particularly significant following a challenging 2025. Between geopolitical tensions impacting global economies and shifting local subsidy policies, the retail sector faced significant volatility.

PETRONAS stayed anchored through operational excellence, discipline and strengthened governance. By supporting partners through transitions – most notably the Budi95 rollout – the brand proved its resilience.

"By executing with discipline, strengthening governance and supporting our customers and partners through every transition, we not only weathered the volatility. We emerged stronger.

"This recognition reflects the trust Malaysians continue to place in us, and we remain committed to delivering reliable, relevant and sustainable value for the long term," notes Azrul.

Moving beyond fuel

Recognising that the modern Malaysian consumer expects more than just a filled tank, PETRONAS has moved into a broader mobility and lifestyle ecosystem.

Between Setel, PETRONAS Shop, Kedai Mesra and Café Mesra, the brand has created a seamless one-stop-shop for the busy Malaysian.

"Whether Malaysians are refuelling at our stations, shopping at Kedai Mesra or enjoying a coffee and meal from Café Mesra, these everyday moments are opportunities for us to make life simpler and better.

"Through reliable products, convenient access and thoughtful service, we ease daily routines and create a seamless brand experience," Azrul says.

He highlights that Mesra Rewards now converts these ordinary transactions into tangible perks, giving shoppers more value for every ringgit spent.

Furthermore, PETRONAS is looking at the future of mobility. Through a joint venture with Blueshark, it is advancing electric two-wheel mobility, preparing for the day when the rakyat swaps their traditional "kapchais" for an electric vehicle.

Driven by data and tech

Technology has been the ultimate tool in this transformation. The Setel app has become a staple for the digitally savvy, offering secure verification and digital payments that made the BUDI95 rollout faster and more transparent.

By using data to grasp what Malaysians actually want, PETRONAS has been able to curate its offerings to stay competitive.

"Technology and data allow us to deliver a seamless, secure and efficient experience across our ecosystem.

"Advanced fuel technologies and continuous product innovation ensure cleaner, high-performance fuels that meet evolving customer and sustainability expectations," says Azrul.

Walking the ESG talk

In an era of heightened environmental, social, and governance (ESG) expectations, today's shoppers are increasingly looking for brands that walk the talk. This demand has led PETRONAS to embed sustainability across its operations, including powering its stations with solar energy and expanding lower-carbon solutions through the Blueshark partnership.

Azrul credits the PDB workforce as the backbone that sustains the brand's promise.

"As part of the PETRONAS brand, PDB employees play a crucial role in carrying our shared brand promise into Malaysians' daily lives. Every interaction with customers reflects the care we stand for, strengthening trust in PETRONAS.

"In a fast-evolving market, our teams stay close to customers, sharpen execution and continuously develop new ways to serve beyond fuel. Guided by growth and long-term value creation, we optimise our supply and network performance while elevating customer experience through service excellence and digital solutions," says Azrul.

Fast forward

The goal is for PETRONAS stations to stop being seen as refuelling points and start being viewed as everyday touchpoints.

For the younger, tech-native generation, this means more digital integration, more lifestyle-centric products in the PETRONAS Shop, and a brand that fits naturally into their fast-paced routines.

Azrul says: "Driven by innovation and meaningful partnerships, we aim to build experiences that are more connected, more intuitive, and more human.

"This includes deepening digital integration, expanding lifestyle-centric offerings, and strengthening loyalty solutions that reward customers in ways that matter to them."

The home-grown brand that took on global giants

Marrybrown's story of how trust, family values and local DNA fueled its award-winning growth

Marrybrown has blossomed into a global empire of over 500 locations across 16 countries.

IN the early 1980s, the Malaysian fast-food scene was a landscape dominated by towering international giants.

To many, the idea of a local start-up competing with multi-billion-dollar global franchises seemed like a daring, perhaps even impossible, dream.

Yet, in 1981, a young couple in Johor Baru decided to defy the odds.

Armed with a vision and RM120,000 cobbled together from personal savings and loans from supportive relatives, Datuk Lawrence Liew and Datin Nancy Liew opened the first Marrybrown in a small shoplot at Jalan Wong Ah Fook, Johor Baru.

Today, that single outlet has blossomed into a global empire of over 500 locations across 16 countries.

This enduring vision was recently celebrated at the Putra Brand Awards 2025, where the duo was honoured with the prestigious Putra Personality of the Year Award.

A brand with Malaysian DNA

Recognised by the Malaysia Book of Records as the nation's first home-grown fast-food brand, Marrybrown carved its niche by leaning into the Malaysian DNA.

While competitors imported foreign flavours, the Liews focused on local nuances, from taste preferences to the way they serve their customers.

"From the very beginning, Marrybrown was never just about selling fast food. Our intention was to build a Malaysian brand that Malaysians could be proud of.

"We made a conscious decision to build around our own cultural nuances.

"Halal integrity, trust and care became core differentiators for us early on. It was not just a requirement; it was a promise that we wanted to stand for," the duo say.

The family-friendly ritual

For many Malaysians, Marrybrown is a restaurant with a repository of memories, from school holiday treats to festive season milestones.

The founders designed the experience around comfort, guided by a simple internal compass: how they would want their own families to be treated.

"Many of our customers grew up with Marrybrown, and today they are bringing their own children. Growing alongside them has been one of our greatest privileges.

"Trust is built through consistency in quality, value and strict adherence to halal standards.

"Customers return because they know what to expect from us.

"The emotional connection comes from being present in real-life moments. We keep the brand relatable by staying grounded in local insights, Malaysian warmth and respectful communication," the Liews say.

Lawrence and Nancy's enduring vision was celebrated at the Putra Brand Awards 2025, where the duo was honoured with the prestigious Putra Personality of the Year Award.

Marrybrown has proven that with heart and halal integrity, a homegrown brand can grow from a single shoplot to a global icon that wins the hearts of many.

Made in Malaysia, for the world

One of the most critical decisions made early on was the ambition to represent the country internationally. However, going global brought its own set of surprises.

"One of the biggest challenges was balancing global consistency with local relevance. Each market has different expectations in consumption habits.

"Ensuring franchise execution delivers the same brand experience was another key challenge.

"At the same time, we had to maintain our corporate identity standards while empowering local teams to adapt meaningfully to their markets. It is a delicate balance that requires constant attention.

"The decision we made early on was to establish halal trust as a permanent pillar of the Marrybrown brand.

"At the same time, we invested in building a strong and disciplined franchise system to protect consistency as the brand grew," say the Liews.

This delicate balance has clearly been mastered. In February 2026, Marrybrown announced a landmark expansion into Egypt, with a plan to roll out 100 outlets over the next decade.

This makes Marrybrown the first Malaysian halal fast-food brand to enter the Egyptian market, flying the flag for Malaysian entrepreneurship in North Africa.

"By establishing a clear and transferable brand identity – 'Made in Malaysia, for the world', we created a strong foundation for long-term and sustainable growth," they say.

Modernising a legacy

In a fast-evolving digital age, the founders have modernised the journey through the MB App and AI-assisted food preparation systems to ensure consistency.

Yet, amid rising global prices, they remain grounded, focusing on smart menu engineering and supply chain resilience to protect value for the customer.

"Founder leadership plays a critical role in shaping the culture by defining what the brand stands for and the values it will never compromise on."

"Leadership serves as the anchor. Ensuring that as we grow and enter new markets globally, our values remain intact and the brand stays true to its purpose," they say.

The duo add that protecting the brand's identity and standards became even more important as Marrybrown expanded through franchise partners.

The road ahead

As Marrybrown looks to the future, its goal remains clear. It aims to stay future-ready while staying true to its roots.

For the Liews, this award is a milestone, but the true reward is seeing Marrybrown remain a staple of Malaysian life. They have proven that with enough heart and a bit of Malaysian spice, a local brand is capable of taking on the world.

"While we continue to innovate and modernise, we remain careful to preserve the heart of the brand. That balance is what has enabled Marrybrown to grow with relevance and trust for more than four decades," they say.

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DERRICK KHOO
Chief Operating Officer
Gardenia Bakeries (KL) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In times of economic uncertainty, Malaysians turn to brands they can rely on. Gardenia has earned that trust by being a constant in everyday life for decades by delivering consistent quality, strict halal standards and accessible nutrition nationwide. From breakfast tables to lunch boxes, we remain part of a family's daily routine, reinforced by over 1,000 delivery routes that ensure Gardenia is available wherever Malaysians live, work and shop.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Malaysians are spending more cautiously, prioritising essential purchases that deliver both value and enjoyment. In response, Gardenia focuses on products that balance taste, quality and price by ensuring our everyday range remains dependable while introducing innovations that are enjoyable, accessible and relevant to different consumer needs.

This has allowed families across all income levels to continue choosing Gardenia with confidence even as they make more deliberate and value-driven spending decisions.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Rising cost pressures have challenged many brands but Gardenia continues to redefine value through operational strength and discipline. As one of the largest bakeries in Asia, we are able to procure quality raw materials competitively without compromising standards. Most importantly, we have maintained the selling price of our Original Classic, Malaysia's favourite loaf, over the past few years, reinforcing our commitment to quality, consistency and consumer trust.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The Malaysian economy remains resilient with steady growth and moderate inflation despite external uncertainties and cost pressures. This has led Gardenia to prioritise long-term resilience by investing in operational efficiency, food safety and innovation. At the same time, we are deepening our understanding of the next generation by creating tastier quality products with functional benefits that resonate with Gen Z to build stronger lasting brand connections.

PROF SIBRANDES POPPEMA
President
Sunway University

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

At Sunway University we believe that there is no alternative to quality and it is this mindset that has even further increased consumer trust.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are looking more critically to the cost of education and the potential returns in employability. At Sunway University, we have further increased quality especially in the preparation for employment while increasing our tuition fees only marginally, resulting in an excellent price to quality ratio.

With rising cost pressures, how is your brand redefining value to stay relevant to price conscious consumers?

At Sunway, we do not just talk about value in an economical sense (return on investment) but also on return on values, which incorporates many other values such as the ability to be a lifelong learner and a contributor to society.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Sunway University has a virtuous growth strategy that drives progress across all key areas from rising student enrolment and the recruitment of staff and leading researchers, to both the quantity and quality of its research output.

This growth has translated into higher global rankings and the development of world-class facilities, strengthening the university's ability to attract students.

LOI TUAN EE
Group Managing Director and
Group Chief Executive Officer
Farm Fresh Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

As the leading homegrown dairy company in Malaysia, we are committed to meeting the evolving needs of our customers through ongoing innovation while staying true to our brand promise of providing fresh dairy products for everyone, every day.

Being recognised with the Putra Brand Award for the fifth time affirms that Malaysians continue to trust our commitment to quality, integrity and local values.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Malaysian consumers are increasingly prioritising healthier eating, nutritional transparency and sustainability – values we have championed since our inception.

Our long-standing reputation as an honest and responsible company positions us well to lead in today's evolving consumer landscape.

Our portfolio continues to evolve, offering products that deliver nutrition, freshness and peace of mind – without preservatives, artificial colours or flavourings – enhancing value for our customers at every step.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We remain committed to bringing value to consumers by introducing better products to the market.

Take Moola Choco Malt, for example, offers significantly more protein and fibre, and less sugar, than many other options in its category.

By competing on substance, we provide products that reward consumers who invest in their health. This approach is proving successful, as seen in the strong demand for our Farm Fresh Grow range.

The success of this product reinforces our belief that doing right by the consumer is also doing right by the business.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

In today's environment, we aim to make our dairy products accessible to all, offering more economical options such as our RM1 UHT Moola Choco Malt (100ml) and the Yarra by Farm Fresh range at affordable prices. As consumer needs evolve, we adapt our products while staying true to our values, supporting families and communities, and promoting long-term well-being, while delivering the pure, wholesome dairy goodness Malaysians have come to trust.

Sime Darby Property

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We are truly grateful for your unwavering support and trust. Thank you for voting us as the Platinum Award winner for four consecutive years.

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Sime Darby Property Berhad (197301002148)

watsons

CARYN LOH
Managing Director, Watsons Malaysia
Chief Operating Officer Health & Beauty Asia AS Watson Group

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Consumer trust has been strengthened by Watsons Malaysia's consistent customer-first approach and its strong connection with a growing community of over eight million members.

We continue to engage customers through initiatives and rewards designed to support their everyday health, wellness and beauty needs by ensuring accessibility and value across all touchpoints.

As a one-stop destination for health, wellness, beauty and lifestyle, Watsons Malaysia is committed to serving Malaysians from all walks of life.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We have observed that consumers have become more discerning and value-driven in their spending by prioritising on essentials, trusted brands and products that offer clear quality at accessible prices.

At Watsons, we have also strengthened our focus on delivering strong value through our extensive range which offers affordable prices with great quality.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

With rising cost pressures, Watsons is redefining value by offering customers more choice, relevance and differentiation.

In addition to competitive pricing and value-driven promotions, we enhance perceived value through limited-edition merchandises, exclusive collaborations and a growing portfolio of exclusive brands and products to include trending items, lifestyle merchandise, and halal and sustainable options.

These efforts reflect our unwavering commitment to remaining a leader in Malaysia's health and beauty industry.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Watsons will continue to invest in strengthening our core value proposition via accessibility, trust and everyday relevance while remaining agile to changing consumer needs. This includes curated product innovations and an exclusive range, alongside enhanced rewards and loyalty through Watsons Club within our O+O ecosystem.

At the same time, reinforcing our sustainability on product offerings and customer choices, through the expansion of refill packaging, improved ingredients, clean beauty and better packaging options, have enabled our customers to make informed and practical decisions that fit their lifestyles.

PREMIUM OUTLETS®
GENTING SIMON

JEAN MARIE PIN HARRY
President & Chief Operating Officer
Genting Simon Sdn Bhd
Premium Outlets

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In uncertain times, consumers trust brands that continue to deliver extraordinary value and are built on experience, credibility and consistency.

Genting Simon continues to enhance that trust at its three Premium Outlet Centers with each centre offering a different and unique world-class destination for designer and name brand outlet stores, with clear value and a well-curated shopping experience.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We see consumers becoming more discerning and intentional, prioritising value and experiences over impulse spending.

Genting Simon responds by enhancing our destination appeal through curated brand offerings, experiential retail, dining and tourism-led activations. This transforms outlet shopping into a rewarding day-out experience, where visitors enjoy savings while engaging in leisure, discovery and meaningful time spent together.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Genting Simon redefines value by offering smarter access to well-known designer and name brand outlet stores rather than simply lowering prices.

Through tailored brand assortments, year-round savings of up to 65% off and seasonal retail events, shoppers can enjoy quality brands at more attainable price points. By combining meaningful savings with a quality environment, we empower shoppers to shop with confidence and feel assured in every purchase.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape reinforces our long-term focus on experience-led destinations. Genting Simon continues to invest in brand partner quality, immersive retail experiences and digital engagement to better serve evolving consumer needs. These strategic investments strengthen our appeal to both domestic shoppers and tourists, ensuring our outlets remain relevant, resilient and competitive across economic cycles.

Sime Darby Property

DATUK SERI AZMIR MERICAN
Group Managing Director and
Chief Executive Officer
Sime Darby Property Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Trust is built through delivery and reliability, not merely messaging, and we have remained consistent in our execution.

In 2025, our brand clarified its purpose and direction as we transitioned from a pure-play property developer into a real estate company. This evolution has been anchored by our SHIFT25 strategy for the past few years, which strengthens resilience through portfolio balance and recurring income.

This consistency is reflected in market recognition including our fourth consecutive Platinum win at the Putra Brand Awards and being named Malaysia's number one property developer at The Edge Malaysia's Top Property Developers Awards 2025 for the second consecutive year. Consumers trust brands with a track record, a clear and well-capitalised roadmap for the future and the discipline to execute across cycles.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

The market has moved beyond "price per square foot" to "value per ecosystem". The demand has shifted towards integrated townships that offer daily convenience, green spaces, commercial hubs and long-term relevance.

This integration isn't just for lifestyle; it protects long-term asset resilience and ensures higher retention for our developments. This aligns with our strength as a master developer where community, infrastructure and amenities are planned from the outset.

Our flagship townships continue to perform because they are designed to adapt across life stages and economic cycles.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We focus on "sustainable affordability", meaning we design products that reduce the total cost of ownership over time. This is achieved through energy-efficient design, passive cooling and renewable energy initiatives.

Value is also maintained through diversified product ranges that align with different life stages without compromising on quality or safety. We believe true value lies in creating communities that are economical to acquire and enriching to inhabit. Our strategy ensures that our townships remain a sound investment for generations.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current environment has simply accelerated our move towards higher margins and a recurring income model.

We have adopted a disciplined capital allocation approach and intensified our focus on building a balanced portfolio by purposefully targeting growth sectors including data centres and industrial parks. This evolution required a brand identity that could stand on its own as a symbol of value creation and ESG integrity, an objective achieved through our recent brand refresh.

Guided by our purpose to be a "Value Multiplier" for people, businesses, economies and the planet, every investment is assessed not only on its financial merits but also on its impact on communities and environmental responsibility.

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AZRUL OSMAN RANI
Managing Director and Chief Executive Officer
PETRONAS Dagangan Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In times of global economic uncertainty, Malaysians seek stability and confidence and PETRONAS Dagangan Berhad (PDB) provides these foundations by ensuring uninterrupted access to fuel, LPG and mobile refuelling services across 1,000-plus stations that reach both major cities and remote communities.

By prioritising safety, digital convenience and nationwide energy security, we reinforce our role as a trusted national partner.

When a nation knows its essential energy needs are consistently met, trust naturally strengthens.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

As Malaysians seek greater convenience and adopt sustainable choices, we are accelerating digitalisation through our Setel platform and Mesra Rewards to enhance the customer's experience.

Simultaneously, we are expanding to low-carbon solutions such as EV charging, sustainable aviation fuel, electric two-wheelers and a Used Cooking Oil programme, which supports the nation's energy transition and also for responsible waste management. These initiatives ensure we remain relevant and trusted in a changing landscape.

With rising cost pressures, how is your brand redefining value to stay relevant to price- conscious consumers?

With rising cost pressures, Malaysians want value they can feel immediately and PDB delivers this through Budi95 access on Setel, meaningful savings via Mesra Rewards and wide affordability across our Kedai Mesra and Cafe Mesra.

With eight million Setel users nationwide, we ensure mobility remains convenient, secure and financially accessible. Our focus is helping households stretch their ringgit while enjoying seamless everyday services that enhance quality of life, making daily life simpler and better.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current landscape has accelerated PDB's focus on future-proofing our business.

We are investing in digital transformation through Setel, expanding sustainable solutions such as Malaysia's first locally blended Sustainable Aviation Fuel (SAF) and driving new mobility via Blueshark electric two-wheelers.

Strategic partnerships including the sponsorship of the Badminton Association of Malaysia (BAM) and serving as the Official Fuel Provider for LIMA 2025, has reinforced our commitment to innovation, resilience and national growth.

TAI KAM LEONG
Chief Sales & Marketing Officer
Astro Malaysia Holdings Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

We sustain trust by evolving through feedback. Awani as Malaysia's most trusted news source and our Kids Profile ensuring safe, age-appropriate viewing exemplify our commitment to trust as a tenet, upholding ethics and reliability that continually reinforce Malaysians' confidence.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

As consumers prioritise essentials, we stay relevant by offering choice, certainty and everyday value. By refining our offerings to meet real needs, we help Malaysians feel confident choosing a dependable brand in an environment where spending is increasingly cautious.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

In a price-sensitive landscape, we redefine value through affordability, accessibility and outstanding value for money. Astro One and segment-focused options like the Civil Servants Pack deliver flexible choices and dependable quality, helping customers maximise their entertainment budget without compromising on content.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Today's landscape sharpens our commitment to local content, sports and Malaysian talent, both on-screen and behind the camera. By investing in Astro Originals, signature live shows and long-term local programming, we deepen audience connection and strengthen our strategic core.

ANAND VIJAYAN
Chief Business and Consumer Officer
Telekom Malaysia – Unifi

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Trust in Unifi is built on world class connectivity, seamless experiences and digital solutions designed for today's lifestyles. As digital usage accelerates, Unifi has evolved into UniVerse, a converged ecosystem integrating connectivity, entertainment, smart home solutions and devices. Flexible plans, device options, such as EzOwn, and Unifi Business' role as the trusted digital partner to MSMEs – reinforced by independent industry recognition – position Unifi as a dependable brand for Malaysians.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are spending more deliberately, focusing on essentials while seeking flexible, high-value digital experiences. Unifi meets this demand through UniVerse, a seamless ecosystem combining fibre broadband, 5G mobile, entertainment, smart home solutions and connected devices. Platforms such as Unifi TV 2.0, flexible device options via EzOwn, and MSME initiatives like IMPAK BIZ simplify ownership, reduce fragmentation and ensure digital investments deliver real value.

With rising cost pressures, how is your brand redefining value to stay relevant to price conscious consumers?

Unifi redefines value through integration, flexibility and measurable outcomes. The UniVerse ecosystem simplifies the digital experience by unifying connectivity, content, devices and billing into a single, seamless platform, where the more services customers subscribe to with Unifi, the greater the value and savings they enjoy.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Unifi's brand strategy is guided by long-term relevance rather than short-term cycles. By investing in robust infrastructure, convergence through UniVerse and inclusive digital empowerment, Unifi is positioning itself not just for the year ahead, but for the next phase of Malaysia's digital economy – one that is people-centred, inclusive and future-ready.

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AND PLATINUM AWARD
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unifi.com.my

DATUK KHAIRUSSALEH RAMLI
President and Group Chief Executive Officer
Maybank

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Brand trust is sustained through consistency, strong governance and a deep commitment to customer-centric solutions. By staying true to its core values, communicating with transparency and supporting customers through periods of uncertainty with relevant services and tools, the organisation continues to reinforce confidence and foster long-term relationships.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers today are increasingly cautious and values-driven. In response, we offer flexible, digital-first solutions that empower customers to manage cash flow, optimise spending and make informed financial decisions. Through MAE, we will continue to deepen personalisation across solutions and drive customer engagements across our broad footprint.

With rising cost pressures, how is your brand redefining value to stay relevant to price conscious consumers?
The bank redefines value beyond price by delivering convenience, trust and holistic financial support. Through digital efficiency, tailored products and strong ecosystem partnerships, we enable customers to optimise their finances while addressing both immediate priorities and long-term financial needs.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The group will continue to invest in technology and talent to navigate uncertainties while supporting customers, society and the broader economy. Under ROAR30, Maybank's new five-year strategy, the focus is on reinforcing our purpose of Humanising Financial Services, scaling our businesses and strengthening our foundations to future-proof long-term growth.

SUMASH SINGH
Managing Director, Malaysia and Indonesia
Dell Technologies

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
At Dell, customer trust starts with us listening to their feedback and delivering technology that fits their evolving needs.
With over 30 years in Malaysia, we've built strong relationships and a legacy of innovation that continues to earn consumer trust.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
When it comes to tech, people want devices that are reliable, versatile and future-ready. Our focus on quality and innovation has earned us trust and awards as seen in our Dell XPS and Alienware portfolio.
With trade-ins, financing and easy online shopping, upgrading is also simple now.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We know value matters. That's why Dell creates durable and adaptable devices built to last.
Whether it's build-to-order models, trade-ins and extended warranties, we make it easy to get high-quality tech that fits the customers' budgets. Plus, our energy-efficient designs ensure customers can enjoy long-term value and reliability.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
We are building technology Malaysians can count on, whether for hybrid work, digital learning or staying productive.
As AI transforms how we work and live, Dell's adaptable PCs are here to help our customers stay ahead and get more done with ease.

DATUK AZMIR JAAFAR
Managing Director and Local Operating Partner
McDonald's Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust is built through consistency and showing up for the communities that we serve, especially during uncertain times. Through our Program Komuniti @ McDonald's nationwide, we carry out over 10,000 community initiatives annually, supporting children's welfare, education, food aid, festive needs and frontline workers. Alongside this, we continue to hire and train locally including through our government-recognised Vocational Academy, reflecting our long-term commitment to uplifting communities and investing in Malaysia's future talent.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Malaysians, especially families, are becoming more mindful and selective with spending, focusing on moments that truly matter and choosing convenient options like delivery or "drive-thru". We respond by putting their needs first, by offering accessible choices such as the McSavers platform, meals from as low as RM6.99, and Everyday McValue Meals available year-round, alongside app-exclusive deals that keep favourites affordable without compromising quality.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We define value as affordability paired with great experiences. Beyond everyday value through platforms like McSavers and Mix & Match, we focus on friendly, welcoming service and hospitality via the convenience of accessible restaurants nationwide.
Value transcends price at McDonald's, encompassing social impact. While keeping our menu affordable, we also empower Malaysia's youth through our McDonald's Vocational Academy.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
At McDonald's Malaysia, our brand strategy is centred on building deep and lasting affinity with Malaysians by creating meaningful feel-good moments every day. We aim to bring joy to our guests by delivering experiences that are warm, memorable and uniquely McDonald's whether it's through the way we serve, the stories we tell or the communities we support.
Beyond serving delicious food, we strive to be a brand that understands local culture, celebrates what matters to Malaysians, and creates emotional connections that go far beyond the restaurant. Ultimately, our strategy is to make McDonald's a place where people feel good, enjoy moments that matter and choose to return again and again.

ALAN NI
Chief Executive Officer
TNG Digital Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust is earned through daily use at scale. TNG Digital is built for all and trusted by over 25 million verified users who rely on TNG eWallet for payments, rewards and everyday needs.
We focus on secure fund safeguards, strong governance and simple experiences that work at critical moments. When people choose us repeatedly with their money, trust follows.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are more careful and expect value at every point of transaction. Spending decisions now go beyond payment to include rewards and relevance. As a digital financial and lifestyle super app, TNG eWallet supports the full journey. From discovery to payment and rewards, we help users make confident choices while staying in control of daily and lifestyle spending.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Value means helping people do more with the same ringgit. TNG Digital delivers this through one ecosystem that combines universal payments from offline to online, domestically or overseas, relevant deals and instant rewards.
Users earn value every time they spend, discover relevant offers, and reduce friction in daily transactions. It is practical value, built into everyday behaviour, without compromising trust or security.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The economy reinforces our focus on platforms that matter in daily life. TNG Digital invests in becoming a digital financial and lifestyle daily app that serves everyone.
We prioritise security, scalable technology and partnerships that expand every day and cross-border use cases. This ensures that we remain trusted, relevant and useful as financial needs continue to evolve.

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LEONG WAI YIN
Marketing Director
F&N Beverages Marketing – 100Plus

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

We continue to earn consumers' trust by staying true to our functional hydration promise while adapting to their evolving preferences. In 2025, we launched 100Plus ZERO Power Peach to cater to Malaysians' love of unique flavours – a launch that has quickly become a crowd favourite. Beyond product innovation, we engage Malaysians year-round as the official hydration partner for major sporting events, including Redline and the Kuala Lumpur Standard Chartered Marathon, keeping our brand present, relevant and connected.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Today's consumers are more intentional with their spending, favouring brands that offer clear value and purpose, whether

through nutritional benefits, functional performance or lifestyle alignment. In response, 100Plus strengthened its functional benefits while remaining accessible for everyday occasions. By expanding touchpoints across sports, work and daily routines, we ensure that the brand stays relevant, dependable and a preferred choice in a more selective marketplace.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

For 100Plus, value goes beyond price – its functionality is driven by purposeful innovation. The brand stays fresh through relevant innovations and new offerings, without compromising quality or accessibility. Our value packs and engaging festive campaigns deliver more for Malaysians at moments that matter, combining proven hydration benefits with meaningful newness to remain a dependable and rewarding choice.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has strengthened our focus on long-term, sustainable growth through product innovation and brand building, while staying true and close to our consumers. Our strategy prioritises relevance, trust and future readiness, ensuring that 100Plus continues to grow alongside Malaysians for years to come.

LifeWear

DANIEL PIETER G. SUMUAL
Marketing Director
Uniqlo Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

LifeWear is at the heart of our business. By consistently delivering high-quality essentials that help to improve our customers' daily lives and by engaging with communities, we reassured customers that we remain a reliable partner in everyday life, strengthening trust even in uncertain times.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are seeking versatility and purpose in their purchases.

Guided by LifeWear, we respond with timeless designs and functional innovation that adapt to changing lifestyles, ensuring relevance while reflecting our commitment to supporting Malaysians' evolving everyday needs.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

For Uniqlo, value is defined by durability, thoughtful design and accessibility.

LifeWear empowers consumers to enjoy comfort and quality without compromise, while our initiatives ensure everyday essentials remain attainable for communities navigating rising costs.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Economic shifts reinforce our LifeWear vision.

We invest in sustainability, innovation, and accessibility, focusing on essentials that last for a long time.

We remain committed to improving everyday life while building resilience and long-term impact for Malaysian consumers and communities.

MAIA BINAGHI
Head of Marketing
Germ Protection MYSG, Reckitt

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Despite economic uncertainty, Dettol Personal Wash continued to earn consumer confidence by staying sharply focused on what Malaysian families value most: suitability for all family members and consistent quality in every use.

By grounding decisions in real consumer insight and executing it flawlessly across in-store and digital channels, we reinforced the branding and ensured Dettol remains a preferred daily essential.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers have become more selective, prioritising trusted personal wash products that deliver value across the household.

Dettol Personal Wash responded by

focusing on essential variants, offering value-driven pack formats and ensuring accessibility across key channels.

Strengthening both our in-store presence and digital visibility has helped us stay top of mind and remain the preferred choice in a more cautious spending environment

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising cost pressures, Malaysian consumers are seeking personal wash products for frequent daily use.

Dettol Personal Wash provides different formats designed for regular family use, reducing the need for multiple products.

By combining performance, versatility and accessible pricing across formats, we deliver practical, everyday value that supports household budgets.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The environment has reinforced our long-term focus on protection within personal wash.

Dettol continues to invest in strengthening core formulations, ensuring products remain suitable for daily family use, enhancing fragrance and format relevance.

HONOR

JUSTIN LI
Honor South Pacific Chief Executive Officer
Honor Technology (Malaysia) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

HONOR continues to earn consumer trust by focusing on long-term value and accessible innovation. Improved durability across its X series, including better waterproofing and drop resistance, is paired with the introduction of flagship features such as AI photography across more devices. This ensures consumers receive reliable quality and premium experiences at accessible price points.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

As consumers place greater emphasis on practical value, durability and advanced technology, HONOR is strengthening product resilience while expanding its offline support network. With more than 100 experience stores and 25 service centres nationwide, the brand is delivering a reliable end-to-end customer experience.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

HONOR is redefining value by focusing on core innovations rather than short-term market trends. Even as industry-wide component shortages push up costs, the brand emphasises efficient technology integration and durable design to deliver reliable performance at accessible prices. We balance premium features with disciplined cost control to ensure that products remain relevant without compromising on quality or user experience.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Over the past five years, HONOR has become a trusted national brand in

Malaysia, topping both the smartphone and tablet markets last quarter.

The company is also partnering with Tourism Malaysia for Visit Malaysia 2026 to strengthen our local presence. HONOR will also focus on enhancing product durability and core technology, while expanding our offline retail and service network for stable, end-to-end customer support.

SUNWAY PROPERTY
Master Community Developer

GERARD SOOSAY
Chief Executive Officer
Sunway Property
Sunway Integrated Properties Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

People trust developers who remain steady when times are uncertain. In 2025, even in a cautious market, we stayed consistent and delivered. We invested in two major transit-oriented developments, replenished our landbank worth RM9.2bil in GDV, launched RM3.3bil in new signature homes, and grew our presence in Singapore through Sunway MCL. This consistency gives consumers confidence that we'll continue to stand by our communities for the long term.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

People have become more cautious and intentional as owning a home is now a bigger commitment. They're more value-driven and selective, with long-term value in mind. That's why we focus on well-located, high-quality developments like Sunway Majestic with flexible layouts, Sunway Cochrane with strong public transport connectivity and Sunway LakeHills for nature-led living. Across our townships, we continue to invest in infrastructure and essential facilities, so daily needs are met within the community.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Buying a home is a long-term commitment. We understand this and redefine value by looking beyond the price to whether an investment continues to make sense years after purchase. Guided by our Sunway Design & Development Architecture (SDDA), centred on Sustainability, Innovation, Health and Wellness, and Lifestyle and New Experience, we deliver homes in strong locations with lasting quality and after-sales support so what buyers pay for continues to deliver value well into the future.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The economic landscape has reinforced and not changed who we are.

Our long-term brand strategy remains focused on being the Master Community Developer, building on our track record and continuing to nurture communities across Malaysia.

In Singapore, our approach is more selective but intentional.

Through Sunway MCL, we are growing our presence steadily, investing only where the fundamentals and long-term potential are right.

KFC

LOI LIANG TOK
Head of KFC Malaysia, Brunei, and Cambodia
KFC Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

KFC Malaysia has long been part of Malaysian lives by being present in everyday moments and milestone celebrations, and those shared experiences matter even more when consumers are now more careful with their spending. The trust we've earned comes from responding to real consumer needs by delivering dependable quality through familiar taste and building lasting relationships beyond transactions.

KFC Malaysia creates meaningful connections beyond food, from supporting nutrition for 1,400 underprivileged families through our Sehati campaign and providing education opportunities to 40 youths via KFC Scholarships. We've also empowered persons with disabilities team members at Community Care stores and celebrated our #GengKepci super fans with curated experiences.

At the heart of our brand, we offer comfort and confidence through iconic fried chicken, which is freshly prepared daily, cooked to perfection, consistent in quality and priced to deliver genuine value for money.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

KFC Malaysia introduced options like the Crispy Fillet Burger, made with 100% thigh meat only at RM6.99 and "Jimat Hari Hari" offers such as the one-piece Rice Plate at RM9.99, which gives customers the affordable option for our signature taste.

At the same time, we've doubled down on rewarding loyalty through our KFC Membership, where customers earn and redeem omnichannel points with ease, unlock app-exclusive deals, collect vouchers through K-Town games, and enjoy perks like a free Snack Plate for birthdays.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

With rising cost pressures, value today is about trust, flexibility and being genuinely understood. KFC Malaysia stays authentic by recognising that Malaysians experience value in different ways. We offer a wide range of options and access points without compromising what defines us.

From entry-price items and signature meals to value bucket offerings that allow families to enjoy a complete meal together at a fair price, we give customers the freedom to choose what fits their moment and budget.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has sharpened our focus on long-term fundamentals rather than short-term fixes. KFC Malaysia continues to invest in areas that strengthen the brand over time namely food quality, people and relevance as these are what sustain trust regardless of economic cycles.

VENON TIAN
Group Chief Operating Officer
ZUSpresso (M) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In Malaysia's highly competitive F&B sector, growth hinges on understanding consumers. By leveraging feedback and insights from our proprietary ZUS App, used by millions daily, we deliver consistent quality, continuous innovation and greater accessibility. This approach ensures every customer can enjoy specialty coffee every day while keeping our brand aligned with evolving preferences.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

South-East Asia's rapid digital adoption and expanding middle-income segment are reshaping the F&B landscape. Against this backdrop, our tech-led operations and ecosystem give us a clear edge.

Through the ZUS App, we deliver convenience, efficient pickups, demand forecasting and rewards that foster customer loyalty. As coffee becomes deeply ingrained in daily life, we will continue to innovate, adapt and provide high-quality affordable specialty beverages to our customers that suit their preferences – because quality coffee should be accessible to everyone, every day.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

True to our tagline, "A Necessity, Not a Luxury," we are committed to making specialty coffee accessible to all. Beyond freshly brewed coffee, our Fast-Moving Consumer Goods lineup, including ready-to-drink and instant options, carries the same brand ethos and quality ingredients, ensuring every customer enjoys the full ZUS experience without compromise.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Cafe density in South-East Asia remains far below that of other global markets, giving ZUS room to grow alongside rising demand for specialty coffee. Today, ZUS operates in Malaysia, Singapore, the Philippines, Brunei and Thailand.

As a homegrown brand, Malaysia's multicultural fabric provides a distinct advantage in adapting and localising across the region. This foundation allows us to collaborate seamlessly with local teams worldwide, delivering high-quality products that resonate with diverse audiences in every market we serve.

THE NEXT 50

SUNWAY

16 YEARS 42 AWARDS

ONE BOND OF TRUST

Year after year, Malaysians choose Sunway.
From education to property, leisure to lifestyle,
our legacy is built on consistency, care, and credibility.

Thank you for your vote of trust!

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — PLATINUM 2025

SUNWAY UNIVERSITY
A CLASS ABOVE

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — GOLD 2025

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — SILVER 2025

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — BRONZE 2025

SUNWAY PROPERTY
Master Community Developer

SUNWAY Lagoon MALAYSIA

LOST WORLD OF TAMBUN

SUNWAY COMMITTED TO:
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Real Estate | Construction | REIT | Healthcare | Malls | Building Materials | Trading & Manufacturing | Quarry | Digital | Hospitality | Leisure | Investment & Financial Services | Education

Sunway Services Sdn Bhd (202001042386)

BRYAN FOONG
Chief Executive Officer
Airline Business (MAG)

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Malaysia Airlines is more than a commercial brand. As the national carrier, we serve as an ambassador on wings, with a responsibility to earn and keep trust.
We've strengthened our operational and financial discipline, improved on-time performance and continue to modernise our fleet, while investing and ensuring the customers' seamless experience from services on-ground to while they are onboard.
Through it all, Malaysian hospitality guides how we serve every passenger, ensuring our brand remains strong, dependable and trusted.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We are seeing consumers become more selective with discretionary spending while prioritising brands that are reliable, transparent and deliver meaningful value. In this environment, trust and consistency are core drivers of conversion, with travellers seeking pricing clarity, operational stability and experiences that feel worthy of the investment. For Malaysia Airlines, this means strengthening our channels, enhancing our offerings and ensuring every touchpoint reflects the confidence and quality that customers have come to expect.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Value today goes beyond price, encompassing convenience, transparency, experience and trust. For Malaysia Airlines, this means delivering reliability while upholding the warmth of Malaysian hospitality.
We've enhanced digital direct benefits, strengthened our fare structures, expanded our Enrich loyalty programme rewards and improved onboard offerings from complimentary Wi-Fi to enhanced dining experiences.
With a competitive network across Asia and beyond, we help cost-conscious travellers enjoy a full-service experience without compromise.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Rising economic pressures and evolving customer expectations have sharpened our focus on disciplined and profit-driven growth.
Our Long-Term Business Plan 3.0 focuses on elevating premium experiences and leveraging AI-driven digital tools to deliver seamless personalised journeys.
These strategic investments strengthen our competitiveness today and position the airline for sustainable growth, while supporting our ambition to stand among Skytrax's Top 10 Global Airlines by 2030.

NIQ NUR AZRINA SAHRIN
Brand manager
Era FM

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
We've gained trust based on the strong content we produce across on-air, on-ground and digital platform. The more extraordinary content we deliver, the more it will generate conversation among our listeners.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
As times and trends evolve, Era continues to move with them. In the past, our on-air listeners followed us onto digital platforms. Today, the momentum has shifted and the buzz we generate online now drives audiences back to our on-air broadcasts.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
At Era FM, we continue to stay relevant so that listeners and clients will always trust us as the leading radio station, and we consistently create more content to increase awareness of our brand.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
We prioritise relevance, listener loyalty and efficient investments to sustain Era's long-term brand leadership.

POH ENG LIP
General Manager
Cotra Enterprises Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
In times of uncertainty, consumers retreat to the familiar. Vitagen has maintained trust by doubling down on consistency and heritage.
We provide the stability Malaysians crave by ensuring the taste and quality they grew up with remained unchanged. We have also leveraged our decades of presence to offer emotional reassurance. We stayed true to our core identity as a reliable family brand.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We observed a shift from "spending less" to "spending smart", where consumers prioritise proactive health management over simple thriftiness.
Vitagen moved beyond the generic value messaging to highlight our formulation excellence and championing our Less Sugar variant.
We positioned the brand to align with the consumers' desire for healthier, mindful choices who view lower-sugar, high-efficacy nutrition as a non-negotiable part of their daily wellness routine.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Vitagen redefined value by anchoring it in science-backed efficacy rather than just pricing. We communicated that true value is the guarantee of results and despite inflation, we refused to compromise on our clinically proven formulation for gut health and immunity. We ensure that consumers receive the full, science-backed beverage they pay for.
This approach has reassured price-conscious families that while budgets are tight, the efficacy of Vitagen remains an unshakeable and worthy necessity.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The economic climate has validated a strategy of focus over diversification. Rather than exploring unproven territories to chase trends, we are prioritising our core brand strengths. We are directing our long-term investment into reinforcing our science-backed credibility and expert endorsements.
By funding clinical proof and deepening our authority in gut health, we are future-proofing the brand to remain the undisputed market leader, securing a level of consumer confidence that protects our market share against future economic volatility.

CHUAH CHAW TEO
R&D Director
Spritzer Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In uncertain times, consumer trust is built through consistency, transparency and credibility. Our brand has remained focused on delivering what we promise, naturally sourced mineral water with consistent quality and responsible stewardship of our water source.

Consumers trust us because we stay disciplined in our standards, communicate clearly and make decisions with long-term responsibility in mind. Rather than reacting to short-term pressures, we continue to uphold the integrity of our sourcing, production and brand values. This steady approach reassures consumers that they can rely on us, regardless of external challenges.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We have observed that consumers are becoming more intentional with their spending, prioritising essentials and trusted brands while still seeking small moments of enjoyment in their daily routines.

In response, our brand continues to meet practical needs while also introducing more engaging and enjoyable experiences with product variety and flavours to lifestyle-led activations and on-ground experiences. We believe that even in cautious times, consumers value brands that understand their need for balance by being sensible without losing the joy of everyday moments. By combining reliability with a sense of fun and accessibility, we remain relevant, relatable and present in consumers' lives beyond basic necessity.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Rising costs have encouraged us to redefine value beyond pricing alone. Today, value means consistency, reliability and confidence in what consumers are purchasing.

We actively optimise operational efficiency and manage costs responsibly so that we can minimise the impact on consumers. At the same time, we continue to invest in quality assurance, innovation and packaging efficiency. Our aim is to ensure that consumers feel assured when choosing a brand that delivers dependable quality and long-term value, not just short-term savings.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has reinforced our commitment to long-term resilience and sustainable growth. Rather than scaling back, we remain focused on investments that strengthen the brand's foundation.

This includes continued investment in sustainability initiatives, technology, operational excellence and people development, as well as building deeper engagement with consumers and communities. We believe that staying disciplined, adaptable and forward-looking allows us to navigate uncertainty, while positioning the brand for enduring relevance and growth.

HIROKI YANASE
Managing Director
Yakult (Malaysia) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a year of economic uncertainty, consumer trust has been sustained by our longstanding commitment to quality and proven benefits.

We have stayed true to our promise of quality and proven benefits for over 90 years. We continue to reinforce confidence through science-led innovation, education and transparency, positioning the brand as a reliable partner.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

As consumers prioritise essentials and health, Yakult has responded by reinforcing its focus on unwavering product quality.

This reflects in how we place a priority in our core beliefs for better well-being, even when household budgets are under pressure.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising cost pressures, Yakult continues to position itself as a product that offers more than just a beverage.

Beyond its proven benefits, Yakult Ladies home delivery service enhances accessibility and provides personalised care, offering value that matters even in challenging times.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Yakult continues to invest in accessibility and education by expanding its distribution network, strengthening digital engagement and executing health awareness programmes.

The brand strives to maintain its position as Malaysia's leading choice.

Yakult Ace

Yakult Ace Light

PROF DATUK DR MAZLIHAM MOHD SU'UD
President and Chief Executive Officer
Multimedia University (MMU)

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

MMU has maintained trust by staying focused on delivering real value to our students and communities. We have strengthened industry partnerships to ensure programme relevance and graduate employability, continued investing in learning facilities and student support, and upheld transparent, responsive communication with stakeholders.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We have observed that students and parents are increasingly value-driven and outcome-focused in their education decisions, placing greater emphasis on employability and industry exposure. In response, MMU has strengthened industry-embedded learning, expanded career and experiential opportunities and articulated clearer graduate outcomes and pathways.

Our brand now places a stronger emphasis on relevance, affordability and real-world readiness, ensuring that every investment in an MMU education delivers tangible, future-ready value.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

To stay relevant at times of rising costs, we strengthen industry-linked learning, improve access to digital and campus resources and enhance career readiness support, so that students gain real employability value. At the same time, we clearly communicate what students receive throughout their journey of meaningful learning, skills and future opportunities.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

In today's uncertain economy, MMU has shaped its identity around the idea that "MMU is AI, and AI is MMU".

For students, parents and the wider public, this signals a university where artificial intelligence is embedded in everyday learning and thinking, rather than confined to a specialist discipline.

This clear focus positions MMU as a future-ready institution, preparing graduates for real-world careers in a rapidly evolving digital landscape.

PREVIN PILLAY
Country Manager, Visa Malaysia
Visa Worldwide Pte Limited

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust begins with security. Visa builds trust by offering uncompromising protection – leveraging data, AI and tokenisation – alongside seamless acceptance and reliable performance, ensuring Malaysians can move money safely and with confidence every time.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Malaysians are seeking faster, more seamless payment experiences, embracing multi-rail payments across cards, e-wallets and instant transfers. As cashless and contactless transactions surge, Visa delivers secure, tokenised payments with real-time capabilities – meeting consumers wherever and however they choose to pay.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Value today is about efficiency, security and peace of mind in a digital world. Visa helps Malaysians get more from every ringgit by streamlining transactions, cutting business costs and fraud, and offering consumers richer rewards alongside trusted payment experiences.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
As a global payments leader, Visa is committed to Malaysia, collaborating with partners and regulators to strengthen the resilience of the payment ecosystem. The company continues to invest in security, innovation and infrastructure, supporting inclusive and sustainable growth in an era of increasingly empowered consumers.

SEOW LEE MING
General Manager,
Mobility & Convenience
Shell Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust is built through reliability especially in everyday moments. Shell focuses on showing up consistently for Malaysians through high-quality fuels, convenient services and dedicated site heroes. When customers choose Shell, they can be sure of a safe, friendly and efficient experience that gives them more confidence and value every time, reinforcing Shell as a brand they can rely on.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers today place greater value on convenience and seamless experiences, though these needs vary across different segments. We're committed to innovating platforms like the Shell App and Shell Recharge App to support more digitally engaged customers while ensuring our stations, including those beyond urban centres, remain easy to access and dependable. As behaviours evolve, we focus on meeting changing expectations of everyday Malaysians.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
At Shell, we believe in delivering more every time customers choose us. From fuel and mobility solutions to rewards, promotions and everyday convenience at our stations, we focus on making each visit worthwhile.
Whether it's a quick stop or part of a daily routine, our aim is to give Malaysians more value, more confidence and more reasons to keep choosing Shell in moments that matter most.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
We are guided by Shell's Powering Progress strategy and our focus remains on supporting all journeys by meeting people where they are, and evolving responsibly towards a more sustainable mobility future.

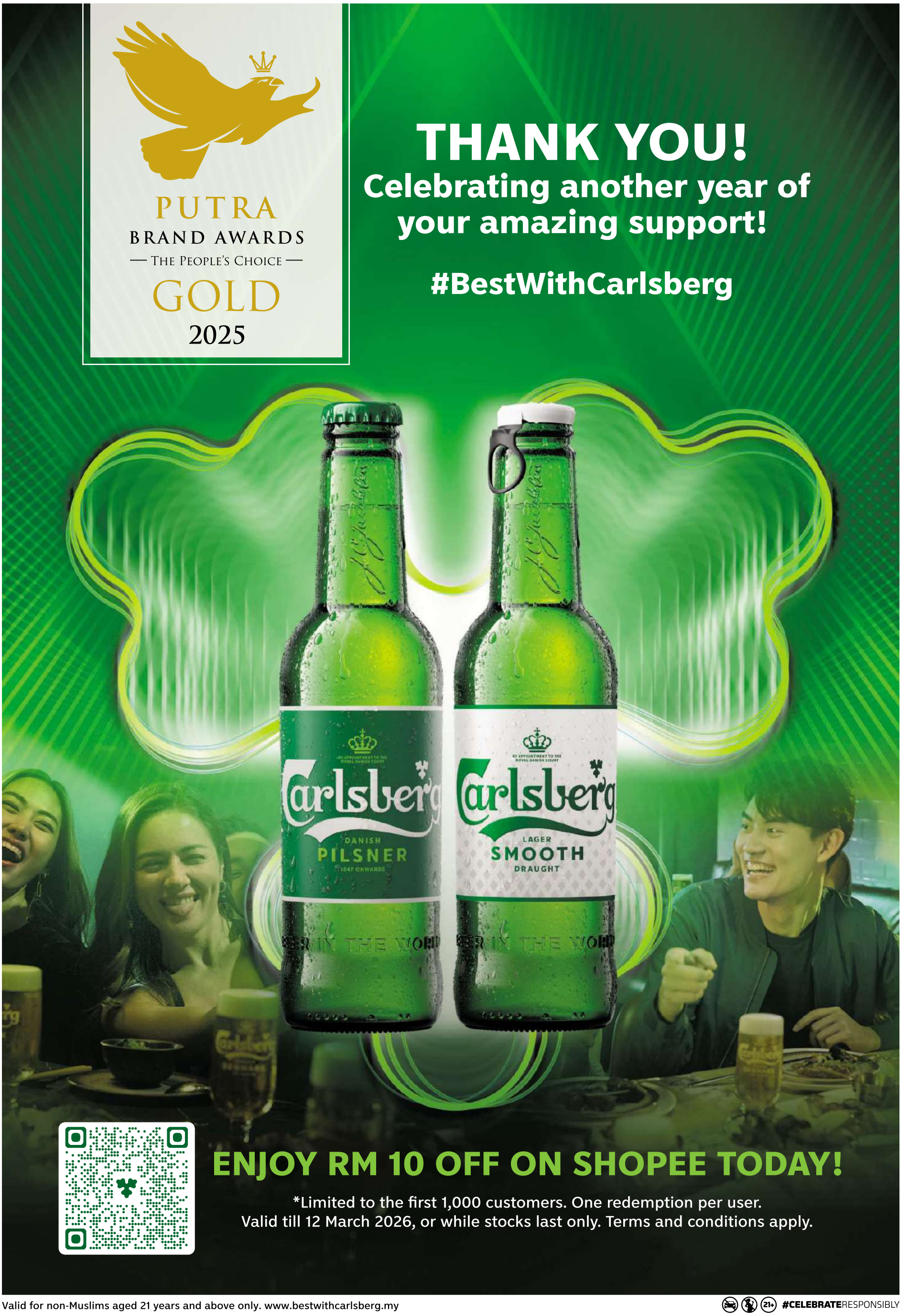
MALCOLM PRUYS
Country Marketing Manager and PR
Ikea

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
What has helped maintain consumer trust is staying true to Ikea's purpose – creating a better everyday life for the many people. We focus on practical, well-designed and affordable home solutions without compromising on quality.
In uncertain times, this matters even more. By staying accessible, honest and closely attuned to everyday needs, Ikea continues to earn trust as a brand that understands real life and stands by its people.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
As Malaysian consumers become more thoughtful with spending, prioritising value, practicality and long-lasting solutions, families are focusing on essentials, multi-functional items and improving everyday life at home.
We remain committed to affordability and smart design, offering solutions for small spaces, flexible living and daily needs. Through in-store activities, promotions and digital engagement, the brand continues to be a trusted partner for Malaysian households navigating changing times.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
With rising costs, Malaysians are focused on value beyond price. At Ikea, value means well-designed, practical solutions rooted in democratic design that make everyday life easier.
We keep products accessible through cost-efficient design, smart supply chain choices and a wide range of price points.
Beyond products, we add value through ideas, inspiration and services to help Malaysian families live better at home, even when budgets are tight.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has strengthened our focus on long-term growth, affordability and relevance for Malaysian consumers.
We continue to invest in lasting value through everyday home solutions at the right price, as well as digital tools and in-store experiences that make shopping easier and more enjoyable. By remaining consistent, customer-focused and value-driven, Ikea stays competitive while staying true to its purpose – creating a better everyday life for the people.



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CHAN SENG FATT
Group Chief Executive Officer
Star Media Group

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

As a responsible media institution, Star Media Group anchors its credibility in strong editorial standards, accountability and transparency across our multi-channel platforms.

Through rigorous reporting and meaningful national conversations, we cut through complexity, misinformation and digital noise.

In an era of artificial intelligence (AI) deepfakes, fake news and scams, we provide clear and reliable information that supports informed decision-making and contributes to nation-building during periods of economic uncertainty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We are seeing consumers become more deliberate and value-conscious in their spending, prioritising essentials, long-term value and trusted advice over impulse purchases.

As a compass for good, our role is not to influence consumption but to support better decision-making.

Through responsible journalism, consumer-focused reporting and expert-led conversations, we help Malaysians understand cost pressures, risks and trade-offs, enabling more informed choices in their daily lives, especially during uncertain economic times.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

With rising cost pressures, value today is defined by credibility, relevance and practical usefulness rather than price.

As a responsible media institution, we deliver rigorous journalism and consumer-focused content that helps Malaysians make informed daily decisions. By cutting through misinformation, scams and digital noise, we provide clarity and reassurance, ensuring our audiences receive reliable information that genuinely supports their lives during periods of economic uncertainty.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Economic shifts reinforce our commitment to being Malaysia's compass for good. We are investing in purpose-led innovations and AI-driven initiatives to enhance resilience and national impact.

By evolving our diverse platforms, we remain dedicated to nation-building and ensure our legacy as a leading media organisation continues to provide Malaysians with clarity and stability amid challenging market conditions.

KEISUKE NISHIDA
Managing Director
Panasonic Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Trust is built through consistency. For over 100 years, Panasonic continues to deliver reliable, long-lasting products backed by Japanese quality, efficient manufacturing and people-first innovation by always listening to customer feedback and evolving to anticipate their changing needs.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are spending more mindfully, prioritising quality, reliability and value. Our products are "Inspired by Japan", encompassing thoughtful innovation and technology, purposeful design and craftsmanship that align and support how people live rather than chase short-term trends.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Value today means more than price. Our roots in Japanese culture are guided by *omotenashi* (hospitality) and *kizukai* (consideration), where we design quality products from the user's perspective of functionality, usability and aesthetics that meet different needs and price points.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Our new "Inspired Living for a New Generation" direction prioritises products that make daily living simpler, safer and better, from cleaner air and homes, to good meals, effortless self-care and enriching experiences.

We recognise that lifestyles and shopping behaviours are evolving as more consumers discover and shop online.

Panasonic continues to strengthen its digital presence by ensuring its products are readily available on the platforms where consumers shop.

STEFANO CLINI
Managing Director
Carlsberg Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Consistency is key. We continuously stay focused on delivering the same quality, taste and experiences consumers trust while showing up meaningfully in moments that matter.

Reliability, transparency and relevance helped us to deepen emotional connections despite the uncertainty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are prioritising value-led, purposeful occasions over frequency. We responded by curating more meaningful experiences, sharper propositions and accessible formats that elevate everyday moments without compromising on quality or enjoyment.

We're all about bringing people together for memorable occasions, making celebrations #BestWithCarlsberg.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Value now means feeling good about every choice. We have redefined value beyond price by prioritising quality, consistent taste and memorable experiences while optimising pack formats so consumers feel they are getting more from every ringgit spent. We also roll out exclusive promotions throughout the year, allowing consumers to make their celebrations even more memorable with us through special offers and enhanced value during these special times.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Since establishing our first footprint in Malaysia back in 1903, we've championed resilient brand building by investing in core equities through unwavering consistency and a passion for quality, while ensuring consumer relevance in the market.

By prioritising long-term trust and meaningful differentiation over quick wins, we future-proof sustainable growth. Our enduring presence here stands as a testament to Carlsberg's commitment and connection with Malaysian consumers, pint after pint.

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SILVER
2025

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DR CHRISTOPHER VIERHAUS
Country Manager
Beiersdorf Malaysia & Singapore

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Trust is built on presence, reliability and consistency. Guided by our Care culture, Nivea continues to deliver credible, innovative products alongside responsible communication and meaningful engagement, helping consumers feel assured and supported in their skincare choices.

Throughout 2025, on-ground activations and digital campaigns kept the brand closely connected with consumers, reinforcing familiarity and assurance despite economic uncertainty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are becoming more intentional, prioritising meaningful experiences and informed decisions over impulse spending.

In response, Nivea has increased consumer touchpoints through interactive events, roadshows and contests that encourage engagement and product trial.

By enabling consumers to experience

our products firsthand, we empower them to make informed skincare choices that feel relevant, valuable and aligned with their individual needs.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Nivea redefines value by combining proven efficacy with clarity and transparency. Amid rising costs, we highlight the science behind our formulations, helping consumers understand the real benefits they receive at every price point.

Through trusted quality, clear education and credible expertise, we empower consumers to make informed skincare choices that are both worthwhile and dependable.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has reinforced our focus on long-term relevance and resilience.

Nivea continues to invest strategically in scientific research, product innovation and authentic brand storytelling, amplified through trusted voices, including celebrity friends of Nivea and key opinion leaders.

These deliberate investments ensure the brand remains culturally relevant, strengthens consumer trust and supports sustainable growth while fostering lasting connections with Malaysians.

ANAND TAPARIA
Senior Marketing Director
Colgate-Palmolive Marketing Sdn Bhd
Softlan

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Softlan remains resilient by prioritising product superiority and creating consumer delight in moments that matter. We have strengthened trust in the brand by dynamically adapting our product portfolio and innovations to meet "unmet needs" of Malaysian households. This also includes renewed strategic focus towards driving "Affordable Premiumisation" by offering strong value exchange to the shoppers of fabric conditioners.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Despite the rising cost of living, Malaysian consumers continue to look for premium products so long as they offer the right value. We capitalised on this trend towards premiumisation with the launch of Softlan Complete 5-in-1.

This advanced fabric care formula offers greater value by adding relevant benefits such as colour protection, stain

defence and long-lasting fragrance.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Softlan's strategic focus has returned to the core of the category: holistic fabric care. Emphasising meaningful functional benefits that clearly distinguish Softlan by concentrating on the desired feel, touch and freshness of the fabric post-wash. Our new proposition centres on delivering superior softness, ease of ironing and long-lasting freshness from wash to wear. To meet the price-sensitive market, we've continued driving larger value packs for better cost-per-wash savings for Malaysian consumers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

At Softlan, our vision is to continue to maintain our position as Malaysia's leading choice for fabric care.

Every strategic move is anchored in a fundamental consumer truth, ensuring we remain pulse-aligned with their needs and desires.

We are committed to delivering high-performance solutions that stand out in quality, reinforcing Softlan as the gold standard for Malaysian households.

CHERYL ANG
Head of Marketing
Shopee Malaysia
Shopee Mobile Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In times of uncertainty, consumers seek reliability. For us, trust is built by getting the fundamentals right – transparent pricing, products that shoppers recognise, timely deliveries, and customer support that is easy to access when needed. When shoppers know what to expect and feel well taken care of, they are more confident of returning to Shopee for their daily needs.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are becoming more careful with their spending, taking time to compare options and read reviews. It is less about buying more, and more about buying better. We support this by enhancing product discovery through Shopee Live and Video, where shoppers can view products in detail and ask questions before making a purchase. At the same time, shoppers are also engaging with the new Shopee VIP programme, which rewards loyalty with exclusive benefits and a more premium service experience.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We know households are watching their budgets closely, so value matters more than ever. To us, value is not just about being cheap, but helping people get the most out of every ringgit.

Through Shopee Lagi Murah, we work with sellers to reduce operating costs so that they can offer better prices on everyday items, giving shoppers confidence that Shopee is where they can stretch their budget, especially during challenging times.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current environment has reinforced our focus on being a brand that users can rely on for their everyday needs, not only during major sales periods. This includes investing in initiatives that make daily life easier, such as faster and more reliable delivery, enhanced customer support, and loyalty programmes for regular shoppers.

We aim to stay closely attuned to people's day-to-day needs and to remain a brand they can depend on, particularly during more challenging times.

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BRONZE
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WORLD BEER AWARDS 25
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GOLD 2025 Beer Awards

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YEOH SUN LOO
Head of Marketing & Growth
Maxis

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
At Maxis, we believe trust is built by consistently putting our customers' needs first and connecting them to the moments that matter. We've grown trust by providing reliable, fast and secure connectivity that people can depend on daily. By focusing on quality service and network resilience, we ensure our customers stay connected to their families and businesses, reinforcing our role as Malaysia's leading integrated telco.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We noticed consumers prioritise value through convergence and seeking simpler ways to manage their digital lives. Customers are opting for bundled connectivity offerings that combine mobile, home fibre and entertainment into a single cost-effective package.
Seeing this trend, we have expanded our ecosystem by offering inclusive connectivity for mobile and home alongside flexible device plans. Additionally, we've ventured into green energy with Maxis Home Solar to provide sustainable solutions for the entire home.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We focus on delivering the true value customers seek in a network. Beyond connectivity, an effortless and frictionless customer experience is central to our core value.
The Maxis app was recently enhanced with a gen AI-powered assistant for 24/7 support, reflecting our commitment to continuous innovation.
By aligning with fast-moving digital lifestyles, we ensure Maxis remains a high-value partner that supports our customers' growth.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The economic landscape has accelerated our focus on AI-driven innovation to enhance customer experience and network quality. This means deeper customer personalisation, more integrated omnichannel capabilities for consumer touchpoints and more. On the back end, AI helps our network self-optimise and perform preventive maintenance, ensuring unmatched reliability. At its core, our strategy remains focused on building a fast, reliable and secure digital foundation that meets evolving customer needs.

TOMOTAKA OKA
Managing Director Top
Southern Lion Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
In a year of economic uncertainty, Top managed to sustain and strengthen brand trust by staying relentlessly consumer-led and performance-driven. As Malaysia's leading laundry detergent, Top continues to earn household confidence by addressing Malaysians' laundry pain points through advanced Japanese technology. From pioneering Anti-Malodour technology in 2003 to the recent launch of "Ultra Nano Fresh Tech", Top delivers consistent and hygienic freshness by removing hidden body grime, thus providing reliable performance that families can trust even in challenging times.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Amid rising cost pressures, Malaysian consumers are becoming more value-conscious by seeking products that deliver consistent effective cleaning performance that lasts across daily to monthly laundry needs.
Top is responding by strengthening

cleaning efficacy, investing in cutting edge innovation and offering practical pack formats that balance affordability with performance. By delivering consistent visible results with every wash, Top continues to earn trust and deliver value for families as spending becomes more considered.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
As cost pressures rise, Top is redefining value beyond price and cleanliness by helping clothes last longer. Powered by Ultra Nano Fresh Tech, Top removes invisible body grime, the No.1 hidden enemy of laundry, while remaining gentle on fabrics, reducing wear and re-washes. Together with practical pack formats, Top helps families to maximise clothing lifespan and everyday value without compromising cleanliness or care.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has reinforced the brand's focus on long-term trust by prioritising innovations that deliver tangible value to consumers like consistent hygienic cleanliness, longer-lasting fabrics and practical pack formats.

BEE NGO
Marketing Director
Michelin Malaysia Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Consumer trust grows over time especially in uncertain periods. Malaysians rely on their vehicles for daily commutes and festive journeys, thus making safety and reliability essential. Michelin has earned the motorists' trust through consistent quality, safety and transparency. Even in challenging markets, we never compromise on what matters most. With over 130 years of expertise, Michelin delivers durability and peace of mind, ensuring drivers travel confidently today and for years ahead.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Malaysian consumers are increasingly value-conscious, prioritising confidence and peace of mind. At Michelin, we define value as long-term benefits, not just pricing alone. Our strategy emphasises durability, safety and total cost of ownership, supported by innovations that enhance fuel efficiency and mileage. We educate

consumers on tyre performance and maintain a balanced portfolio to meet diverse mobility needs while upholding Michelin's core standards of quality and reliability.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
For Michelin, value goes beyond affordability, it's about tyres that last longer, perform consistently, and provide peace of mind. We focus on durability, safety and efficiency to reduce replacement frequency and maintain performance. We believe true value is experienced over the entire journey, not just at the moment of purchase. This approach resonates with price-conscious consumers without compromising our standards of quality, reliability and innovation.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic environment reinforces our long-term focus. Michelin remains committed to innovation, local market insights and sustainable mobility solutions for Malaysians. Rather than reacting to short-term volatility, we build resilience and trust through strong partnerships, dealer support and investments that enhance safety, performance and sustainability. By staying true to our purpose, Michelin continues to be a reliable mobility partner today and for years ahead.

THANK YOU

for winning with us!

PUTRA
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— THE PEOPLE'S CHOICE —
BRONZE
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MAIA BINAGHI
Head of Marketing - Germ Protection
MYSG, Reckitt
Dettol

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Dettol aims to build trust by staying consistent in its product promise. Our core solutions such as Dettol Disinfectant Liquid have long provided good use for households. By remaining science-led, transparent and focused on essential needs, Dettol informs consumers of the products many uses, even during uncertain times.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We have observed consumers becoming more deliberate, prioritising essential health and hygiene products that deliver clear value. In response, Dettol focuses on delivering and communicating effective, practical solutions that support everyday use without unnecessary complexity by helping households make confident choices while managing their spending more carefully.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
As cost pressures rise, Dettol defines value through performance and efficiency rather than price alone.
By ensuring our products performance with optimised usage, we help households in their quest for cleanliness without overconsumption. This reinforces the value of the brand for our customers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has strengthened Dettol's focus on purposeful, science-led innovation.
We continue to invest in strengthening core capabilities while driving greater awareness of how Dettol can be used effectively across different everyday needs.
This ensures the brand remains relevant and accessible, helping households while adapting to changing conditions.

LEE CHANG GEUN
Head of Marketing Malaysia
Continental Tyre Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
We focused on value selling by delivering top-notch product quality paired with excellent dealer service.
By consistently prioritising consumer needs and continuously reviewing how we can improve, we strengthened trust and confidence in our brand.
This commitment to quality, service, and ongoing improvement has helped us maintain and even grow consumer trust despite the challenging market conditions.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We have observed that consumers are becoming more value-conscious by placing greater importance on product quality and long-term benefits relative to their spending.
At Continental, we focus on value-driven offerings by delivering high-quality, reliable products supported by transparent communication and strong dealer service, ensuring consumers feel confident, and that their investment continues to deliver lasting performance and safety.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We are focusing on what truly matters to consumers; consistent quality, safety and long-term performance.
Rather than competing on just price alone, we emphasise durability, reliability and strong after-sales support through our dealer network to ensure consumers continue to receive greater value over our products' lifespan and peace of mind with every purchase.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has reinforced the importance of long-term thinking in our brand strategy.
We continue to invest in product quality, dealer capability and digital initiatives that strengthen consumer engagement. By focusing on sustainable growth rather than short-term gains, we ensure our brand remains resilient, relevant and well-positioned to meet evolving consumer needs despite market uncertainties.

SEAN O'DONNELL
Marketing Director
Heineken Malaysia Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Consumer trust was strengthened through consistency and relevance. By continuing to deliver trusted quality, familiar moments and responsible messaging across our brands, we reinforced confidence and remained meaningful to consumers even amid economic uncertainty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are spending more selectively, prioritising value and meaningful shared moments. In response, we remain consumer-led by offering a wider range of choices for different occasions and preferences, supported by accessible experiences that deliver enjoyment without compromising on quality.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
As value today goes beyond price, the brand stays relevant by focusing on quality, taste and experiences that resonate with consumers: building brand love and loyalty through meaningful, differentiated propositions while introducing innovative experiences that keep the brand fresh.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Economic uncertainty has sharpened our focus on brand building for the long term. By continuing to invest in innovation, strategic partnerships and responsible consumption, we are strengthening brand equity through disciplined, data-led decisions. This approach ensures our brands deliver genuine value to consumers and remain resilient across economic cycles.

watsons

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THE PEOPLE'S CHOICE
2025

PUTRA BRAND ICON

PUTRA BRAND ICON | PLATINUM RETAIL BRAND OF THE YEAR

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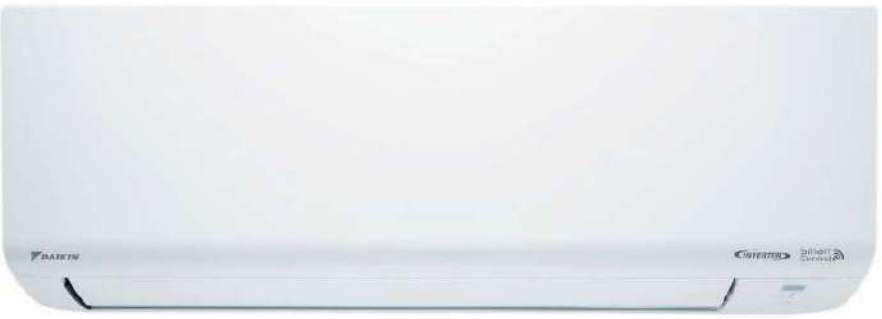
Watson's Personal Care Stores Sdn Bhd (Reg No.289892V)

LAWRENCE SONG
Managing Director
Daikin Malaysia Sales & Service Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Consumer trust is sustained through Daikin's consistent product quality, energy efficiency and dependable after-sales service. Together, these strengths reinforce the brand's promise of long-term comfort, durability and value, even amid uncertain economic conditions.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are increasingly prioritising essential, energy-efficient purchases that offer long-term value. In response, Daikin has expanded its range of high-efficiency solutions and introduced POAS (Pelan Mudah Milik), making quality air conditioning more accessible while helping households manage upfront costs without compromising comfort.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Daikin delivers value through energy-efficient technology, durable products and dependable after-sales support. By reducing energy use, lowering maintenance needs and ensuring a long product lifespan, Daikin helps price-conscious consumers enjoy consistent comfort and greater peace of mind.



How has the current economic landscape influenced your long-term brand strategy or investment choices?
Economic uncertainty has reinforced our focus on sustainable innovation, local investment and customer-centric solutions. The company continues to invest in energy-efficient technologies, digitalisation and service excellence to support long-term brand resilience and growth.

LI HUAIPIN
Business Development Manager, Asus Malaysia
Asustek Computer Malaysia Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
At Asus, we have strengthened consumer trust by consistently reinforcing our position as a technology leader. In 2025, we launched a comprehensive range of Copilot+ PCs, bringing advanced AI capabilities to every price segment.
Coupled with our commitment to meaningful innovation that addresses consumers' real needs, and our reliable aftersales support, this approach has allowed us to maintain strong relationships with Malaysian consumers despite economic uncertainties.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Based on our observation, we noticed that consumers today are increasingly willing to invest in devices that deliver clear, long-term value.
In response, Asus has expanded its premium laptop offerings through the Zenbook and Vivobook S series, focusing on slimmer, lighter designs crafted from unique materials such as Ceraluminium, and enhanced user experiences with smarter features and extended battery life.
These refinements ensure we meet the expectations of today's more discerning and value-conscious buyers.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Asus has always prioritised delivering the strongest value proposition across every price point.
Rather than competing solely on price, we focus on being the first to introduce innovations that genuinely enhance the user experience.
From superior performance to richer audiovisual experiences, Asus laptops are recognised for staying at the cutting edge. This approach ensures that price-conscious consumers continue to view our products as the ideal balance of innovation and value across all segments.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has strengthened our commitment to delivering sustainable, long-term value. We continue to place user experience at the heart of our innovation strategy, offering Malaysian consumers a broad range of AI-powered solutions. At the same time, we are optimising and refining our product planning to ensure stable availability, even amid global market fluctuations.

*** Asus clinched two Putra Brand Awards: Gold in the Communication Devices category and Bronze in the Office & Business Equipment category.**

SUNITA PRABHAKARAN
Vice-President - Sales Business Unit
Honda Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Our focus on product reliability and consistent brand values has been key to maintaining consumer trust.
With 25 years of establishment in Malaysia, we continue to strengthen this confidence by offering innovative and practical products that meet the real needs of our customers.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We have observed that consumers are becoming more price conscious and are looking for feature-packed products that deliver greater overall value. Honda remains committed to product reliability and consistency in the market, providing long-term peace of mind to customers through quality, durability and comprehensive support.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
With decades of presence in Malaysia, Honda defines value beyond the product itself. We ensure customers have access to extensive sales and after-sales support nationwide, reinforcing affordability with reliable experience and easy accessibility whenever assistance is needed.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Despite the challenges of the current economic environment, Honda Malaysia remains firmly aligned with Honda's global push towards electrification.
Our focus on e:HEV technology, now available across most of our model lineup, reflects our commitment to preserving Honda's signature fun-to-drive experience while embracing rapid technological change. This forward-looking approach ensures sustainable growth for the brand and long-term value for our customers.

BENJAMIN NAGEL
Managing Director
BMW Group Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In uncertain times, trust is built on consistency. We stayed true to our core promise of delivering premium quality vehicles, technology leadership and the complete premium ownership experience. Our philosophies of Technology Openness and Power of Choice provide customers with freedom and flexibility to engage with the brand through their preferred engines and powertrains while programmes such as "Relax. We Care" and "All In. Simply Smart" deliver peace of mind and confidence beyond the point of purchase to ownership.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are prioritising complete ownership experiences and long-term value. Our response is two-fold, namely empowering them with the "Power of Choice" in terms of a diverse portfolio and securing their ownership journey with best-in-class customer initiatives, such as "Relax. We Care" and "All In. Simply Smart" that deliver premium experiences and financial flexibility.

By directly answering this shift in consumer priorities, we position ourselves as "The Ultimate Choice" for the premium automotive segment in Malaysia.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Our value foundation is in the holistic premium experience we deliver. However, we also address cost pressures through our longstanding investment in local assembly. Fifty-five per cent of our deliveries in 2025 were locally assembled and this year, we achieved a landmark milestone from our Kulim assembly plant by unveiling the all-new BMW i5 eDrive40 M Sport Pro, the first locally-assembled EV from BMW not just for Malaysia but for the entire Asia-Pacific region.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic climate demands long-term thinking and BMW Group Malaysia is committed to leading Malaysia's future mobility ecosystem. Our strategy to achieve this is built on these pillars, advancing electrification, developing local talent and fostering deep partnerships with key industry players and institutions in Malaysia. Together, we are not just future-proofing our brand, we are building a resilient and sustainable automotive landscape for the nation.

ANAND TAPARIA
Senior Marketing Director
Colgate-Palmolive Marketing Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a year of uncertainty, we maintained trust through a "Good, Better, Best" strategy, ensuring accessibility at every consumer level. By evolving from a cavity fighter to a "Total Health" solution, we established a premium authority that justifies loyalty. Furthermore, hyper-local execution rooted in cultural insights and traditions ensures emotional resonance and maximum visibility across diverse retail channels.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

To address shifting consumer patterns, we've redefined oral care as an essential beauty product. Leveraging on K-Beauty trends and a partnership with K-pop icon IU, we've transformed Optic White Purple into a "must-have beauty hack" for an emotional and lifestyle-driven purchase.

Simultaneously, we also utilise data-driven personalisation and TikTok content to build deep connections with Gen Z and Millennials, and converted digital engagement directly into measurable sales.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

To redefine value amidst cost pressures, we protect our core through "right-pricing" and value-added premiums for price-conscious shoppers. Simultaneously, we drive growth through science-backed premiumisation and positioning the brand as a "Total Health" solution. By framing innovations like advanced whitening as affordable "at-home beauty hacks," we have captured high-margin niche demands while offering professional-grade results at a superior value.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

To navigate economic uncertainty, we've anchored our long-term strategy in a robust "Good, Better, Best" segmentation. We protect our core through "right-pricing" while investing in high-margin "Total Health" and "Oral Beauty" innovations. Leveraging K-Beauty trends and cultural insights transforms toothpaste into an emotional "beauty hack". Coupled with data-driven e-commerce and hyper-local execution, these choices maintain premium authority and maximum market visibility.

OLGA PULYAEVA
Marketing Director
Carlsberg Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In uncertain times, consumers gravitate towards brands they can rely on. As one of the world's top-selling French beer brands, 1664 focuses on delivering value through product excellence and turning everyday moments into extraordinary experiences that elevate how consumers enjoy them, with its uncompromising French quality and good taste.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are becoming more selective with their choices often prioritising quality and choosing brands they trust and experiences that feel truly worth it.

For 1664, this reinforces our role as one of the world's top-selling French beer brands. We focus on what matters most to consumers, tastefully refreshing beers that elevate everyday occasions, whether it's hosting at home or celebrating with friends, and turning these moments into extraordinary experiences.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Value is no longer just about price but about what consumers get in return for their choice.

For 1664, as one of the top French beers in the world, this means delivering tastefully refreshing beers of uncompromising quality, ensuring every sip lives up to the trust consumers place in us. Beyond the product, 1664 brings French good taste to transform everyday occasions into extraordinary moments, making them feel truly rewarding to consumers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

For 1664, this means continuing to invest behind what defines us as one of the world's top-selling French beer brands, uncompromising product quality, alongside brand experiences and meaningful storytelling that resonate with consumers.

At the same time, we're being more focused and selective with our investments, prioritising high impact initiatives that will build a brand that remains resilient, relevant and trusted for the long term.

JASON FOO
Chief Executive Officer
Boh Plantations Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a year of economic uncertainty, Boh Tea has sustained, and in some areas strengthened, consumer trust through an unwavering commitment to quality, consistency and integrity. By delivering the same trusted taste in every cup, the brand continues to offer enjoyment and a sense of well-being while nurturing meaningful connections within the community. Upholding the highest production standards, honouring its heritage and embracing thoughtful innovation have ensured Boh remains a name consumers can rely on, as it continues to share its signature Boh "Ummph!" while Brewing for Tomorrow.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are becoming increasingly value-conscious, prioritising trusted brands and everyday essentials in their spending decisions. In response, Boh continues to offer consistently high-quality teas at accessible prices, supported by a diverse range designed to suit different tastes, preferences and occasions. By striking a careful balance between quality, value and variety, the brand is meeting evolving consumer expectations while honouring our heritage and delivering that unmistakable Boh "Ummph!".

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising cost pressures, Boh is redefining value by staying focused on what matters most to consumers – quality, trust and the simple pleasure of a well-brewed cup of tea.

Through careful cost management that does not compromise its high standards, the brand continues to offer a wide and versatile range of teas with consistent flavour and aroma. This steadfast commitment ensures Boh remains a source of comfort, enjoyment and connection for tea lovers everywhere.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Amid today's economic challenges, Boh continues to place sustainability at the heart of its business as it brews for tomorrow. By investing in responsible tea farming, environmental stewardship and operational efficiency, the brand is strengthening long-term resilience. Our focus on strategic innovation and long-term investment over short-term gains ensures Boh can navigate current pressures while safeguarding quality, people and the environment – reinforcing Boh as a trusted tea brand for generations to come.

MASATO YOSHIIE
President and Chief Executive Officer
Canon Marketing (Malaysia) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

It all comes down to consistency as customers choose brands with a proven track record and they stay loyal when that reliability continues after the sale. That is why we continue investing in nationwide service readiness and partner capability so that customers can count on timely support when it matters most. Whatever they rely on Canon for, our commitment remains the same: dependable performance, responsive support and responsible conduct guided by Kyosei, our corporate philosophy of working together for the common good.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

People are spending more intentionally. They may buy less often as they expect each purchase to last longer and deliver stronger value over time. At the same time, content creation, especially video, has become part of daily life and for many, a source of income.

To meet these shifts, Canon is building capability end-to-end by empowering creators through EOS programmes, enabling families and SMEs with practical printing solutions, and helping organisations work smarter through secure, efficient workflow innovations.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Value is not about being the cheapest. We focus on total value of ownership through reliable performance, consistent quality and strong after-sales support that customers can depend on over time. For example, we are the only camera brand in Malaysia offering up to three years' warranty, giving consumers greater peace of mind and confidence in their purchase. For businesses, Canon's Smart eServices enables proactive, data-driven servicing with faster response, reducing downtime and improving cost efficiency.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Uncertainty has made us more disciplined. Every investment must build with long-term relevance, not just short-term visibility. That's why we prioritise platforms that strengthen capability and community, such as the Think Big thought leadership series for business audiences, alongside initiatives that grow Malaysia's creator ecosystem.

Ultimately, our strategy is to help customers create more, work smarter and move forward with greater confidence in a rapidly evolving landscape.

IAN CHEW
General Manager – Malaysia, Singapore & Indonesia
Hawley & Hazel Malaysia – Darlie

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

During economic uncertainty, transparency and authentic engagement are key. We continue to highlight the link between oral hygiene and overall health through relevant, meaningful interactions with Malaysian consumers.

By consistently delivering products that perform, we give families confidence in both freshness and quality.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We have seen Malaysians becoming more careful with their spending, prioritising products that offer the best value for money and still able to meet their oral care needs.

We are responding by listening closely to these needs – by ensuring that our most-loved products are accessible, while introducing innovations that address specific concerns.

By staying flexible and relevant, we make sure our products fit naturally into the changing lifestyles of Malaysians.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

On the contrary, it is consumers who are redefining value to align with their lifestyles and priorities. For many Malaysians, it is no longer just about the lowest price – good oral hygiene and overall health matter.

At Darlie, we aim to strike the ideal balance between value and quality, ensuring that good oral health is never compromised.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Rather than simply reacting to economic shifts, we let consumer preferences and shopper needs shape our brand strategy and investments. By keeping the consumer at the centre of everything we do, we continue to deliver affordable, innovative and relevant products that Malaysians love to use.

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KAMALUDIN AHMAD
Group Chief Executive Officer Etiqa Insurance & Takaful
Etiqa Life Insurance Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a year of economic uncertainty, consumer trust has been sustained through consistent claims performance, transparent communication, and reliable service. By staying vigilant and responding swiftly to changing circumstances, we ensured our customers always felt supported. Coupled with a broader range of coverage solutions tailored to different life stages and needs, we have reinforced our role as a reliable, long-term protection partner.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We are seeing consumers prioritise essentials and value more than ever. In response, we have introduced flexible, needs-based coverage while enhancing our digital channels to make insurance more accessible, convenient and cost-efficient. At the same time, we are focusing on creating a seamless end-to-end customer journey, supported by personalised and proactive engagement. By leveraging insights to anticipate customer needs, we can deliver relevant protection that truly adds value at every stage.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We define value as the right balance of affordability, comprehensive coverage, and reliable service. By harnessing digital tools and streamlining processes, we are able to manage costs responsibly without compromising on what matters most to our customers. This allows us to provide strong claims support, faster response times and a consistently high-quality experience. Ultimately, our approach ensures that customers not only receive protection that meets their needs, but also enjoy peace of mind and confidence in every interaction with our brand.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Economic uncertainty has strengthened our focus on resilience and sustainability. We continue to invest in digital capabilities, deliver seamless customer experiences, and pursue strategic growth to ensure both our long-term relevance and the financial security of our customers.

MICHELLE WO
Head of Channel Strategy and Development
Goodyear Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Goodyear continues to earn consumer trust by staying true to our vision of being No.1 in tyres and service. The brand prioritises long-term value over short-term gains, offering its Power Line range – including the 2025 Luxury, EV and SUV line-up – designed with safety and performance at the forefront. By supporting local distributors and maintaining consistent, premium service, we, at Goodyear, reinforce the reliability and excellence that have defined our brand for over 127 years.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

With Malaysian consumers becoming more cautious and prioritising value-driven essentials, many are delaying vehicle purchases. Goodyear Malaysia is responding by emphasising long-term value through our high-performance products and a focus on the replacement market. By concentrating on the resilient aftermarket replacement segment and leveraging our trusted distributor network, we ensure customers continue to receive the safety and quality they expect, reinforcing brand trust even as discretionary spending moderates.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Goodyear Malaysia redefines value by focusing on total cost of ownership. Amid rising inflation, we emphasise on the safety, performance and fuel efficiency of our premium tyres. By delivering superior quality and safety features, Goodyear ensures consumers get the most value from every Ringgit. Our carefully curated product lineup optimises performance, remaining the trusted choice for Malaysians who are both budget-conscious and safety-minded.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Goodyear Malaysia is prioritising resilience by investing in the aftermarket segment and enhancing digital customer experiences. Our long-term strategy focuses on optimising the distribution network to improve local availability. By emphasising products with superior tread life and fuel efficiency, the brand balances price sensitivity with premium reliability. These strategic investments ensure sustainable growth and strengthen brand loyalty, delivering value that extends well beyond the initial purchase.

CALVIN HO
Chief Executive Officer
Sunway Theme Parks

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Sunway Lagoon continues to prioritise customer service while enhancing guest experiences.

Attractions such as Sunway Theme Parks Kedai Runcit and Sunway Tiny Toys celebrate Malaysia's cultural heritage, while the Wildlife Hospital invites guests to observe and learn from live procedures – demonstrating our commitment to meaningful, family-focused and educational offerings.

We remain dedicated to creating experiences that foster brand engagement through memorable, shareable moments.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Guests are seeking meaningful experiences and for this, Sunway Lagoon responds with packages that create lasting family moments, such as Valentine's and Proposal Packages.

We extend the fun beyond the park through activities like home birthday parties with our mascots and STP Kedai Runcit vending machines at key locations. This approach reinforces our family-focused brand, allowing guests to enjoy memorable Sunway Lagoon experiences anytime, anywhere.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Today, value is measured by experience quality, not just price. We focus on delivering holistic experiences in a single destination, blending entertainment, education and immersive storytelling.

Through operational optimisation and initiatives like Sunway Tiny Toys, we ensure guests enjoy richer, more meaningful experiences that justify their spending, without compromising standards.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has strengthened our commitment to purpose-driven growth. We strategically invest in initiatives such as wildlife conservation and the Explorer Rangers programme, which combine brand integrity with social impact.

Through key partnerships, we enhance offerings like the Discovery Class to deliver richer educational value. This approach ensures we continue providing meaningful, family-focused experiences, keeping the brand resilient, relevant and highly valued by our guests.

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DATUK DR PA NOK CHING
Chief Executive Officer
Jin Bin Corporation Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Even in the face of rising raw material costs, we remain steadfast in our commitment to quality, ensuring that our products continue to deliver reliability and foster long-term confidence among our customers as consumer trust remains at the heart of our brand, underpinned by ongoing enhancements in product formulation and efficacy.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
We have observed that consumers are more deliberate and value-driven in their spending patterns.
In response to this, we deliver formulations that aim to provide benefits, making sure that every purchase is worthwhile without ever compromising our standards.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
To stay relevant to price-conscious customers amid rising cost pressures such as higher raw material costs, we strive to uphold our product integrity to ensure that consumers receive long-term benefits rather than short-term cost savings. This is because we have always believed that value is redefined through performance, quality and trust.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has reinforced our commitment to innovation, advanced formulation and sustainable sourcing. We continue to invest in research and product quality, to strengthen our long-term competitiveness, while ensuring that consumer trust remains unwavering.

DATUK TONY LING THOU LUNG
Chief Executive Officer
IJM Land Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
We reinforce trust by staying focused on the fundamentals. Guided by a commitment to value creation, we deliver quality developments through disciplined execution, timely progress and innovative solutions.
By staying close to the market and listening to homebuyers' concerns around affordability, long-term value and liveability, we shape offerings that meet genuine needs, to enhance everyday living and reflect what residents value most.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Today's homebuyers, particularly younger purchasers, place greater emphasis on experiences, convenience and long-term value, while remaining increasingly price-conscious and selective. Purchasing decisions are shaped by practicality, affordability and sustainable living features. In response, IJM Land continues to innovate to ensure its products remain relevant and adaptable to evolving expectations. Guided by market insights, the company designs distinctive desirable homes and communities that deliver quality, value and enduring trust for both homeowners and investors.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We define value beyond price by focusing on what homeowners gain over time. This includes the everyday convenience of well-planned, integrated developments, supported by nearby amenities, connectivity and services that enhance quality of life as neighbourhoods mature. Our approach brings together design, functionality, sustainability and long-term liveability to maximise each site's potential. By offering well-conceived products across multiple price segments, we ensure accessibility without compromising quality. Supported by disciplined execution and a deep understanding of how buyers use their spaces, our developments remain liveable, relevant and resilient – reinforcing our commitment to enduring value and meaningful contributions to Malaysia's urban landscape.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
For nearly four decades, IJM Land has grown alongside Malaysia, navigating multiple economic cycles with discipline, creativity and prudence. This resilience has strengthened the brand's foundation in quality, trust and enduring value, guiding its strategy and investment decisions. Today, IJM Land remains committed to quality, sustainability, product relevance and operational excellence, ensuring the brand continues to be a trusted and reliable choice for homeowners, investors and communities alike.

KAZUMICHI KAWASAKI
Chief Executive Officer
KDK Fans (M) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
KDK's long-standing reputation for stability, quality and durability has sustained consumer trust amid economic uncertainty. By consistently delivering reliable products and upholding high standards, the brand continues to reinforce confidence. At the same time, close attention to consumer feedback and ongoing improvements ensure that KDK remains a trusted and dependable choice for years to come.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are increasingly gravitating towards modern designs, darker-toned finishes and energy-efficient solutions. In response, KDK has strengthened its offerings with contemporary aesthetics and energy-saving technologies, ensuring its fans meet evolving style preferences of its customers while delivering reliable performance and efficiency.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We recognise rising living costs and consumers' growing need for value. In response, KDK offers affordable fans with modern designs, with a strong emphasis on energy-efficient DC motor ceiling fans, that help reduce electricity consumption while delivering reliable performance and long-term savings for price-conscious consumers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape and with Malaysian consumers becoming more environmentally conscious, KDK has reinforced focus on its core fan business, placing greater emphasis on energy-efficient DC motor products.
We are also investing in modern designs and innovations that appeal to the younger generation, ensuring long-term relevance, sustainability and steady brand growth.

TRAN TRUNG KIEN
Consumer Marketing cum Innovation & Renovation manager
Nestle Products Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

For us, trust is cultivated through consistent delivery of superior products and services, complemented by engaging communication grounded in a strong and differentiated brand proposition. In 2025, this commitment was exemplified through the successful execution of three strategic campaigns: enhancing KitKat's brand relevance during local festivities with the Chinese New Year initiative "Have an Ongspicious Break", reinforcing brand equity through the "Break Better" campaign and strengthening local resonance with the KitKat Dark Borneo Single-Origin campaign.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Contemporary consumers are increasingly discerning in their expenditure patterns, often reducing spending on non-essential or low value-added items while in contrast, more affluent segments actively seek superior-quality products and reputable brands.

In response, we have pursued a premiumisation strategy across our portfolio exemplified by the launch of KitKat Chinese New Year Pineapple Tart, presented in an elegant gifting tin and KitKat Dark Borneo, crafted with higher cocoa content derived from single-origin beans sourced from Sabah and Sarawak.

Furthermore, we have reinforced brand equity through the impactful "Break Better" campaign thereby elevating the overall consumer perception of KitKat.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Cost pressures do not necessarily imply that consumers will accept lower prices in exchange for diminished value. Rather, they may be willing to pay the same amount or even a premium while demanding enhanced value.

Consequently, instead of prioritising lower-priced alternatives, our strategy has centred on reinforcing product excellence and brand integrity.

By doing so, we aim to deliver a premium consumer experience that justifies the price paid.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

We will intensify our investment in strategic brand pillars, focusing on reinforcing brand equity anchored in the enduring "Have a Break, Have a KitKat" proposition, advancing portfolio premiumisation through higher-quality products and curated seasonal gifting options, and enhancing relevance among younger consumers by fostering emotional connections through targeted campaigns.

NADIA TRIMMEL
Vice-President, Marketing & Sales
Mercedes-Benz Malaysia Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Consumer trust remains strong in Mercedes-Benz's focus on customer centricity and long -term commitment. This is supported by a compelling end-to-end value proposition, including a broad range of luxury electric vehicles, a robust charging ecosystem and wide market access through an extensive retail partner network. Trust in the brand is further reinforced by more than 140 years of innovation, combining progressive design, advanced safety and cutting-edge technology to meet evolving customer needs.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Customers are becoming increasingly selective, seeking flexibility without any compromise on quality. We offer the "luxury of choice" through a comprehensive range of powertrains. These include internal combustion engines, plug-in hybrids and fully electric models. This range is available across the entire portfolio, from the entry-level A-Class to the pinnacle of Mercedes-Maybach. This wide range of choice allows us to meet diverse lifestyles while consistently delivering the uncompromising standards our customers enjoy and expect from Mercedes-Benz.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We redefine value by looking beyond the point of purchase to the complete ownership journey. Mercedes-Benz Financial Services offers end-to-end solutions like Agility+, featuring Extended Limited Warranty, Service Packages and guaranteed future value. These provide customers with greater flexibility, convenience and peace of mind. The brand's "Retail of the Future" approach delivers a seamless, customer-focused experience, making luxury mobility more accessible without compromising the quality, confidence and excellence that Mercedes-Benz is known for.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic environment has sharpened our focus on value creation both for our customers and the wider market. We continue to make the dream of owning a Mercedes-Benz more accessible through a broad product portfolio and comprehensive financial solutions. Our long-term strategy remains anchored in CKD operations, customer centricity and sustainability, reflecting our commitment to Malaysia's economic growth, workforce development and innovation ecosystem.

ALEX GOH
Vice President Marketing
MR D.I.Y. Group

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

We remained steadfast in our "Always Low Prices" promise, not as a slogan but through disciplined execution. Leveraging scale, data-driven decisions and differentiated store strategies, we ensure Malaysians can reliably access affordable everyday essentials, thus strengthening consumer trust during uncertain times.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers increasingly prioritise everyday essentials over discretionary items. We've responded by strengthening our core assortment of household basics and daily-use items, expanding large-format stores for greater variety and maintaining frequent SKU (product) refreshes that surprise while staying practical.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We protect affordability through operational sustainability via centralised procurement and energy-saving initiatives. These cost savings aren't banked as margin, they're deliberately used to keep prices low, reinforcing our role as one of Malaysia's dependable value retailers for all households.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

We focus on quality growth over headline expansion – prioritising on ROE or return on equity-led store network development with larger formats that deliver better economics and a better experience. Investments in data-led efficiency, automation and supplier partnerships ensure long-term scalability while sustaining our "Always Low Prices" commitment.

NORKHAYATI MOHAMED HASHINI
Business Executive Officer
Nestlé (Malaysia) Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

As a brand that has been part of Malaysian households for generations, we at Nescafé focus on delivering consistent quality, familiar taste profiles and honest communication. During economic uncertainty, to maintain consumer trust, we emphasise on consistency and relevance. For Nescafé, this means being present in consumers' everyday routines with products they know, enjoy and can always count on. At the same time, we keep a close pulse on evolving consumer needs. By actively listening to feedback, social conversations and in-market behaviour, the brand ensures its innovations, messaging and offerings remain relevant and meaningful. Its recent win of the Putra Brand Award – a recognition voted for by the public, underscores that Malaysians continue to see Nescafé as a brand that understands them and stands by them, even in challenging times.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Malaysian consumers are becoming increasingly deliberate with their spending, seeking assurance that every Ringgit counts, yet still craving moments of comfort and enjoyment. Nescafé has responded with a broad portfolio designed to meet different consumption occasions and budgets, from everyday mixes to more premium at-home experiences. We are also mindful of how and where consumers shop, adapting pack formats, price points and promotions to remain accessible across channels.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Today, value is about more than price – it's what consumers get in return. For Nescafé, this means delivering the quality and taste people expect while optimising costs behind the scenes, so the experience is never compromised. Value also comes through versatility and convenience. A single cup of Nescafé can help kickstart the morning, accompany a busy workday, or provide a moment of relaxation. By highlighting these everyday benefits and offering thoughtful pack sizes and formats, Nescafé aims to ensure consumers feel confident that choosing the brand is a smart, worthwhile choice.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current environment has underscored the importance of long-term thinking. Rather than pulling back, we continue to invest in consumer relevance, innovation, and youth and local engagement – commitments that build resilience and trust over time.

YEOH SUN LOO
Head of Marketing & Growth Maxis Hotlink

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Trust is built when customers feel we are truly on their side. We are maintaining this by putting our customers' needs first through our 'Pasti Mampu' spirit which focuses on delivering essential affordability and value, and this commitment is exemplified in our prepaid and postpaid offerings. We ensure that fast, unlimited Internet remains accessible to everyone, providing customers with the best possible value coupled with rewards, freebies and experiences that matter most to them.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We've noticed consumers becoming savvier and actively looking for ways to stretch their Ringgit. This is why we created our 'Geng Bijak Berbajet' movement to acknowledge and celebrate these smart value seekers.

We aligned our brand with the mindset of consumers by empowering them to manage monthly budgets more efficiently. We show them that they don't have to spend more and all they need is to spend smartly with Hotlink.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Redefining value goes beyond just lowering prices, it's more about enhancing the overall experience.

Aside from affordability, we've integrated weekly excitement like our 'Menang Ahad' rewards utilising spin and win mechanics which offer prizes every Sunday. We also drive engagement with youths by providing them with exclusive monthly perks and additional savings. This ensures that we are consistently supporting the price-conscious consumers of all ages by giving them more than what they pay for.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The economic landscape reinforces our commitment to a customer-centric strategy by focusing on real customer needs. We will ensure Hotlink remains a leader in accessibility and value while fostering long-term loyalty through meaningful digital experiences, backed by great connectivity on our fast, secure and reliable network.

SPENCER LEE
Executive Vice President - Sales, Marketing and Public Relations
Resorts World Genting

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

As a homegrown brand, Malaysia remains at the heart of our identity. At our Genting Diamond Jubilee 60th anniversary, we gave back by making memorable experiences more accessible, while maintaining high standards of quality.

Through continued investment in our people and service culture, and by staying true to our purpose, we have strengthened trust in the brand reflected in the industry recognition and, most importantly, in the loyalty of our guests.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers, particularly affluent travellers and Gen Z, are increasingly prioritising memorable experiences over price alone.

In response, we continue to enhance our offerings by expanding entertainment, dining and events, while maintaining strong values, safety and maintenance standards to ensure experiences remain fresh and worth returning for.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We redefine value by making quality experiences more accessible while leveraging digitalisation, such as self check-in kiosks, chatbots and immersive content, which improves efficiency and lowers costs. Supported by well-trained staff and high service standards; this approach ensures guests enjoy meaningful and lasting value.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has

reinforced our focus on sustainable growth and resilient offerings.

We continue to invest in world class attractions, staff training, digital solutions and strategic partnerships to enhance guest experiences, while maintaining affordability and value.

Ultimately, it is not about the timing but about being better prepared to lead, remain relevant and secure long-term trust among Malaysians.

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JEROME GOH
Head of Marketing, Self-Care
Reckitt Benckiser - Strepsils

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust in Strepsils is underpinned by its strong heritage. When people feel run down or face changing environments, they tend to rely on familiar brands that they can trust. Our lozenges are widely accessible across retail channels, allowing easy access to consumers wherever they are.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are increasingly prioritising practical, symptom-led solutions and taking earlier action to manage their own comfort. Convenience and proven soothing benefits remain key drivers of choice. This has translated into sustained brand loyalty alongside new trials, as consumers gravitate towards products they trust to work.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Value is defined by dependable comfort and ease of use. Strepsils is delivered in a convenient format, backed by long-standing consumer trust.
With a range of variants to cater to different preferences, we offer relevant choices that help consumers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Today's environment reinforces the focus on preventive self-care and early symptom management.
The brand continues to invest in education to help consumers recognise throat discomfort and address it promptly.
Digital and AI capabilities are strengthening engagement everyday. Our long-term strategy focuses on broad accessibility and ongoing innovation, ensuring Strepsils remains a trusted companion.

DATUK DIXON CHEW CHUON JIN
Group Chief Executive Officer
Pensonic

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Our brand continues to reinforce trust through transparency, consistent quality and responsive service. By listening to our consumers, we provide reliable solutions with clear communication, value-added promotions, and after-sales support, thus strengthening loyalty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are increasingly becoming value-conscious and at the same time prioritising durability in products. Our brand is recognised for delivering cost-effective, high-quality solutions through targeted promotions, with a strong focus on long-term value, giving customers confidence in their spending while building lasting trust and loyalty.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Amid rising costs, our brand redefines value by focusing on durability, reliability, and long-term benefits. Through cost-effective solutions, bundled promotions, and practical features, we deliver quality with meaningful savings, ensuring our products remain relevant and appealing to consumers.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economy has driven us to prioritise strategic investments, strengthen core products, enhance customer experience, and optimise operations. By balancing innovation with prudent spending, we safeguard our brand trust, maintain consumer value to ensure long-term, sustainable growth.

NAVIN MANIAN
Chief Marketing Officer
U Mobile

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
At U Mobile, we've found trust is built when a brand stays relevant, when customers feel you understand what their challenges are and you connect with them at a deeper level. So beyond connectivity and customer experience, we've leaned into empathy and clarity by being thoughtful in how we show up, keeping things straightforward and consistently delivering what matters in everyday life.
That's why we focus on making every interaction simple and stress-free, from transparent pricing to reliable best-in-class offerings and enhanced Ultra5G experiences powered by our next gen 5G network. Our promise is straightforward which is an unbeatable experience customers can count on. When you consistently show up with clarity and performance, trust naturally grows.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are watching recurring monthly spending more closely so they're gravitating toward plans that are easy to understand and easy to control.
At U Mobile, we're simplifying the experience with clearer plan structures, more transparency and a stronger sense of freedom from bill shock. This is supported by a stronger digital self-service so customers can manage and customise what they need with confidence.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
At U Mobile, we don't define value based on just pricing. We define it as smarter value through best-in-class plans, high-quality connectivity and great customer experience attainable for more Malaysians and Malaysian businesses. And it's not just mobile connectivity, it's the total value around their digital lifestyle and ecosystem, from plans to smart devices, solutions, and over-the-top (OTT) subscriptions that are delivered with fair, predictable pricing and fewer surprises.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current environment has only reinforced our commitment to continue investing in what truly matters rather than chasing short-term gains.
We continue to prioritise long-term fundamentals such as expanding our Ultra5G footprint, enhancing digital innovation and elevating the overall customer journey.
These investments ensure that we deliver a consistently best-in-class experience that customers can rely on every day.

HENG AIK SHIAN
Commercial Leader
Malaysia, Singapore, Vietnam, Hong Kong & Thailand
Procter & Gamble Personal Health Care

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Even in uncertain times, families turn to Vicks because it is more than a product; it represents a legacy of care built on trusted quality, passed from generation to generation. Registered with the Ministry of Health, Vicks VapoRub is a safe and effective relief for children's* cough and cold symptoms. By maintaining a focus on both value and quality, we have received tremendous support from partners and consumers alike, continuing our legacy as a brand Malaysians trust.
*For children above two years.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are becoming more intentional, prioritising essential health products that support their well-being. In response, Vicks continues to innovate to better serve cough and cold needs. The successful launch of Vicks VapoDrops Honey Lemon Menthol Lozenge 7mg in Malaysia reflects our commitment to delivering effective products that address real consumer needs day to day.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
For Vicks, value goes beyond price. It lies in offering safe and dependable healthcare products that families can trust.
Through thoughtful pack sizes, meaningful brand collaborations and continuous consumer engagement, we help consumers maximise value while maintaining the quality and care they expect when caring for their loved ones.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
At Vicks, we put our consumers first. We continue to invest in listening to them through innovation, meaningful communication and consumer research so we can continue to develop products that truly meet their needs while staying true to our brand values.

KKLIU 0473 / EXP 31.12.2028

Vicks VapoRub (MAL19963162XC) – For symptomatic relief of blocked nose, coughs, muscular aches and pains due to cold.

Vicks VapoDrops Honey Lemon Menthol Lozenge (MAL19056020X) – For cough relief, clear blocked nose and soothe sore throat.

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This honour truly belongs to every Malaysian who has believed in us, supported us, and chosen us as part of your daily lives. We value your trust, loyalty, and love more than words can express. Your support has helped our journey grow from humble beginnings to extraordinary heights, it inspires us to keep raising the standard in everything we do. Thank you, Malaysia, for walking this journey with us.

PUTRA BRAND AWARDS — THE PEOPLE'S CHOICE — PLATINUM 2025

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5th Consecutive Win

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NORAZZAH SULAIMAN
Chief Brand and Customer Experience Officer
RHB Banking Group

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Empathy, authenticity and consistency have anchored trust during uncertainty. By recognising what customers are experiencing and responding with clarity and support across every channel, we reinforced reliability when it mattered most.

Recognition such as the Putra Brand Awards affirms that our approach continues to resonate strongly with customers.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

With essentials prioritised and digital expectations rising, we focus on simplifying experiences, strengthening digital channels and ensuring consistent service. Solutions like the Multi-Currency Account, CashXcess Online and Smart Move Balance Transfer address evolving behaviours through simplicity, convenience and relevant value that aligns with the way

customers live and spend today.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

With rising cost pressures, value for customers goes beyond price; it is defined by trust, simplicity and consistency.

We reduce friction, simplify experiences and innovate with solutions that genuinely support customers' financial decisions.

From our Multi-Currency Account to more intuitive digital pathways and community-centric branches, we help customers navigate rising costs confidently and get more out of their everyday banking.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

We remain grounded in creating value-adding experiences and not just focusing on visibility alone.

Guided by PROGRESS27, we continue investing in technology, security and end-to-end customer pathways. This ensures agility, transparency and trust across all touchpoints, enabling us to stay relevant and responsive to customer needs regardless of economic conditions.

HOE KIAN CHOON
Non-Independent Executive Director and Chief Executive Officer
Cuckoo International (MAL) Berhad

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

As a Healthy Home Creator, we foster healthier lifestyles through a holistic wellness ecosystem, providing value far beyond product sales.

We've maintained trust by driving accessibility and affordability, ensuring people from all walks of life can raise their living standards. More importantly, our unwavering focus on service excellence and customer satisfaction has deepened brand loyalty and trust, ensuring users receive consistent support and lasting peace of mind.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

While macroeconomic shifts influence behaviour, Cuckoo remains focused on delivering long-term value. We continue to expand our holistic wellness ecosystem with diverse solutions that foster healthier lifestyles, backed by a commitment to "Beyond Standards" service. To enhance accessibility, we've accelerated our omnichannel strategy, bridging online-to-

offline (O2O) touchpoints from scaling e-commerce to introducing our first "cash-and-carry" Cuckoo Brandshop, offering an integrated experience from initial touchpoint to ownership.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We remain steadfast as a Healthy Home Creator, focusing on affordability and accessibility beyond just price. Through the Cuckoo GOOODPLAN and flexible rental options, we lower entry barriers to our wellness ecosystem. This is coupled with our Beyond Standards after-sales maintenance service, ensuring products operate in peak condition while building deep customer connection, trust and reliability. For us, value means providing a holistic, worry-free ecosystem that fosters healthier lifestyles.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

We view the economic landscape as an opportunity to reinforce our Healthy Home Creator foundation. Our strategy centres on a holistic wellness ecosystem, expanding Cuckoo-branded and co-created solutions with partners like Samsung, Ogawa, LSK and Fujiaire.

We're also scaling our omnichannel presence (O2O) via 10 "cash-and-carry" Brandshops for greater accessibility. We remain committed to Beyond Standards service to foster trust, while building brand love through purpose-led marketing and CSR.

*** Cuckoo clinched two Putra Bronze awards: one in the Personal, Household & Outdoor Appliances category and another in the Home Improvement Products & Stores category.**

RABI HASNABI
Managing Director
Bata Malaysia and Singapore

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In uncertain times, people return to brands that feel steady. Trust stayed strong because we stayed consistent with reliable quality, right pricing and a store experience that feels familiar and welcoming. But we also evolved where it mattered by listening more closely, improving comfort and showing up in ways that fit today's realities. This award is an honour, but trust is the real win.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are far more intentional now. They buy fewer items but expect more from each purchase as they research, compare and wait for the right timing.

We've responded by sharpening our range around the most practical needs which are work, school, family and everyday life. We're also making the journey easier through clearer choices in-store and more targeted offers through loyalty, based on what people actually need.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We see "value" differently today. It's not the cheapest option, it's the one you don't regret buying. We're redefining value by strengthening the fundamentals such as better fit, better comfort, longer wear and product that performs across more moments.

We keep price points accessible but the real goal is confidence that what you bought will last, feel good and truly earn its place in your daily life.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

It's pushed us to invest with discipline and not noise but also in what improves the customer experience long-term. We're prioritising stronger product innovation, deeper loyalty, digital connection and store upgrades so that we stay close to how people live and shop today. At the same time, we're building efficiency behind the scenes to protect affordability. In short: invest in relevance, and earn the right to grow.

MARYANNA KIM
Chief Communications & Brand Officer
Capital A Berhad
AirAsia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

During a year of economic uncertainty, consistency and transparency have been key to maintaining consumer trust. We stay true to our brand's core values – affordability, accessibility, and inclusivity to ensure that every decision we make reflects what our guests value most. By investing in initiatives that put our customers at the centre of everything we do, we continue to reinforce their confidence in choosing us as their first and smartest choice.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We are seeing a clear shift in consumer behaviour towards more discerning, value-driven choices. While travel remains a top priority, today's travellers are spending with greater intention – focusing on core experiences rather than non-essential add-ons, booking closer to their travel dates, and seeking flexibility and transparency from the brands they trust. In response, our brand is adapting by offering clear, flexible options and meaningful experiences that deliver real value, ensuring we meet the evolving needs of our guests while reinforcing their confidence in choosing us.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

In today's climate of rising costs, we recognise that value for the price-conscious consumer goes beyond simply offering the lowest fare – it's about delivering the best possible return on their investment. That's why we're redefining value to mean a truly rewarding travel experience. While remaining highly competitive, our focus is on what our guests gain from their journey. We're not just providing a flight; we're creating memorable experiences that make every trip with us truly worthwhile.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has strengthened our commitment to building a resilient and flexible brand ecosystem, rather than chasing short-term gains. It has pushed us to sharpen our focus and think bigger. We are continuously expanding into new categories and investing in initiatives that elevate our brand to a household name, proving that we are not just a local or regional player, but a global one.

EUNICE KOW
Senior Marketing Manager
Suntory Beverage & Food Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

What truly helped us this year is staying close to Malaysians and being present in the moments that matter. Brand's has been part of families for generations and that familiarity brings comfort when times feel uncertain. By keeping our promise to "Treasure Your Essence" and supporting everyday well-being in simple and meaningful ways, we've continued to earn their trust.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We're seeing consumers becoming more thoughtful with their spending, choosing products that genuinely support their day-to-day lives. Many Malaysians tell us they lean on Brand's Essence of Chicken to help them feel more centred and mentally ready to face their challenges. To support this, we've made our offerings more accessible and easier to fit into everyday routines, which are small and achievable for people to care for themselves despite a busier and tighter environment.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We understand that many Malaysians are becoming more mindful of their spending.

To support that, we've introduced smaller options in the form of our single bottle and three-bottle pack, giving consumers the flexibility to care for themselves at a pace that feels comfortable. For us, value is about making well-being accessible and comforting, and ensuring Brand's remains a steady companion through different stages of life.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current climate has sharpened our focus on building a future rooted in Seikatsusha which is understanding life as it's truly lived by Malaysians. Our long-term investments are guided by empathy, relevance and sustainability, ensuring Brand's continues to evolve alongside changing lifestyles. By staying anchored in trust and everyday well-being, we aim to remain a brand that people can rely on, not just today, but for generations to come.

LEONG WAI YIN
Director
Marketing & Modern Trade Sales
F&N

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

F&N has strengthened consumer trust through its strong heritage, consistent product quality, halal and HCL certifications and strong festive relevance. Innovations such as the Sparkling Zero range have further reinforced confidence, demonstrating the brand's continued commitment to evolving consumer needs.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are becoming more selective, prioritising trusted, value-driven brands and healthier options. F&N is responding with affordable formats, wider distribution and new low-sugar innovations such as Sparkling Zero, ensuring continued relevance among both traditional loyalists and health-conscious segments.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

F&N delivers value through quality assurance, consistent taste, halal integrity and reliable availability. By offering healthier choices and maintaining accessible price points, the brand ensures consumers enjoy meaningful, dependable value – even amid tighter budgets.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Rising economic pressures have accelerated F&N's investments in efficient production, stronger distribution and purpose-driven brand building.

The strategy now focuses on innovation, digital engagement and community-first initiatives to stay relevant and drive long-term growth across Malaysian households.

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GABRIEL YAP
Senior Director Marketing SEA
Puma

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
We maintained consumer trust by staying consistent, delivering reliable product quality and remaining connected to local sports and culture, which has reassured consumers that PUMA continues to stand for performance, credibility and relevance despite economic uncertainty.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers have become more selective and value driven, prompting us to focus on stronger core franchises that better resonate with our target audience, and products that transition seamlessly between sport and everyday wear.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We define value through smart design, trusted performance and accessible pricing by ensuring each product delivers comfort, durability and versatility that justifies the purchase and fits naturally into consumers' everyday lives.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic environment has reinforced our commitment to long term brand building, leading us to prioritise investment in key franchises, retail experience and community sport over short term tactical gains.

JANUARY TAN
Marketing Manager
Ridsect

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Ridsect is a trusted brand dedicated to providing effective pest control solutions. By safeguarding Malaysian homes against dengue, Ridsect helps families enjoy safe, worry-free moments together.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Today's consumers increasingly seek convenience to simplify their busy daily lives. Ridsect continues to innovate by offering easy, fuss-free solutions at an affordable price, helping households stay protected with peace of mind.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
To stay relevant, we focus on delivering effective pest control solutions that combine quality, convenience and affordability. By offering fuss-free formats, reliable protection and accessible pricing, Ridsect makes everyday protection simple, trustworthy and within reach for all households.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Our long-term strategy focuses on continued investment in education and awareness, the innovation of affordable solutions and the strengthening of community partnerships – ensuring that every family can access reliable protection against dengue, regardless of economic conditions.

OLGA PULYAEVA
Marketing Director
Carlsberg Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Staying true to Somersby's carefree, uplifting spirit and inclusive "No Nonsense" ethos, the brand has earned its place as one of Malaysia's favourite ciders by continually innovating with bold flavours and expanding its non-alcoholic range to reflect evolving consumer preferences. Through our joyful brand experiences, meaningful partnerships, local collaborations and sustainability-led initiatives, Somersby remains refreshingly authentic, approachable and relevant, resulting in us building trust and staying connected with consumers, even in uncertain times.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
As consumers become more selective, with a stronger focus on meaningful experiences and value-driven choices, Somersby has responded by offering greater variety through innovative flavours and inclusive options such as 0.0 and the newly-launched Shandy variant.

At the same time, the brand continues to create engaging, joyful moments through partnerships and on-ground activations – delivering memorable experiences without compromising on enjoyment.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
With rising cost pressures, Somersby is redefining value beyond price by placing greater emphasis on experience, choice and inclusivity. Its diverse portfolio, spanning refreshing cider variants, the newly-launched Somersby Shandy and non-alcoholic options, allows consumers to enjoy across a wide range of occasions.

Thoughtful brand activations and sustainability-led practices further enhance perceived value, while keeping the brand accessible and relevant.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
As testament to its vibrant, optimistic spirit, Somersby continues to invest in bold innovation, authentic partnerships and sustainability-led initiatives that build brand equity beyond short-term wins. Since 2012, the brand has been spreading joy to consumers and has proudly grown into Malaysia's leading cider brand by championing inclusive product development, meaningful collaborations and environmentally responsible practices, which has helped Somersby stay refreshingly relevant year after year as consumer expectations evolve.

JANICE TAN
Group Manager of Marketing Division
Coway (Malaysia) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

During periods of uncertainty, consumers look for brands that remain dependable.

At Coway, we have maintained trust by delivering consistent product performance supported by scheduled servicing and reliable after-sales service by our "Cody" service team and technicians. Our long-standing rental and service model has helped households plan expenses with confidence and this reinforces Coway's role as a stable and trusted presence in everyday home solutions.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are more deliberate with spending by prioritising durability and long-term value. Rooted in wellness and innovation, Coway focuses on products that offer lasting performance supported by service plans that reduce upfront burden.

This approach allows consumers to invest with confidence by knowing that they will receive consistent performance and dependable support over time.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

With rising costs, value is defined by what lasts. Coway focuses on product durability, consistent performance and service continuity by helping consumers reduce unexpected expenses and better manage total ownership costs over time.

This gives households clearer visibility over long-term cost, which has become increasingly important in a price sensitive environment.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The economic environment has encouraged Coway to strengthen its foundation rather than pursue rapid expansion. Investments are focused on improving service infrastructure, operational efficiency and product reliability. This ensures Coway remains resilient, delivers consistent experiences and continues to meet household needs even as market conditions and consumer expectations evolve.

*** Coway won two Putra Bronze awards: one in the Personal, Household & Outdoor Appliances category and another in the Home Improvement Products & Stores category.**

JUSTIN CHOI
Managing Director
LG Electronics (Malaysia) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

LG strengthened trust through consistent delivery of reliable, energy-efficient Smart Life Solutions, supported by strong after-sales service, reassuring consumers with products designed for long-term everyday living.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Consumers are focusing on purposeful, everyday technologies while increasingly looking towards smart home solutions that enhance comfort, efficiency and daily living.

LG responds by advancing its K-Tech (Korean Technology) with Affectionate Intelligence, creating smart home solutions that understand user habits and deliver value at home.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

LG redefines value through LG Subscribe, Malaysia's first comprehensive home appliance subscription, offering flexible access to a wide range of premium home appliances and entertainment systems alongside maintenance and support options to suit diverse household needs.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The landscape has reinforced LG's commitment to long-term investment in energy-efficient innovation and scalable models, ensuring solutions remain adaptable, relevant, and valuable to households over time.

HENG KE WEI
Marketing Manager
Jotun Malaysia & Singapore

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a time of global economic uncertainty, people look for brands with a proven commitment to quality. At Jotun, our promise has remained consistent, from beautiful homes to iconic buildings, protecting properties through advanced layers of coatings while shaping spaces with colours that are comforting, uplifting and inspiring to live in every day.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

We see consumers becoming more intentional in their spending and more mindful of whether the quality of products they choose can truly enhance how they live at home. On this, we believe colours play a powerful role in shaping comfort and mood for a space. Our Global Colour Collection 2026, Soulful Spaces, reflects our promise to help homeowners create meaningful spaces they can truly call a sanctuary through beautiful colours.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

With rising cost pressures, consumers want to feel that every choice for their home truly matters. When paint lasts longer and stays beautiful over time, durability makes a real difference by helping to create a home that feels comforting and worth every ringgit spent, in line with the values consumers are seeking today.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has reinforced the importance of staying true to our long-term strategy of continuous innovation.

Beyond products, this includes our new retail concept, Jotun Studio, designed to make colour selection more inspiring and personal. With over 100 Jotun Studios already in Malaysia and more to come in 2026, we're reimagining how people explore colours and choose paint for their homes.

KEISHI INOUE
Executive Vice President of Sales & Marketing
Toyo Tyre Sales And Marketing Msia Sdn Bhd
Toyo Tires

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust is anchored in our engineering excellence and strategic partnerships. Strong OE partnerships with Mitsubishi, Toyota, Honda and Perodua since 2015 reinforce our commitment to safety and performance. This dedication is mirrored in our flagship Toyo TayarTen eco-mobility hub, which demonstrates leadership in sustainability and innovation. Coupled with seamless support across physical and digital channels, these initiatives keep our customers confident even in a volatile economy.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers prioritise trust and sustainability, remain price-conscious and place high importance on safety, performance and durability. At the same time, they expect a seamless "Phygital Omnichannel" experience that fluidly connects physical interactions within the Toyo Family Channel with digital platforms such as Toyo Warranty Plus (TWP) and other online channels, delivering a consistent, well-organised and reliable customer journey across all interactions.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Value is redefined through our "Buatan Malaysia, Buatan Kita" spirit, making Toyo Tires the only brand that is 100% locally made. We further enhance this value through Toyo Warranty Plus, which offers a simple one-to-one tire exchange, ensuring that every ringgit spent is backed by local innovation, superior quality and world-class care. This approach reinforces trust, reliability and pride in choosing the Toyo Tires brand.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
A record 870,000 cars in 2025 marked a 300%+ boom over four years, driven by BEVs and hybrids. We are focusing on user-centric needs, developing tires engineered for modern mobility vehicles, and plan to introduce new Proxes series models over the next three years.
Simultaneously, we are investing in a unified digital ecosystem, with the launch of the Toyo E-Ten and T-Care apps in Q2 2026 to seamlessly connect business partners and consumers.

CHONG YEN NEE
Marketing Manager
Haleon – Sensodyne

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Sensodyne strengthens trust by consistently educating consumers that tooth sensitivity is a real oral health condition requiring expert treatment.
By sustaining year round awareness reinforcing clinical credibility, the brand positions itself as one of the reliable experts for sensitive teeth.
Expanded communication across more accessible touchpoints ensures the message remains visible and offers the right portfolio to meet consumer needs.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Consumers are becoming more cautious and prioritising essentials but seek value and reassurance before purchasing. Sensodyne has responded by expanding its presence in high-reach, ethnic-relevant media and retail channels by introducing a smaller packsize to make trials more affordable.
These adjustments allow the brand to remain accessible to the lower income groups while reinforcing the importance of managing sensitivity, ensuring consumers can continue to choose a trusted solution despite tighter budgets.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Sensodyne emphasises the clinical benefits of proper sensitivity management and dental care to reinforce long-term value.
Introducing a smaller lower-priced pack provides an accessible entry point for the budget conscious users.
Coupled with strong education on the seriousness of sensitivity and targeted messaging on relevant ethnic platforms, the brand delivers both affordability and innovation, offering better everyday health with humanity.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Economic pressures have reinforced Sensodyne's focus on sustained education of condition awareness and relevance via multi-channel visibility.
Investment is shifting towards high impact, community relevant media such as influencer marketing and e-commerce to maximise cost effective reach.
Expanding affordable packsizes supports long-term penetration amongst consumers.
These choices ensure the brand continues building trust, strengthens category relevance to stay accessible and credible, regardless of economic fluctuations.

OLGA PULYAEVA
Marketing Director
Carlsberg Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Over the years, Connor's earned deeper consumer trust by delivering that signature award-winning smooth and creamy stout we're known for, crafted with unwavering quality and character.
Our Gold wins at Monde Selection 2025 and the World Beer Awards 2025 aren't just honours, they're proof that this locally brewed stout continues to meet global standards and stand out on the world stage.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?
Today's consumers are gravitating toward brands that not only feel authentic but also resonate with their everyday lifestyle. At Connor's, we stay relevant by embracing our new brand persona, one that deepens emotional connections and truly resonates with what modern drinkers genuinely care about.
With this, Connor's isn't just joining the conversation, we're redefining what it means to be authentic, approachable, and unmistakably #MadeToBeDifferent.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
British-inspired and locally brewed, Connor's continues to deliver premium quality while offering competitive pricing and meaningful promotions. We've recently introduced a new "Quarts" bottle, the Connor's Stout Porter Xtra Malt, crafted for consumers wanting a richer, smoother stout made for sharing, making it even more accessible to a wider audience. We want to ensure our premium quality remains within reach so our consumers can enjoy genuine quality and experience without compromise.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
True to our trailblazing spirit, Connor's delivers a premium stout experience that's always evolving and we are committed to our journey of resilience. We double down on what matters most which are uncompromising product quality, distinct experiences and targeted innovations crafted with character. Every investment we make is guided by our commitment to resilience and progress thus ensuring Connor's remains strong today and is well positioned for sustainable growth in the future.

Your confidence fuels our *momentum.*

Thank you for trusting us as your banking partner. Your support drives everything we do, and we are committed to delivering even better experiences for you.

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PROF DATUK DR EWE HONG TAT
President / Chief Executive Officer
Universiti Tunku Abdul Rahman (UTAR)

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Despite a year of economic uncertainty, UTAR maintained and strengthened consumer trust by continuing to offer affordable, quality education while ensuring academic continuity and strong support for student well-being. Its delivery of impactful research outcomes coupled with robust industry linkages and a clear focus on graduate employability, further reinforced confidence in UTAR's long-term educational value.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

We have observed a shift towards more value-conscious decision-making, with students and families prioritising affordability, employability and return on investment. In response, UTAR has kept fees accessible, strengthened industry partnerships, developed future-ready programmes, advanced impactful research and enhanced career support to help students make well-informed choices.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising cost pressures, UTAR redefines value by delivering affordable, quality education with strong employability outcomes, reflected in its consistently high graduate employability rate, with 97% of graduates securing employment within six months of graduation.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape has reinforced UTAR's long-term strategy of delivering affordable, quality education with strong outcomes. We are sharpening our focus on future-ready programmes, impactful research, industry partnerships and student employability to ensure sustained value and institutional resilience.

CALVIN HO
Chief Executive Officer
Sunway Theme Parks

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Amid economic uncertainty, Sunway Lost World of Tambun has maintained trust by delivering consistent quality and a curated holistic escape. Our immersive green sanctuary uniquely blends nature, cultural appreciation and educational elements, offering a rejuvenating retreat from urban life. This commitment to an authentic sustainable experience fosters lasting consumer confidence and drives meaningful family returns.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

Visitors are seeking meaningful integrated escapes. Sunway Lost World Of Tambun thus offers a journey where heritage exploration, wildlife encounters and wellness come together in one park destination.

This curated blend of rejuvenation, education and connection creates lasting value through an enriching multi-layered experience without the need for multiple destinations.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising cost pressures, Sunway Lost World Of Tambun is redefining value by offering experiences that go beyond monetary worth.

We focus on creating moments that are meaningful and significant for our guests, whether it's family bonding adventures, educational wildlife encounters, or connection with local heritage. By prioritising innovation, quality engagement and emotional connection, we ensure that every visit delivers exceptional value, making guests feel that the experiences they enjoy are truly worth every ringgit.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic landscape reinforces Sunway Lost World of Tambun's long-term focus on preserving natural assets and enhancing the presence of Ipoh's natural heritage within the theme park through sustainable development. This means enhancing our core eco-edutainment offerings and integrating with Sunway City Ipoh's growth, ensuring we remain an essential, accessible and nature-centric sanctuary for future generations.

EZARISMA AZNI MOHAMAD
Chief Executive Officer
Petrosains

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Petrosains has sustained trust by staying consistent, accessible and relevant. By diversifying our offerings through outreach, digital learning, community programmes and engaging STEM experiences, we continue to serve communities meaningfully while remaining a trusted, reliable and purpose-driven brand for Malaysian families.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

Consumers are increasingly value-conscious, favouring meaningful, experience-led spending. In response, Petrosains continuously refreshes its content by introducing new exhibitions at the Discovery Centre, complemented by curated programmes and value-driven bundles. These efforts ensure the delivery of relevant, high-impact educational experiences that resonate with today's audiences.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Petrosains redefines value by pairing affordability with meaningful impact through family packages, targeted promotions and inclusive programmes. Through these initiatives, we deliver high-quality learning experiences that are accessible, relevant and worthwhile, ensuring families gain lasting educational value that extends beyond the visit itself.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic environment has sharpened our focus on business sustainability impact. Petrosains prioritises the optimisation of existing assets while investing in content innovation to ensure alignment with the PETRONAS narrative and the national education landscape. In parallel, it pursues strategic partnerships that reinforce long-term brand relevance and resilience.

CUCKOO

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2025

Home Improvement Products
& Stores Category

Personal Household
& Outdoor Appliances Category

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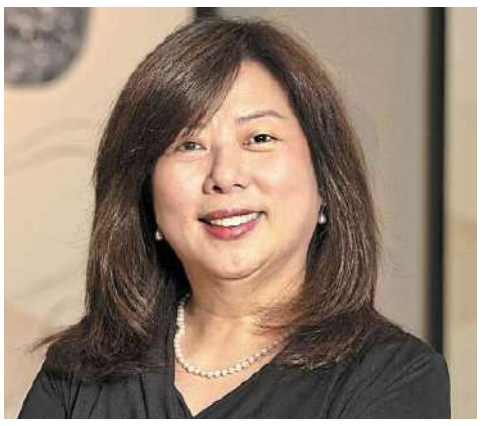

EMILY TEH
Chief Marketing Officer
UEM Sunrise

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

Consumer trust is built through consistency, relevance and disciplined delivery. At UEM Sunrise, we leveraged our strengths on innovative design, thoughtful placemaking and rigorous execution to deliver developments that reflect our vision of "building communities with you and for you". From residential launches in Klang Valley and Johor, to One Oval development in Perth, Australia, alongside our expanding commercial and retail presence, we focus on quality, functionality and long-term value creation.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

Homebuyers today are increasingly discerning, placing greater emphasis on value, liveability and sustainability. In response, we have sharpened our planning and launch strategies to align with evolving expectations. Our portfolio is intentionally diversified to serve distinct buyer profiles, supported by targeted communication that speaks to each audience through product design, pricing structures and engagement channels. Our focus on Johor, including opportunities arising from the Johor-Singapore Special Economic Zone (JS-SEZ), reflects this strategy.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Value today extends beyond price, encompassing long-term affordability, quality, liveability and sustainability. We align our planning and product strategies with these evolving priorities, delivering homes that meet immediate needs and future expectations. Our developments are conceived not just for today's buyers but as communities designed to last generations. Through thoughtful design, functional layouts, strong connectivity and placemaking, we continue to support aspirational and first-time buyers without compromising quality or a sense of belonging.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Our strategic partnerships within JS-SEZ and our first foray in Subiaco East, Perth, demonstrate a balanced approach to domestic leadership and geographic diversification.

We stay close to our customers, continuously observing their evolving needs, preferences and lifestyles across different life stages. This enables us to innovate in product design, placemaking and engagement, ensuring relevance and resilience as market conditions evolve while building future-ready communities for every lifestyle at every life stage.

AMY GAN
Marketing Vice President
Etika Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a year of economic uncertainty, Goodday maintained consumer trust by staying relevant and present in everyday Malaysian life.

Rather than focusing solely on price, we invested in culturally resonant experiences and community-based activations that brought energy and optimism to our customers. This consistent, people-first approach ensured Goodday remained relatable, even as consumers became more cautious with their spending.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

As consumers became more selective and guided by trust and social proof, Goodday responded by staying highly visible through community engagement and everyday touchpoints.

From on-ground activations to relatable content featuring familiar faces, the brand reinforced its presence in real-life moments. By supporting communities and building genuine connections, Goodday strengthened emotional bonds and credibility, giving consumers the confidence to continue choosing the brand even as their spending became more considered.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Amid rising cost pressures, Goodday redefines value beyond price alone. The brand focuses on delivering trusted quality, nutrition and everyday relevance at accessible prices, while reinforcing emotional connections through familiar usage and active community presence. By ensuring consumers feel confident, reassured and supported in their daily choices, Goodday remains a brand worth choosing, not just because it's affordable, but because it feels reliable and meaningful.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The changing economic landscape has pushed Goodday to be sharper, faster and more decisive in its long-term strategy.

As consumer behaviour evolves, we invest with a clear focus on relevance and differentiation, taking bold yet thoughtful steps to stay culturally connected.

At the same time, we remain disciplined in delivering consistent quality and value, ensuring Goodday continues to serve consumers with confidence in challenging times.

KON KIN SIONG
Chief Executive Officer
Subway Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

In a year when many brands responded to economic pressures with aggressive discounting or short-term tactics, Subway Malaysia focused on protecting trust through consistency. We doubled down on food quality, transparent standards and reliable execution, while responding to evolving consumer expectations around health and control. By expanding customisation, improving access to nutrition information and maintaining everyday value, customers were empowered to make informed choices without feeling compromised. This steady, choice-driven approach reinforced Subway as a brand Malaysians can rely on, even as spending decisions become more considered.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

We have observed consumers becoming more intentional with their spending, prioritising value, balance and relevance over impulse or excess. Rather than pursuing constant promotions, Subway Malaysia recalibrated its approach to value delivery.

Sub of the Day reinforces everyday affordability, while customisation allows customers to tailor meals to their needs. Festive, theme-led limited-time offerings create moments of excitement without disrupting the reliability of the core menu. This approach reflects a shift from transactional promotions to sustainable, everyday relevance.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

Rising cost pressures have shifted the meaning of value beyond simply offering the lowest price. For Subway Malaysia, value is defined by control, satisfaction and freshness.

Customisation allows customers to choose exactly what they want, avoiding the need to pay for what they do not, while Sub of the Day provides a dependable entry point for affordability. By pairing satisfying portions with freshly prepared ingredients and healthier options, Subway ensures that value feels intentional and rewarding, rather than compromised.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The current economic climate has reinforced the importance of discipline and focus in Subway Malaysia's long-term strategy. The brand is prioritising fewer, more meaningful investments, centred on health-forward menu innovation, culturally relevant limited-time offerings and stronger digital and operational foundations.

Rather than pursuing short-term traffic spikes, our focus remains on consistency, accessibility and trust. This measured approach ensures the brand stays resilient, relevant and aligned with how Malaysians choose to spend today and in the future.

PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
PLATINUM
2025

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HOW YUAN YI
Chief Marketing Officer
Mamee Double Decker Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Mamee continues to prioritise good product quality as the foundation of consumer trust and we remain committed to improving it every day. By focusing on consistency, great taste and standards, we strive to ensure that Mamee is a reliable choice for Malaysians' everyday snacks.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
We're seeing a shift toward value-seeking behaviours, with consumers prioritising affordability and trusted brands for everyday snacks. In response, Mamee has introduced affordable choices in different formats and pack sizes.
We're also optimising our portfolio to keep core favourites widely available, ensuring consumers continue to enjoy budget-friendly snacks without compromising on taste and quality.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Beyond affordability, we're redefining value through innovation and experience by introducing new flavours, shapes and textures that cater to different consumer preferences. By maintaining good quality while expanding our range, we give consumers more variety and our trusted taste. This approach strengthens loyalty and keeps Mamee competitive in a value-focused market.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Mamee strives to strengthen brand love by creating meaningful experiences that build emotional connection and long-term brand equity. Through engaging campaigns, authentic content and active social media communication, we're fostering deeper relationships with consumers and keeping Mamee relevant, relatable and loved in the daily lives of our consumers.

DATUK JAYA J.B. TAN
Executive Chairman and Group Chief Executive Officer
Envictus International Holdings Limited
Texas Chicken (Malaysia) Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Staying true to its brand promise of bold flavours and great-tasting meals that customers love and crave, has been central to maintaining and strengthening consumer trust. The focus has been on delivering consistent quality at strong value, while elevating overall customer experience through service excellence and greater convenience. Moving forward, we will continue to listen closely to our customers and respond to evolving preferences, without compromising on taste or quality standards.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
Consumers have become far more mindful of their spending, increasingly seeking value, flexibility and brands they trust to deliver consistently. There has been a clear shift towards affordable deals, alongside a renewed focus on core products that offer familiar flavours and reliable quality. In response, the brand has

ensured its menu caters to different price points, while doubling down on operational excellence so customers can continue to enjoy delicious, satisfying meals, each and every time.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
Value is defined by experience rather than price alone. While affordability remains important, consumers are also seeking dining experiences that give them confidence that their money is well spent. In response, we focus on delivering value through a balanced mix of competitive pricing, consistent portion sizes, quality ingredients, engaging promotions and service excellence. The brand will continue to expand choices through targeted deals and everyday discounts, allowing customers to engage in ways that best suit their budgets.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current economic landscape has reinforced the importance of building a resilient and future-ready brand, by developing brand trust, digital capabilities and operational efficiencies. The focus is on initiatives that enhance convenience, consistency and relevance for customers, while continuing to invest in staff training and well-being to support sustainable growth. While the future will inevitably be shaped by changes, our commitment to quality remains constant – a defining attribute that can ultimately make or break a brand.

AMY GAN
Marketing Vice President
Etika Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Consumer trust comes from consistency and credibility. As one of the world's No.1 tea brands, Lipton Ice Tea delivers a taste Malaysians know and enjoy year after year.
We stay present in everyday moments from meals to on-the-go refreshment while continuing to innovate like introducing Lipton Soda.
Being voted the People's Choice reflects the trust built through relevance and reliability.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
Consumers are more deliberate with spending, choosing trusted brands and small affordable indulgences.
We see fewer impulse buys but stronger loyalty. Lipton Ice Tea responds by staying present in everyday moments by offering accessible formats and introducing innovations like Lipton Soda to keep the category exciting without feeling like a luxury.

With rising cost pressures, how is your brand redefining value to stay

relevant to price-conscious consumers?
Value today goes beyond price, it's all about taste, quality and reliability. Lipton Ice Tea focuses on delivering consistent refreshment with real tea taste backed by our global tea expertise.
Through smart pack sizes, targeted promotions and innovations like Lipton Soda, we give consumers refreshing choices that feel rewarding yet accessible.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
The current climate reinforces our focus on resilient growth.
We continue investing in strong core products while expanding beyond traditional tea with innovations like Lipton Soda and tapping into new consumption occasions.
As one of the world's No.1 tea brands, we prioritise long-term brand building, relevance and everyday affordability by ensuring Lipton remains a preferred choice across generations.

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2025

ZUS COFFEE

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Terima kasih, Malaysia.

GOLD AWARD

Restaurant & Fast Food Outlets, 2025

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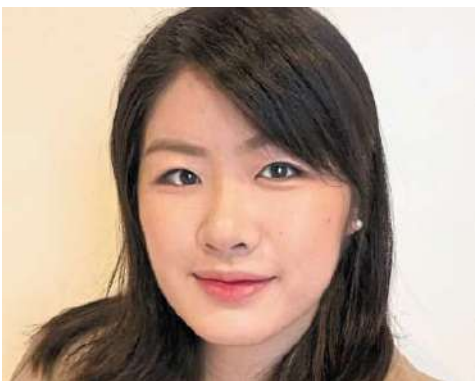

KHOO SUI YING
Consumer Marketing Manager
Nestle Ice Cream

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

At Nestle, our well-loved products are crafted with strong local consumer insights and produced right here in Malaysia. Proudly halal-certified, our ice creams are made to the highest standards of quality and care, delivering great-tasting treats in a wide range of flavours for everyone to enjoy. And with our iconic blue freezers found across the country, we make it easy for consumers to savour a delicious moment anytime, anywhere.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

Consumers are becoming more mindful of their spending, which means value matters more than ever. That's why we're committed to creating products that genuinely feel worth it. We keep quality and great taste at the heart of everything we do, just like our Nestle Musang King Ice Cream proudly made with real Musang King durian for an authentic, creamy and custard-like experience loved by

Malaysians, all while remaining accessible in price.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We believe in redefining value by delivering uplifting ice cream experiences that feel worth every ringgit – offering exceptional taste through iconic Nestle brands, meaningful emotional enjoyment and purpose-driven innovation like KitKat Dark. Made with cocoa sourced from Borneo, we're deepening our support for local farmers and celebrating Malaysia's rich cocoa heritage, adding real purpose, pride and positive impact to every KitKat Dark ice cream consumed.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

The changing economy inspires us to aim higher, staying trend-led, purpose-driven and relentlessly committed to shaping the future of ice cream. Guided by deep local consumer insights and the strength of producing proudly on Malaysian soil, we harness the power of iconic Nestle ice cream brands that generations grew up loving. Every innovation, flavour and experience we create is crafted to spark happiness with great value, deepen connection and elevate everyday moments into something truly meaningful for consumers.

RODNEY WONG
Chief Executive Officer
Munchy's

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

We stay deeply consumer-centric – listening, testing and refining to meet evolving needs. At the same time, we safeguard taste, quality and consistency, while ensuring our products remain reliably available and affordable through formats that stretch every ringgit. This is why Malaysians continue to trust Munchy's and core brands such as Munchy's Crackers, Lexus and Oat Krunch for dependable quality and everyday enjoyment.

What changes in consumer spending patterns have you observed, and how is your brand responding to these shifts?

Based on market data, we see three clear shifts – buying local, choosing healthier options and seeking affordable indulgence. In response, we are strengthening value and familiarity by expanding distri-

bution and promotions for Munchy's Crackers, Lexus and Oat Krunch, while accelerating timely innovation. Oat Krunch leads our healthier launches, while Cloud 9 Crispy Krunch delivers bold flavour and crunch at a wallet-friendly price point.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

As part of our commitment to continuous improvement, we redefine value without ever compromising on quality. We tighten and optimise sourcing, recipes and production processes to work more efficiently. At the same time, we maximise ringgit value through smart formats – larger packs, family multipacks and meaningful promotions to enable households to enjoy their favourite biscuits more often, without stretching their budget.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

In today's economic landscape, we stay committed to a future-ready approach by driving innovation, expanding across modern trade, e-commerce and convenience channels and boosting supply-chain resilience. By staying consumer-focused and agile in formats and pricing, we deliver better-value products. At the same time, we strengthen our biscuits core and grow our snacks and confectionery portfolio to ensure diversified, sustainable growth.

PATRICIA YAW
Sales and Marketing Director
Volvo Car Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?

For us, trust is built on our Selamat promise, a deep-rooted commitment to safety that Malaysians have relied on for 60 years. Today, people want more than just features, they want the peace of mind that comes with real protection. Our long history of local assembly ensures we remain a dependable partner, delivering long-term value and safety for every family.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?

We're seeing customers become more intentional, taking their time to find a vehicle that balances their professional and private lives. We've responded by diversifying our lineup, offering everything from our best-selling SUVs to the groundbreaking ES90 sedan. Through our Selamat movement, we're also helping drivers see that choosing safety is the ultimate luxury.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?

We view value as an investment 'For Life'. By locally assembling our lineup, from the latest ES90 to the popular XC90 and XC60's, we keep our premium lineup accessible while maintaining global standards. We also offer flexible service plans so owners can choose what fits their appetite.

How has the current economic landscape influenced your long-term brand strategy or investment choices?

Recent shifts have only deepened our focus on local assembly and software-driven innovation. By investing in our Superset tech stack and Over The Air (OTA) updates, we ensure our cars get better and safer over time. Our future is firmly rooted in the Selamat movement, where we prioritise educating our community and building safety tech that protects generations of Malaysians to come.

JAGDISH SINGH
Director of Student Recruitment and Marketing,
University of Nottingham Malaysia

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust is anchored in consistency and credibility as we continue to deliver a globally recognised UK education in Malaysia, which is supported by strong graduate outcomes and transparent engagement with students and parents. Our long-standing presence, academic quality and commitment to student support have reinforced confidence despite the economic uncertainty.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
Students and families are now more value-driven, focusing on employability and long-term returns. In response, we highlight our career-ready programmes, industry-linked learning and clear progression pathways. Scholarships, exchange and

transfer options to our UK and China campuses as well as partner universities together with strong employer engagement have helped our students to make informed and future-focused investment decisions.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We set ourselves apart by offering students a fixed fee for their duration of study and this fee includes access to all the facilities on campus, free parking and shuttle buses and more. Students also receive a UK education from a Russell Group university in Malaysia at a more accessible price point with attractive scholarships to support their goals.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
We continue to invest in the campus, staff, students and research to ensure our community continues to thrive. This is evident by our ongoing capital expenditure to upgrade teaching and learning facilities, accommodation blocks and sports complex and by providing allocations for student activities, research funding and community engagement.

ÁGNES MOLNÁR
Marketing Director of Singapore, Malaysia and APAC Travel Retail
The Lego Group

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
We have always been consistent about inspiring and developing builders of tomorrow through Lego play.
Coupled with the quality and safety of our products that remain at the forefront of what we do, these have gained us significant consumer trust and healthy growth.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
Consumers are growing more intentional in their spending.
Our versatile range of products offers great value as seen through the mul-

ti-build Lego Creator series, cross-generational sets that welcome builders of all ages and intentional products that go beyond just playtime but double up as decorations or for meaningful gifting.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
We pride ourselves in the longevity, durability, accessibility and creativity in each brick.
To us, value means maximising the value of playtime, honing problem-solving skills and enhancing endless possibilities that brings families and adults together through the power of Lego play.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Our core focus is to continually invest in our R&D to create innovative products that are enjoyed across all builder ages, not just in an aesthetic sense.
Staying true to what matters most to our audience ensures that the brand remains relevant over time.

SEAN FARRELL MATJERAIE
Hitz Brand Manager
Astro Audio (Astro Radio Sdn Bhd)

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Trust is built through authenticity. Our morning announcers, Anne, Ili and Prem, speak openly about real life, real challenges and shared experiences Malaysians recognise. They're relatable, not performative. When audiences see themselves reflected on air, loyalty deepens. People follow voices they connect with and that sense of community sustains trust even in uncertain times.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
Consumers are more intentional and content-driven. Platforms like TikTok prove that storytelling now drives purchasing decisions as much as price. HITZ responds by leading with strong, talent-powered content.
As a brand with authentic audience relationships, we influence consideration through relevance and credibility by showing that great content, delivered by the right people, is the foundation of modern decision-making.

With rising cost pressures, how is your brand redefining value to stay relevant to price-conscious consumers?
In our case, price sensitivity today is felt most acutely by brands seeking a measurable Return on Investment (ROI). At HITZ, value goes beyond short-term results. We offer strategic integration, cultural relevance and deep audience trust. Clients don't just buy reach, they align with a brand that audiences believe in and that association delivers a stronger impact and long-term equity in a cautious market.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
Economic pressure has accelerated our shift towards being a truly digital-first brand. We've invested in platforms, formats and content that keep HITZ present beyond live radio, across social, on-demand and always-on touchpoints. The goal is consistency and relevance, ensuring that we remain as part of our audience's daily lives, even when listening habits evolve.

NG KHEA SENG
Director
Weng Seng Heng Medical Factory Sdn Bhd

In a year marked by economic uncertainty, what has helped your brand maintain or even grow consumer trust?
Consistency has been key to maintaining consumer trust.
By staying true to our traditional formulation, quality and reliability, Yu Yee Oil Cap Limau remains a trusted household essential.
In times of economic uncertainty, consumers gravitate towards familiar, dependable products that have been relied upon across generations.

What changes in consumer spending patterns have you observed and how is your brand responding to these shifts?
As consumers become increasingly value-driven and budget-conscious, health and essential remedies remain non-negotiable.
In response, Yu Yee Oil Cap Limau is

positioned as a versatile household essential that addresses a wide range of needs for the whole family.

With rising cost pressures, how is your brand redefining value to stay relevant to price conscious consumers?
We believe true value lies in proven effectiveness, safety and versatility.
Yu Yee Oil Cap Limau is meant to be used in its concentrated form.
Despite cost pressures, we have maintained our traditional formulation while offering a variety of pack sizes to suit every household.

How has the current economic landscape influenced your long-term brand strategy or investment choices?
While the economic slowdown created some impact, our long-term strategy remains largely unchanged.
We will continue to execute our planned initiatives step by step, focusing on sustainable growth, consumer trust and our role as an established brand.

Reaffirming strong bonds with customers

Photos by Azhar Mahfof, Faihan Ghani, Glenn Guan, Izzrafiq Alias and Yap Chee Hong

THE 16th Putra Brand Awards unfolded as one of Malaysia's most anticipated celebrations of consumer trust and brand excellence, drawing a glittering array of local and international names to the Majestic Hotel in Kuala Lumpur.

The annual gala saw hundreds of brand leaders and marketers converge to honour the country's most preferred products and services as voted by Malaysian consumers through an extensive nationwide study conducted by Ipsos.

Across 24 competitive categories, 168 accolades were presented, recognising brands that have not only dominated market share but also won the hearts of Malaysians through consistent quality, relevance and innovation.

Celebrated as the gold standard for consumer-driven brand recognition in Malaysia, the Awards spotlighted both established giants and emerging favourites for their dedication to building meaningful connections with audiences.

Highlights from the ceremony included special wins from household names Marrybrown, McDonald's, PETRONAS, Unifi and Watsons.

The event was more than a trophy presentation; it was a testament to the enduring value of trust and authenticity in branding. Organiser of the Awards, Association of Accredited Advertising Agents Malaysia (4As), emphasised that in today's dynamic marketplace, sustained consumer confidence remains the ultimate marker of brand success.

4As president Tan Kien Eng said trust has become a brand's most valuable currency in today's fast-evolving marketplace.

"And trust, as we know, is fragile. Trust cannot be bought. It must be built over time, through authenticity, purpose and consistency.

"The Putra Brand Awards honour brands that have done exactly that. Brands that remain relevant without losing their values. Brands that embrace innovation while staying deeply human."

4As Malaysia senior adviser and Putra Brand Awards organising chairman Datuk Johnny Mun said the awards have always been about empowering consumers to identify and celebrate the brands closest to them.

"Brand-building is a long, painstaking process of nurturing brand love and care.

"Winning consumers' hearts is a journey and, as with any journey, the ups and downs are part of the trek that makes eventual success meaningful and sweet," he said, adding that the awards recognise and celebrate brand builders for their discipline and dedication.

Meanwhile, Malaysia External Trade Development Corporation (Matrade) chief executive officer Abu Bakar Yusof said strong brands are critical drivers of business growth and national competitiveness.

"Every brand recognised tonight reflects teamwork, resilience and clarity of purpose," he said, noting that genuine brand value is built through consistency, credibility and trust — principles embodied by the Putra Brand Awards.

(From left) Star Media Group (SMG) client brand marketing senior general manager Sharon Lee, chief operating officer Lydia Wang, Petronas Dagangan Bhd managing director and chief executive officer Azrul Osman Rani and SMG group chief executive officer Chan Seng Fatt at the gala night honouring Malaysia's preferred products and services.

Nippon Paint Malaysia marketing manager Lim Li (centre) and team with the silver they won for Home Improvement Products and Stores.

Sunway Theme Parks chief executive officer and executive director Calvin Ho (standing, seventh from left) together with his team celebrating their wins at the Putra Brand Awards 2025.

(From left) Unifi brand and marketing vice president Andrew Pinto, Telekom Malaysia (TM) chief business and consumer officer Anand Vijayan, Chan, TM chief executive officer Amar Huzaimi Md Deris and Wang at the Putra Brands Awards 2025.

99 Speedmart Retail Holdings Bhd optimisation and sustainability director Albert Lee Yan Zhong (sixth from left) and team celebrating their silver award in Retail at the awards ceremony.

Visa International (Asia Pacific) country manager (Malaysia) Previn Pillay (fifth from left) receiving the gold award from Chan (third from right) for the Banking, Investment and Insurance category.

TM chief executive officer Amar Huzaimi Md Deris (centre), TM chief business and consumer officer Anand Vijayan (eighth from right) and team posing for the cameras after being awarded Putra Brand of The Year. Together with them are (first and second from left) Matrade chief executive officer Abu Bakar Yusof and 4As Malaysia senior adviser and Putra Brand Awards organising chairman Datuk Johnny Mun, Chan (ninth from right) and 4As president Tan Kien Eng (far right).

Samsung Electronics mobile marketing manager Elaine Yong (right) and teammate at the gala night.

Sunway University president Prof Sibrandes Poppema (left), 4As vice president Kristian Lee, and Sunway University provost and deputy vice-chancellor Prof Abhi Veerakumarasivam (right) celebrating their platinum win in the Education and Learning category.

KFC Malaysia, Cambodia and Brunei head Loi Liang Tok (eighth from left) and her team receiving the gold award for the Restaurants and Fast Food Outlets category from (first and second from right) 4As council member Samir Dixit and Omnia solutions and implementation director Sai Phaik Cheng.

Multimedia University president and chief executive officer Mazliham Mohd Su'ud (centre) together with his team after being presented the gold award for the Education and Learning category.

Panadol marketing manager Ong Yean Xin (centre) with the Panadol Malaysia team receiving the platinum award in the Health category as 4As council member Dr Milan Agnihotri (far right) looks on.

UTAR president and chief executive officer Prof Datuk Dr Ewe Hong Tat (fourth from left) and his team with the bronze award for the Education and Learning category.

RHB Bank group chief marketing officer Abdul Sani Abdul Murad (fourth from left) and his team celebrating the bronze award they won in the Banking, Investment and Insurance category.

Watsons Malaysia managing director and AS Watson Group Health and Beauty Asia chief operating officer Caryn Loh (sixth from left) together with Watsons Malaysia chief operating officer Danny Hoh (fifth from left) and team celebrating their platinum award in the Retail category at the Putra Brand Awards 2025. 4As vice president Kristian Lee (far right) looks on.

The Putra Brand Icon award went to Uniqlo, which also won platinum in the Apparel and Accessories category.

U Mobile brand and marketing senior manager Tan Chieu Mei (centre) and her team on all smiles after clinching their silver in the Communication Networks category.

Sime Darby Property (SDP) chief marketing and sales officer Datuk Lai Shu Wei (sixth from left) and team celebrating their platinum win in the Property category as Chan (fourth from right) and Mun (far left) look on.

Farm Fresh Bhd group managing director and group chief executive officer Loi Tuan Ee (in a bow tie, holding the award) and his team pictured with the platinum award for the Beverage-Dairy category at the Putra Brand Awards 2025.

Malaysia Airports corporate communications general manager Shukreen Ma (centre) and team marking their win at the awards presentation.

ZUS Coffee chief operating officer Venon Tian (holding award) and chief executive officer Ian Chua (standing right of Tian) together with the team posing for a commemorative photograph with their gold award for the Restaurants and Fast Food Outlets category.

Spritzer Bhd research and development director Dr Chuah Chaw Teo (standing, sixth from left) and his team posing with their gold trophy in Beverage - Non Alcoholic after the ceremony.

HONOR South Pacific marketing director Victor Yu (left) and his teammate with the platinum award for the Communication Devices category at the Awards.

Popular Book Co (Malaysia) Sdn Bhd business development general manager Siew Sheue Liang and his team, with the Retail category bronze award at the Putra Brand Awards 2025.

The Petronas Dagangan Bhd team gathering for a group photo at Putra Brand Awards 2025.

Grab social and fintech brand head Nick Yap receiving the silver award for the e-Commerce category from 4As council member Lim Sue Ann and Ipsos managing director Arun Menon.

Chan (holding the award), Wang and SMG employees posing for a group photo after winning gold in the Media and Networks category at the Putra Brand Awards 2025.

McDonald's Malaysia chief marketing officer Chin Mei Lee (sixth from right) and her team took home the Putra Malaysian Marketer of the Year at Putra Brand Awards 2025.

Maybank digital sales marketing lead (SME and Trade) Mak Wae Lern (fifth from left) and team with their platinum award in the Banking, Investment and Insurance category.

Premium Outlets president and chief operating officer Jean Marie Pin Harry (seventh from right) with his team receiving the platinum award for the Transportation, Travel and Tourism category. 4As council member Samir Dixit (far right) looks on.

Gardenia Bakeries (KL) Sdn Bhd chief operating officer Derrick Khoo receiving the platinum award in the Foodstuff category as 4As council member Emir Shafri (far right) looks on.

PUTRA
BRAND AWARDS
— THE PEOPLE'S CHOICE —
2025

Star 55
Inspiring Progress,
Shaping Tomorrow

THANK YOU

FOR YOUR TRUST IN THE STAR

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We would not be here without your continued support. Thank you for being part of our journey.

The Star
Gold award
Media and Networks category

STAR MEDIA GROUP BERHAD (10894-D)

Star Special

THE STAR, FRIDAY 27 FEBRUARY 2026

PUTRA ARIA BRAND AWARDS 2025

RECOGNISING MALAYSIA'S BRAND LEADERS

The fourth Putra Aria Brand Awards 2025 celebrates brands that have earned public trust, demonstrated excellence and made a lasting impression across diverse sectors.

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Putra Aria Brand Awards 2025

APPAREL AND ACCESSORIES

Siti Khadijah	GOLD
Poh Kong	SILVER
Habib Jewel	SILVER
Seiko	SILVER
Rolex	BRONZE
Pandora	BRONZE
Bonia	BRONZE

Automotive

Mitsubishi	GOLD
BYD Car	SILVER
Subaru	SILVER
Ford	BRONZE
Hyundai	BRONZE

Automotive - Fuel, Lubricants & Accessories

Petron	GOLD
Caltex	GOLD
Bateriku. com	SILVER
Century	SILVER
Castrol	BRONZE
BH Petrol	BRONZE
Ambi-Pur	BRONZE

Banking, Investment & Insurance

HSBC	GOLD
Great Eastern Life Assurance	GOLD
Prudential Assurance	GOLD
Alliance Bank	SILVER
Sun Life Malaysia	SILVER
Takaful Malaysia	SILVER
Bank Islam	BRONZE
Zurich	BRONZE
OCBC Bank	BRONZE
Bank Simpanan Nasional	BRONZE
Bank Rakyat	BRONZE

Beverage - Alcoholic

Hennessy	GOLD
Martell	GOLD
Chivas	SILVER
Royal Salute	SILVER
Johnnie Walker	BRONZE
Edelweiss	BRONZE

Beverage - Non Alcoholic

Coca-Cola	GOLD
7-Up	GOLD
Sunquick	SILVER
Horlicks	SILVER
Wonda Coffee	SILVER
Oatside	SILVER
Mirinda	BRONZE
Old Town	BRONZE

Beverage - Dairy

Calpis	GOLD
Anlene	GOLD
Fernleaf	SILVER
Ensure	SILVER
Nestle Omega Plus	SILVER
Pediasure	BRONZE
Anmum	BRONZE
Dumex	BRONZE
Enfagrow	BRONZE
Dugro	BRONZE
Friso	BRONZE

Cameras, IT and Office & Business Equipment

HP	GOLD
Huawei	GOLD
Acer	SILVER
Epson	SILVER
Lenovo	SILVER
MSI	BRONZE
Exabytes	BRONZE
IP Serverone Cloud Platfom	BRONZE
Neuropower	BRONZE

Communication Devices

Huawei	GOLD
Xiaomi	GOLD
VIVO	SILVER
OPPO	SILVER
Realme	BRONZE

Communication Networks

Astro Fibre	GOLD
Axiata	SILVER
Tune Talk	SILVER
XOX	BRONZE
Red One	BRONZE
YES	BRONZE

e-Commerce

Lalamove	GOLD
Jobstreet.Com	GOLD
Ninja Van	SILVER
COMPARE by MYEG	BRONZE
Mudah.My	BRONZE
Carsome	BRONZE
Boost App	BRONZE

Education & Learning

University Of Cyberjaya	GOLD
Management & Science University	GOLD
Help University College	SILVER
Asia School Of Business	SILVER
University Of Reading Malaysia	SILVER
Asia Pacific University Of Technology & Innovation	SILVER
Brickfields Asia College	SILVER
Food Institute Of Malaysia	BRONZE
Deakin University Australia	BRONZE

Entertainment

Pusat Sains Negara	GOLD
Sepang International Circuit	SILVER
Splashmania @ Gamuda Cove	SILVER
National Art Gallery	SILVER
Funpark @ Gamuda Luge Gardens	SILVER
Lotus Five Star Cinemas	BRONZE

Foodstuff

Wall's Ice-Cream	GOLD
Cadbury	GOLD
Jasmine Rice	GOLD
Adabi	GOLD
Baba's	SILVER
Cloud 9	SILVER
Jati Rice	BRONZE
Ajinomoto	BRONZE

Health

Woods	GOLD
Fisherman's Friend	GOLD
Gaviscon	GOLD
Uphamol	SILVER
Panaflex	SILVER
Eu Yan Sang	SILVER
Kinohimitsu	BRONZE
Flavettes	BRONZE

Household Products

Shieldtox	GOLD
Glade	GOLD
Ambi-Pur	GOLD
Vanish	SILVER
Harpic	SILVER
Daia	SILVER
Kao Magiclean	BRONZE

Home Improvement Products & Stores

Dunlopillo	GOLD
Gintell	GOLD
Slumberland	SILVER
LG Water Purifier	SILVER
Signature Kitchen	BRONZE
Lorenzo	BRONZE
Apple Lady	BRONZE
Rozel	BRONZE
Sea Horse	BRONZE

Media Networks

TV3	GOLD
New Straits Times	SILVER
Berita Harian	SILVER
Malaysiakini	SILVER
My FM	BRONZE
Bernama	BRONZE
Sinar Harian	BRONZE

Personal Care

Pantene	GOLD
Hada Labo	GOLD
Sunsilk	GOLD
Garnier	GOLD
Vaseline	SILVER
Gillette	SILVER
Head & Shoulders	SILVER
Safi	BRONZE
Clear	BRONZE

Personal, Household & Outdoor Appliances

Midea	GOLD
Joven	GOLD
Haier	SILVER
Acson	SILVER
Nespresso	BRONZE

Property

OSK Property	GOLD
Parkcity Group	GOLD
Skyworld Development	GOLD
Tropicana Corporation	SILVER
Paramount Property	SILVER
UOA Group	SILVER
Mah Sing Property	SILVER
Perbadanan Kemajuan Negeri Selangor (PKNS)	BRONZE
Radium Development	BRONZE

Restaurants & Fast Food Outlets

LlaoLlao	GOLD
Marrybrown	GOLD
Pizza Hut	GOLD
Burger King	SILVER
Oriental Kopi	SILVER
The Chicken Rice Shop	SILVER
Domino's Pizza	SILVER
Starbucks Coffee	BRONZE

Retail

Big Pharmacy	GOLD
Lotus's Stores	GOLD
Guardian	GOLD
Mydin Hypermarket	SILVER
MyNews	SILVER
Econsave Supermarket	SILVER
CU	BRONZE
KK Super Mart	BRONZE

Transportation, Travel & Tourism

Shangri-La Hotels & Resorts	GOLD
Tourism Malaysia	GOLD
Firefly Airlines	SILVER
Berjaya Hotels & Resorts	SILVER
Penang Global Tourism	BRONZE
Holiday Tours & Travel	BRONZE
Golden Destinations	BRONZE

SHARON OH
Director
Group Corporate and Marketing Communications
University of Cyberjaya

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Education has never been about being the cheapest option, but the right investment. We recognise that choosing an education pathway carries real financial and emotional weight for families today.

Our focus is on quality, relevance and outcomes, delivered through strong academic foundations and real-world readiness.

Being price-conscious should not limit aspirations, which is why we remove barriers through scholarships – ensuring access to education that is trusted, meaningful and built for the long term.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

For us, innovation is not about chasing trends, but making thoughtful, measured decisions. As audiences move increasingly online, we have strengthened our digital presence while maintaining traditional channels that continue to build trust.

Our focus is on strategic integration, ensuring every platform serves a clear purpose. This allows us to manage rising costs responsibly, while staying true to our identity and long-term commitment to meaningful education.

JANE TEH
Managing Director
Lalamove Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As Malaysians grow more price-conscious, value goes beyond price. Our platform offers services for different urgencies, budgets and item sizes, with varied vehicle options and cost-saving features, giving customers the freedom to choose what works best.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

By leveraging technology, we're able to ensure faster driver matches, real-time tracking visibility and improved overall operational efficiency. We remain affordable, agile and technology-driven and innovation is what enables us to do exactly that in a rapidly changing market.

DANIEL CHAN
Chief Executive Officer
Marrybrown

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As consumers become more price-conscious, Marrybrown remains focused on delivering real value without compromising on quality.

We offer thoughtfully priced meals, smart bundle options and promotions that stretch every ringgit, while maintaining the flavours and portions our customers expect.

Through digital platforms and loyalty programmes, we reward repeat visits and make savings more accessible.

Ultimately, our value lies in combining affordability, consistency and local relevance in every customer experience.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has helped Marrybrown navigate rising costs and changing consumer demand without losing our local identity.

We have modernised the customer journey through digital platforms, delivery and loyalty, while strengthening menu innovation rooted in Malaysian tastes.

At the same time, we have refreshed our brand storytelling to remain relevant to younger audiences and enhanced operational discipline to deliver consistently at scale – ensuring we grow smarter while staying true to who we are.

ALAN KWONG SOON FATT
Chief Financial Officer
Jasmine Food Corporation Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As a premium rice brand, Jasmine Food demonstrates value by going beyond price and focusing on what truly matters to consumers, such as superior quality, consistency and trust.

For price-conscious consumers, we provide reassurance through our "Money-Back Guarantee", reinforcing confidence that every purchase delivers satisfaction in every meal.

By consistently delivering reliable quality, we show that paying a little more translates into better taste, dependable results and long-term value for the household.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Jasmine Food is rooted in efficiency and relevance without compromising our premium standards.

We continuously improve sourcing and production processes to manage rising costs while maintaining uncompromised quality. At the same time, we innovate through product development to meet evolving consumer preferences, such as Oppa Rice, which appeals to younger consumers influenced by Korean culture, and LaSella Gold, which caters to discerning consumers seeking premium basmati rice.

MEI SIN SEE
Marketing Head Malaysia Singapore
Mondelez Malaysia (Cadbury)

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At Cadbury, we believe true value extends beyond price. It's about the genuine joy our beloved taste brings, sparking meaningful connections and uplifting everyday moments.

We offer a familiar, comforting experience that truly delights, making every Cadbury treat more than just a bar and more of an experience.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

At Cadbury, innovation is a journey powered by truly understanding our consumers. It's how we skillfully adapt to new challenges, consistently delivering our cherished taste while thoughtfully expanding our range. We're dedicated to finding fresh ways to bring that unique Cadbury magic to every palate by always staying authentic to who we are and always creating moments of true delight.

ALEX TAN
Managing Director
HP Inc Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

HP delivers one trusted ecosystem of PCs and printers built to keep up with whatever comes our customers' way, with options to fit different needs and budgets.

Our devices are engineered for demanding work and designed to support how Malaysians live, learn and create.

Backed by a strong nationwide partner network, we offer flexible bundles, promotions and financing, helping customers and SMEs upgrade confidently without compromising quality.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation keeps HP ahead as the world evolves in the AI era. We're redefining the Future of Work with human-centred, technology-driven solutions with AI PCs, smarter printing experiences and secure device management that reduce friction, downtime and operating costs.

By bringing local AI performance and intelligent workflows into everyday tasks, we help Malaysian customers and businesses adapt faster while continuing to deliver trusted performance, security and meaningful experiences across a connected portfolio.

TAN SIAN TUANG
Head of Enterprise and Broadband Business
Astro Fibre

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Astro Fibre remains focused on what matters most to customers – reliable speeds, app-based safety features and transparent plans.

As consumers grow more price-conscious, we continue to prioritise dependable high-speed connectivity that delivers real and everyday value.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Our innovation focuses on enhancements that customers feel daily.

The Astro Fibre app boosts safety, control and self-help, thus reducing support needs and optimising costs while staying true to our promise of reliable, worry-free connectivity for the customers we continue to serve.

LALAMOVE
Third gold secured.
Thank you, Malaysia!
PUTRA
Aria
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e-Commerce
GOLD
Lalamove
LALAMOVE

PROF TAN SRI DATUK WIRA DR MOHD SHUKRI AB YAJID
President and Founder
Management and Science University (MSU)

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At MSU, we demonstrate value by balancing affordability with academic excellence. We optimise resources to keep tuition competitive while expanding scholarships, financial aid and flexible payment options.

Beyond affordability, at MSU, we emphasise employability, industry relevance and holistic student development that ensures students and parents see clear returns on their investment in education.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

At MSU, innovation drives both efficiency and relevance. The university has adopted hybrid learning models, data-driven resource management and curriculum enhancements aligned with industry needs to better manage costs while responding to evolving demand.

These measures enable MSU to remain committed to accessible, high-quality and holistic education, delivering sustained value to students and stakeholders. At the same time, the institution stays true to its core mission of developing competent, career-ready and future-ready graduates.

EDWIN LEE WAI KIDD
Chief Marketing Officer
Great Eastern Life Assurance (Malaysia) Berhad (GELM)

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

I believe Malaysian consumers are profoundly value-conscious.

They only buy something when it "feels worth the money." In insurance, we sell an intangible promise and trust.

Our paramount focus is the building of trust through consistent satisfaction for lasting relationships.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

True value, not just cost, drives us. For example, our innovative response to "wealth doesn't last three generations" is the Great Multi-Gen Wealth plan.

More than a policy, it is backed by a more than a century-old brand with a promise to honour multi-generational commitments and build enduring legacies.

LIM MEI YUEN
General Manager
Hada Labo

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

In today's more price-conscious environment, Hada Labo focuses on delivering true value through efficacy, quality and longevity rather than short-term discounts.

Our formulations provide visible, reliable results with every use, ensuring each ringgit goes further.

By offering high-performance, gentle skincare suitable for daily use and multiple skin needs, Hada Labo simplifies routines and reduces the need for multiple products – reinforcing the brand as a smart, dependable choice even amid tighter household budgets.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Hada Labo is rooted in our DNA of efficacy, simplicity and skin-first care. We focus on meaningful upgrades – enhancing formulations, performance and user experience – rather than superficial changes.

At the same time, we engage consumers through education-led digital content and community-driven storytelling, staying relevant to younger, discerning audiences while maintaining the trust of long-standing users.

This purposeful approach allows Hada Labo to navigate rising costs and shifting demand while remaining authentic, reliable and true to the values our customers have trusted for years.

PHOENIX HO
Head of Marketing
Jobstreet by SEEK, Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Jobstreet by SEEK's core model provides free access to Malaysia's leading online employment platform for candidates, allowing them to search, apply and manage their careers without paying a fee.

At the same time, we equip jobseekers with locally relevant content, salary insights and career guidance that reflect the realities of the Malaysian labour market and the rising cost of living. This ecosystem means employers can reach a wide pool of quality, work-ready talent and candidates can access more relevant opportunities that fit their skills and aspirations.

For employers, especially SMEs operating on thin margins, hiring today feels heavier and more uncertain. Rising wage pressures, tighter foreign labour rules and increasing compliance requirements have made every hiring decision feel riskier. That's why we've built flexible, freemium-style solutions that let businesses start small, test performance and scale only when they see results.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

For Jobstreet by SEEK, innovation has always meant solving real hiring and career challenges while staying true to our purpose of improving lives through better careers.

As Malaysia's labour market evolves, we've focused our innovation on making the hiring and job-search process more efficient, relevant and trusted. We continue to invest in world-class AI-driven matching technology, where a significant share of applications now comes from personalised recommendations.

These tools help candidates surface roles that align with their experience and transferable skills, including opportunities they may not have previously considered, while enabling employers to connect faster with suitable talent and reduce time-to-hire.

For employers, innovation has translated into greater control over cost and outcomes. Our evolving ad ladder and performance-led pricing allow businesses to tailor their recruitment approach based on urgency, role complexity and budget.

For candidates, innovation goes beyond job matching. Through AI-driven tools and expert-backed resources, Jobstreet by SEEK helps jobseekers identify emerging skills in their industry, access career guidance tailored to their goals and stay competitive as new roles and career pathways emerge.

Beyond our platform, we also innovate across the broader ecosystem. Large-scale initiatives like the Malaysia Career and Training Fair, partnerships with universities and TVET institutions allow us to connect employers with future-ready talent while introducing AI-enabled career tools and guidance at scale.

Reinvent Spaces. Enhance Life.

MahSing

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JOANNE CHUA SOOK MAY
Marketing Manager Asean Air Care
SC Johnson

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As consumers become more mindful of their spending, Glade remains focused on delivering the benefits that matter most.

Backed by strong brand equity and enhanced functional performance, we help consumers maximise value without compromising on quality, reinforcing consumers' trust in the brand.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has played an important role in helping Glade to adapt without losing its identity.

By focusing on meaningful innovation, refining fragrances and enhancing formulations, it allows our consumers to enjoy consistent freshness and value, while staying true to our brand promise.

BEN FOO
Chief Executive Officer
Woodpeckers Group

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At llaollao, value isn't about being cheaper, it's about being worth it. As consumers become more price-conscious, we protect what matters most: quality, freshness and experience.

We maintain sourcing standards and portion integrity while offering smarter access through targeted rewards and the myllaollaoclub. By focusing on made-to-order, customisable products rather than price wars, llaollao remains a trusted treat even when spending is more careful.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at llaollao isn't about chasing trends; it's more about protecting long-term brand strength.

In a challenging environment, we focus on disciplined innovation by improving operational efficiency, reducing waste and using data to understand demand and act with precision.

From limited-time offerings to digital and omnichannel strategies, every initiative is anchored in our brand DNA, allowing llaollao to adapt without dilution and remain distinctive, relevant and resilient.

DEON LEE
Director, Customer & Marketing
Lotus's Stores (Malaysia) Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Lotus's helps customers make their ringgit go further through sustained price initiatives like #LotussLebihMurah and Harga Hangat, keeping essentials affordable every day and not just during promotions.

Our house brand offers quality, halal-certified products at accessible prices, while the My Lotus's rewards programme adds personalised deals and added savings through attractive points rewards.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation allows Lotus's to boost efficiency and optimise operations while managing cost pressures.

Strong supplier partnerships ensure better availability, quality and pricing for shoppers.

At the same time, data and digital tools help us track changing shopping habits, personalise engagement and refine our product range, strengthening our position as a preferred destination for everyday food shopping.

ONG GHEE BIN
Chief Executive Officer
Property Development, OSK Property

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We focus on delivering meaningful value while upholding quality and trust.

Through flexible financing options, lower entry costs and thoughtfully curated move-in packages, we make home ownership more accessible and comfortable for buyers.

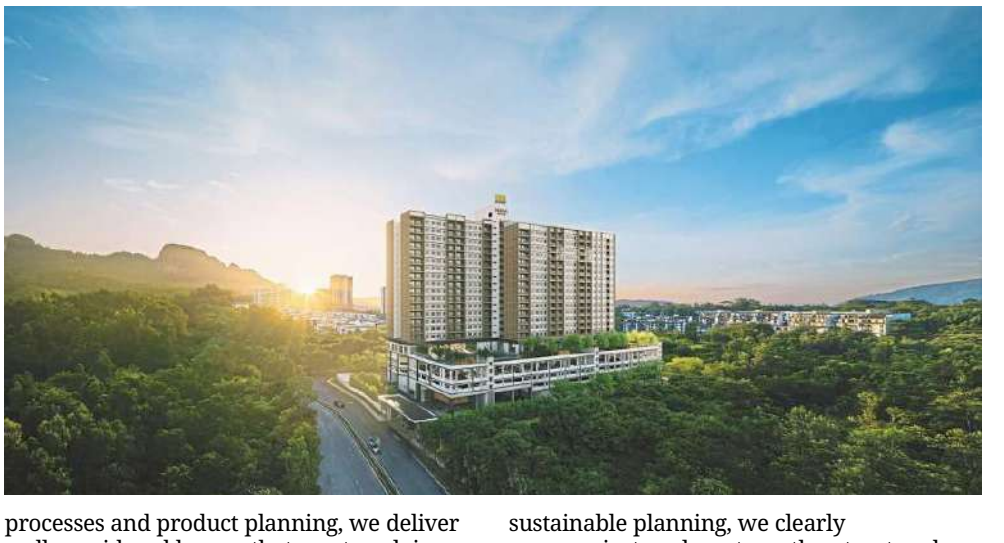
This approach helps families begin their home ownership journey with confidence, clarity and long-term peace of mind.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation allows us to improve efficiency while remaining committed to building quality communities.

By optimising design, construction processes and product planning, we deliver well-considered homes that meet evolving lifestyles.

Through experiential engagement and sustainable planning, we clearly communicate value, strengthen trust and ensure our developments remain relevant and future-ready.



ERIC WONG
Chief Marketing and Partnerships Distribution Officer
Prudential Assurance Malaysia Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We believe insurance should create meaningful value in people's lives and beyond affordability.

That's why our solutions are designed to help people fulfil their dreams, build lasting legacies, protect their loved ones and access quality care with confidence.

We also partner with healthcare partners to guide families through their health journeys and support cross-generation legacy planning.

This is how insurance can uplift lives today and empower families for the future.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation defines how we continue delivering value as the needs of Malaysians change. It guides the solutions we design and the way we respond to new realities.

This is why Prudential has introduced many firsts in the country, ranging from mother-and-baby coverage and gender-specific plans to flexible legacy solutions.

Our forward-looking approach ensures customers are protected when it matters, supported through life's changes and ability to plan securely for their families' future.

HAIDHAR IBRAHIM
Brand Manager MYSG
Reckitt

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Shieldtox focuses on delivering dependable insect protection that households can rely on every day.

Solutions such as Shieldtox Multi Insect Kill, which protects against both flying and crawling insects in one product, help families reduce the need for multiple solutions and repeated use.

This allows households to maintain a safer home environment while managing daily expenses more efficiently.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Shieldtox is guided by practical consumer needs.

As Malaysia's first brand to introduce a Multi-Insect Kill aerosol, we pioneered a solution that targets both flying and crawling insects.

This leadership reflects our commitment to meaningful innovation while staying true to our core purpose, which is providing reliable, everyday household protection.

EDDIE HUANG
Country Manager
Xiaomi Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Xiaomi caters to diverse consumer needs through its dual-series approach.

The Xiaomi series targets enthusiasts, offering flagship devices with future-ready innovation, professional-grade cameras co-engineered with Leica and powerful performance for those seeking premium experiences.

The Redmi series, meanwhile, delivers flagship-level features such as long-lasting battery life, robust performance and durability, making advanced technology more accessible. Together, Xiaomi provides Malaysians with the latest smartphone technology across a wide range of devices to suit the needs of every user.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

At Xiaomi, innovation is made accessible to all through high-quality products at honest prices.

As smarter living becomes the norm, the brand expanded its home appliance portfolio in 2025 with the Mijia Air Conditioner Pro Eco, Mijia Cross Door Refrigerator and Mijia Front Load Washer Dryer.

Powered by Xiaomi HyperOS 3, our "Human × Car × Home" strategy delivers a seamlessly connected ecosystem tailored to Malaysians' evolving smart lifestyles.

LIEW POOI WAN
Marketing Head
Martell

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Value today is about justifying the spend. We've pivoted to "Cultural Storytelling" through Limited Editions, like our 2026 "Year of the Horse," offering consumers "social currency" and collectable artistry.

Additionally, our Festive Gift Sets provide "value-in-a-box" by pairing core bottles with premium miniatures.

This allows price-conscious drinkers to explore our top-tier range at no extra cost, making luxury both a prestigious gift and an affordable indulgence.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation is about versatility. Through our "Make It with Martell" campaign, we've democratised Cognac by moving beyond "neat" pours into world-class mixology.

By highlighting our liquid's adaptability in cocktails, we navigate rising costs by bringing bar-quality experiences into the home.

This shift meets the demand of younger demographics for long drinks, ensuring Martell remains a relevant, frequent choice on the modern bar cart rather than a rare luxury.

JAREN ONG
Marketing Director
Garnier

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Garnier demonstrates value by making high-quality, effective products accessible without a premium price.

Backed by rigorous research and development (R&D), Garnier's products deliver visible results, including those formulated with natural ingredients.

Through smart product design, such as multi-benefit solutions and concentrated formulas, we ensure consumers gain greater value and lower cost per-use.

Transparency around ingredients and sustainability commitments further builds trust, reflecting Garnier's balanced approach to efficacy, affordability and eco-conscious practices for today's consumers.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

At Garnier, it has been crucial for us to manage costs and adapt to changing demands, upholding our eco-conscious identity.

The brand has strengthened its approach to ingredient sourcing and formulation, using more sustainable materials and optimising formulas to deliver effective results with greater efficiency.

At the same time, our product innovation meets consumer preferences for natural, vegan and environmentally friendly options, including eco-designed packaging.

This ensures Garnier remains accessible and sustainable, reinforcing its position as an affordable and environmentally responsible beauty brand.

JEROME GOH
Marketing, Self-Care Head
Reckitt Benckiser

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

When consumers are more price-conscious, they prioritise solutions that deliver clear results. By offering trusted performance across a range of pack formats and ensuring wide availability.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation allows Gaviscon to stay true to its core promise while adapting to evolving consumer needs. We continue enhancing formulations, formats and consumer education to support convenient and self-managed care. At the same time, digital and AI-driven engagement improves how we reach and serve our consumers. This ensures we remain relevant, accessible and aligned with our brand.

CHRISTOPHER
Brand Manager
Kalbe Malaysia Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Woods' focuses on delivering our products at an accessible price point, without compromising on quality. Emphasis is placed on product efficacy, a range of pack sizes and strong retail availability, ensuring consumers can easily purchase the product at nearby stores.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

In response to rising costs and evolving consumer needs, Woods' innovation focuses on clear communication, operational efficiency and strong retail collaboration.

The brand simplifies how it conveys its benefits through trusted media channels, while improving operations to keep products accessible. By working closely with retailers, Woods' remains easy to find in-store.

FARAH SHAMSUDIN
Acting COO
Media Prima Content and TV Networks

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Media Prima Content and TV Networks delivers value by keeping high-quality news, drama and entertainment free through its free-to-air television channels.

This is done while extending access across digital, social and on-demand platforms.

For example, Anugerah Juara Lagu is broadcast live on TV3, streamed on Tonton and complemented by red carpet coverage on TikTok – giving audiences greater choice, convenience and locally relevant content, without added cost.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Rising production costs have prompted us to streamline content creation and distribution for greater efficiency and scale.

By developing content across multiple platforms, including TV3, Tonton and social media, we maximise audience reach, extend content lifespan and manage costs more effectively.

This approach has delivered strong results. Our first vertical drama on TikTok, Drama Sangat, Benci Jadi Cinta, surpassed 4.6 million views, followed by Separuh Nafas Cinta, which achieved a breakout 10.2 million views – demonstrating our ability to adapt to changing viewing habits while continuing to deliver value for both audiences and advertisers.

ALLIANCE BANK

PUTRA Aria BRAND AWARDS
— THE PEOPLE'S CHOICE —
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2025

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MahSing
Reinvent Spaces. Enhance Life.

BERNARD YONG CHEN WEI
Chief Experience Officer
Mah Sing Group Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Mah Sing continues to champion affordability through its M Series, with 46% of homes priced below RM500,000 and 90% under RM750,000.

Strategically located in well-connected townships and urban centres, these developments offer practical layouts, quality craftsmanship and everyday convenience.

By aligning prices with household budgets while maintaining high build standards, we deliver lasting value without compromising liveability or lifestyle aspirations.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Mah Sing harnesses construction innovation, notably the Industrialised Building System (IBS), to boost efficiency, consistency and cost control.

Producing key components in controlled environments enhances build quality and speeds up delivery. This disciplined approach helps manage rising input costs while meeting evolving buyer expectations, reinforcing our commitment to delivering well-crafted, attainable homes through strong execution and operational excellence.

OATSIDE

CINDY LIN
Marketing Director
Oatside

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Oatside was founded to make oat milk accessible – even for those who don't usually drink plant-based alternatives.

As Malaysians become more price-conscious, we place taste first, because when it genuinely tastes good, it becomes an everyday choice. Oatside's creamy, balanced profile works seamlessly in coffee, cereal and tea, offering both versatility and reliability. For us, true value means accessibility, consistency and a product people keep coming back to.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Oatside begins with how people enjoy our products. Strong adoption by cafes and foodservice partners showed that when oat milk performs in coffee, it delivers real value – paving the way for our ready-to-drink range. Our latest launches, including improved Café Latte and Caramel Macchiato recipes alongside Matcha, are smooth, balanced and easy to enjoy. While our formats evolve, the Oatside brand remains honest, approachable and taste-led.

BURGER KING

LEONG HUEY YING
Head of Marketing
Cosmo Restaurants Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We recognise Malaysians are more price-conscious, so we define value as both affordability and experience. Our "Value Combos" and "Kongsi Bundles" keep complete meals accessible, anchored on our signature flame-grilled taste.

Limited-time collaborations with popular anime characters from Naruto bring global stories into a Malaysian context, tapping into pop culture and fandom.

Together, these strategies stretch the consumers' ringgit while delivering a brand experience that feels exciting, relevant and distinctly Burger King.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

We focus on practical innovation that protects both guest experience and unit economics.

Self-order kiosks improve throughput and accuracy, allowing our teams to focus on flame-grilled quality.

Partnerships with platforms like Grab and Foodpanda extend convenient access as demand shifts toward delivery.

Combined with better data use in planning and promotions, these innovations help us manage rising costs while staying true to our "Have It Your Way" identity.

BAC COLLEGE MALAYSIA

ARI SINGHAM
Managing Director
Brickfields Asia College Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We believe price is not the primary consideration as students and parents are increasingly focused on quality, outcomes and brand credibility.

What we offer are clear accelerated pathways to globally recognised qualifications with strong employability outcomes and industry-embedded learning.

With flexible entry routes, scholarships and a career-first approach to education, families see this not as a cost but as an investment in long-term success.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

We have embedded AI, digital tools and deep industry partnerships across our programmes to enhance learning efficiency, expand flexible delivery and future-proof our graduates.

By rethinking curriculum design, assessment and how learning is delivered, we respond to evolving learner expectations without losing sight of what we offer which is a career-first education focused on real outcomes, not just qualifications.

PENANG:
YOUR ULTIMATE ASIA EXPERIENCE

It's time to Experience Penang. The Diversity of Asia through its incredible diversity in culture, heritage, arts, food as well as its natural surroundings of lovely sandy beaches, breathtaking hills and hidden gems! Listed by CNN Travel as one of the "best places to visit for the ultimate Asia experience". Penang unfolds endless, enriching Asian experiences for one and all. What's more, Penang now boasts two UNESCO-listed sites – the George Town UNESCO World Heritage Site and Penang Hill UNESCO Biosphere Reserve. Best of all, they are just a short drive away from one another, allowing you to enjoy a morning hike through the ancient rainforest of Penang Hill and then spend the rest of the day soaking in the old-world charm of George Town.

mypenang.gov.my Penang Global Tourism penang.experience

Experience PENANG The Diversity of Asia MALAYSIA

BERJAYA
HOSPITALITY GROUP

WILLIAM TAN
Head of Commercial
Berjaya Hospitality Group

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Our brand delivers value by offering thoughtfully curated packages that anticipate the needs of price-conscious consumers.

These experiences are grounded in Berjaya's signature Malaysian hospitality, combining warmth and authenticity to enhance perceived value.

This approach also aligns with Visit Malaysia 2026, showcasing local culture and destinations for a truly memorable experience.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

We tackle rising costs by innovating guest experiences and using data-driven insights to optimise yield. Sustainability is a core focus, shaping every aspect of how the brand operates while reflecting the environmental values our guests care about.

We adopt eco-friendly practices that reduce operational costs, support long-term efficiency and ensure our business remains both profitable and responsible.

HARPIC

HAIDHAR IBRAHIM
Brand Manager MYSG
Reckitt

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Harpic remains committed to reliable toilet hygiene, delivering strong cleaning performance and visible results.

Products like Harpic Power Plus work efficiently, using less per application while maintaining effective germ protection.

This helps households keep their toilets clean and hygienic while managing daily expenses more carefully.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Harpic focuses on improving performance and efficiency to meet evolving consumer needs.

By enhancing formulations and optimising usage, we continue to deliver effective hygiene while adapting to rising costs and changing expectations. At the same time, we remain anchored in our core purpose of providing trusted toilet cleanliness, ensuring innovation strengthens value without compromising our long-standing identity.

LG Subscribe™

JUNG HOJIN
Product Director of LG Subscription
LG Electronics Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

LG Subscribe responds to consumers seeking greater value by lowering upfront costs through subscription plans that include maintenance, filter replacement and servicing by providing cost certainty and peace of mind while making premium LG products more accessible.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

LG innovates by anticipating evolving user needs, designing "Smart Life Solutions" that deliver greater convenience, reliability and care. This approach extends beyond products to LG Subscribe, where technology is complemented by reliable service to ensure solutions remain relevant as expectations evolve.

CHIVAS REGAL

LIEW POOI WAN
Head of Marketing
Chivas Regal

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

For Chivas Regal, value is defined not by price, but by craftsmanship, heritage and emotional resonance.

The brand has refined its storytelling to celebrate the art of blending – across whisky, culture and shared success.

Through immersive experiences, cultural partnerships and digital activations, we create meaningful moments that elevate perceived value and reinforce its premium stature.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation enables Chivas Regal to evolve without compromising its heritage. The brand focuses on reimagining how it connects with modern audiences, exemplified by its global partnership with Scuderia Ferrari HP.

By spotlighting the precision and teamwork of the pit crew, we bridge the world of craftsmanship with elite performance. This lifestyle-led innovation keeps the brand culturally relevant to younger consumers, allowing it to adapt to changing demand while staying true to its premium identity.

KELLEE KAM
Group Chief Executive Officer
Alliance Bank Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At Alliance Bank, we build value through meaningful partnerships that extend beyond just competitive offerings.

As The Bank for Life, we support customers with tailored products, practical guidance and relevant solutions tailored to their life stage by ensuring that they feel understood, supported and financially confident at every point in their journey.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation and strong teamwork keep us at Alliance Bank agile amid changing expectations. Through digitalised workflows and personalised insights, we enhance efficiency and elevate customer support.

Anchored in our identity as The Bank for Life, every innovation is designed to enrich the customer journey and empower ambitions at each life stage.

And we always make sure to balance these new (digital) ways of working with a personal human touch.

THAM SEEN HAU
Head of Operations
Malaysiakini

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We understand that our price-conscious readers are highly selective and by leveraging in-depth audience research, we constantly enhance our content offering to ensure that we are delivering exactly what they need.

We also invest heavily in long-form exclusive investigative reports, which offer unique value and cannot be found anywhere else.

This high-impact journalism ensures that every subscription feels like a worthwhile investment.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Malaysiakini remains uncompromising in our mission to promote freedom of speech, social justice and democracy in Malaysia.

To sustain this vision, we leverage advanced social listening tools to deeply understand our audience and utilise AI to drive productivity and business growth.

This commitment to innovation ensures we remain not just relevant but resilient in an ever-changing media landscape.

LIONG VE LYN
Senior General Manager, Leisure & Hospitality
Gamuda Land Leisure Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

GL Play is a brand hub of digital and physical leisure attractions, curating lasting experiences from SplashMania Waterpark to FunPark.

We pioneered dynamic pricing in our online ticketing segment, enabling smarter, demand-led pricing and greater purchasing flexibility for consumers.

With age-segmented offerings and advanced digital purchase options, we empower diverse audiences from local and international markets with better value without compromising experience quality, making premium leisure more accessible, inclusive and responsive to evolving consumer needs.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation while retaining fun is at the core of GL Play's DNA. We reimagine leisure through technology and AI-driven insights via our Group-level partnership with Google Gemini, alongside collaborations with tourism bodies and travel-tech partners such as Trip.com Group and Klook to elevate the leisure ecosystem.

Guided by consumer insights and enhanced digital touchpoints, we adapt to evolving expectations while upholding service excellence subsequently driving brand relevance, operational agility and long-term customer loyalty.

WONG THEAN SOON
Group Managing Director
Zetrix AI Berhad
COMPARE by MyEG

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We've provided more flexibility for our customers. By aggregating real-time quotes from top insurers, we provide the transparency price-conscious consumers crave.

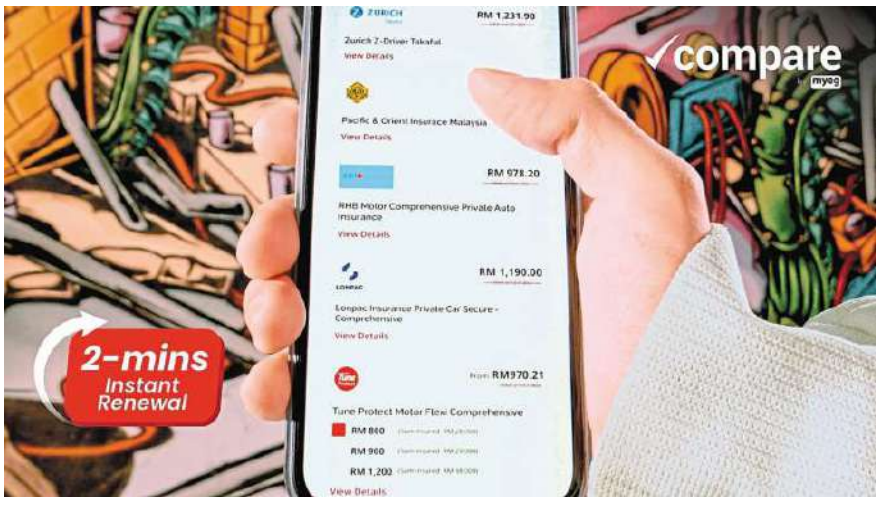
We've also introduced 0% Buy-Now-Pay-Later (BNPL) options to ease customer cash flow concerns.

So, whether premiums are at a lower or higher level, our customers get a choice in the amount they need to pay upfront.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at COMPARE by MYEG focuses on deep integration with partners and government agencies. By linking our comparison engine directly with JPJ databases, we provide instant verification and seamless road tax synchronisation.

This ensures clear and accurate information, allowing us to deliver value faster to customers, while remaining true to our role as a reliable, government-linked gateway that simplifies complex regulatory processes for Malaysian drivers.



PROF JOSEPH CHERIAN
Chief Executive Officer, President, Dean and Distinguished Professor
Asia School of Business (ASB)

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At the Asia School of Business, value is measured by outcomes – the life and career impact our education creates.

In a more price-conscious environment, we focus on delivering returns that endure. Our rigorous, immersive learning builds leadership capability, career agility and real-world impact, guided by a world-class faculty and our ethos of Global Inquiry, Local Heart.

By integrating Asia's business models, values and realities into our teaching and research, we ensure lasting relevance and value for our graduates – reaping returns even in a more price-conscious environment.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation is central to the Asia School of Business. We have adopted hybrid learning, digital tools, action-based projects and strong industry partnerships, while managing costs without sacrificing academic rigour.

Through integrated management and mindset labs, and the embedding of artificial intelligence, supply chains and sustainability into our curriculum, we continue to meet evolving learner expectations.

Above all, we remain true to our mission – developing transformative leaders to build a better future for Asia and the emerging world.

RODNEY WONG
Chief Executive Officer
Jack 'n Jill Cloud 9 – URC Snack Foods (M) Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Malaysian consumers have always sought quality when it comes to treats. That's why Jack 'n Jill Cloud 9 is committed to affordable indulgence – delivering rich chocolate taste at accessible prices, backed by meaningful value promotions and wide nationwide availability – so everyone can enjoy a satisfying treat without stretching their budget.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

We innovate where it matters. Jack 'n Jill Cloud 9 CrispyKrunch introduces a crunchy, multi-sensory bite, while the classic bar continues to deliver its much-loved taste.

New single-bar formats and pack optimisations further enhance accessibility and value, without compromising on quality.

NORA FAIRUZ SAHHARIL
Consumer Marketing Manager
Nestle Omega Plus

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Nestlé Omega Plus delivers proven heart-health benefits with ActiCol, a plant sterol clinically shown to help lower cholesterol by blocking its absorption.

Each serving provides 1.2g in plant sterols, reduced-fat nutrition, high calcium for bone strength and Omega 3 & 6 for heart support. With two daily servings and a healthy lifestyle, ActiCol helps to reduce cholesterol.

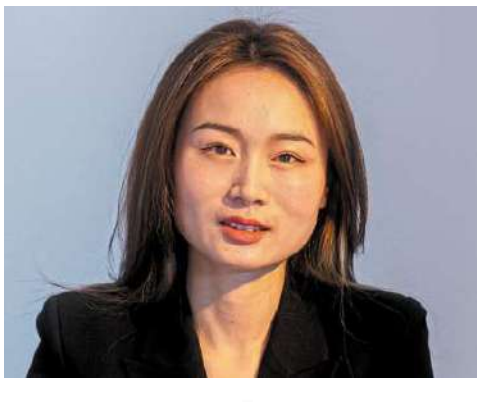
The range comes in powder and ready-to-drink formats to suit different needs and budgets.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation remains central to how Nestlé Omega Plus responds to market pressures while staying committed to supporting Malaysians' heart health.

By strengthening the ActiCol scientific proposition and expanding into more accessible formats like UHT, we ensure consumers enjoy heart-healthy nutrition at a range of price points.

This approach meets evolving habits from on-the-go consumption to cost-efficient at-home options without compromising the core benefit the brand stands for.



MONICA CHIN
Chief Marketing Officer
Jie Business Sdn Bhd (Oppo)

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At Oppo, people come first. Guided by this philosophy, the brand is committed to democratising innovation across its smartphone portfolio, ensuring advanced technology is accessible to more consumers.

From cutting-edge imaging and AI-powered photography to the intuitive, smart and seamless experience of Oppo's ColorOS operating system, core innovations are thoughtfully integrated across the range.

By making these technologies widely available, Oppo enables consumers to enjoy premium-quality experiences without compromise, empowering them to capture, create and truly Make Their Moment – regardless of budget.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Oppo's approach to innovation is driven by long-term collaboration and a shared sense of purpose.

By working closely with passionate individuals, creators and strategic partners such as MediaTek, the brand brings together resources, expertise and vision to enhance performance, efficiency and reliability. This collaborative model allows Oppo to manage costs responsibly while delivering the best of today's smartphone technology – ensuring innovation remains meaningful, sustainable and aligned with its core values.

UNIVERSITY OF CYBERJAYA™ (DU053(B))

PUTRA Aria BRAND AWARDS — THE PEOPLE'S CHOICE — GOLD 2025

CHANGEMAKERS, RECOGNISED IN GOLD

WHEN RECOGNITION IS JUST THE BEGINNING

This recognition is built on trust, belief, and shared purpose. Together, we continue shaping Changemakers.

University of Cyberjaya DU053(B)

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TAN CHIA CHENG
Managing Director
Acson Malaysia Sales & Service Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As a homegrown brand, we understand what Malaysians truly need. That's why we create cooling solutions, service solutions and products that are designed for the Malaysian climate.

Acson is committed to providing reliable comfort that Malaysians can trust.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

With R&D based in Malaysia, Acson continues to improve on inverter technology, fast cooling and energy savings.

Our team works to create better products that meet today's needs while keeping costs under control, staying true to our promise of reliable and efficient cooling.

TAM SIEW HAR
Head of Marketing – Germ Protection & Household Care
Reckitt Benckiser Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Vanish delivers outstanding stain removal with visible results from the first wash, helping consumers extend the lifespan of their clothing while reducing the need for costly replacements.

The brand ensures that effective fabric care remains accessible to every household by offering high-performing solutions across multiple price tiers.

This approach provides genuine value, long-term garment protection and meaningful savings at a time when affordability matters more than ever.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation remains core to Vanish. Our new Vanish Trigger product offers targeted stain removal with greater convenience, faster action and less wastage – maximising efficiency for consumers while maintaining the brand's promise of superior fabric hygiene.

This innovation allows us to respond to rising costs and consumers' evolving needs with smarter, more effective solutions that stay true to Vanish's purpose – helping clothes live longer and look their best.

FUJIN LIOW
Marketing Manager
TC Subaru Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Value today is about longevity. For price-conscious buyers, it means lasting quality. Subaru delivers this through Made-in-Japan engineering, built for durability and safety.

Every Subaru is developed on the Subaru Global Platform, combining strong structural rigidity with Subaru All-Around Safety, including EyeSight and Symmetrical All-Wheel Drive. The result is dependable performance and peace of mind – where every ringgit delivers confidence, protection and reliability for your family for years to come.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

We respond to rising costs by refining, not reducing. Our focus is on smarter innovation that improves efficiency within Subaru's core technologies – the Boxer Engine and Symmetrical All-Wheel Drive – while remaining firmly aligned with our Zero Fatalities safety vision. By progressively moving towards a fully Made-in-Japan line-up, we streamline processes without compromising quality.

Staying true to our identity, every Subaru continues to be a safe, capable and dependable choice, despite market challenges.

LIEW POOI WAN
Head of Marketing
Royal Salute

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Royal Salute reinforces value through rarity, provenance and experience rather than accessibility.

With strong royal origins and whiskies aged to a minimum of 21 years, the brand philosophy "we begin where others end", reminds consumers that it represents decades of patience and mastery.

Through elevated storytelling and curated experiences, private tastings, exclusive events and limited editions, Royal Salute remains a meaningful and justifiable choice for discerning collectors and connoisseurs.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

For Royal Salute, innovation means elevating expression without diluting heritage.

Rather than changing what we stand for, we innovate in how the brand is experienced.

Through the Polo and Fashion Collections, and collaborations with fashion houses and artists, we extend Royal Salute into culture and craftsmanship.

Bespoke and exclusive experiences allow us to stay selective and impactful, ensuring Royal Salute remains the pinnacle of luxury whisky with timeless appeal.

Magiclean
Works Magically

Kao
Kirei – Making Life Beautiful

PUTRA Aria
BRAND AWARDS
— THE PEOPLE'S CHOICE —
BRONZE
2025

Still Your Favorite, Year After Year.

With your unwavering trust, Kao Magiclean has once again been recognized at the Putra Aria Brand Awards 2025, bringing home the Bronze.

Awards are wonderful, but the true prize is being a part of your homes and your lives. This achievement is a testament to the bond we share with you, our Malaysian family.

Thank you for keeping us in your hearts for another incredible year.

@MagicleanMalaysia @magiclean.my @magicleanmy @kaomagicleanmalaysia

A little Magiclean is all it takes!

BRYAN FOONG
Airline Business (MAG) Chief Executive Officer
Firefly

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Firefly demonstrates value by focusing on the essentials that matter most to today's price-conscious travellers.

In addition to competitive fares, we provide an inclusive fare structure that covers core travel needs such as complimentary baggage allowance and refreshments, ensuring comfort without hidden costs.

Our dual-hub strategy at Subang Airport and KLIA Terminal 1 offers flexibility, convenience and seamless connectivity.

By combining transparent pricing, dependable schedules and friendly service, we deliver practical convenience and tangible value for travellers seeking affordability without compromise.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Introducing the Boeing 737-800 jets alongside our ATR fleet has enabled us to match capacity to demand while enhancing comfort and connectivity. Our dual-hub model strengthens regional access and synergy with sister company, Malaysia Airlines, improving efficiency and transfer options.

By innovating in fleet deployment and network strategy, Firefly adapts to rising costs and changing demand while staying true to its identity as a reliable and high-value regional connector.

JUSTIN LIM TIONG KIONG
Managing Director, Southeast Asia
Slumberland Marketing Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Slumberland Malaysia continues to demonstrate value by offering premium sleep solutions at accessible prices by ensuring consumers don't have to compromise on quality for affordability.

We highlight long-term durability, advanced sleep technologies and trusted craftsmanship to reassure price-conscious buyers that our products deliver lasting comfort and better sleep health.

Through transparent communication and meaningful promotions, we make premium sleep experiences attainable for every consumer.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has helped Slumberland Malaysia stay true to our quality promise even as costs rise.

We never compromise on materials, instead we expand our product innovations to cater to different needs and budgets. Our TempSmart and Vitalize series continue to perform strongly, offering advanced cooling and recovery benefits.

This variety allows us to maintain high standards while giving customers comfort options that truly fit their lifestyles.

CHEE SIEW PIN
Chief Executive Officer
Paramount Property Development Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Today's buyers are focusing on long-term practicality and lifestyle sustainability.

Guided by our "Design for Life" ethos, our developments feature efficient layouts, functional spaces and integrated township planning, thus reducing future modification costs and supporting homeowners through different life stages.

As The People's Developer, we listen closely to our buyers by ensuring every ringgit spent delivers a meaningful, lasting value through thoughtful design, quality craftsmanship and added lifestyle benefits.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation helps us navigate rising costs and changing demand by emphasising careful planning and efficient execution.

Through thoughtful development design and streamlined processes, we minimise rework while maintaining quality control.

This approach ensures that projects are delivered on time and to standard, allowing us, as The People's Developer, to provide buyers with homes that combine practicality, durability and lasting value.

MIKE XU
Chief Executive Officer
vivo Malaysia

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At vivo Malaysia, we recognise that consumers want smartphones that deliver real value without straining their budgets.

The X, V and Y series are designed to meet different needs, backed by strong local after-sales service.

With reliable performance, clear imaging and smooth systems, vivo ensures innovation remains practical and affordable, giving consumers confidence that their investment will truly last.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

For vivo, innovation is about making technology useful and accessible.

As costs rise and demand shifts, the focus remains on efficiency and experiences that matter most. Features such as ZEISS imaging, the stability of OriginOS 6 and AI enhancements deliver premium quality without unnecessary expense.

At the same time, we invest in local partnerships, reliable service and sustainable practices to ensure that vivo stays true to its identity as a brand that grows alongside consumers.

WONG HON WAI
Chairman, Penang Tourism and Creative Economy Committee
Penang Global Tourism

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We define value through meaningful, high-quality experiences rather than low prices alone.

We position Penang as a destination offering world-class food, heritage, nature and culture across multiple price points.

From affordable street food trails and heritage walks to community-based and eco-experiences, travellers enjoy authentic engagement.

By working with local SMEs and industry partners, we ensure experiences remain enriching, competitively priced and driven by value.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Our innovation is guided by one principle, which is progress without losing authenticity.

We adopt a data-driven digital marketing approach to deliver maximum impact with cost efficiency while harnessing public-private partnerships to share resources and scale outreach.

Product innovation focuses on experiential, agro-tourism, creative economy and sustainability-led offerings rather than price competition.

This approach strengthens resilience, meets changing demand and future-proofs Penang's tourism ecosystem while staying true to its heritage and soul.

KOH KOK MENG
Country Manager, Malaysia & Singapore
Danone Specialized Nutrition (Malaysia) Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Dumex has successfully navigated shifting consumer expectations over the last 68 years by combining nutritional credibility, accessibility and affordability with a strong social purpose.

In a climate where families are more price sensitive yet increasingly discerning about nutritional quality, Dumex Dugro stands out by delivering strong value without compromising on nutrition.

Its comprehensive portfolio, built around supporting Malaysian children's

brain development, growth and digestion continues to be a reliable choice for parents.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Dumex believes that nutrition and innovation are the foundation for lifelong health.

Beyond advocacy and partnerships, we continuously enhance our formulation with clinical studies.

The iron and vitamin C combination in Dugro supports iron absorption, while Dugro Sure Plus is an affordable milk for catch-up growth that is formulated based on expert recommendations.

JOHN MOLONY
Pro Vice-Chancellor and Vice-President (International)
Deakin University

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

From small moments of transformation to big ideas with global impact, Deakin University's new brand campaign "See the Wonderful Possible" invites audiences to look again and see the potential that exists everywhere.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

The "See the Wonderful Possible" campaign reflects the optimism and purpose that define the university, offering a glimpse of what is possible when curiosity, optimism, and purpose drive education and research, while revealing Deakin's real impact across communities and lives.

CHUA MEI XIN
Head of Marketing
Mead Johnson Nutrition MYSG

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Mead Johnson Nutrition has been involved in children's nutrition for over 120 years. We aim to support a healthy start in life with balanced nutrition that supports long-term brain development, cognitive growth and other essential needs.

Driven by this purpose, we continue to invest in research and innovation. We introduced DHA in children's milk formula in 2000 and milk fat globule membrane (MFGM) in 2017. Backed by science and innovation, Enfagrow A+ MindPro remains committed to building a healthier and brighter future for every child.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

With extensive experience in children's nutrition, Mead Johnson Nutrition continues to invest in research and innovation. Enfagrow A+ contains eight nutrients that support brain development, including DHA and MFGM Pro, designed to be provided in three daily servings.

ERIC CHENG
Co-founder and Chief Executive Officer
Carsome Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As spending becomes more deliberate, Carsome empowers both buyers and sellers to make informed decisions.

For buyers, transparent pricing and verified vehicle conditions minimise uncertainty and unexpected costs.

For sellers, data-driven valuations ensure fair market pricing.

By integrating key ownership considerations into the journey, Carsome helps consumers understand true value from the outset.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Carsome is driven by technology and data to deliver efficiency and consistency at scale. From inspections and pricing to operations, this enables us to manage costs while responding to evolving consumer needs.

By strengthening decision-making and delivery, we remain firmly anchored to our core principles of transparency, reliability and trust.

MIZAN MASRAM
Officer-in-Charge and Group Chief Business Officer – Retail Banking
Bank Islam Malaysia Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At Bank Islam, delivering value means more than competitive pricing.

Guided by fairness, transparency and shared prosperity, we provide Shariah-compliant solutions that address immediate financial needs while building long-term stability and resilience.

Through responsible, affordable and inclusive initiatives for all customer segments including underserved and vulnerable groups, we uphold our values, protect customer interests and uplift the communities we serve.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

By strengthening our digital capabilities across the organisation, we stay agile in meeting our stakeholders' evolving needs in a fast-changing environment.

We continue to grow responsibly and deliver long-term value for our customers and communities.

KAZLINA MOHD KASSIM
Brand and Insights Specialist
Safi

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As Malaysians become more mindful of spending, Safi continues to focus on delivering real, everyday value across the entire personal care routine, from skincare to haircare and body care, without compromising on quality or efficacy.

Backed by the Safi Research Institute, Malaysia's largest halal beauty and personal care R&D centre, Safi develops products that are halal-certified, science-backed and tailored for Asian needs. By prioritising high-quality, ethically sourced ingredients and smart formulation design, Safi ensures visible results at accessible price points.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has been central to how Safi navigates rising costs and changing consumer expectations without compromising on quality, efficacy or its halal principles.

Safi adopts a tiered portfolio strategy across categories, offering affordable daily essentials alongside higher-efficacy solutions. From targeted skincare ranges such as collagen peptide, PDRN, ceramide and retinol, to performance-led haircare, shower and deodorant innovations, consumers are able to trade up within the brand while staying within their budget and comfort zone.

Guided by consumer insights, social listening and trend forecasting, Safi's agile development process focuses on meaningful innovation and disciplined cost management.

By refining formulations and investing in technologies that deliver tangible benefits, whether longer-lasting fragrance, extended protection or enhanced skin care, Safi ensures its products meet modern expectations without unnecessary cost.

ANN LIM
Head of Brand & Communications
OCBC Bank (Malaysia) Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As a customer-centric brand, OCBC creates value for today's price-conscious consumers by enhancing accessibility and supporting long-term financial well-being.

Through intuitive digital experiences that reduce friction and costs, alongside tailored financial solutions, the bank helps customers optimise spending while building sustainable wealth.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Built on trust, stability and innovation, OCBC Malaysia leverages AI and technology to simplify banking, empower customers and strengthen financial prudence – enabling the brand to remain true to its identity while adapting to rising costs and evolving customer needs.

YEE PEK KUAN
Marketing Director, Malaysia & Singapore
Danone Specialized Nutrition (Malaysia) Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Dugro, as Malaysia's leading growing-up milk brand, delivers nutrition that supports children's healthy growth at an affordable price.

Since 2023, the brand has led national efforts to address anaemia caused by iron deficiency, which affects one in three Malaysian children.

With three glasses daily providing 100% of the iron requirement, Dugro helps ensure children receive essential nutrients for brain and physical development.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Dugro's science-backed innovation continues to meet the evolving needs of parents by strengthening two core pillars, which are brain development and physical growth.

Through superior formulations and purpose-driven initiatives like the Iron Strong Generation campaign, the brand delivers meaningful value while upholding its mission to support child nutrition.

These efforts enable Dugro to navigate rising costs and shifting consumer expectations, reinforcing its position as Malaysia's trusted and accessible nutrition brand.

DIANA BOO
Chief Marketing Officer
Boost

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Boost drives financial inclusion by making digital financial services accessible and seamless. With a digital-first approach and innovative solutions, we make everyday financial services more rewarding, relevant and inclusive for both individuals and businesses.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has helped Boost navigate rising costs and evolving customer needs while staying true to its mission of financial inclusion.

Through our employee-led innovation team FutureLab, we combine creativity, analytics and customer insights to develop solutions that address unmet needs, enabling the brand to scale efficiently without compromising its identity.

HOLIDAY TOURS

KHOR CHEW HONG
Executive Vice President – Consumer Travel, Operations & Partnerships
Holiday Tours & Travel Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Holiday Tours helps travellers make smarter spending choices by saving time and avoiding unnecessary costs.

Through clear guidance, efficient planning and meticulous attention to detail, the company reduces the stress and risks often associated with travel decisions.

Supported by experienced teams, this customer-first approach ensures every ringgit goes further—delivering smoother journeys and greater peace of mind.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Holiday Tours leverages technology to streamline travel planning while keeping personal service at its core.

Smarter systems allow our teams to respond swiftly to changes and focus on advising customers rather than managing complexity. This balanced approach allows the company to navigate rising costs and shifting demand while staying true to its identity as a trusted travel partner that puts customers first.

LORENZO

BRIAN CHUA WEI JUN
E-commerce Marketing
Ginova Marketing Sdn Bhd – Lorenzo

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Lorenzo has broadened its range beyond premium collections to include well-designed mid-range and affordable options that meet the needs of today's price-conscious consumers.

By maintaining consistent quality, practical design and reliable after-sales support across all tiers, the brand ensures customers can enjoy comfort and durability at price points that suit their lifestyle.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

At Lorenzo, innovation centres on smarter design and material optimisation.

By refining product structures and sourcing processes, the brand boosts cost efficiency without compromising comfort, quality or style, enabling it to manage rising costs responsibly while staying true to its commitment to well-crafted, functional home furnishings.

exabytes

CHAN KEE SIAK
Founder & Chief Executive Officer
Exabytes Group

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Exabytes has responded to growing price sensitivity by focusing on measurable value and cost efficiency. By offering right-sized digital solutions, the company bundles essential services such as domains, hosting, email, websites, e-commerce, cloud, security and AI into scalable plans, reducing businesses' dependence on multiple vendors.

Coupled with local support and practical guidance, this integrated approach helps businesses manage costs, minimise downtime and achieve stronger returns on investment through more efficient and secure digital operations.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has enabled Exabytes to manage rising costs and evolving demand without compromising its core purpose of making reliable digital capabilities accessible to growing businesses.

Through the use of AI-powered tools, the company streamlines operations, while scalable cloud solutions allow businesses to adjust resources in line with demand.

At the same time, built-in cybersecurity helps prevent costly disruptions, reducing total ownership costs.

This approach reinforces Exabytes' position as a trusted digital partner.

Edelweiss

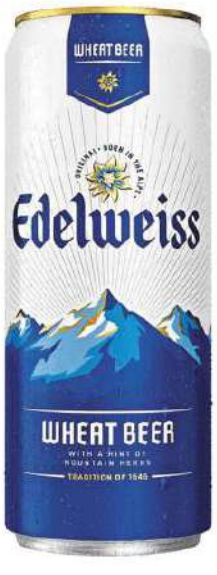
JOYCE LIM
Marketing Manager – Wheatbeer, Stout & Diageo Brands
Heineken Malaysia Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Edelweiss demonstrates value by championing moments of unwinding that fit naturally into everyday life. The brand offers a distinctive experience that feels worth choosing by allowing consumers to enjoy quality and pleasure even while being mindful of their spending.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation for Edelweiss is about relevance, not reinvention. Through taste-led innovation, flavour extensions and mixology-inspired collaborations, the brand responds to changing demand while preserving its soft, premium identity and remaining distinctive without compromising what it stands for.



NEUROPOWER

PHANG YI KHAI
Chief Executive Officer
Neuropower (M) Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As market conditions shift, our responsibility is to help customers invest wisely, not reactively.

At our company, we design power protection solutions that anticipate long-term operational demands, not short-term cost savings.

By focusing on resilience, efficiency and system longevity, we enable organisations to safeguard critical infrastructure while managing costs sustainably and turning power protection into a strategic asset rather than an expense.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

I see innovation as a way to make our customers' lives easier, not just to build new products.

Rising costs and changing demands challenge us to think creatively by finding smarter, more efficient solutions and offering support that truly protects what matters.

By staying true to our promise of

reliability and practicality, we help businesses operate confidently, save wisely, and navigate uncertainty with peace of mind.

mudah.my

JACKY TAN NGUYEN
Chief Executive Officer
Mudah.my Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Mudah.my connects Malaysians directly with no middleman markups or retail margins.

When a family sells their Myvi or preloved furniture, the savings flow straight to the next owner. With six million Malaysians visiting monthly, this creates a natural price competition.

"Pilihan Terbanyak, Harga Terbaik" isn't just marketing, it is the math of peer-to-peer commerce working in the consumers' favour.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Our innovation focuses on efficiency at scale. Managing over two million live listings and six million monthly visitors could easily create complexity, but we've invested in AI search and smart recommendations so finding the right item stays effortless.

Our identity has always been about being "mudah" as the name says. Innovation simply means keeping that promise as we grow.

SIGNATURE
TOTAL HOME & LIVING SOLUTIONS

LAU KOCK SANG
Group Chief Executive Officer
Signature International Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At Signature, value is reflected in the confidence and experience delivered to customers. Through its Total Home Living Solutions ecosystem, the brand brings together design expertise, quality materials and professional execution into a seamless journey.

This end-to-end approach reduces complexity, minimises costly revisions and ensures lasting durability, enabling homeowners to invest with confidence in spaces that are well designed, functional and supported by a trusted brand throughout their living journey.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation is central to Signature's brand DNA and long-term resilience.

Through continuous product development, we introduce smarter, more functional living solutions.

By integrating AI-enabled design tools and smart manufacturing technologies, the company enhances precision, efficiency and quality.

Supported by service excellence across the customer journey, these innovations allow it to meet evolving market expectations while remaining true to its position as a trusted leader in total home living solutions.

SEA HORSE

WU YAU CHING JAMES
President and Founder
Sea Horse Sdn Bhd

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Sea Horse Mattress meets the needs of price-conscious consumers through product innovation and modern sales strategies with a focus on quality.

Customised mattresses with advanced materials ensure affordability and personalisation. Using live-streaming and key opinion leader (KOL) collaborations have enhanced convenience and accessibility.

Committed to safe materials, durable craftsmanship and transparent pricing, we balance cost-efficiency with quality, earning customer trust and loyalty through exceptional value and reliable after-sales service.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Seahorse stays relevant through continuous learning and innovation.

AI upgrades improve efficiency and quality, while eco-friendly practices like recycled materials and low-carbon factories provide a competitive edge. Seahorse leads in eco-friendly, glue-free mattresses and sofas with antibacterial fabrics.

Owning factories, bulk purchasing and streamlined processes reduce costs while maintaining quality. A seamless O2O system enhances convenience, enabling us to deliver value and stay true to our identity.

RADIUM
BUILDING GOOD

DATUK GARY GAN
Group Managing Director
Radium Development Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

We believe value is not only price per square foot but also thoughtful design and long-term liveability.

We provide value by focusing on efficient layouts, strong connectivity and community-centric features that enhance everyday living for all segments of society.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

As a guiding principle, innovation is integrated into whatever we do.

We adopt smarter construction methods, digital tools and sustainable practices to manage costs without compromising quality, and have platforms like RadiumX, which enhance transparency and engagement with our communities.

JOHNNIE WALKER

MADHAN RAMASUBRAMANIAN
Marketing Director
Diageo Brands, Malaysia & Singapore

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Johnnie Walker delivers value by offering choice without compromise.

Our tiered portfolio allows consumers to enjoy trusted Scotch across different price points and occasions.

Festive value-added packs (VAPs) and bottles in various sizes provide meaningful options for gifting and everyday enjoyment, keeping the brand relevant while reinforcing long-term equity.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Johnnie Walker uses innovation to meet evolving consumer expectations while preserving its "Keep Walking" spirit, with sustainability-focused initiatives such as reducing packaging and improving operational efficiency helping to lower costs.

Simultaneously, digital engagement, interactive activations and tailored tasting experiences allow the brand to connect with consumers in meaningful ways.

WAN AMIR-JEFFERY BIN WAN ABDUL MAJID
Group Chief Executive Officer
Duopharma Biotech Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

Flavettes addresses evolving consumer needs for solutions that balance quality and value.

With a wide selection of formats and pack sizes ranging from effervescent and chewable tablets to convenient sachets, Flavettes provides flexibility by allowing consumers to choose options that suit their lifestyles and budgets. By delivering consistent quality, proven efficacy and affordability, Flavettes makes daily consumption a smart and practical choice.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation enables Flavettes to deliver smarter solutions that respond to rising costs and evolving consumer expectations.

Through optimised formulations, efficient packaging and nutrient-dense supplements in convenient formats, we maximise value while managing costs responsibly.

This approach allows us to meet changing demand for quality, convenience and affordability while staying true to our identity.

TAN POH LING
Vice President – Marketing
Kao (Malaysia) Sdn Bhd
Kao Magiclean

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

As consumers become more discerning and value-driven, Magiclean continues to champion solutions that deliver superior performance without compromise.

By staying committed to value for money offerings, the brand reassures shoppers that they can achieve effective and high-quality cleaning at an accessible price point.

This purposeful balance of efficacy and affordability not only addresses current consumer sensitivities but also strengthens Magiclean's position as a trusted everyday essential in Malaysian homes.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation has enabled Magiclean to stay competitive even as costs rise and consumer expectations evolve.

By adapting to changing demands, the brand continuously seeks the right balance between managing internal cost pressures and delivering products that meet or exceed consumer needs.

This approach ensures Magiclean remains true to its identity of providing practical and effective cleaning solutions while staying agile in a dynamic market.

CHEW WEI BOON
Network Manager
MY FM / Melody / Goxuan / Raaga

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At MY FM, we deliver high-value entertainment and everyday companionship. Through multi-platform content, interactive on-air rewards and community-driven events, we offer listeners both value and emotional connection during challenging times.

For advertisers, our hyper-local reach makes MY FM the most cost-effective bridge to Malaysia's largest Chinese audience. More than a broadcaster, we enrich daily lives with efficiency and impact.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

At MY FM, innovation means digitising our core – evolving from traditional radio into a multi-platform content engine. This allows us to focus on what matters most – authentic companionship.

From viral social content to heart-warming campaigns, we remain the country's top choice by staying technologically agile and emotionally resonant.

DATUK SERI DANIEL CHIANG FONG SENG
Executive Vice Chairman / Group Chief Executive Officer
Bonia Corporation Berhad

How has your brand demonstrated value in a way that speaks directly to the needs of consumers who are now more price-conscious?

At Bonia, we demonstrate value through timeless design, meticulous craftsmanship, and versatile products. By creating pieces that endure beyond fleeting trends, we offer consumers thoughtful investments rather than short-term purchases.

Our accessible luxury positioning, carefully curated collections and meaningful in-store experiences ensure that every Bonia item delivers lasting style, functionality and emotional value – an approach that resonates strongly with today's more price-conscious shoppers.

How has innovation helped your brand navigate rising costs and changing demand while staying true to your identity?

Innovation at Bonia, enables us to adapt without compromising our core identity.

By embracing smarter material sourcing, refined design processes and streamlined operations across our internal systems and omnichannel distribution, we navigate rising costs while enhancing customer engagement. Through reimagined store experiences, compelling storytelling and versatile products, Bonia remains modern, efficient and relevant – always anchored in craftsmanship and timeless European-inspired design.

The team Tropicana Corporation, led by group managing director Jeffrey Tan (holding award) and marketing, sales and business development managing director Ixora Ang (at Jeffrey's right) with a silver in Property. With them are Mun (at Ang's right), SMG chief operating officer Lydia Wang (sixth from right) and Kien Eng (far right). Photos by —AZHAR MAHFOF, IZZRAFIQ ALIAS, FAIHAN GHANI, YAP CHEE HONG/The Star.

University of Cyberjaya vice chancellor Professor David Whitford (middle, holding award) and team won a gold in the Education and Learning category. Observing is 4As council member LV Chong (far right).

With the awards night being near to the Lunar New Year, everyone tucks into the yee sang dish before the ceremony proceeds.

Kao (M) Sdn Bhd marketing vice president Tan Poh Ling (in blue dress) and her team with a bronze award in Household Products category.

Malaysia's best brands take the spotlight

Alliance Bank group chief strategy and transformation officer Dr Aaron Sum Wei Wern (in suit) with his team holding the silver award in Banking, Investment and Insurance.

Management and Science University senior vice president Datuk Rosli Yusof with a gold award in Education and Learning.

TOP Malaysian brands took centre stage at the Putra Aria Brand Awards (Paba) on Jan 22, where 182 awards across 24 categories were presented at the Majestic Hotel Kuala Lumpur.

A total of 181 brands were recognised with gold, silver and bronze accolades, reflecting strong consumer confidence across a wide range of sectors.

Winners were determined through a comprehensive consumer study conducted by global market research firm Ipsos, which analysed more than 50,000 responses from consumers nationwide collected via over 60 online channels.

Organised by the Association of Accredited Advertising Agents Malaysia (4As), the awards were held in collaboration with Star Media Group (SMG) as the official media partner.

4As president Tan Kien Eng said the awards were designed to honour brands that have successfully innovated while maintaining a strong connection with the public.

"Trust, as we know, is fragile; it cannot be bought and must be built over time through authenticity, purpose and consistency. "We want to honour brands that have done exactly that, remaining relevant and innovative without losing their values or their humanity.

"To the brands recognised in this award, congratulations, you have earned the trust of Malaysians – the highest accolade of all," he said in his speech.

Meanwhile, 4As Malaysia senior adviser and Putra Brand Awards organising chairman Datuk Johnny Mun said Paba was created to empower consumers by helping them identify and choose brands that resonate most closely with them.

"Brand-building is a long, painstaking process of nurturing, brand love and care.

"Thus, winning consumers' hearts is a journey and as with any journey, the ups and downs are part of the trek that makes eventual success meaningful and sweet.

"This is why the introduction of Paba has always been to recognise, celebrate and award brands and brand builders for their efforts in their discipline," he said.

Malaysia External Trade Development Corporation (Matrade) deputy chief executive officer (export acceleration) S. Jai Shankar said the awards highlighted the importance of brands forging deep emotional connections with consumers.

"A strong brand is a promise kept over generations and we believe that a brand which wins at home is a brand that is ready to win abroad.

"Thus, branding cannot be viewed as merely a 'marketing expense' but as a critical engine for international growth.

"We urge brands to integrate branding into their export promotion strategies, so when you step into new markets abroad, your brand equity, reputation for quality and resilience will open doors before your product even hits the shelves," he said.

Mydin executive director Datuk Murad Ali Mydin (second from left) and his team gesturing to the company's logo. Mydin received a silver for the Retail category.

The Lalamove team, headed by managing director Jane Teh (holding trophy) celebrating their golden win in the e-Commerce category.

Gintell general manager Mac Chung (holding award) won a gold in the Home Improvement Products and Stores category. With him is 4As council member Yamauchi.

The Great Eastern Life Assurance team, headed by chief marketing officer Edwin Lee Wai Kidd (fourth from right) with their gold award in Banking, Investment and Insurance category. With the team are Wang (third from right) and Kien Eng (far right).

Guardian Health and Beauty PR and Events senior manager Jennifer Wong (left) receiving the gold award in Retail category from 4As vice president Kristian Lee.

Sun Life Malaysia Takaful CEO Azam Yusof and team, with a silver award in Banking, Investment and Insurance category, with Wang (second right), Kien Eng (far right) and Mun (far left).

Tune Talk marketing head Jill Yeap (fifth from left) and her team with a silver in the Communication Networks category. With her are Mun (far left), Wang (sixth from left) and Kien Eng (far right).

Ajinomoto (Malaysia) Bhd chief sales and marketing officer Akihiko Nozaki (holding the award) and team won a bronze in the Foodstuff category.

The Boost app team, headed by chief marketing officer Diana Boo (sixth from right), receives a bronze award from Ipsos interim country director Evelyn Tan, for the e-Commerce category as Lee (far right) looks on.

The team from Coca-Cola, represented by marketing director Singapore, Malaysia Chrystian Lim (middle with award) holding up the gold they won in the Beverage - Non Alcoholic category.

(From left) Putra Aria Brands Awards 2025 guest Amperstand Advisory CEO and co-founder Sandeep Joseph with 4As representatives Jasmin Omar Jayaseelan, Kristian Lee, Evelyn, emcee Stephinie Tan, Mun, 4As CEO Andrew Lee, Shankar, Kien Eng, Wang and Yamauchi, lining up for a picture.

PUTRA BRAND AWARDS | PUTRA Aria BRAND AWARDS

CHAMPIONING BRANDS SINCE 2010

THE PEOPLE'S CHOICE

THANK YOU MATRADE

We greatly value your continued partnership in championing brands with us. Your presence and support at the recently-celebrated 2025 Putra Aria Brand Awards and Putra Brand Awards is truly an honour money cannot buy.

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