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#### BRAND FINANCE TOP 50 LIST

# TNB IS 3RD STRONGEST UTILITY BRAND GLOBALLY

Firm lauded for service, strong community support during Covid-19 crisis

#### KUALA LUMPUR

**T**ENAGA Malaysia Bhd (TNB) is the world's third strongest utility brand and Asia's second after Kepco of South Korea, according to Brand Finance's latest list of "Top 50 Global Utility Brands 2020".

London-based Brand Finance said TNB was the only Asean utility brand in the ranking, making it the most valuable utility brand

in Asean.

"TNB, valued at US\$2.74 billion, had a brand value increase of over 10 per cent and managed several other achievements, leading it to the forefront of the utility sector brand rankings globally," Brand Finance said yesterday.

TNB, however, did not make it into the top 10 list of Brand Finance's most valuable brands although it was one of only eight "AAA"-rated utility brands worldwide.



Brand Finance says Tenaga Nasional Bhd, valued at US\$2.74 billion, has a brand value increase of over 10 per cent.

China's State Grid Corp retained its title as the world's most valuable utility brand for the third consecutive year, after recording an 11 per cent brand value increase to US\$57 billion.

Next was EDF Group of France, whose brand value eased 1.6 per cent to US\$11.91 billion.

A majority of the brands had increased their brand values and brand strengths, said Brand Finance.

Brand Finance managing direc-

tor (Asia Pacific) Samir Dixit said the strength and value of a brand is the true reflection of the management focus and returns on investments.

Dixit said TNB has done extremely well in establishing a strong and competitive brand.

"The key challenge will be to retain and grow the brand strength and the brand value."

He said TNB has continued to focus on the business and the people aspects during the Covid-

19 pandemic with uninterrupted service and strong community support via donations to states and hospitals.

"While the sector may not be as negatively impacted by the Covid-19 pandemic, challenges will remain plentiful with a global shift in demand towards clean energy."

"Only brands that embrace and lead the clean energy challenge will be the winners in the long term," he added.

**VALUATOR**

Company(Brand)	Mention	Tone	ROI
Bername - MREM (Bernama - MREM 6)	2	0	RM 0
Covid- 19 - Malaysia (Covid- 19 - Malaysia)	1	0	RM 0
Électricité de France S.A. (Électricité de France S.A.)	1	0	RM 0
Korea Electric Power Corporation (Korea Electric Power Corporation)	1	0	RM 0
Star Reacher - Coronavirus (Star Reacher - Coronavirus)	2	0	RM 0
Sustainable Energy Development Authority Malaysia (Sustainable	2	0	RM 0
Tenaga Nasional Berhad (TNB) (Tenaga Nasional )	8	0	RM 0