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## Petronas ranks among top green brands

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### ENERGY TRANSITION STRATEGY

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**KUALA LUMPUR:** Petronas ranks among the top national brands for sustainability perception in the Brand Finance Sustainability Perception Index 2026.

The index highlights brands viewed globally as having the strongest commitment to sustainability.

It also underscores the growing role of sustainability in shaping consumer demand and brand value among the world's largest companies.

Based on the latest iteration covering 48 sectors, 24 saw a decline in sustainability influence between 2025 and 2026, compared with 38 in the previous cycle.

Brand Finance research highlighted Petronas' enhanced sustainability perceptions, driven by continued investments in low-carbon energy and community development.

In late 2025, the national oil company advanced its energy transition strategy through expanded carbon capture and storage (CCS) projects.

It also strengthened hydrogen and renewable energy portfolios in Asia, and accelerated emission-reduction efforts aligned with its Net Zero Emission by 2050 ambition.

Brand Finance Asia Pacific managing director Alex Haigh said: "Petronas stands out across environmental, social and governance perceptions, reflecting how sustained investment in the energy transition and community development can translate into stronger brand equity."

"More broadly, while sustainability remains an important driver of brand choice, our data shows its influence is beginning to stabilise."

"The reduction in sectors experiencing decline suggests that while some markets are seeing signs of an ESG backlash, its impact may be reaching a plateau rather than accelerating."

The index also showed that Tenaga Nasional Bhd improved its environmental perceptions by expanding renewable energy, including large-scale solar and cross-border

green energy exports under the Asean Power Grid.

It also reduced coal dependency and modernised grids.

Maybank reinforced its social impact through expanded Maybank Foundation programmes, focusing on empowerment, inclusion, and sustainable livelihoods.

The index also showed that Dutch Lady Milk Industries Bhd stood out for governance following the launch of its "Transforming Schools, Nourishing Minds" programme with the Education Ministry and Yayasan Didik Negara.

The initiative provides subsidised milk, classroom upgrades and digital tools nationwide through 2029.

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