



SIARAN AKHBAR PRESS STATEMENT

S.A 2017/03/17 (HQ)

TNB'S RANKING SURGES IN GLOBAL TOP 50 UTILITY BRANDS

Tenaga Nasional Berhad (TNB) rose 15 spots to be ranked at 24th among Brand Finance's Global Top 50 utility brands in 2017 or Utilities 50 (2017).

This represent a significant jump of 33 percent for the national utility corporation's brand value of USD1.583 billion from USD1.187 billion in 2016.

The London-headquartered Brand Finance, in its latest annual report on the world's most valuable utilities brands described TNB as the fastest growing brand in the Utilities 50 list.

TNB's surge in ranking was achieved despite more than half of the brands in this year's list have declined in value, including the top three i.e. Engie (France), EDF (France) and Enel (Italy).

Brand Finance also noted that TNB's transformation program 'Reimagining TNB' and its moves to secure generation capacity internationally like the recent acquisition of a 30 percent stake in India-based GMR Energy Ltd (GEL) as the right steps that could yield further growth.

Among other Asian utilities listed in Brand Finance Utilities 50 are KEPCO of South Korea in 5th place, TEPCO (Japan-11th), Chubu (Japan-18), KOGAS (South Korea-19), Kansai (Japan-30) and Tata Power (India-47).

The Utilities 50 brand valuation report offers a cost-effective way for companies to gain a better understanding of their position against competitors.

Brand Finance, a branded business valuation and strategy consultancy values over 3,500 brands across all sectors and geographies every year.

Released in Kuala Lumpur on March 21, 2017 at 1:15 pm

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