



PRESS STATEMENT

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TNB CLINCHES THIRD BRAND OF THE YEAR AWARD

TNB was conferred with the prestigious Brand of the Year 2019 award at the World Branding Awards held in London recently. It won a similar award for the power category of the national winners (Malaysia) in 2014 and 2018.

Only 318 brands were declared as winners at this year's ceremony from over 3,300 brands from 41 countries nominated. Winners were judged through three streams of Brand Valuation (30%), Consumer Market Research (40%), and Public Online Voting (30%).

Only six companies from six countries received awards for the power category of the national winners. For Malaysia, a total of 14 companies received various categories of national awards.

"We are deeply honoured for this third Brand of the Year award as it reflects positive sentiments for TNB's strong commitment to enhance relationship and reputation with our stakeholders.

"As the pride of the nation for more than 70 years, this award is a testament that our services have again been recognised both locally and internationally," said TNB Chief Corporate Officer Datuk Wira Roslan Ab Rahman.

"This year's win will surely encourage TNB's 35,000 strong employees to work harder to maintain the trust of our 9.6 million customers with the best customer and brand experience.

"Moving forward, we are powering ahead with our transformational plan, Reimagining TNB, to achieve operational and financial excellence as well as to deliver greater value to our customers," he added.

The 2019 edition of the World Branding Awards was the 10th ceremony organised by the World Branding Forum, a global non-profit organisation based in London.

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TNB Head (Public & Internal Relations) Group Corporate Communication, Ir. Shah Nawaz Asan Gany received the award from World Branding Forum Chairman Richard Rowles at Kensington Palace, London.