

MEDIA

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Why We Engage

- Media plays a crucial role in the dissemination of precise and correct information to stakeholders and the public
- Media can enhance Malakoff’s brand visibility and reputation
- Media can strengthen Malakoff’s values and credibility among shareholders, stakeholders and the public

How We Engage

- Media engagement/networking sessions
- CSR collaboration programmes
- Festival wishes
- Media events (casual and sporting events)
- Media advertorial and news coverage spots
- Awareness programme - Malakoff Amazing Hunt

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Value Created for Media

- Transparency in our financial and non-financial reporting
- Concerns are addressed transparently
- Correct information shared with shareholders, stakeholders and the public

Value Created for Malakoff

- Increase publicity and visibility
- Enhance brand value and reputation
- Effective public relations and communication strategy

Key Concerns Raised

- Update on business portfolio/strategies
- ESG concerns
- Governance
- Leadership
- Business partnerships
- Financial performance

Our Responses

- Transparent information shared with shareholders, stakeholders and the public
- Fact sheets, statements, press conferences and media briefings
- Share current updates on business strategies, financial and non-financial achievements and collaborative initiatives via press releases

Risks

- Information shared with the public could be ruined by negative or inaccurate media coverage
- Negative social media coverage/comments may hurt public image

Opportunities

- Enhance relationships with key media members will assist in channelling updated and accurate information to shareholders, stakeholders and the public
- Attend to media inquiries on related topics for media input