

## PRESS RELEASE

EMBARGOED FOR RELEASE UNTIL 1600 Hrs, 31 MAY 2023

Wednesday, 31 May 2023

## Malakoff unveils bold rebranding effort, signalling its commitment to sustainability

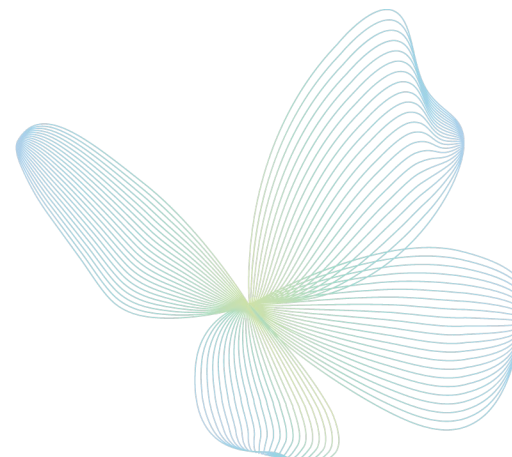
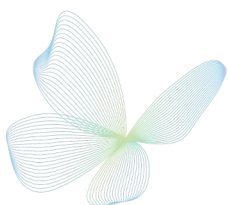
**KUALA LUMPUR:** Malakoff Corporation Berhad (“Malakoff”), an established player in the energy sector and leader in waste management, proudly announced its groundbreaking rebranding initiative marking the company’s forward-thinking journey towards sustainability and a greener world.

Malakoff’s rebranding, encompassing a fresh visual identity and renewed business purpose, builds on the company’s ongoing strategic transformation to shape a greener future. This pivot to greater sustainability is underscored by the company’s resolve to remain relevant to the evolving needs of consumers and businesses. By aligning its core business practices with Environmental, Social and Governance (ESG) principles, Malakoff is dedicated to minimising its environmental footprint, developing renewable energy solutions, and promoting responsible environmental stewardship.

The launch of its rebranding initiative was officiated by YB Nik Nazmi Nik Ahmad, Minister of Natural Resources, Environment and Climate Change; and Tan Sri Datuk Dr. Ir. Ahmad Tajuddin Ali, Chairman of Malakoff Corporation Berhad.

“Sustainability has become everyone’s priority, from policy makers to end-users. While Malakoff has always been socially and environmentally conscious, we believed that this was an ideal time to step up and refine our purpose and streamline our values. This rebranding exercise signals our commitment to spearheading the global green revolution, and champion the government’s efforts at transitioning to a circular economy. Our core pillars are directly aligned with Environmental, Social, and Governance — or ESG — principles, as well as the United Nations’ Sustainable Development Goals (SDGs) and Malaysia’s own environmental ambitions. With our focus on the planet, people, and prosperity, as encapsulated by our tagline of “Enhancing Life, Enriching Communities”, we aim to make a profoundly positive impact on Malaysia and beyond,” said **Tan Sri Datuk Dr. Ir. Ahmad Tajuddin Ali**.

In support of Malaysia’s goal of achieving net-zero emissions by 2050, Malakoff is determined to lead the transition to become a more environmentally-friendly and sustainable company. Commending the Company’s efforts, **YB Nik Nazmi** said, “While the government is in the midst of developing policies that will accelerate our transition to carbon neutrality, we are reliant on the cooperation and inventiveness of all stakeholders. With this context, Malakoff’s refreshed business direction is an outstanding example of how established players like Malakoff can lead the charge towards enabling a sustainable future with newer and more sustainable energy and environmental solutions.”



Established in 1975, Malakoff is Malaysia's largest independent power producer and has carved out a stellar reputation with its track record of profitability and results-driven efficiency. After its acquisition of Alam Flora Sdn Bhd in 2019, the company also became one of the country's largest environmental services providers, managing 5,748 tonnes of waste daily. At the heart of Alam Flora's role to preserve the sustainability of the planet and resources lies its recycling initiatives. Through its various education, awareness, and community campaigns, the company plans to achieve 15-20% recycling rate by 2025.

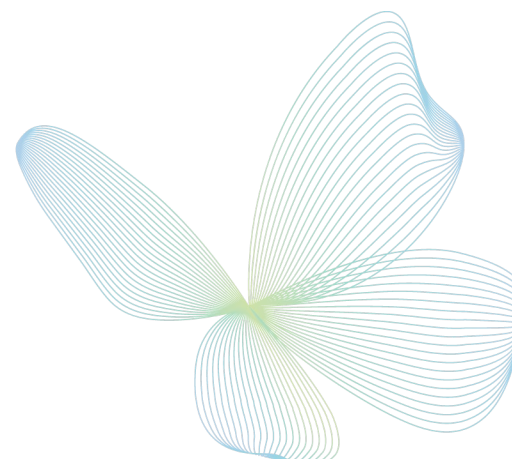
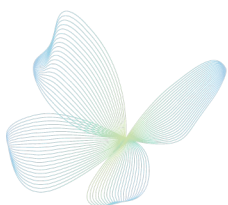
Malakoff's renewed direction has steered it to diversify its portfolio of businesses with a greater emphasis on renewable energy and comprehensive environmental solutions by creating three new brand entities under its new brand architecture. These are **Malakoff Green Solutions** for renewable energy through solar, small hydro and carbon free mobility infrastructure; **Malakoff Environmental Solutions** for recycling, marine waste, hazardous waste, waste management, water desalination and waste-to-energy projects; and **Malakoff Energy** for power, gas, and district cooling solutions.

This pivot in business direction towards sustainability and a circular economy is captured in Malakoff's new corporate identity by the three fins representing its focus on people, planet and prosperity. The new logo underscores the establishment of the three new entities fulfilling its aspiration to be a champion driving a sustainable future through collaboration and partnership with relevant parties.

Guided by the United Nations' SDGs, Malakoff has further set ambitious internal targets to signal its commitment to sustainability. These include decarbonisation efforts aimed at reducing greenhouse gas emissions intensity by 30% by 2031; increasing revenue from renewable energy and environmental solutions by 50% within the next decade.

With this transformation, Malakoff aims to shape the energy and environmental sectors of the future by redefining what is possible. By embracing the promise of sustainability, Malakoff is committed to working towards a world of clean and dependable energy, environmental conservation, and thriving communities.

- End -



**ABOUT MALAKOFF CORPORATION BERHAD**

A sustainably -driven multinational energy generation and environmental solutions company, Malakoff is committed to enhancing lives and enriching communities. It is Malaysia's largest Independent Power Producer ("IPP") with an effective generating capacity of 5,342 MW and effective renewable energy with generating capacity of 40 MW. Through its subsidiary, Alam Flora Sdn Bhd, Malakoff is also one of the country's leading environmental services companies, managing solid waste volume of 5,748 tonnes per day.

Malakoff has established an international footprint of innovative solutions, notably through its power generation and water desalination ventures in Saudi Arabia, Bahrain, and Oman.

Currently in its next transformational stage, Malakoff is driving change to realise the nation's ambitions of carbon neutrality and a circular economy through its three core entities; Malakoff Green Solutions for renewable energy through solar, small hydro and carbon free mobility infrastructure; Malakoff Environmental Solutions for recycling, marine waste, hazardous waste, waste management, water desalination and waste -to-energy projects; and Malakoff Energy for power, gas, and district cooling solutions.

In its pursuit towards a cleaner and greener world, Malakoff is dedicated to fostering collaboration, sharing knowledge, and leveraging collective expertise to create a more sustainable and resilient future for all. For more information about Malakoff, please visit [www.malakoff.com.my](http://www.malakoff.com.my).

---

For further information, please contact:

**Suriati Mohammad Mokhtar**

Head, Group Communications & Branding

Malakoff Corporation Berhad

Mobile: +6012-226 5799

Email: [suriati.mokhtar@malakoff.com.my](mailto:suriati.mokhtar@malakoff.com.my)

