



News Release
For Immediate Publication

11TH YEAR WIN FOR NIPPON PAINT

- *PLATINUM AWARD FOR READER'S DIGEST TRUSTED BRANDS AWARD MALAYSIA 2016*
- *PAINT COMPANY OF THE YEAR AWARD 2016 & PRODUCT INNOVATION LEADERSHIP AWARD 2016 FROM FROST & SULLIVAN*

Kuala Lumpur, 25 May 2016 – Nippon Paint Malaysia Group (“Nippon Paint”), Malaysia’s number one total coatings solution provider received the Platinum Award, the highest recognition under the Paint category for the Reader’s Digest Trusted Brands Award Malaysia 2016, marking its 11th year in winning this award since 2006. Nippon Paint was also recently awarded the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016 by Frost & Sullivan.

The Trusted Brand Rating (TBR) for the Reader’s Digest Trusted Brands Award Malaysia 2016 is calculated by combining the average scores from the six pillars of trust and the number of people rating each brand. The six pillars of trust include - Trustworthiness & Credibility, Quality, Value, Understanding of Customer Needs, Innovation, and Social Responsibility. For Nippon Paint to be awarded with Platinum, its TBR is required to be at least 1.6 time the second placed brand. An overall increase in the TBR score resulted in Nippon Paint Malaysia Group’s step up from last year’s Gold award.

“We are honoured with the recent wins and we will continue to stay focused on 2 key areas - innovation and our customer. Our high magnitude of trust by Malaysians will make us strive even harder to serve our customers better. Moving forward, in living our mantra as “The Coatings Expert”, we will continue to place strong emphasis in Research and Development activities and introduce new innovative coatings, in both the functional as well as aesthetic categories to serve the needs of our consumers,” said Mr Yaw Seng Heng, Group Managing Director of Nippon Paint Malaysia Group.

Leveraging on its leadership position as Malaysia's leading total coating solutions provider and driven by the philosophy of enhancing life through innovation, Nippon Paint was the first to introduce odourless paint, which has become an industry standard practice. It had introduced various innovations such as Odour-less AirCare which can improve indoor air quality by absorbing harmful formaldehyde, as well as Weatherbond Solareflect that reduces external surface temperature by up to five degrees Celsius for better indoor comfort. Most recently, the company launched Malaysia's first anti-viral coatings that inhibits the growth of viruses that causes H1N1 and Hand, Foot, and Mouth Disease (HFMD). Nippon Paint also pioneered the Total Green Solution philosophy to offer sustainable coatings innovation for buildings that also contributes to the scoring of green building accreditation tools.

“Overall, our vision is to elevate coatings to beyond just colours. We believe in reinventing the coatings category to raise the profile of functional benefits of coatings, coatings that contribute to a building inhabitant's comfort – beyond merely just its aesthetic values,” concluded Yaw.

In line with its brand and corporate repositioning from “The Paint Expert” to “The Coatings Expert”, Nippon Paint signalled to its stakeholders that it has the capability to serve multi-segments such as Architectural, Protective, Industrial, Automotive and Marine, coating multi-surfaces from metal to wood, tiles, cement, slate, and glass – in both functional as well as aesthetic categories.

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2016) and Putra Brand Awards (2010-2015), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011 and in 2016. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

Website: www.nipponpaint.com.my

Facebook: www.facebook.com/nipponpaintmalaysia

YouTube: www.youtube.com/NipponPaintMalaysia

Toll free no: 1-800-88-2663

Issued by Perspective Strategies. For media enquiries, please contact:

Tel: 03 - 7491 3138, Fax: 03 - 7733 3138

Joshua Lim, Mr

Email : joshua.lim@perspective.com.my

Mobile : 012 – 773 8433

Sam Jo Lene, Ms

Email: Jolene.sam@perspective.com.my

Mobile : 016 – 4833 801

Tan May Lee, Ms

Email : maylee.tan@perspective.com.my

Mobile : 012 – 2928 611