



News Release
For Immediate Publication

TRIPLE WIN FOR NIPPON PAINT

- *PUTRA BRAND AWARDS 2016 SILVER – HOME IMPROVEMENT CATEGORY*
- *READER'S DIGEST TRUSTED BRANDS AWARD MALAYSIA 2016*
- *FROST & SULLIVAN AWARDS 2016*

Kuala Lumpur, 15 August 2016 – Nippon Paint Malaysia Group (“Nippon Paint”), Malaysia’s number one total coatings solution provider today added yet another feather to its cap with the receipt of the Silver Award under Home Improvement Category for Putra Brand Awards 2016, a third industry win for Nippon Paint this year. Nippon Paint has consecutively received the Putra Brand Awards since 2010.

Launched in 2010 by the Association of Accredited Advertising Agents Malaysia (4A) in association with the Malaysia’s Most Valuable Brands, the Putra Brand Awards recognises the industry’s most innovative, passionate, and creative brands, and is the premier brand award for brand managers and owners. The Putra Brand Awards through an online survey polled over 6,000 Malaysians spanning across all age groups in its bid to determine Malaysia’s most well-loved brands.

“We are honoured with the recent triple wins for Nippon Paint. The high magnitude of trust and acknowledgement will make us strive even harder. This truly recognises our ever-dedicated team that has continuously stayed focused in 2 key areas - innovation and our customer. 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.

Earlier this year, Nippon Paint was conferred with the Platinum Award, a highest recognition under the Paint category for the Reader’s Digest Trusted Brands Award Malaysia 2016 – also marking its 11th year in winning this award since 2006. Claiming the Platinum award by

the Reader's Digest Trusted Brands Award, Nippon Paint scored an overall year-on-year increase in its Trusted Brand Rating (TBR) while also maintaining the TBR lead of 1.7 times against the paint category's Gold award winner. The 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.

Nippon Paint was also awarded the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016 by Frost & Sullivan – recognising its efforts to always push the boundaries when it comes to colours and product innovation.

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. According to Yaw, tiles too can be painted using the right system such as Nippon Paint's Hycote 51WT. Painting of tiles can add a different dimension to creativity while also preventing the need to remove old tiles that can incur cost.

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 or play an active role – beyond merely just its aesthetic values,” concluded Yaw.

Nippon Paint 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 (2010-2016), 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:

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