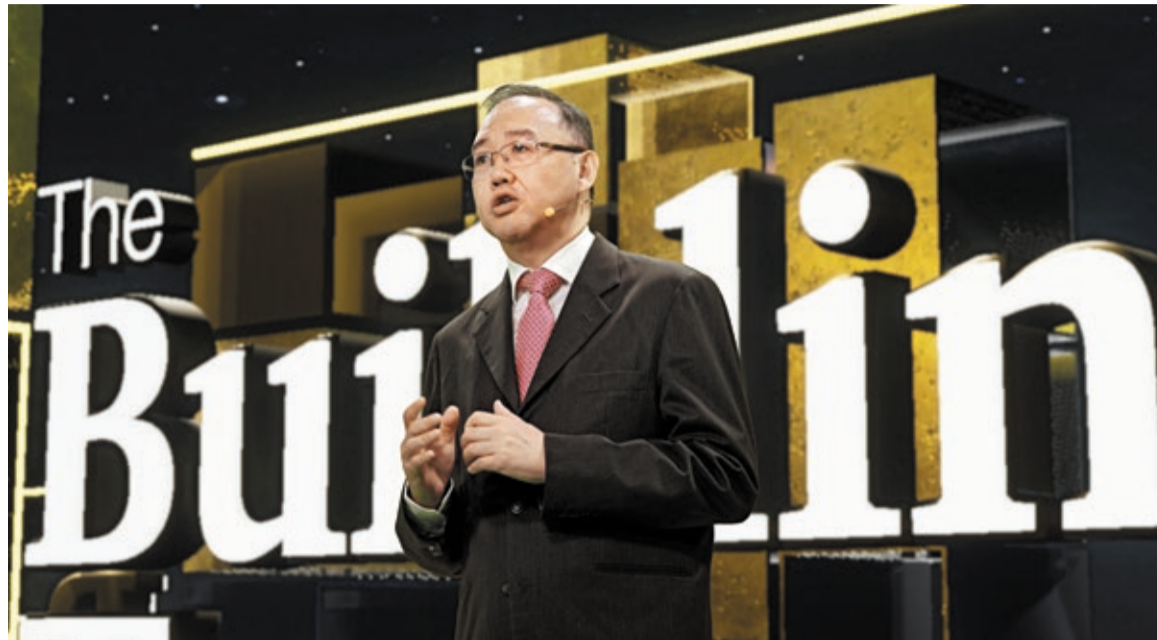




Recognising and celebrating
Malaysian companies that
are making strides to build trust



MESSAGE FROM OUR MANAGING PARTNER



The past two years have taught me that resilience is not just in weathering the storm, but in reconciling the 'new' normal with the old one, both in our personal lives and at work. Now is the time to stand true to the values that will keep us resilient for the challenges ahead. There is no greater need for empathy, care - and trust - than at this present moment.

Which is why we feel the Building Trust Awards is more relevant than ever, to celebrate companies in Malaysia that worked to build trust during a year paved with adversity. After all, the Awards is one way we live our PwC purpose 'To build trust in society and solve important problems'. Trust is an issue worthy of time and attention. And with major shifts expected to continue at an ever greater pace, we hope to continue elevating the dialogue on trust to enable companies to deliver sustained outcomes and make a positive impact in society.

It's true that the responsibility that businesses carry weighs heavier during these unprecedented times. The 2021 Edelman Trust Barometer indicates that businesses have emerged as the single most credible and trusted source of information for most Malaysians. As employers to many Malaysians, businesses have a role to play to allay fears, address misinformation and encourage civic-minded behaviour.

Businesses are also being looked upon to take the lead to address some of our most pressing issues today, including the call for a more sustainable future.

However, take heart that the value of trust is never more apparent than in times of crisis. Creating a reservoir of trust to draw from as a result of acting consistently and authentically, will allow businesses to get back on their feet and respond boldly to change.

Amidst the backdrop of the pandemic, the Awards marked a number of 'firsts' for us. It remains important to us to include a wider cross section of Corporate Malaysia in the conversation on trust. Not only was the ceremony held virtually for the first time, we have expanded the pool of qualifying companies to the FBM Mid 70 Index, in addition to companies from the FBM KLCI, to arrive at a shortlist of 20 companies; 10 finalists from each index.

And because we believe that companies' efforts in building trust can be measured objectively, we rely on a methodology that we develop and update for each Awards to measure trust in the most holistic way possible. Our objective remains the same - we want to find out what companies say about themselves through their corporate reporting, and how they are perceived by their stakeholders. This year, given the increasing importance of the

environmental, social and governance (ESG) agenda in the relationship of companies with their stakeholders, we have enhanced our methodology with an independently developed assessment of the material areas of sustainability to the companies.

As with previous years, our judges met to debate and decide on the winners using the outcome of the Awards assessments, bringing their experience and insights to the table. We were truly impressed and inspired by the impact that the 20 finalists have made in a truly challenging year. A saying that comes to mind is this: "In darkness, lies the opportunity for lights to shine brighter". And, the finalists certainly did shine.

As the curtains come down on the fourth Building Trust Awards, I'd like to say how proud I am of the Awards and our finalists. I'm grateful that with the support of the finalists, our judges - Sir David Tweedie, Nadiah Wan and Datuk Muhammad Umar Swift - and the Asia School of Business, we are able to walk this road together to build a stronger Corporate Malaysia for a stronger Malaysia.

Soo Hoo Khoon Yearn
Managing Partner
PwC Malaysia

"We hope to continue elevating the dialogue on trust to enable companies to deliver sustained outcomes and make a positive impact in society."

"Take heart that the value of trust is never more apparent than in times of crisis."

The finalists

- From the FBM KLCI**
1. Axiata Group Bhd
 2. CIMB Group Holdings Bhd
 3. IHH Healthcare Bhd
 4. Malayan Banking Bhd
 5. Maxis Bhd
 6. MISC Bhd
 7. PETRONAS
 8. RHB Bank Bhd
 9. Sime Darby Bhd
 10. Telekom Malaysia Bhd

- From the FBM Mid 70 Index**
1. Alliance Bank Malaysia Bhd
 2. Axis REIT
 3. Duopharma Biotech Bhd
 4. Ekovest Bhd
 5. KPJ Healthcare Bhd
 6. Mr. D.I.Y. Group (M) Bhd
 7. Sime Darby Property Bhd
 8. SP Setia Bhd
 9. UEM Sunrise Bhd
 10. Yinson Holdings Bhd

PETRONAS Chemicals Group Bhd, PETRONAS Dagangan Bhd and PETRONAS Gas Bhd were each shortlisted for excellence in corporate reporting. The trust perceptions of these companies are assessed collectively as PETRONAS in the subsequent stage of the awards methodology (refer to page 4 for more details on the methodology).

All constituents of both the FBM KLCI and FBM Mid 70 Index published on Bursa Malaysia's website as at December 21, 2020, qualified for the shortlisting stage.

Highlights

NADIAH WAN'S KEYNOTE SPEECH

Lessons learned from the crisis
Recognise that questioning established beliefs is difficult. When it comes to a pandemic and we're talking about science, sometimes it's very difficult for even the experts to recognise that perhaps the judgements that they've been making were based on a very wrong world view to begin with.

Communication must occur at all levels, as we see in the vaccine development process. Leadership is key in setting the tone.

Steps for leaders to build trust
Firstly, bring in all our stakeholders (especially our critics) to the table - it will help not only in having more diversity of ideas and resources but also in ensuring the transparency of information as people see things from a different point of view.

Secondly, on-ground intelligence is important and having the right information presented in the right way. Last but not least, be genuine.

Nadiah Wan, Chief Executive Officer, Thomson Hospital Kota Damansara; Group Chief Executive Officer, TMC Life Sciences Bhd



Representing the winner (FBM KLCI), Malayan Banking Bhd: Datuk Abdul Farid Alias, Group President & Chief Executive Officer



Representing the winner (FBM Mid 70 Index), Sime Darby Property Bhd: Datuk Azmir Merican, Group Managing Director

The importance of trust building during times of crisis

PwC Malaysia's biennial Building Trust Awards returns in its fourth iteration, shining the spotlight on Corporate Malaysia's top public-listed companies that have put in the work to build trust with their stakeholders — an important initiative given the headwinds arising from the pandemic.

Malayan Banking Bhd (Maybank) was the winner in the FBM KLCI category of the 2021 Awards, which was held virtually this year, with Sime Darby Bhd and Axiata Group Bhd in second and third place respectively.

This year's awards also considered companies in the FBM Mid 70 Index, with Sime Darby Property Bhd clinching the top spot, followed by KPJ Healthcare Bhd and Yinson Holdings Bhd — both jointly in second place.

Malayan Banking Bhd group president and CEO Datuk Abdul Farid Alias said, "Maybank has had the opportunity to refine its practice of building trust for over 60 years. The pandemic was a catalyst for us to come out even stronger in our efforts to reach out and support our stakeholder groups through targeted initiatives. Our topmost priority is to safeguard the well-being of our customers and employees.

"We are deeply honoured to be a part of the Awards and thank PwC for placing importance on the trust-building element, which has been demonstrated to be such an important value in an organisation's sustainability, especially in the post-pandemic environment."

Sime Darby Property Bhd group managing director

FBM KLCI: Winner MALAYAN BANKING BHD

"Integrity is equivalent to doing the right thing, especially when no one is watching. Doing the right thing for the organisation. As long as this is clear in our minds, everything else that we do will be to accomplish the purpose of protecting the organisation, or enhancing the organisation and no one else."

Datuk Abdul Farid Alias
Group President & Chief Executive Officer

Datuk Azmir Merican said trust is key in the property developer's 50-year experience in building sustainable townships and communities.

"We aim to be a 'Force for Good' by building resilience through biodiversity, design, products and communities, and the onus is on us to maintain this in years to come."

PwC Malaysia managing partner Soo Hoo Khoon Yearn (Soo Hoo) said trust is important during times of crisis, and a lack of trust can cause setbacks.

"The Building Trust Awards was conceived to raise awareness of the importance of trust in business, aligned with our purpose 'To build trust in society and solve important problems'," he said.

Board of Trustees, International Valuation Standards Council past chairman Sir David Tweedie, who is the chief judge of the awards, said assessing trust amid the Covid-19 pandemic was a study in Malaysian companies' trust-building efforts.

"The winning companies were able to demonstrate how their corporate governance and strategic priorities fit into their overall business strategy through their corporate reporting. With the added dimension of ESG reporting, it's clear that the winning companies are tuned into how the market is changing," he said.

Six companies received Special Mentions in recognition of their performance in other areas of the methodology.

For the FBM KLCI category, Sime Darby Bhd received a Special Mention for "PwC Malaysia's ESG Reporting Benchmarking Analysis and ESG Reporting Benchmarking Analysis", while Petrolia Nasional Bhd (Petronas) received recognition for "PwC Malaysia's Trust Analytics Framework and Building Trust Public Poll".

Telekom Malaysia Bhd received a Special Mention as well for "PwC Malaysia-Asia School of Business's Trust and Leadership Survey".

Meanwhile, Special Mentions for the FBM Mid 70 Index category went to Sime Darby Property Bhd for "PwC Malaysia's ESG Reporting Benchmarking Analysis" and KPJ Healthcare Bhd for "PwC Malaysia's Trust Analytics Framework and Building Trust Public Poll", while Alliance Bank Malaysia Bhd received recognition for "PwC Malaysia-Asia School of Business's Trust and Leadership Survey".

By recognising companies that are making the most effort to build trust, PwC aims to highlight that trust is an asset that can be measured, with tangible gains for those that are authentic and consistent in their efforts.

"Ultimately, the trust landscape is always evolving. What we've learnt from the pandemic is that people reward honesty and transparency. Being upfront about their challenges and how they plan to tackle them goes a long way towards building trust in Corporate Malaysia.

"I look forward to seeing our finalists inspire others in their own trust-building journeys in the months and years to come," said Soo Hoo.



Emcee Lina Teoh announcing the winners

FBM KLCI: 2nd place SIME DARBY BHD



Datuk Jeffri Salim Davidson
Group Chief Executive Officer

"The success of Sime Darby Bhd is essentially premised on trust for the simple reason that our business is in all our relationships. We have been partners for many many years to some of the biggest and most revered brands, and the very foundation of the relationship is the trust that they have in us to represent them, to do our job, to do well."

FBM KLCI: 3rd place AXIATA GROUP BHD



Datuk Izzaddin Idris
Managing Director/
President & Group Chief Executive Officer

"In light of the highly digital lifestyles we lead, where transactions are increasingly being conducted far beyond what is familiar to us, trust is everything. Ultimately, this lies in how we create long term social value by leveraging our corporate, digital and innovation capabilities to drive societal advancement."

Scan QR code to find out more on what led to these wins in the Judges' report



A HOLISTIC MEASUREMENT OF TRUST-BUILDING EFFORTS

Championing the trust agenda — how the winners were selected

PwC Malaysia's Building Trust Awards recognises companies that have gone the extra mile in championing the trust agenda in their organisations, by making consistent efforts to build trust with their stakeholders.

A total of 100 companies qualified for this year's Awards, with 20 finalists — comprising 10 companies on the FBM KLCI and 10 companies on the FBM Mid 70 Index — shortlisted.

To shortlist the FBM KLCI constituents, PwC benchmarked their annual reports and sustainability reports against the Value Reporting Foundation's Integrated Reporting Framework, using PwC's benchmarking tool.

The FBM Mid 70 Index constituents were shortlisted via an artificial intelligence-assisted online listening exercise, where online conversations on the companies in the media, blogs, forums, social networks and other publicly available information were collected between January and December 2020. The data collected was analysed against PwC Malaysia's Trust Analytics Framework.

This online listening exercise was part of PwC's public trust perception measurements, and was also extended to the FBM KLCI companies at the subsequent stage of the methodology. The public trust perception measurements also included a public poll to gauge how well Malaysians think the 20 finalists were doing to build trust. Internal trust perception was not overlooked, and this was measured through a leadership survey among employees of the finalist companies, in collaboration with the Asia School of Business (refer to pwc.com/my/bta for more details on the methodology).

Due to the increasing value of environmental, social and govern-

ance (ESG) as a business imperative, for the first time ever, PwC measured all 20 finalist companies' reporting of their ESG strategy and material ESG issues through a questionnaire. Using this 52-question assessment, the ESG reporting by the 20 finalists was benchmarked based on quantitative and qualitative disclosures presented in the companies' annual and/or sustainability reports for clarity and transparency.

Results from this benchmarking exercise did not influence the shortlisting, but were presented to the judges as additional data points to help them determine the Awards winners.

The winners

Malayan Banking Bhd (Maybank) was once again named the winner of PwC Malaysia's Building Trust Awards 2021 in the FBM KLCI category, marking the third time the banking group picked up the accolade after past wins at the Awards held in 2019 and at the inaugural Awards back in 2015.

The country's largest banking group did well across all dimensions of the Awards' methodology, in communicating the positive and negative outcomes for 2020 and its outlook for 2021 in its annual report, while also disclosing the material risks and opportunities.

Trust perceptions from the public and its own employees were also above average. In the eyes of the public in particular, it came across as transparent, capable and reasonable, leading to its above-average trust perception in these areas.

Coming in at second place in the FBM KLCI category was Sime Darby Bhd. The group, which is involved in the industrial, motors, healthcare and logistics business segments, stood out in its ESG and Integrated Reporting, as it was clear and transparent in

communicating how it would respond to market trends, especially for the affected business segment.

Axiata Group Bhd, which snagged the third spot in the FBM KLCI category at the Awards, did well in articulating how it embeds its sustainability strategy within its governance structure, and in putting that into action through its corporate social responsibility activities during the pandemic. This was apparent in the quality of its ESG reporting, and further corroborated by the public's perception of the company's sense of responsibility.

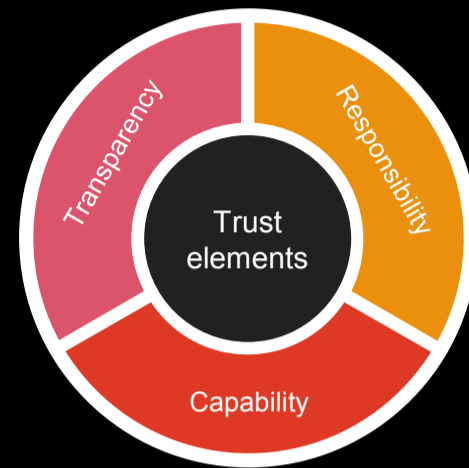
As for the FBM Mid 70 Index category, Sime Darby Property Bhd was named the winner, as the property developer had demonstrated through its reporting that it was clear about its sustainability strategies and authentic about how it was tackling its ESG issues through transparent reporting of targets and progress made on material environmental issues.

The FBM Mid 70 Index category also saw two companies — KPJ Healthcare Bhd and Yinson Holdings Bhd — being named as joint second place winners.

KPJ Healthcare was one of the few companies that were perceived very favourably by the public, based on PwC Malaysia's Trust Analytics Framework as well as the Building Trust Public Poll. The private healthcare provider's actions in mitigating the impact of Covid-19 through its activities for the wider community, and the emphasis it put in reporting its ESG practices in a transparent manner were praised by PwC's judges.

Meanwhile, energy infrastructure and technology company Yinson Holdings found itself sharing the second spot with KPJ Healthcare. The company has built solid trust with its employees. Its commitment to and progress made in reducing its carbon footprint were also detailed in its annual report in a transparent manner.

PwC Malaysia's Trust Analytics Framework



PwC Malaysia's Trust Analytics Framework ("Trust Framework") explains the world's view of how the company builds trust and creates value. The results (conversations gleaned) from the online listening exercise were analysed against the Trust Framework. This was supplemented by the Building Trust Public poll where questions were formulated around the 'trust elements' identified in the Trust Framework.

Transparency

The extent to which the actions, initiatives and practices of the company are observable by its shareholders, other stakeholders and the public

Responsibility

The practices, actions and initiatives taken by the company that guide its moral code of conduct on strategic and operational matters, and promote the longer term interests of its shareholders, society and the environment

Capability

The performance and track record of the company, its Board of Directors, the CEO and senior management in delivering results and meeting the expectations of its stakeholders

PUTTING TRUST FRONT AND CENTRE

Special Mentions for their efforts in building trust as indicated by:

PwC Malaysia's Integrated Reporting <IR> Benchmarking Analysis and ESG Reporting Benchmarking Analysis

FBM KLCI

Sime Darby Bhd
Datuk Jeffri Salim Davidson,
Group Chief Executive Officer

"The question we see often at our media and investor briefings as well as at our AGMs focuses on our future. I believe this is because we've provided them with the information that they need to understand our strategy and the moves we've made thus far. They can clearly see that we have a plan and that we're sticking to it."

PwC Malaysia's ESG Reporting Benchmarking Analysis

FBM Mid 70 Index

Sime Darby Property Bhd
Datuk Azmir Merican,
Group Managing Director

"With our rich history of close to 50 years in building sustainable townships and communities, it is about maintaining trust and delivering the best products for our customers. The quality we promise through our products is key to winning their confidence. We aim to be a 'Force for Good' by building resilience through biodiversity, design, products, and communities."

PwC Malaysia-Asia School of Business's Trust and Leadership Survey

FBM KLCI

Telekom Malaysia Bhd
Imri Mokhtar, Group Chief
Executive Officer

"It is challenging to be in a leadership position during a crisis, and to manage the situation. A strong leader needs to be decisive, and act in an urgent manner. It requires agility and robustness. In doing so, the leader recognises that mistakes are inevitable and corrective actions need to be taken immediately instead of blaming others."

FBM Mid 70 Index

Alliance Bank Malaysia Bhd
Joel Korreich, Group Chief
Executive Officer

"Building trust can only be achieved by demonstrating that we act with the interests of others in mind, and crucially by doing this consistently day after day. Trust can only exist with good faith and consistent fair dealing."

Scan QR code to watch the full set of videos by the winning companies' leaders



PwC Malaysia's Trust Analytics Framework and Building Trust Public Poll

FBM KLCI



PETRONAS
Datuk Tengku Muhammad Taufik,
President and Group Chief
Executive Officer

"Change - at pace - is needed in addressing the key issues we face today. All our stakeholders, including the public, will want to know where we're going and how we're going to get there. As ESG takes centre stage and we deal with a daunting energy transition, trust will allow us to deliver new solutions towards achieving the nation's carbon-neutral ambition by 2050."

FBM Mid 70 Index

KPJ Healthcare Bhd
Ahmad Shahizam Mohd Shariff,
President and Managing Director

"It's not enough to just talk about having trust being built between the provider and patients or customers, but also to reinforce that in our actions as a caring organisation that provides healthcare. This must translate to how we engage with our patients and customers, how we treat them, how they're made to feel welcome and safe if they are ever in need of the services we provide as a healthcare provider."

FBM Mid 70 Index winning companies

Winner:

Sime Darby Property Bhd
Datuk Azmir Merican,
Group Managing Director

"Trust plays a very important role in the property industry. Buying a new home or a new business premise is usually one of the most important financial decisions buyers make. I believe that we have established trust with both our internal and external stakeholders and the onus is upon us to maintain this for years to come."

Joint 2nd Place:



KPJ Healthcare Bhd
Ahmad Shahizam Mohd Shariff,
President and Managing Director

"Any business that does not have the ability to foster and engender a stronger sense of trust that is mutual will not be successful ultimately. For us at KPJ Healthcare, it's the cornerstone of what we do as a healthcare provider."

Joint 2nd Place:



Yinson Holdings Bhd
Lim Chern Yuan,
Group Chief Executive Officer

"Trust always reduces the cost of doing business. Every minute or capital we spend policing could be redeployed into building a much more sustainable business, rather than having to second guess each other and doing countless check in processes throughout the business."

MUSINGS ON TRUST

Axis REIT
Leong Kit May,
Chief Executive Officer

"Similar to respect, trust has to be earned. It's not an overnight thing, but can only be built over time. But once you have earned their trust, be sure to guard it."

CIMB Group Holdings Bhd
Datuk Mohd Nasir Ahmad,
Chairman

"Communicate generously, preemptively, and in hindsight. There is no single, more important aspect of building trust. Ultimately, we believe trust is built when our stakeholders believe that we are not only committed to doing the right thing, but also making demonstrable progress towards achieving our commitments."

Duopharma Biotech Bhd
Leonard Ariff Bin Abdul Shatar,
Group Managing Director

"Having the trust of our stakeholders is immensely meaningful in situations where there are delays, when we need to change the way we operate, and when we introduce new processes and products. They have been endlessly understanding, empathising with us when it comes to external factors that we cannot control."

IHH Healthcare Bhd
Dr. Kelvin Loh,
Managing Director and
Chief Executive Officer

"The foundation of all meaningful relationships is trust. Every interaction, whether it's a child with a bad fall coming to our A&E, or a patient with a critical blood result waiting anxiously, is an opportunity to break, or build, trust."



SCENES FROM THE AWARDS

Maxis Bhd
Gokhan Ogut, Chief Executive Officer

“The value of trust enables us to have authentic conversations with everyone — employees, customers, partners, shareholders, and the communities around us. It has enabled us to continue earning the trust of our stakeholders, particularly in the most challenging of circumstances.”



PwC Malaysia Managing Partner Soo Hoo doing the opening

MR D.I.Y. Group (M) Bhd
Adrian Ong Chu Jin, Chief Executive Officer

“For us, trust is the whole essence of building a sustainable business — any sustainable business. We have a very simple formula: we have a promise, and we intend to honour our promises to the public. If we promise our customers “Always Low Prices”, everything that we do today is driven to sustain that promise to them.”

RHB Bank Bhd
Datuk Khairussaleh Ramli, Group Managing Director/Group Chief Executive Officer

“In banking, there’s a saying “Your word is your bond”, and that is trust. We strongly believe that when trust is established, an organisation can go a long way and be able to execute its strategy and plan.”

Ekovest Bhd
Tan Sri Datuk Seri Lim Keng Cheng, Managing Director

“Trust is important as it reflects the intention of parties in a business transaction. Without trust, there will be many challenges and unnecessary mitigation measures that have to be put in place.”

MISC Bhd
Yee Yang Chien, President/Group Chief Executive Officer

“It is the combination of credibility and integrity that builds trust — the two common ingredients of trust. Building the ‘trust bank’ starts from within the organisation — from the most senior person, down to the most junior person.”



Nadiah Wan (one of the judges) recording her keynote speech



Working team behind the scenes

UEM Sunrise Bhd
Sufian Abdullah, Chief Executive Officer

“The essence that makes a company great apart from its people is mutual trust. We couldn’t have made it this far without the trust of our people, our stakeholders, and our customers. Our shareholders and customers need to know that we can deliver excellence — a promise we hold in high regard.”

SP Setia Bhd
Datuk Choong Kai Wai, President and Chief Executive Officer

“Building trust and transparency in communication to stakeholders are key elements for a business to be sustainable and successful. In the long run, this would create tangible values for the company and would benefit all stakeholders.”



Scene from the opening video



Scene from the methodology video



Scene from the judges' interview video

Scan QR code to view the videos shown at the Awards Ceremony here



Virtual stage



JUDGES' REFLECTIONS

An independent panel of judges deliberated virtually to select the winners



“The next issue emerging is the environment, and it is great to see PwC bring this into these Awards, to show what the companies are doing about the environment, what they are saying about it, and if their actions are consistent. In the year of COP26, this is especially important to the younger generation who stand to suffer most if we don’t do something about this. Which goes back to the question, what can a company do to be trusted?”

Sir David Tweedie
Past Chairman of the Board of Trustees, International Valuation Standards Council; Past Chairman, International Accounting Standards Board



“One thing that we’ve learned from the past two years is that businesses really have to keep their ears on the ground and understand what is happening around them. And respond in a way that is transparent.”

Nadiah Wan
Chief Executive Officer, Thomson Hospital Kota Damansara; Group Chief Executive Officer, TMC Life Sciences Bhd



“When we have good trust, we’re able to raise capital. Because shareholders and those who trust us do so with their capital. People invest for two reasons: growth and dividend. If you do not trust the management of an entity, I’m sure you will not entrust them with your savings, and you will not invest. Therefore if you’re thinking, what does it take to make a company successful? It’s the people, capital, customers. It all revolves around trust.”

Datuk Muhamad Umar Swift
Chief Executive Officer, Bursa Malaysia Bhd

The Building Trust Programme: An agenda for trust in the community



PwC Malaysia’s **Building Trust Awards** in 2015 marked the start of a journey to champion trust in business. To date, we have organised 4 biennial Awards and engaged different communities through various initiatives under our **Building Trust programme**.

174 members of the startup community	400 corporate leaders and influencers
1,653 students and young professionals	6,738 members of the public
	16,906 employees

Our aspirations are anchored on The New Equation, PwC’s global strategy. We are looking to address how our clients are responding to the major shifts shaping the world. And central to that, share why trust needs to be consistently nurtured.



“Whether we’re engaging a CEO on why trust matters, asking the public to vote for the companies that are earning their trust, or getting insights from employees on how leaders walk the talk at work, these initiatives are a recognition of how important trust is to our society.”

Pauline Ho
Assurance Partner and Building Trust Programme Sponsor, PwC Malaysia



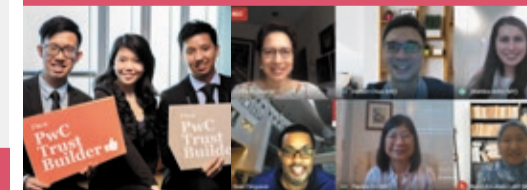
Charles Fine
Founding President, Chief Executive Officer and Dean, Asia School of Business

“The extraordinary and unusual times we are in has called for greater courage and agility than ever before.

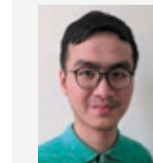
This requires trust – in both the leadership of the organisation and in each other.

Skills of the future like listening, empathy, cultural literacy, and adaptability are crucial for organisations to adjust to this brave new world and survive amid ‘The Great Resignation’.”

Starting them young



Our Trust Builders Challenge (which has evolved to be a virtual challenge beyond the shores of Malaysia) has enabled university students to enhance their understanding of why trust matters in business. Putting their problem solving skills to the test, students work on a case study on trust in business. Mentors from Corporate Malaysia, startups and entrepreneurs, and PwC Malaysia volunteer their time to guide them.



Timothy Ooi
Team Conianzaaa (Joint second place, PwC Trust Builders Challenge 2021)

“If we’re honest and do things based on our ethics and values, I think that’s how customers and stakeholders will be able to see that you are a trustworthy business.”

Giving startups a voice

We put several prominent startups in the hot seat in a fireside chat engaging various players from the startup ecosystem.

Findings from our survey helped inform the startup community on the pivotal role of trust in their growth journey.





Recognising and celebrating Malaysian companies that are making strides to build trust

Congratulations

FBM KLCI

Winner



FBM Mid 70 Index

Winner



Property

2nd Place



3rd Place



2nd Place (Joint recipients)



Special Mentions

For their efforts in building trust as indicated by

PwC Malaysia's Integrated Reporting <IR> Benchmarking Analysis and ESG Reporting Benchmarking Analysis

PwC Malaysia's ESG Reporting Benchmarking Analysis

FBM KLCI



FBM Mid 70 Index



PwC Malaysia's Trust Analytics Framework and Building Trust Public Poll

PwC Malaysia-Asia School of Business's Trust and Leadership Survey

FBM KLCI



FBM Mid 70 Index



FBM KLCI



FBM Mid 70 Index



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