

PRESS RELEASE

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**ALAM FLORA WINS BRANDLAUREATE'S
WORLD BEST BRANDS E-BRANDING AWARD**

Kuala Lumpur, 23 December 2021 – Alam Flora Sdn. Bhd. (Alam Flora) once again carved another commendable achievement after being awarded with the BrandLaureate's World Best Brands E-Branding Award 2021, for the Solid Waste Management Solutions category.

Commenting on the award, its Chief Executive Officer, Dato Mohd Zain Hassan, said, the win, a first for the company, adds to the air of festivities for the Alam Flora Group as it celebrates its 25th anniversary this year.

"This win is indeed a recognition towards the quality of the services provided and, a catalyst for us to remain committed in providing the best public solid waste management and cleansing services to the people.

"Going beyond waste management, Alam Flora and its subsidiary, Alam Flora Environmental Solutions (AFES), have diversified our businesses and services with main focus given towards creating a sustainable living environment," said Dato Mohd Zain.

Having been at the helm of one of the country's biggest waste management companies, Dato Zain admits that there is indeed a sense of pride and satisfaction, for all warga Alam Flora for being recognised for its role towards the successful implementation of the full-privatisation of the solid waste management in the country.

Alam Flora will also continue to push the bar to go beyond excellence in waste management in the country and region especially so, in helping to achieve the country's Sustainability Development Goals or SDG by 2030, as set by the United Nations.

The award was presented to Dato Mohd Zain by Tan Sri Aseh Che Mat, former chief secretary to the government (KSU) at the Gala Dinner during the award ceremony. Also present were, The World President of the BrandLaureate Dr KK Johan and, Y.M Tengku Dato' Dr. Hishamuddin Zaizi Ibni Y.A.M Tengku Bendahara Azman Shah Al-Haj.

The BrandLaureate Awards is an annual event which honours brands that have risen to excellence through their passion and dedication in branding during these tough and challenging times.



ABOUT ALAM FLORA SDN BHD:

Incorporated in 1995, Alam Flora Sdn Bhd (Alam Flora) is one of the leading environmental management companies in Malaysia that is dedicated to serving communities to manage and reduce waste with minimal environmental impact. Alam Flora is a wholly-owned subsidiary of Malakoff Corporation Berhad. Being one of the largest concession holders of Malaysia's national solid waste management and public cleansing privatization project, Alam Flora provides comprehensive waste management services to several concession areas in certain regions of Peninsular Malaysia, the Federal Territory of Kuala Lumpur and Putrajaya, and Pahang.

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