PRESS RELEASE **26 NOVEMBER 2022**

ALAM FLORA CONTINUES PROMOTING SUSTAINABILITY THRU ITS SIGNATURE PROGRAM WASTE IS AMAZING

Discarded materials given new lease of life as Alam Flora continued its commitment towards supporting the 3R initiatives and public take up through its unqiue fashion competition, Waste is Amazing

Kuala Lumpur, 26 November 2022– Alam Flora Sdn. Bhd. (Alam Flora) took one step further in its efforts to cultivate the practice of 3R (Reduce, Reuse, Recycle) among the public by organizing **Waste is Amazing Fashion Competition 2022**, a fashion design competition using materials that can be reused and recycled such as used clothes, paper, newspaper, plastic bags, boxes plastic bottle caps and aluminium cans cover.

With the theme **Amazing Fantasia: Where Animations Come to Life,** the competition saw **10 aspiring local designers** from all over Malaysia, pitting their creative skills, in both design and handiwork, creating colourful designs inspired by anime characters.

"The initial selection was made by our committees since Alam Flora has received more than 30 entries. This is very encouraging as it shows that the public awareness on 3R, its importance, usefulness and interest, are growing," said Chief Executive Officer Alam Flora, Dato' Mohd Zain Hassan.

He was speaking after the Waste is Amazing Fashion Competition 2022 Finale which was held at the GM Bukit Bintang, Kuala Lumpur.

"The use of recycled materials to make clothes is not something new. It has long pioneered and increasingly popular in Western countries through what now known as Circular Economy. Therefore, we expect this initiative by Alam Flora can create opportunities and help increase acculturation 3R practices to reduce the volume of solid waste in the landfills in Malaysia," said Dato' Mohd Zain Hassan.

The first winner is Waste is Amaze Fashion Competition 2022: Amazing Fantasia will bring home RM2, 000.00 cash prize, 30,000 Petronas Mesra Points and a trophy, crown, sash and certificate of participation. While the second winner will receive a cash prize of RM1, 500.00, 20,000 Petronas Mesra Points (trophy, sash and certificate) and third place is cash prize RM1, 000.00, 10,000 Petronas Mesra Points (trophy, sash and certificate). For the Best

Social Media will receive cash RM300.00, 5,000 Petronas Mesra Points with trophy, crown, sash and certificate of participation.

The professional judges were, Suriati Mohammad Mokhtar - Head, Corporate Communications and Branding, Datin Norelan Ismail - Co-Founder, Generasi Peduli Sampah (GPS) and Amir Alif, celebrity/singer.

The following is a list of this year's competition winner

Winner	Designer's Name	Character
Winner	Zakaria Hafiz	Queen of Heart, Alice in Wonderland
Second	Danish Rizal	Haku, Spritited Away
Third	Nur Hidayah Zamri	Amano Hekima
Best Social Media	Norfarizan Jawahir	Cruella 101 Dalmations

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. For more information, please contact: Corporate Communications & Branding, Alam Flora Sdn. Bhd.

For more information, please contact:

Corporate Communications and Branding, Alam Flora Group

Suriati Mokhtar | Head, HP: 012.226.5799 suriati@alamflora.com.my

Farizan Hj. Yop |Assistant Manager, HP: 019.601.1678 | farizan@alamflora.com.my

SIARAN MEDIA **26 NOVEMBER 2022**

ALAM FLORA PROMOSI KELESTARIAN ALAM SEKITAR MELALUI SISA PROGRAM WASTE IS AMAZING

Bahan-bahan terbuang yang diberikan nafas baharu apabila Alam Flora meneruskan komitmennya ke arah menyokong inisiatif 3R dengan pembabitan orang ramai mengambil bahagian dalam pertandingan fesyen, Waste is Amazing

Kuala Lumpur, 26 November 2022– Alam Flora Sdn. Bhd. (Alam Flora) mengorak langkah ke hadapan dalam usaha membudayakan amalan 3R (Reduce, Reuse, Recycle) dalam kalangan orang ramai dengan menganjurkan Waste is Amazing Fashion Competition 2022, pertandingan reka bentuk fesyen menggunakan bahan yang boleh diguna semula dan dikitar semula seperti pakaian terpakai, kertas, surat khabar, beg plastik, kotak penutup botol plastik dan penutup tin aluminium.

Dengan tema '**Amazing Fantasia: Where Animations Come to Life',** pertandingan akhir ini menyaksikan 10 pereka tempatan dari seluruh Malaysia, menggabungkan kemahiran serta kretiviti masing-masing dalam mereka pakaian yang diperbuat dari bahan kitar semula yang berwarna-warni yang diilhamkan menerusi watak-wata anime yang terkenal.

"Pemilihan awal dibuat oleh jawatankuasa, memandangkan Alam Flora telah menerima lebih 30 penyertaan. Ini amat menggalakkan kerana ia menunjukkan bahawa kesedaran orang ramai tentang 3R, kepentingan, kegunaan dan minatnya, semakin berkembang," kata Ketua Pegawai Eksekutif Alam Flora, Dato' Mohd Zain Hassan.

Beliau berkata demikian selepas pertandingan akhir **Waste is Amazing Fashion Competition 2022** yang diadakan di GM Bukit Bintang, Kuala Lumpur.

"Penggunaan bahan kitar semula untuk membuat pakaian bukanlah sesuatu yang baharu. Ia telah lama merintis dan semakin popular di negara-negara Barat melalui apa yang kini dikenali sebagai Ekonomi Sirkular. Oleh itu, kami mengharapkan inisiatif Alam Flora ini dapat mewujudkan peluang dan membantu meningkatkan amalan pembudayaan 3R bagi mengurangkan jumlah sisa pepejal di tapak pelupusan sampah di Malaysia," kata Dato' Mohd Zain Hassan.

Pemenang pertama ialah Waste is Amaze Fashion Competition 2022: Amazing Fantasia akan membawa pulang hadiah wang tunai RM2, 000, Petronas Mesra Points sebanyak 30,000, trofi, mahkota, selempang dan sijil penyertaan. Manakala pemenang kedua akan

menerima hadiah wang tunai RM1,500.00 dan Petronas Mesra Points sebanyak 20,000 (trofi, selempang dan sijil) dan tempat ketiga ialah hadiah wang tunai RM1,000.00 dan Petronas Mesra Points sebanyak 10,000 (trofi, selempang dan sijil). Bagi Media Sosial Terbaik akan menerima wang tunai RM300.00, Petronas Mesra Points sebanyak 5, 000 berserta trofi, mahkota, selempang dan sijil penyertaan.

Juri-juri profesional yang terlibat ialah Suriati Mohammad Mokhtar – Ketua Komunikasi Korporat dan Penjenamaan Alam Floraa, Datin Norelan Ismail – Pengasas bersama, Generasi Peduli Sampah (GPS) dan Amir Alif, selebriti/penyanyi.

Berikut, adalah senarai pemenang pertandingan pada tahun ini:

Pemenang	Nama Pereka	Karakter
Juara	Zakaria Hafiz	Queen of Heart, Alice in Wonderland
Tempat ke 2	Danish Rizal	Haku, Spritited Away
Tempat ke 3	Nur Hidayah Zamri	Amano Hekima
Social Media Terbaik	Norfarizan Jawahir	Cruella 101 Dalmations

MENGENAI ALAM FLORA SDN BHD:

Alam Flora Sdn Bhd (Alam Flora), adalah anak syarikat Malakoff Corporation Berhad (Malakoff), yang ditubuhkan bagi memodenkan pengurusan sisa pepejal di Malaysia serta meningkatkan kecekapan dan mutu pengurusan sisa pepejal daripada peringkat penjanaan sisa sehingga ke proses pelupusan sampah.Alam Flora merupakan salah sebuah syarikat konsesi pengurusan sisa pepejal dan pembersihan awam di negara ini yang bertanggungjawab untuk memberi perkhidmatan di kawasan Tengah dan Pantai Timur Semenanjung, meliputi seluruh Kuala Lumpur, Putrajaya, Pahang, Terengganu dan Kelantan.

Untuk keterangan lanjut, sila hubungi:

Bahagian Komunikasi Korporat dan Penjenamaan, Kumpulan Alam Flora

Suriati Mokhtar | Head, HP: 012.226.5799 suriati@alamflora.com.my

Farizan Hj. Yop |Assistant Manager, HP: 019.601.1678 | farizan@alamflora.com.my