

Maybank clinches top spot at PwC's Building Trust Awards

BY MEENA LAKSHANA

KUALA LUMPUR: Malayan Banking Bhd (Maybank) was declared the winner at PricewaterhouseCoopers' (PwC) Building Trust Awards ceremony held here recently, a testimony that the company had made good strides in engaging with investors and customers.

Held for the first time in Malaysia, the awards also saw the runner-up spot going to both Nestle (M) Bhd and Sime Darby Bhd for their efforts in building trust among their stakeholders, said PwC in a statement yesterday.

The awards were presented by PwC Malaysia managing partner Sridharan (Sri) Nair, PwC Malaysia executive chairman Datuk Mohammad Faiz Azmi and the awards' chief judge Sir David Tweedie.

Sridharan said building trust had not been at the top of the agenda for most Malaysian organisations.

"Perhaps it is because till now, most businesses assume that trust is an intangible concept that is hard to measure. But via our awards methodology and research, we are able to demonstrate that trust is not only measurable, but can be a real asset to business," he added.

The winners were selected from 10 finalists shortlisted from Bursa Malaysia's top 50 companies by benchmarking their annual reports against the International Integrated Reporting Council's integrated reporting framework, and based on public perception of investors and customers.

The 10 were: Astro Malaysia Holdings Bhd, British American Tobacco (M) Bhd, CIMB Group Holdings Bhd, DiGi.Com Bhd, Felda Global Ventures Holdings Bhd, Maybank, Nestle, Public Bank Bhd, Sime Darby and Telekom Malaysia Bhd.