



Bata

RABI HASNABI
Country Manager
Bata Malaysia

How has your brand evolved over the years?

Our evolution is a beautiful journey, shaped by the trust of our cherished customers. From school shoes to a vibrant footwear brand, we've expanded our horizons. By collaborating closely with global and regional teams, we curate the latest international and Italian fashion trends, bringing sophisticated styles directly to Malaysian consumers. Winning the Putra Brand Awards reinforces our commitment to listening, innovating and enhancing the shopping experience, ensuring we continue to walk hand in hand with our community into the future.

How important are partnerships in building awareness and strengthening your brand?

Partnerships are the heartbeat of Bata Malaysia's brand journey, weaving together a seamless and engaging experience for

our customers. Internally, our teams work hand-in-hand to deliver a unified vision that puts customers at the centre. Collaborations with malls bring our brand to life on the ground, creating meaningful, immersive interactions. Through media and KOLs, we craft compelling stories that inspire and connect with audiences. These partnerships aren't just alliances – they're catalysts driving innovation, amplifying our reach and ensuring every customer touchpoint reflects the essence of Bata. Together, we shape unforgettable brand moments.

How has your branding shaped your company's internal culture and employee engagement?

At Bata Malaysia, our branding is deeply rooted in the spirit of #OneTeam, fostering collaboration and unity across all levels. Guided by the "turun padang" approach, we actively engage with communities,

ensuring we stay connected to their needs. This hands-on culture empowers employees to take pride in their roles, knowing they contribute to something meaningful. Inspired by the "Malaysia Boleh" spirit, we embrace challenges with determination and passion, driving innovation and excellence. Together, we create a vibrant workplace where purpose thrives and our brand story continues to grow.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability drives our Bata Brand, powered by collaboration with our global and regional sustainable teams. We craft eco-conscious footwear using recycled materials, creating stylish collections that minimise environmental impact. By implementing energy-efficient measures like LED lighting and eliminating plastic bags, we're reducing our carbon footprint.



Shopee

TAN MING KIT
Head of Marketing and Business
Intelligence
Shopee Mobile Malaysia

How has your brand evolved over the years?

Shopee has become a cornerstone of Malaysia's digital economy, with innovations like Shopee Live driving a 37-fold surge in views to 77 billion and 11 times increasing in sales in 2024, enabling local brands, sellers and affiliates to achieve exceptional growth. Launched in April, Shopee Video produced seven million videos, generating over 500,000 orders. Affiliates grew 161%, contributing to an 80% rise in orders. Shopee's Free Shipping reached 14 million Malaysians, Same Day Delivery surged 84 times, and Self-Collection expanded sixfold. This reflects Shopee's commitment to innovation, inclusivity, empowering local and e-commerce excellence.

How important are partnerships in building awareness and strength of your brand?

Partnerships drive Shopee's growth,

supporting 1.8 million entrepreneurs and 500,000 affiliates. Initiatives like Shopee Rai Lokal and collaborations with government bodies, such as KPDN's Kempen Beli Barangan Malaysia and MDEC's Best of Malaysia, promote local products. Collaborations with local brands such as ZUS Coffee, Gigi Coffee and Maybank enhance awareness, engagement and community impact through creative campaigns, purchase-linked incentives, exclusive merchandise and voucher promotions that boost visibility and expand market reach. Shopee's tools help partners connect with customers and contribute to an inclusive and dynamic digital economy.

How has your branding shaped your company's internal culture and employee engagement?

Our way of working is deeply-rooted in innovation, inclusivity and community impact, which inspires a purpose-driven culture. We are guided by five core values

– We Serve, We Adapt, We Run, We Commit and We Stay Humble – which shape our everyday actions, from teamwork to solving challenges and creating meaningful solutions.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

Sustainability resonates deeply with Shopee's mission to create inclusive opportunities within the digital economy. By empowering local sellers and creators with tools and avenues like Shopee University and Shopee Seller Summit, we help businesses expand sustainably. Initiatives such as Shopee Live and the Affiliate Program enable creators to build reliable, alternative income streams. Beyond business, Shopee ensures underserved communities have equal access to e-commerce opportunities, driving financial well-being and economic empowerment.



PENSONIC

Your Enjoyment

DATUK DIXON CHEW CHUON JIN
Group Chief Executive Officer
Pensonic Holdings Bhd

How has your brand evolved over the years?

Since it was founded in 1965 as Keat Radio, Pensonic evolved from a small workshop in Balik Pulau to a leading Malaysian manufacturer of Electrical Home Appliances by 1982. The company began manufacturing under the Pensonic brand in 1988, incorporated as Pensonic Holdings Bhd in 1994, and was listed on Bursa Malaysia in 1995.

Pensonic's growth has been driven by strong brand-building, competitive pricing and high-quality products, which has led it to become the most popular Malaysian brand in its category. Today, it employs a multi-pronged strategy with a clear vision to ensure continued growth.

How important are partnerships in building awareness and strength of your brand?

Pensonic has partnered with global

brands like Morphy Richards and World Kitchen to diversify its product offerings.

Since 2005, we've collaborated with local celebrities, empowering them to succeed as Pensonic Friends, similar to our own success in home appliances. Twelve prominent personalities joined Pensonic Friends, followed by 13 more for our 25th Anniversary in 2007, bringing the total to 25. Most recently, in 2024, we added eight more local celebrities to our team.

How has your branding shaped your company's internal culture and employee engagement?

Our core values – care, trustworthiness, innovation and leadership – anchor our corporate culture, propelling us toward our mission to become a leader in the electrical appliances market. Our tagline, "Pensonic, Your Enjoyment", represents our promise to enhance the lives of our customers. These values not only guide

our operations but also inspire our employees to embody these principles in their work. Additionally, our robust customer support system, including a dedicated toll-free careline, as well as efficient repair and maintenance services, reflect our commitment to both customer satisfaction and internal collaboration.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

The Pensonic Group adopted ISO 14001, recognising its growth depends on managing its economic, environmental, social and governance (ESG) impact by prioritising employee safety, energy efficiency, sustainable product design, customer service, supply chain effectiveness and regulatory compliance. Additionally, Pensonic holds ISO 9001:2015 certification, with products approved by Suruhanjaya Tenaga and certified by Sirim.



SKECHERS

STEPHANIE CHANG
Senior General Manager
Skechers Malaysia Sdn Bhd

How has your brand evolved over the years?

Skechers Malaysia, The Comfort Technology Company and a global leader in lifestyle and performance footwear and apparel, has consistently evolved to meet diverse customer needs by blending innovation, comfort and style. From launching technologies like Skechers Arch Fit and Hands-Free Slip-ins to creating collections that cater to various lifestyles, we've remained at the forefront of comfort and fashion. We have also expanded into performance sports in running, football, basketball and pickleball. Through Skechers Performance, we offer footwear that combines cutting-edge technology with functionality, empowering athletes and inspiring communities.

How important are partnerships in building awareness and strengthening your brand?

Partnerships are a cornerstone of Skechers Malaysia's growth and success. Collaborations with popular anime franchises like Spy x Family and Jujutsu Kaisen, regional brand ambassadors like Cha Eun-woo, and participation in prestigious events such as KLFW have reinforced our commitment to blending fashion and comfort. Our partnership with the Olympic Council of Malaysia as the "Official Footwear for The Malaysian Contingent to the Paris 2024 Olympics" showcased our support for national talent and global representation. We also champion grassroots sports by empowering athletes in football, basketball and pickleball through high-performance Skechers footwear.

How has your branding shaped your company's internal culture and employee engagement?

Skechers was founded on the philoso-

phy of putting people first, a value that serves as the foundation of our internal culture. We have cultivated an environment that encourages innovation, teamwork and professional growth, fostering a dynamic workplace where employees feel empowered and supported.

Sustainability has become a cornerstone for many companies. How does it resonate with your brand?

As a company committed to innovation and comfort, we recognise the responsibility we have to minimise our environmental footprint while still delivering high-quality products to our customers. We integrate eco-friendly materials, energy-efficient processes and responsible sourcing to reduce our environmental footprint. By offering durable, sustainable collections, we meet growing demand without compromising on comfort and style.