

Headline	BAT MALAYSIA BAGS 2 ACCOLADES		
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BRANDLAUREATE AWARD

BAT MALAYSIA BAGS 2 ACCOLADES

Recognition for most sustainable brand
and transformational leadership

KUALA LUMPUR

BRITISH American Tobacco Malaysia (BAT Malaysia) won two accolades at The BrandLaureate BestBrands Award 2016-2017 recently.

Its managing director Erik Stoel received the Brand Transformational Leadership Award, while the company won the Most Sustainable Brand Award in the Business and Community Leadership category.

Stoel received his award from former prime minister and the newly appointed patron of the Asia Pacific Brands Foundation

Tun Abdullah Ahmad Badawi.

The Brand Transformational Leadership Award recognises corporate leaders who have stamped their mark in their areas of respective specialisation and who have played pivotal roles in spearheading the growth and transformation of their organisation and businesses.

BAT Malaysia took home the Most Sustainable Brand Award for being a market leader with strong brand equity and spirit of enterprise that allows them to break new grounds and grow their brand presence to stay ahead of the competition.

"I share this award with the en-

tire BAT Malaysia family. I am very fortunate to be leading very talented people in a fantastic company. This award is a testament to the passion, tenacity, commitment and sheer hard work put in by them day in and day out on our journey of transformation," he said in a statement.

Stoel said the award was another positive step for the company in the right direction.

"They say transformation is inevitable to ensure growth and I am proud to say that BAT Malaysia will continue with its unique brand power to push the business to greater heights," he said.

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