

KERATAN AKHBAR

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Petronas still most valuable Asean brand

TOP 10 O&G FIRMS

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KUALA LUMPUR: Petrolia Nasional Bhd (Petronas) has maintained its position as the most valuable Asean brand in the Brand Finance Global 500 report this year and remains among the top 10 oil and gas brands globally.

Petronas' Brand Strength Index (BSI), judged on a brand's performance focusing on intangible measures relative to its competitors, increased from 87 in 2021 to 87.7 in 2022, resulting in its ranking as the top Asean brand.

President and group chief executive officer Datuk Tengku Muhammad Taufik said the

recognition is testimony to Petronas' ongoing efforts to fulfil its purpose, namely to become a progressive energy and solutions partner.



Datuk Tengku Muhammad Taufik

"We remain fully committed to providing our customers with access to energy that is cleaner, affordable and secure as we enrich lives for a sustainable future," he said in a statement.

Petronas said Brand Finance attributed the group's position to its consistent brand performance, contributing to a brand value of US\$13.6 billion in 2022 from US\$12 billion in 2021, an increase of 13 per cent.

"This achievement is also driv-



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en by the rise in energy demand as the global economy recovers post-pandemic, enabling Petronas to bounce back from last year's challenges in the oil and gas sector."