

# AWARDS AND ACCOLADES

The Group receives numerous awards and accolades annually, affirming its leadership position, high quality standards, premium value and outstanding innovations.

## Food & Beverage

In **Singapore**, the following prestigious awards were received:

- Asia Pacific Breweries was ranked no. 4 in Singapore's 15 Most Valuable Brands 2005 organised by IE Singapore
- Tiger was named Platinum Winner of Reader's Digest Trusted Brand Award (2005)
- Magnolia and Fruit Tree Fresh were bestowed the Gold Award for Singapore's Trusted Brands by Readers' Digest
- Heineken received numerous accolades at the Effies Singapore 2006; the DM Asia Awards 2006; the Promotion Marketing Awards Asia 2006; The Globes Worldwide Promotion Marketing Awards 2006; the Heineken BAR (Bates Asia Regional) Awards; and the Singapore Outdoor Awards 2006
- Magnolia, Daisy and Farmhouse once again reinforced their position as the preferred brands with a Superbrand award

In **Malaysia**, the accolades received were as follows:

- Tiger FC won a Silver award at the 2005 DMA International ECHO Awards while Guinness captured five awards at the DM Asia 2006
- Guinness, Direct Mail clinched a silver at the New York Festivals
- Heineken Greenspace campaign won Silver and Bronze awards in the Malaysian Media Awards 2006
- Malaysia's Soft Drinks Division's relentless drive to implement total quality systems was rewarded with the Shah Alam plant being named the first within The Coca-Cola Company's Southeast and West Asia division to be awarded an "A" rating for TCCQS Evo 3 Quality systems. The plant was also simultaneously awarded the ISO9001: 2000 certification
- The Kuching plant was also on the honours list for total quality systems clinching the second spot amongst Coca-Cola bottlers in the region

In **China**, the breweries did the Group proud by receiving the following awards:

- Hainan Asia Pacific Brewery was ranked amongst the 2005 Hainan Industrial Company Top 50, a company leading in food safety in Haikou in 2005
- Kingway brand received several accolades such as the Chinese Top Brand, Green Food and China Well-Known Trademark in 2005

In **Papua New Guinea**, South Pacific Brewery's brands won Gold, Silver and Bronze medals in Monde Selection and Australia International Beer Awards.

In **Vietnam**, the Group's efforts were recognised as follows:

- For the 5th consecutive year, the Golden Dragon award 2005 was been awarded to Vietnam Brewery Limited (VBL)

- VBL also won the Vietnamese High Quality Products Award 2005
- For the first time, VBL received the Golden Cup for community development 2006

Tiger Beer has again been awarded the CoolBrands status for the 3rd consecutive year in the United Kingdom in 2006.

In the 2006 Readers Digest annual awards:

- Coca-Cola retained its platinum position for the eighth consecutive years as Asia's most trusted brand in the 2006 Readers Digest's 8th Trusted Brands Annual Awards. It was voted top brand in Malaysia, India, Hong Kong, Singapore, Thailand, Taiwan and the Philippines based on its trustworthiness, credible image, quality value, understanding of consumer needs and innovation
- 100PLUS was also honoured clinching the Gold Trusted Award

## Publishing & Printing

The excellent quality of Marshall Cavendish Children's books has been well acknowledged with significant accolades from various organisations. These include:

- The American Library Association selected one of its titles for a Pura Belpré Honor Book
- Best Children's Book of the Year from Bank Street College
- Notable Social Studies Trade Book for Young People
- Boston Globe-Hornbook Honor Award
- Gourmand Best Book for Children and Family Award
- A title from this imprint was named by Time magazine as one of the ten best children's books of the year

## Properties

In recognition for its top-class services, highly regarded management and staff and premium value, Frasers Hospitality clinched several prestigious industry awards. These include:

- Superbrands Award – Singapore, for outstanding brand leadership
- A certified On-the-Job Training Centre to Frasers Hospitality by the Institute of Technical Education, Singapore for developing a quality workforce
- Best Brand Awards in Luxury Premier Serviced Residences (Seoul)
- Best in Management Team Award (Bangkok)
- Best in Service Award (Bangkok)
- Global Management Prize (Seoul)
- Korea Herald Readers' Best Brand Awards (Seoul)
- American Association of Webmasters Gold Award (International)

Frasers Centrepont Trust was bestowed first place for the Most Transparent Company under the New Issues category at the Securities Investors Association (Singapore) Investors' Choice Awards held in September 2006.

