



A MEMBER OF WFA
World Federation of Advertisers
www.wfanet.org



✦ Annual Report 2023

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President



**Mr. Claudian
Navin Stanislaus**
11 TREES KITCHEN SDN BHD

Vice-President



Foong Ai Peng
MAXIS BROADBAND
SDN BHD

Senior Advisor



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Mohamed Taib**
COCA-COLA FAR EAST
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TUNE GROUP SDN BHD

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Alam Wibowo
PROCTER & GAMBLE (M)
SDN BHD



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HEINEKEN MALAYSIA
BERHAD

Alternate Members



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HEINEKEN MALAYSIA
BERHAD



Pamela Chia
GRABTAXI HOLDINGS
PTE LTD



Naveensegaram Rajasegaram
NESTLE PRODUCTS
SDNBHD

Service Acknowledgement



Hansol Lee
UNILEVER (M) HOLDINGS
SDNBHD



Noelle Wong
PROCTER & GAMBLE
(M) SDNBHD



Chow Phee Chat
NESTLE PRODUCTS
SDNBHD

President's Report



**Mr. Claudian
Navin Stanislaus**
11 TREES KITCHEN SDN BHD

The Council's objective remains steadfast for 2023/2024: to uphold the interests of its members and fortify the Association to propel industry growth. As we face the challenges of tomorrow, the five transformational pillars; Engage • Knowledge • Membership • Communications • Research and Measurement will steer us through the objectives and propel us towards sustainable growth and inspiration for our industry.

This report highlights the progress achieved by the Council and highlights key initiatives implemented in 2023/24 to further the Association's mission of generating greater benefits for its members.

GOVERNMENT AND REGULATORY MATTERS

The Council has been actively engaging the following government ministries. Meetings were held with:

- Pharmacy Enforcement Division and Infectious Diseases Division, Ministry of Health
- Jabatan Kerajaan Tempatan of Ministry of Housing and Development
- Services Sector Development Division of Ministry of International Trade and Investments

The ministries have expressed their eagerness to collaborate with the association to facilitate a seamless business landscape for members, provided that the industry assists in ensuring responsible advertising practices are adhered to.

ADVERTISING STANDARDS MALAYSIA

In December 2023, ASA faced the risk of potential dissolution. As a founding member of Advertising Standards Malaysia, MAA played a crucial role by convening a meeting with the Ministry of Domestic Trade (KPDN) alongside the ASA Board to solicit support. KPDN requested ASA to submit a proposal outlining how the Government could aid ASA in continuing its role of consumer protection. Subsequently, the proposals have been submitted in February 2024, and we await a follow-up meeting.



KNOWLEDGE PILLAR

MAA EDUCATION SERIES

The MAA organised the “Commercial Realities About Your Relationship with Marketing Agencies” and “Driving Growth Via Customer Data & AI driven Personalisation” sessions for members. These sessions served as knowledge-sharing sessions by subject matter experts on possible resources and support systems for members to cope and compete in the ecosystem.



INSTITUTIONS OF HIGHER LEARNING

Last year, members agreed to the Council’s proposal to launch the Institutions of Higher Learning membership categories as IHLs are the crucibles where the future luminaries of our industry are forged. Hence a symbiotic relationship, where academia and industry converge seamlessly, can ensure these talents are industry-ready, having bridged any scholastic or experiential chasms that exist.

The IHL category is a non paying non-transferable membership within our Association and is exclusive to institutions – be it a University, a University College, or any other higher educational beacon

(either public or private with a campus in Malaysia), offering curriculum in Advertising and Marketing Communications, that is recognized by the Ministry of Higher Education of Malaysia, and have courses accredited by the Malaysian Qualifications Agency (MQA).

To date, three universities - IACT, Help University and Taylor's University have joined us and have engaged us in various activities.

RESEARCH AND MEASUREMENT

In early April 2024, the Malaysian Communication and Multimedia Commission (MCMC) which was spearheading the exercise had abruptly informed all stakeholders within the STAM working committee of their decision to reassess the feasibility model for STAM implementation in Malaysia. Consequently, MCMC has opted to cancel the tender process after nearly five years of discussions. A meeting is being awaited with MCMC to discuss the next course of action.



DIGITAL OUT OF HOME

A measurement model comprising a modular system has been identified by the Outdoor Advertising Association of Malaysia (OAAM) as the deployment direction for the rollout. The system will consist of eight modules sourced from multiple vendors and integrated by a lead technology provider. A proof of concept was anticipated to be prepared, with members utilizing the Content Management System (CMS) within the Klang Valley.



ENGAGE

Committee Report

OBJECTIVE

To advocate and lead positive change towards a business landscape that is more conducive to advertising

GOVERNMENT AND LOCAL REGULATORY BODIES

MINISTRY OF HEALTH

PHARMACY ENFORCEMENT DIVISION AND INFECTIOUS DISEASES DIVISION



The Council held meetings with the Infectious Diseases Division and the Pharmacy Enforcement Division of the MOH. These mainly centred on the communications of their objectives to the consumers. It was noted that both divisions were open to suggestions for the industry to assist them with their communication plans to engage the consumers. The Council recognised this as an opportunity for the Association to further strengthen its support for the Ministry's initiatives and its position as its advisor on matters affecting the industry.

MINISTRY OF INTERNATIONAL TRADE AND INDUSTRY (MITI)



MINISTRY OF
INVESTMENT, TRADE AND INDUSTRY

MEETING WITH THE SERVICES SECTOR DEVELOPMENT DIVISION

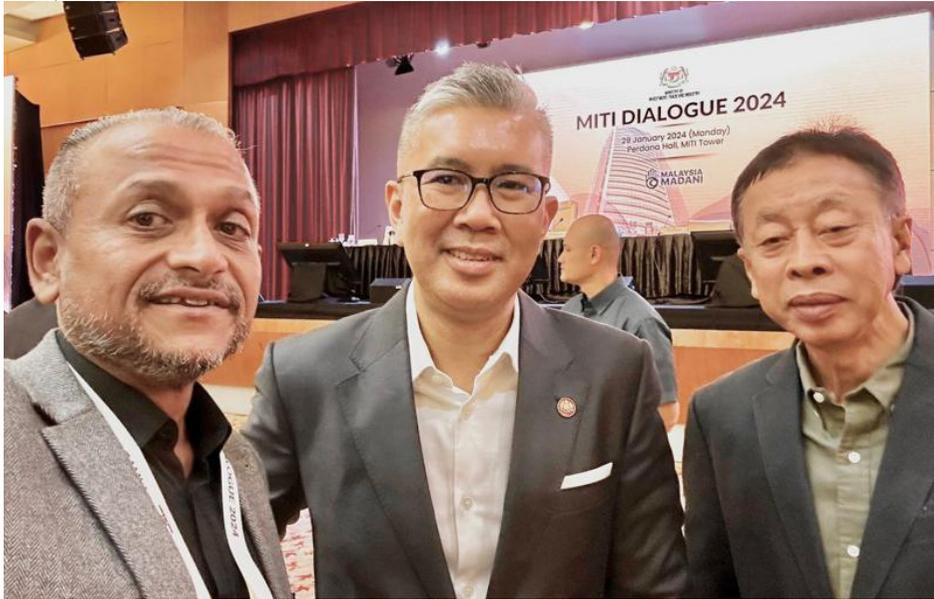
The Services Sector Development Division (SSDD) under the MITI met with the Council to understand the advertising ecosystem with the objective of understanding and to identify the areas for cooperation which are aligned with the objectives of MITI which are as follows;

- The promotion and increase of Malaysia's exports of high value-added goods and services
- The reduction of dependency on foreign labour via means of automation
- Programmes to attract quality and high value investment.

On going meeting are underway with MITI on potential collaborations.



MITI DIALOGUE 2024



The Council was invited to a dialogue session held by MITI on 29 January 2024 at the Menara MITI, Kuala Lumpur. The objective of the dialogue was to allow the industry to discuss issues, challenges, and suggestions for improving government policies and delivery, especially those of MITI, to further promote industrial development in Malaysia and strengthen the country's position as a preferred destination for investment and trade activities. The dialogue was chaired by the Minister, YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz. This session provided an opportunity for the Association to engage the Minister directly on industry matters.

MINISTRY OF HOUSING AND LOCAL GOVERNMENT (KPKT)



KEMENTERIAN PERUMAHAN
DAN KERAJAAN TEMPATAN

JABATAN KERAJAAN TEMPATAN



The Council paid a courtesy visit to meet the Ketua Pengarah of the Jabatan Kerajaan Tempatan, which was under the purview of KPKT. During the meeting, JKT expressed a keen willingness to assist the industry in addressing the issue of illegal billboards by communicating with the relevant authorities. The Outdoor Advertising Association of Malaysia (OAAM) has been duly informed.

ADVERTISING STANDARDS MALAYSIA (ASA)



The Association was a founding member of ASA since its establishment in 1977. Over the years the membership grew to have 5 constituent members as follows who equally co funds operations:

- MAA (*Malaysian Advertisers Association*)
- Association of Accredited Advertising Agents Malaysia (*4As*)
- MSA (*Media Specialists Association*)
- OAAM (*Outdoor Advertising Association of Malaysia*)
- MNPA (*Malaysian Newspaper Publishers Association*)



However in 2023, OAAM begin facing financial difficulties and have resorted to temporarily cease co-funding ASA. Similarly MNPA also due to financial constraints have decided to withdraw their ASA membership from November 2023. This left ASA at a risk of being dissolved.

The association as one of the founding members of the ASA board met the Ministry of Domestic Trade (KPDN) as this was the closest Ministry to the scope of ASA to update on this recent development. The Ministry officials openly acknowledged the relevancy of ASA on the self-regulation of advertisements over the print, static outdoor, point of sale, packaging and cinema mediums. The Ministry requested ASA to submit proposals on how they can assist ASA to continue its role in protecting consumer rights. ASA submitted 3 options as follows in February 2024:

1. Ministry to provide an annual co-funding of RM250,000
2. Absorb ASA's role in the Ministry and setup a commission
3. Ministry empower ASA as a proactive body with a full annual grant (similar to the Communications and Multimedia Content Forum)

The Ministry has reviewed the proposals and a meeting is being coordinated. In the interim, the current three constituent members have agreed to equally co fund ASA to uphold their belief in self-regulation.

COMMUNICATIONS AND MULTIMEDIA CONTENT FORUM (CMCF)



NEW CHAIRMAN

Mr. Kenny Ong of Astro returned unopposed as the chairman of CMCF at their AGM in May 2023 for his second term while the Association was elected as Vice Chairman of the body.

However, in December 2023, Mr Kenny Ong announced the departure from Astro and hence has to relinquish his position as the Chairman. An Extraordinary General Meeting was held to elect a new Chairman on 30 January 2024. En Rafiq Razali, Group Managing Director of Media Prima Berhad was unanimously elected as the Chairman and will serve until the term ends in March 2025.



En Rafiq Razali
CHAIRMAN, CMCF

AUDIT BUREAU OF CIRCULATION (ABC)

Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia or SSM) had agreed to strike off ABC and issued the government gazette for this purpose in May 2023.

MEDIA OWNERS

In line with the Association's goal of fostering a cooperative business atmosphere within the advertising industry alongside pertinent stakeholders, plans were made to engage with diverse media partners.

This initiative aims to cultivate robust relationships and partnerships, thus fortifying our industry. Acknowledging the rapid technological progress and growing interconnectivity within society, the Association perceives a necessity for brands to innovate strategies for enhanced advertising efficacy and audience engagement. Hence, the Council initiated a phased approach to meet with media partners.

MYTV BROADCASTING SDN BHD



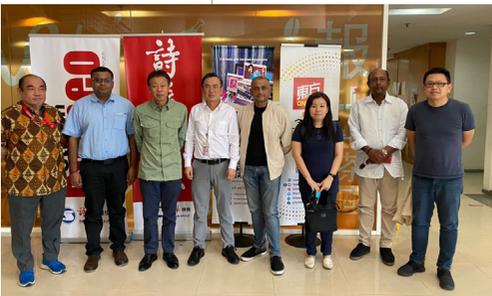
MYTV invited the Council to visit its facility in Cyberjaya. It was highlighted during the visit that MYTV serves as the infrastructure for digital terrestrial television (DTT) and hosts all free-to-air (FTA) television channels in Malaysia. MYTV also has the infrastructure for over-the-top (OTT) solutions. It was noted that 16 channels are broadcasted by MYTV.



SEE HUA GROUP



詩華機構
SEE HUA GROUP



The Council held a dialogue with the representatives of the See Hua Group to understand the opportunities to grow print advertising in East Malaysia. This group operates newspapers in four languages—English, Bahasa Malaysia, Chinese, and Bahasa Iban—with distributions across East Malaysia. Additionally, they provide ePaper services.

BERNAMA



BERNAMA invited the Council to nominate a representative to participate in the Hari Wartawan Nasional (HAWANA) 2023 event held in Ipoh from May 27th to 29th, 2023.



The three-day celebration of HAWANA 2023, themed 'Media Bebas, Tunjang Demokrasi' (Free Media, Pillar of Democracy), aimed to underscore the importance of media freedom for journalists in fulfilling their responsibilities. The session was attended by 1000 media practitioners.

The Council representative was additionally invited to serve as a panellist for the discussion on the "Survival of Media (Digital Content & Income)." One of the main messages conveyed was the importance of close collaboration between traditional media platforms and advertisers to generate innovation and create more opportunities for boosting brand awareness in the digital age.

GLOBAL AND REGIONAL BODIES

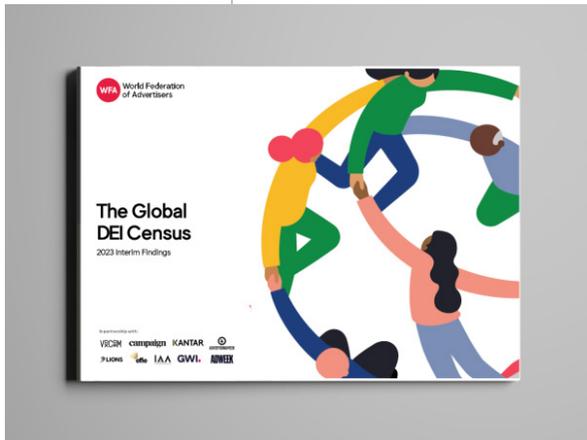
WORLD FEDERATION OF ADVERTISERS (WFA)



MAA continues to play a leading role with the World Federation of Advertisers (WFA) in Asia. The Association had steps to propose to WFA to establish an Asian Chapter for the WFA. However, WFA had instead requested MAA to spearhead the exercise.

The Association had engaged with fellow advertisers associations in the Asia region such as Pakistan and Sri Lanka to foster greater synergy and cooperation, as the region has similar traits, obstacles and opportunities, that deserve collective efforts to raise the level of brands in the region, and to collaborate on common interests. MAA continues to approach similar bodies in Indonesia, the Philippines, Cambodia and Thailand.

GLOBAL DEI SURVEY



Once again in collaboration with the World Federation of Advertisers is championing the second wave of the Diversity, Equity and Inclusion (DEI) Census in Malaysia. This is a global, independent and 100% anonymous survey investigating people's experience of working in our industry.

The first census in 2021 found that one in seven people would consider leaving their company or the industry due to a lack of diversity and inclusion, going up to one in four in some markets. Since the first global census, the World Federation of Advertisers has published a Charter for Change, outlining how marketers can take key steps to improve knowledge of their specific challenges as well as experiences for members of their organizations. This second wave will allow to measure progress and provide the necessary insights to identify where improvements are needed to drive further change.

A total of 146 respondents took part in this exercise. the key outcomes were as follows;

- **Malaysia scores better than the global Inclusion Index benchmark (65% vs 63%) and 5 pts above the 2021 Malaysia score (60%). There is wide recognition from respondents that progress is being made, with 77% agreeing that their company is actively taking steps to be more diverse and inclusive (vs 72% global average). In addition, 54% of respondents agree things have improved in terms of the industry becoming more diverse and inclusive in the last 2 years (vs 50% global average).**
- **Cost of turnover data shows that there is a potential risk of churn with 22% of respondents either indicating they are likely to leave the industry based on a lack of inclusion and diversity or preferring not to answer this question. This rises to 31% for disabled respondents.**
- **Sense of belonging is lower for minority respondents across most protected characteristics with the exception of ethnic minorities.**
- **28% of respondents believe that age can be a hindrance at their company, this increases amongst older age groups, eg 100% for 55 – 64 year olds. We see a similar picture with family status with 27% of those who have caregiving responsibilities indicating they believe that family status hinders one's career at their company.**

WEBINARS

The WFA continued to host webinars, which provided opportunities to gain insights on relevant and current marketing issues, and made them available to its national associations and its members.

INDUSTRY ASSOCIATIONS

MEDIA SPECIALISTS ASSOCIATION (MSA)



The MSA shared a draft of media pitch guidelines, which did not include a pitch fee. The Council maintained its stance that the document should serve as a best practice manual based on a “willing buyer, willing seller” understanding. Some items were observed to be not practical and needed to be reviewed. The MSA is to engage the Council again once the second draft is completed.

KNOWLEDGE

Committee Report

OBJECTIVE

To provide thought leadership and actionable learning platforms to build industry knowledge and hone the skills of existing and future industry talent.

EVENTS

MAA EDUCATION SERIES

COMMERCIAL REALITIES ABOUT YOUR RELATIONSHIP WITH MARKETING AGENCIES

The Association hosted a session titled "Commercial Realities About Your Relationship with Marketing Agencies," in partnership with David Brocklehurst, former Chairman & Founder of FirmDecisions and current proprietor of BROX Consultancy. BROX specializes in agency contracts and compliance audits, guiding clients on their business relationships with agencies. The event was tailored for procurement, legal, and marketing professionals from SMEs, mid to large-sized companies, and MNCs. The session was held on 3 June 2023, at the Cybertorium in Menara Star and attracted over 30 participants.



DRIVING GROWTH VIA CUSTOMER DATA & AI DRIVEN PERSONALIZATION IN THE OMNICHANNEL WORLD



The Association organised another talk session for members titled Driving Growth Via Customer Data & AI driven Personalisation in the Omnichannel world. This was in collaboration with Antsomi and Infobip.

The session brought together regional expertise from the marketing technology (martech) sector to explore the future of data-driven marketing amidst the shifting landscape of policy changes, technological innovations and most critically, the evolution of customer engagement. The session was held on 23 January 2023 and attended by over 30 participants.

INSTITUTES OF HIGHER LEARNING

At the last Annual General Meeting, Members agreed to create a new category of membership for the Institutions of Higher Learning as IHLs serve as the training grounds for the future leaders of the industry. By establishing a symbiotic relationship between academia and industry it ensures that these talents are well-prepared for the industry, having bridged any gaps in knowledge or experience that may exist.

So far, Taylor's University, IACT and Help University have been admitted as members.



TAYLOR'S UNIVERSITY

Taylor's University invited brands to participate in their students' Final Showcase Project, part of the Advertising and Brand Management programme for the April 2024 semester. The final showcase event is tentatively scheduled for July 24, 2024.

This presented an excellent opportunity for Members to support the school while also allowing brands to access fresh perspectives, drive research and development, and strengthen connections with the academic fraternity. Members who participated were 11 Trees Kitchen, Unilever Malaysia, Content Forum, Grab, Nestle, BHP Petrol and Wipro Unza.

COMMUNICATIONS

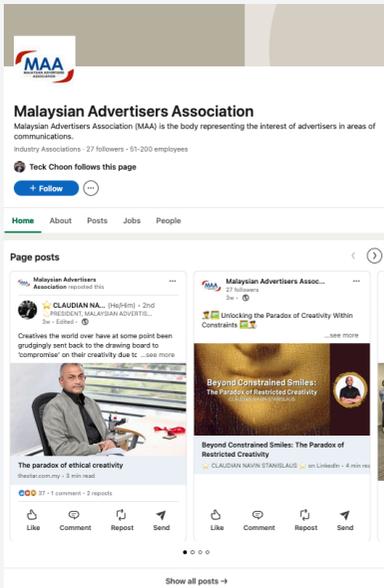
Committee Report

OBJECTIVE

To communicate the Association's objectives to members, industry and public via all communication touch points

The association continues to gain PR traction on all its initiatives and statements in elevating the industry.

[HTTPS://WWW.LINKEDIN.COM/COMPANY/MALAYSIANADVERTISERS/](https://www.linkedin.com/company/malaysianadvertisers/)



MAA continues to back brands and marketers

Association determined to support industry players



Industry leaders: (from left), Kopic, Navin, Serm, Lee, co-founder of Love18 Chocolate, regional director of Antsomi Itona Juwita and Infobip strategic partnership development manager, South Asia-Pacific Foo Kin Choon at the MAA event.

customer data – not just as information, but as a valuable asset that can significantly impact actionable business growth.

The key takeaways distilled from the event highlighted the need for a comprehensive commitment from different stakeholders within an organisation when adopting data-driven strategies.

It is a continuous effort, but the impact on business outcomes, though not immediate, can be significant over time.

The event also illuminated the profound impact of melding CDPs with conversational experience solutions that is becoming increasingly critical for businesses to thrive in the intricate world of omnichannel marketing.

MAA, Antsomi and Infobip contributed valuable insights during this seminar.

MAA will continue to pursue and foster collaboration among brands in Malaysia, with solutions and providers to bridge the gaps in the local marketing sector.

The association will also explore potential applications for innovation and technology in demystifying consumer behaviour and how to resonate with them effectively.

5 FEB 2024

THE STAR

MAA continues to back brands and marketers

The Star Subscriptions Log In

TOPICS : StarExtra Heatwave Flood Alert StarESG Urban Biodiversi >

Best practices in corporate governance

By AIDA AHMAD

METRO NEWS

Saturday, 03 Jun 2023



Brocklehurst flanked by Stanislaus and Foong.

Malaysian Advertisers Association (MAA) launched the first part of its MAA Education series to inform and inspire brand marketers to stay ahead of the evolving landscape.

Held at the Cybertorium of Menara Star in Petaling Jaya, the event saw the Firm Decisions ex-chairman and founder and BROX Consultancy current owner David Brocklehurst delivering an insightful presentation titled "Commercial realities about your relationship with marketing agencies".

In attendance were MAA members, agency representatives as well as marketers.

03 JUN 2023

THE STAR

Best practices in corporate governance

The Star Subscriptions

TOPICS : StarExtra Heatwave Flood Alert StarESG Urban Biodiversi >

MAA recognises need for a transformation to fortify its goals

ADVERTISING & MEDIA

Monday, 29 May 2023



PETALING JAYA: While the core objective of the council remains unchanged, to serve the interests of its members, strengthen the association and drive industry growth, it has recognised a need for a rejuvenation, a transformation to fortify its goals, according to the Malaysian Advertisers Association (MAA).

29 MAY 2023

THE STAR

MAA recognises need for a transformation to fortify its goals

The Star Subscriptions Log In

TOPICS : StarPlus News Anasir Politics Sport Motors Lifestyle Food Tech Education Opinion Videos Photos StarPlus

TOPICS : Politics Healthcare Flood Alert StarESG Urban Biodiversity TravelNet SORA 2023 Covid-19 Watch Sabah & Sarawak De You Know >

Progress continues its march in marketing

ADVERTISING & MEDIA

Monday, 13 Nov 2023



Malaysian Advertisers Association (MAA) president Claudio Paulo Stanislaus

PETALING JAYA: As the technological landscape evolves, marketers need to incorporate the latest technology into their marketing strategies in pursuit of an effective brand-building strategy.

Trending in Business

- BUSINESS** 17h ago: Bank Negara alerts four companies to Financial Consumer Alert List
- ECONOMY** 14 ago: EPF Account 3 draws concern over volatility
- FOREX** 14h ago: Ringgit continues to appreciate vs USD at close
- CORPORATE NEWS** 17h ago: Fajarbaru wins RM13.22bn contract from Malaysia
- CORPORATE NEWS** 1d ago: WCE's Raya traffic beats target
- ECONOMY** 12h ago: Making the Malaysian startup pitch
- TELECOM** 17h ago: Maxis ready to build another 5G network, fully supports govt 5G delivery model
- CORPORATE NEWS** 11h ago: Govt Malaysia distribution adjusts tariff down
- BUSINESS** 14h ago: MRE classify marketing situation in Middle East for possible escalation in oil
- PROPERTY** 14h ago: Newcomer S&P tower receives LEED Platinum certification

13 NOV 2023

THE STAR

Progress continues its march in marketing

Media tradisional harus bekerjasama dengan pengiklan, cipta lebih banyak peluang

Mei 28, 2023 @ 5:13pm

TERKINI

- 17m Mesir dan rakan usaha dapatkan gencatan senjata di Gaza, kata Menteri Luar
- 25m Noktah kemiskinan tegar, isu kewanganeeraan dibincang bersama MPN PKR Sabah - Anwar
- 29m Kapal hantar bantuan kemanusiaan ke Gaza belayar 24 April ini
- 29m Kes simbah OKU dengan air panas, wanita kena reman 4 hari
- 35m Tun Hanif Omar lakar sejarah Ketua Polis Negara paling lama, termuda
- 39m Puncu jururawat tertiarap tidak sedarkan diri ditemui tepi jalan jadi tanda tanya
- 48m Tun Hanif Omar akan dikabumikan di Makam Pahlawan
- 51m Klopp anggap peluang masih terbuka

TRENDING

28 MAY 2023
BERITA HARIAN
Media tradisional harus bekerjasama dengan pengiklan, cipta lebih banyak peluang

The 50s club in the spotlight

By DALJIT DHESI

ADVERTISING & MEDIA

Monday, 23 Oct 2023

The paradox of ethical creativity

By DALJIT DHESI

ADVERTISING & MEDIA

Monday, 25 Mar 2024

PETALING JAYA: In the heart of the Louvre Museum in Paris, among a collection that commands awe and admiration, the Mona Lisa holds court.

With a modest size of 30 by 21 inches, this masterpiece defies the notion that bigger is always better, symbolising the profound potential of creativity to flourish under constraint.

Leonardo da Vinci, with his enigmatic creation, has long stood as a testament to the idea that limitation can indeed be the mother of innovation.

25 MAR 2024
THE STAR
The paradox of ethical creativity

PETALING JAYA: The older group, those 50 and above, are increasingly coming under the radar of marketers.

Realising the greater spending power of this silver haired segment, couple with longer life spans of this group, marketers are stepping up their branding strategies to capture a slice of this lucrative market.

23 OCT 2023
THE STAR
The 50s club in the spotlight

RESEARCH & MEASUREMENT

Committee Report

OBJECTIVE

To achieve transparent
media measurement

SINGLE TELEVISION AUDIENCE MEASUREMENT (STAM)

The STAM initiative aims to establish a standardized measurement methodology for television audiences, facilitating more efficient collaboration between broadcasters and media agencies. This transition from a dual currency system to a unified currency is expected to empower brands to make informed decisions regarding their media investments on television.

In early April 2024, the Malaysian Communication and Multimedia Commission (MCMC) which was spearheading the exercise had abruptly informed all stakeholders within the STAM working committee of their decision to reassess the feasibility model for STAM implementation in Malaysia.. Consequently, MCMC has opted to cancel the tender process after nearly five years of discussions.

It was noted that MCMC will be calling for a meeting with the working committee to explain the rationale behind the decision.

DIGITAL OUT OF HOME AUDIENCE MEASUREMENT (DOOH)

At the end of Q1, 2023 OAAM assumed the role of spearheading an initiative, prompted by members' reservations regarding media buyers providing measurements due to potential biases in utilizing the data for their own advantage.

OAAM shared their approach, which involves a modular measurement model comprising various components. It was observed that 30 vendors participated in the Request for Information (RFI), with 8 being shortlisted. The system will consist of eight modules sourced from multiple vendors and integrated by a lead technology provider. A proof of concept was anticipated to be prepared, with members utilizing the Content Management System (CMS) within the Klang Valley.

Further updates from OAAM are eagerly awaited.

Financial

Report

The Income and Expenditure for the year ended 31st December 2023 were RM126,746 and RM214,083 respectively which resulted in a Deficit of Income over Expenditure of RM87,337 for the financial year ended on that date.

In 2023, income from Fixed Deposit interest increased by 14% (2023: RM35,634; 2022: RM26,820). The value of investments was reduced to RM143,400 (2023: RM143,429) due to the dissolution of ABC. Total assets are RM1,469,391, whilst liabilities only amount to RM16,498.

As for Expenditure, there has been an increase of RM8,764 in 2023. Apart from an increase in publicity and promotional, other key expenses include the Council hosting several industry relation meetings to expand our membership reach and meeting industry stakeholders to discuss industry issues.



CLAUDIAN NAVIN STANISLAUS
PRESIDENT



MARGARET AU YONG
TREASURER

Ordinary Members

1. 11TREES KITCHEN SDN BHD
2. ALLIANCE COSMETICS SDN BHD
3. BABA PRODUCTS (M) SDN BHD
4. BATA PRIMAVERA SDN BHD
5. BOOST HOLDINGS SDN BHD
6. BOUSTEAD PETROLEUM MARKETING SDN BHD
7. CARLSBERG MARKETING SDN BHD
8. CELCOM MOBILE BERHAD
9. CENTRAL SUGARS REFINERY SDN BHD
10. CIMB BANK BERHAD
11. COCA COLA FAR EAST LIMITED
12. COLGATE-PALMOLIVE MARKETING SDN BHD
13. COTRA ENTERPRISES SDN BHD
14. DANONE SPECIALIZED NUTRITION (M) SDN BHD
15. DELIVERY HERO MALAYSIA SDN BHD
16. DIGI TELECOMMUNICATIONS SDN BHD
17. ETIKA SDN BHD
18. FFM MARKETING SDN BHD
19. FONTERRA BRANDS (MALAYSIA) SDN BHD
20. GENTING MALAYSIA BERHAD
21. GERBANG ALAF RESTAURANTS SDN BHD
22. GLAXOSMITHKLINE CONSUMER HEALTHCARE SDN BHD
23. GRABTAXI HOLDINGS PTE LTD
24. HEINEKEN MARKETING MALAYSIA SDN BHD
25. HONG YANG HOO PHARMA SDN BHD
26. INVOICE PROCESSING UNIT (IPU)
27. JOHNSON&JOHNSON SDN BHD
28. JOTUN PAINTS (MALAYSIA) SDN BHD
29. KILANG MAKANAN MAMEE SDN BHD
30. KL WELLNESS CITY SDN BHD
31. KOPITIAM ASIA PACIFIC SDN BHD
32. L'OREAL MALAYSIA SDN BHD
33. LOTUSS STORES (MALAYSIA) SDN BHD
34. MALAYSIA AIRLINES BERHAD
35. MAXIS BROADBAND SDN BHD
36. MEAD JOHNSON NUTRITION (M) SDN BHD
37. MEASAT BROADCAST NETWORK SYSTEMS SDN BHD
38. MILESTONE PRODUCTION SDN BHD
39. MONDELEZ MALAYSIA SALES SDN BHD
40. MUNCHY FOOD INDUSTRIES SDN BHD
41. NESTLE PRODUCTS SDN BHD
42. NIPPON PAINT (MALAYSIA) SDN BHD
43. PEPSICO (MALAYSIA) SDN BHD
44. PERODUA SALES SDN BHD
45. PETRONAS DAGANGAN BERHAD
46. PIZZA HUT RESTAURANTS SDN BHD
47. PROCTER&GAMBLE (MALAYSIA) SDN BHD
48. PROJEK LEBUHRAYA USAHASAMA BERHAD
49. PRUDENTIAL ASSURANCE MALAYSIA BERHAD
50. QSR STORES SDN BHD
51. RB(HEALTH) MALAYSIA SDN BHD
52. RHB BANK BERHAD
53. SC JOHNSON&SON (M) SDN BHD
54. SHAREINVESTOR MALAYSIA SDN BHD
55. TELEKOM MALAYSIA BERHAD
56. TT DOTCOM SDN BHD
57. TUNE GROUP SDN BHD
58. UEM SUNRISE BHD
59. UMW CORPORATION SDN BHD
60. UNILEVER (M) HOLDINGS SDN BHD
61. WATERCO (FAR EAST) SDN BHD
62. WIPRO UNZA (M) SDN BHD

Associate Members

1. 16TWO COMMUNICATION LABS SDN BHD
2. ANTSOMI SDN BHD
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28. SISTEM TELEVISYEN MALAYSIA BHD (TV3)
29. STAR MEDIA GROUP BERHAD
30. SWEB ASIA SDN BHD
31. THE NEW STRAITS TIMES PRESS GROUP S/B
32. VIVAKI (MALAYSIA) SDN BHD
33. YTL INFO SCREEN SDN BHD

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2. BRANDING ASSOCIATION MALAYSIA
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OF COMMERCE
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6. MALAYSIAN RETAIL CHAIN ASSOCIATION
7. YAYASAN USAHAWAN MALAYSIA

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