# Foreword

The National Annual Corporate Report Awards (NACRA) was established in 1990 with the main objective of recognising companies’ corporate reporting excellence on a yearly basis. Since its establishment, NACRA has become the benchmark stakeholders associate with fair, transparent and informative corporate reporting, which has always been the underlying objective of its 3 organising bodies - Bursa Malaysia Berhad, Malaysian Institute of Accountants (MIA) and The Malaysian Institute of Certified Public Accountants (MICPA).

The annual report provides corporate and financial information of an organisation and plays a pivotal role in empowering the public in making sound investment decisions. There is a need for organisations to display transparency at all levels of reporting which further articulates the organisations’ growth and future prospects and inspires confidence and trust among the stakeholders and market players alike.

We have seen many new value-adding elements incorporated in the annual report over the years, but the objectives of NACRA remain unchanged as we continue to echo our theme of “Towards Accountability and Excellence”.

As countries around the globe gradually adopt the mindset and practice of integrated reporting, NACRA will become even more relevant in Malaysia as a driver and yardstick for promoting compliance with this enhanced form of reporting.

Integrated reporting involves concise communication about how an organization’s strategy, governance, performance and prospects, in the context of its external environment, lead to the creation of value in the short, medium and long term. Investors need to understand how the business strategy being pursued creates value over time which will lend to more effective decision-making. As a result, more integrated thinking and business practices will be emphasized within the organisation.

As NACRA continuously raises the bar on an organisation’s corporate reporting, we foresee that the transition into full-fledged integrated reporting will be a much smoother one when it eventually becomes an accepted market practice in the future.

The criteria for NACRA are consistently reviewed, improved and enhanced each year to ensure the adjudication process takes into account the ever-changing landscape of standards in corporate and financial reporting. We hope this will ultimately drive organisations to become leaders in our economy.

We look forward to your active participation and support in realising the objectives of NACRA 2014.

LOH LAY CHOON

Chairman

NACRA 2014 Organising Committee
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LOH LAY CHOON
Chairman
NACRA 2014 Organising Committee
the organisers

BURSA MALAYSIA BERHAD

MALAYSIAN INSTITUTE OF ACCOUNTANTS

THE MALAYSIAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS
To promote greater and more effective communication by organisations through the publication of timely, informative, factual and reader-friendly annual reports.

To recognise and encourage excellence in the presentation of financial and business information.

To create public awareness of the objectives of organisations, their operations and their financial performance.

To promote higher standards of corporate governance.
NACRA's role in promoting excellence in annual corporate reporting has a long history in Malaysia. It started in 1985 with the launch of the Malaysian Corporate Report Awards (MACRA) which was jointly organised by The Malaysian Association of Certified Public Accountants (MACPA) and the Malaysian Institute of Management (MIM). In 1988, the Malaysian Institute of Accountants (MIA) and the Kuala Lumpur Stock Exchange (KLSE) collaborated to organise the National Annual Report Awards (NARA). In recognition that the two awards shared common objectives, 1990 saw the unification of the awards to become the National Annual Corporate Report Awards (NACRA) which was jointly sponsored by KLSE, MIA, MIM and MACPA.

Today, NACRA is the collaborative effort of Bursa Malaysia Berhad, Malaysian Institute of Accountants (MIA) and The Malaysian Institute of Certified Public Accountants (MICPA).

Despite the changes in name and organisers, the objective of NACRA has remained the same to this very day, i.e. to promote excellence in annual corporate reporting.

NACRA not only gives public recognition of excellence in corporate reporting to companies listed on Bursa Malaysia but also non-listed corporations and other organisations. Apart from that, the use of attractive graphic designs in corporate reports is encouraged through the Presentation Awards. As the business world increasingly strives to achieve a social balance, the importance of corporate social and environmental reporting is not left out with the launch of the Environmental Reporting Award in 2000, which was renamed as the Corporate Social Responsibility Award in 2008, and subsequently as the Corporate Social Responsibility Reporting Award in 2013.

Since it was launched in 1990, the criteria for NACRA have continuously been reviewed and enhanced each year to encourage the disclosure of all material and relevant information beyond the statutory requirements. The stringent criteria have raised the standards and best practices in annual reports over the years.
The National Annual Corporate Report Awards (NACRA) comprise five categories of awards, namely the Overall Excellence Awards, Industry Excellence Awards for Listed Companies, Presentation Awards, Corporate Social Responsibility Reporting Awards and the Special Award for Non-Listed Organisations.
Overall Excellence Awards

The top award for the most outstanding Annual Report for the year is the Platinum Overall Excellence Award. This Award will be presented to the organisation which displays the highest standard of reporting in its annual report.

Industry Excellence Awards

These awards will be presented to organisations in their respective industry sectors which have achieved excellence in annual reporting. There will be a total of eight Industry Excellence Awards presented in the following categories:

**MAIN MARKET**  
Consumer Products  
Industrial Products & Technology  
Trading & Services  
Finance  
Construction & Infrastructure Project Companies  
Properties & Hotels  
Plantations & Mining  
Real Estate Investment Trusts (REITs) & Investment Funds  

**ACE MARKET**

Presentation Awards

There are two Awards in this category, namely:
- Best Annual Report in Bahasa Malaysia
- Best Designed Annual Report

Corporate Social Responsibility Reporting Awards

These Awards will be presented to organisations in recognition of their high standards of reporting on their commitment and efforts to operating in an economically, socially and environmentally sustainable manner whilst balancing the interest of diverse stakeholders through transparent practices based on ethical values and respect for employees, communities and the environment.

Special Award for Non-Listed Organisations

To encourage the continual improvement of annual reports of non-listed organisations as well as the public sector and other Malaysian organisations, a special award, ‘Best Annual Report of Non-listed Organisations’, will be presented to an organisation in this category which has achieved overall excellence in annual reporting.
NACRA is open to all companies incorporated or registered in Malaysia as well as the public sector and other organisations established in Malaysia.

All companies listed on Bursa Malaysia, non-listed companies, public sector and other Malaysian organisations that wish to participate in NACRA are required to complete an entry form, to be submitted together with 35 copies of the published annual report in English and 35 copies of the Corporate Social Responsibility Report (if printed separately) to the NACRA Adjudication Committee by Monday, 30 June 2014.

Companies that wish to participate in the “Best Annual Report in Bahasa Malaysia” category are also required to submit 10 copies of the fully translated Bahasa Malaysia Annual Report to the NACRA Adjudication Committee by the deadline stipulated above.

The annual reports eligible for entry to NACRA 2014 are those with financial years ended in 2013.

For companies listed on Bursa Malaysia, the annual reports eligible for entry must fulfil the following criteria:

1. Promptness of publication i.e. published annual report received by Bursa Malaysia Securities Berhad (Bursa Malaysia) within 6 months after year-end.
2. Auditors' report is not modified, other than due to the true and fair over-ride as permitted under section 166A(4) of the Companies Act, 1965.
3. Compliance with all applicable approved Accounting Standards other than due to the true and fair over-ride as permitted under section 166A(4) of the Companies Act, 1965.
4. No public sanction by Bursa Malaysia or the Securities Commission on the company’s affairs since 1 January 2012.
5. Companies should not be under a scheme pursuant to section 176 of the Companies Act, 1965 or under Bursa Malaysia Practice Note 16 (PN16) / Practice Note 17 (PN17) / Amended Practice Note 17 (Amended PN17)*#.
6. Information on shareholders' statistics (Listing Requirements of Bursa Malaysia App 9C, Part A(23))*#:
   • substantial shareholders
   • direct and deemed interests of each director (in number and in percentage) in the company or related corporation
   • number of holders, by class and voting rights attached
   • distribution of shareholding in number and in percentage
   • names of 30 largest holders of each class of securities and the number and percentage of securities held of each class.
8. Particulars of directors, Chief Executive (if not a director), name of company secretary, registered address and registrar’s address [Listing Requirements of Bursa Malaysia App 9C, Part A (1 to 5)]**.
9. Information on Audit Committee [Listing Requirements of Bursa Malaysia paragraph 15.15 and App 9C, Part A (6)]**:
   • The composition of the audit committee, including the name, designation (indicating the Chairman) & directorship of the members
   • Terms of reference
   • Summary of the activities of the audit committee in the discharge of its functions and duties for the financial year
10. Directors’ Statement on Risk Management and Internal Control [Listing Requirements of Bursa Malaysia paragraph 15.26(b) and App 9C, Part A (10)]**.
11. Directors’ Statement on Corporate Governance [Listing Requirements of Bursa Malaysia paragraph 15.25 and App 9C, Part A (8)]**.
12. A description of the Corporate Social Responsibility activities or practices undertaken by the Listed issuer and its subsidiaries, or if there are none, a statement to that effect [Listing Requirements of Bursa Malaysia App 9C, Part A (29)]**.

* Public listed companies listed on the ACE Market will be required to meet the relevant ACE Market Listing Criteria.
# These criteria are not applicable to Real Estate Investment Trusts (REITs) and Exchange-Traded Funds (ETFs). REITs and ETFs are required to comply with the Securities Commission’s Guidelines on Real Estate Investment Trusts and Exchange-Traded Funds Guidelines respectively and the relevant Listing Criteria.

** Participation Fee
In line with our efforts to further enhance NACRA 2014 deliverables and to enable the objectives of NACRA to be fully realised, the following participation fees will apply to participating organisations:

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies listed on Main Market</td>
<td>RM 7,200</td>
</tr>
<tr>
<td>Companies listed on ACE Market</td>
<td>RM 4,000</td>
</tr>
<tr>
<td>Non-listed companies, Public Sector and other Malaysian Organisations</td>
<td>RM 4,000</td>
</tr>
</tbody>
</table>

* The participation fee is inclusive of 1 (one) standard table at the awards presentation dinner.

The participation fee is to be used fully to meet the cost arising from the adjudication process and the awards presentation dinner. Through this effort, NACRA is able to enhance its resources in more effective and meaningful ways towards promoting excellence in annual corporate reporting.

Enquiries
For more information about NACRA 2014, please contact the NACRA Secretariat:
The Secretary, NACRA 2014 Organising Committee
c/o The Malaysian Institute of Certified Public Accountants (MICPA)
No. 15, Jalan Medan Tuanku, 50300 Kuala Lumpur, Malaysia.

TEL: 03-2698 9622  |  FAX: 03-2698 9403  | EMAIL: nacra@micpa.com.my  | WEB: www.micpa.com.my
The adjudication process comes under the supervision and direction of an Adjudication Committee which comprises five members. The awards are given based on the annual reports available, and the decision of the Adjudication Committee with regard to the NACRA results, shall be final and binding.

Assessment of annual reports will be carried out by a panel of adjudicators drawn from commerce and industry, public accounting, securities, advertising and communication firms, and academic institutions.

The adjudication process will be carried out in two stages.

**First Stage**
The annual reports will be scrutinised and marked within industry groups. Each industry category will have a panel of adjudicators appointed by the Adjudication Committee.

**Second Stage**
The annual reports which are shortlisted by the Adjudication Committee after the first stage of adjudication will be subject to a second round of adjudication by a panel of adjudicators appointed by the Adjudication Committee.
nacra criteria

The NACRA criteria consist of two parts - specific criteria for the Most Outstanding Annual Report of the Year, the Best Annual Report in Bahasa Malaysia, the Best Designed Annual Report and Corporate Social Responsibility Reporting Awards, and general criteria for the Industry Excellence Awards and the Special Award for Non-Listed Organisations.

Specific Criteria

Most Outstanding Annual Report of the Year

The top award, together with the NACRA Challenge Trophy, will be presented to the organisation that has achieved the highest level of overall excellence in annual reporting. This report would serve as a model for other annual reports.

Best Annual Report in Bahasa Malaysia

It is the aim of NACRA to promote the use of Bahasa Malaysia in annual reports. The annual reports will be judged according to the following criteria:

- Grammar and usage of language.
- Usage of generally accepted accounting and other financial terminologies.
- Accuracy and fluency of translation.
- Spelling and punctuation.
- Readability and user-friendly presentation.

Best Designed Annual Report

Design can play an important role in improving the level of presentation and readability of an annual report to its various audiences. The Best Designed Annual Report Award is intended to recognise creativity and ingenuity in the use of graphs, illustrations, photographs and layout concepts that enhance the communicative effect of the annual report.

In addition to the general adjudication criteria set for Presentation, the following aspects will be considered for best design:

- Overall layout and photography.
- Overall neatness and readability of the report.
- Clear reflection of the organisation’s theme, objective or vision in the cover design.
- Relevance and effectiveness of the graphs and photographs used.
- Innovative concept and illustration, e.g. hand-drawn graphics and/or computer graphics.
- Print quality of the report, e.g. colour, saturation, binding, cutting and collation.
- Overall impact and impression.
Corporate Social Responsibility Reporting

Malaysian Public Listed Companies are required to include a description of the Corporate Social Responsibility (CSR) activities or practices undertaken by the listed issuer and its subsidiaries or if there are none, a statement to that effect [Listing Requirements of Bursa Malaysia App 9C, Part A (29)].

CSR is a company's commitment to operating in an economically, socially and environmentally sustainable manner whilst balancing the interest of diverse stakeholders. CSR means integrating open and transparent practices into a company's business operations, which are based on ethical values and respect for employees, communities and the environment.

CSR is globally applicable, industry to industry and company to company, because of differing local situations and demands of stakeholders. It is a business approach used to create long term value by seizing the opportunities and managing risks that emerge from the economic, social and environmental developments.

CSR is therefore key to a company's sustainability.

CSR information reported in the annual report should include (but not limited to) the following areas:

**Marketplace**

1. Corporate Governance
   - Policy/statement clearly stated
   - Board composition – executive directors, non-executive directors, independent directors, women representation.
   - Transparent board and senior management remuneration.
   - Risk analysis/management framework
   - Disclosure of non-compliance to laws/legislation/codes/listing requirements.

2. CSR Management/Reporting
   - Policy statements or stated commitments.
   - Adoption of a specific reporting guideline.
   - Third party audit/review report.

3. Stakeholder Engagement
   - Structured engagement with all stakeholders.


5. Product Responsibility.

**Workplace**

1. Health & Safety (H & S) issues
   - H & S management system in place.
   - Staff education and training on H & S.
2. Human Capital Development
   • Staff training – number of hours, types of training (job-related, skills management, lifelong learning, etc).

3. Work-life Balance
   • Ensuring employees’ quality of life – pension plans, flexible working arrangements, counselling / assistance programmes, sports activities, etc.

4. Diversity at the Workplace
   • Staff composition – women, ethnic groups, people with disabilities.
   • Providing equal opportunities.

5. Employee Welfare.

Environment

Details on how the company addresses and manages its particular environmental impact.

1. Environmental policy clearly stated.

2. Measurement systems in place to measure:
   • Emissions of carbon dioxide and/or other greenhouse gases.
   • Energy consumption.
   • Water consumption.
   • Waste production and management.

3. Set targets for improvements and/or significant initiatives to reduce the above.

4. Company’s impact on biodiversity, environmental impact assessments, if any.

Community

Details on the company’s relationship with the local communities in which it operates and/or other communities it may choose to support.

1. Employment of local workforce in its operations.

2. Internship or graduate placement programmes.

3. Details on the company’s community investment initiatives – nature of investment (monetary, in kind, staff time), areas (infrastructure support, youth development, education, the underprivileged, poverty alleviation, disability, local heritage, etc), and overall effectiveness of programmes.

4. Encouraging employee volunteerism - types of activities completed, total number of hours recorded.
General Criteria

Overview/Highlights

The early pages of the report should contain highlights of the year at a glance and summaries should include:

- A clear and meaningful statement of the organisation’s mission and vision, ethical values, its corporate plan, objectives and strategies for achieving those objectives.
- A statement of the organisation’s history, its profile and the products/services it provides.
- Performance indicators and summary of results covering at least three years’ performance to provide an indication of changes in results.
- Progress towards achievement of the organisation’s objectives.
- Significant developments/events and their impact on the organisation.
- A summary of key shareholder information, including shareholders’ statistics, share price, earnings per share and dividends per share.
- A summary of code of ethical practices relevant to the organisation’s activities.

Review of Operations

A key category of information in the annual report is the detailed explanation of the organisation’s operations.
The information coverage should include:

- Discussion of the organisation’s principal activities and results for the year.
- Discussion of the organisation’s performance and its objectives, including key performance measures/indicators, market share and export achievement.
- Indication of earnings trends and prospects.
- Discussion of the major products/services provided by the organisation.
- Discussion of research and development initiatives, its activities and their impact on the operations of the organisation.
- A statement of policy guidelines, human resources, quality excellence and community relations.

The Board of Directors and Management

One of the most important assets of any organisation is its people and the annual report serves as the most appropriate medium for their introduction to external audience. This category of information should include:

- The board of directors, including details of their experience, terms of appointment and financial and other benefits.
- Key staff members, including details of their experience, qualifications and responsibilities.
- The organisation or corporate structure showing lines of responsibility and the links between the various units and/or divisions of the organisation.
- Key personnel issues including human resource and productivity, improvement in workforce details and employee share option schemes.
- Highlights of shareholders communication and investor relations programmes.

Financial Statements

It is expected that the financial statements are prepared in compliance with approved accounting standards and disclosure requirements set out in the Companies Act, 1965, the Listing Requirements of Bursa Malaysia and other relevant legislation.
NACRA rewards organisations which provide relevant and reliable financial information which exceeds the mandatory requirements. The financial statements should comprise:

- A statement of financial position.
- A statement of comprehensive income.
- A statement of changes in equity.
- A statement of cash flows.
- Significant accounting policies and clear, concise explanatory notes covering major or extraordinary events/transactions during the year.
- Disclosure of comparative figures covering at least the last financial year.
- Disclosure of financial information by segment.
- Cross-references between the statements and notes.
- A signed statement by the directors stating their views on the financial statements.
- A signed report from the auditors.

**Corporate Governance**

- Composition of the audit committee and its terms of reference.
- Audit committee report including a summary of the activities of the audit committee and the internal audit function.
- Statements by the board of directors on:
  - Compliance with the Malaysian Code on Corporate Governance.
  - Directors’ responsibility for preparing the annual financial statements.
  - The state of internal control of the organisation.

**Additional Disclosures Beyond the Statutory Requirements are Encouraged**

Additional disclosures beyond the statutory requirements which are useful for understanding the financial statements are encouraged.

**Supplementary Information**

Organisations are encouraged to include other relevant information in the annual report, including:

- A value-added statement.
- Explanation of the organisation’s environmental policy, health and safety measures, initiatives and objectives.
- A calendar of significant events of interest to shareholders.
- Highlights of corporate citizenship — community service, sports, social and welfare activities.

**Presentation**

Presentation of information in a concise, logical and easy to understand format is a crucial aspect of annual reporting. To this end, the annual reports will be judged according to the following criteria:

- Clear, concise, easy-to-read text.
- Logically organised and visibly legible.
- Effective use of graphics, charts and tables to disclose important information at a glance.
- Inclusion of informative photographs.
organising & adjudication committees

NACRA 2014 Organising Committee

Ms Loh Lay Choon (Chairman)
Mr Ng Kim Tuck (Alternate Chairman)
Mr Foo Yoke Pin
Ms Eileen Grace Lee (Official Secretary)

Mr Stephen KL Oong
En Ahmad Zahirudin Abdul Rahim
Ms Ho Foong Moi

En Azul Sidek Adnan

NACRA 2014 Adjudication Committee

Mr Stephen KL Oong (Chairman) (MIA)
En Ahmad Zahirudin Abdul Rahim (Alternate Chairman) (MIA)
Ms Loh Lay Choon (MICPA)
Mr Ng Kim Tuck (MICPA)
Ms Tan Lay Khoon (Bursa Malaysia)

Joint Secretaries
Ms Low Wai Ky (MIA)
Ms Hoh Kim Hyan (MICPA)

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• Logically organised and visibly logical.
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• Inclusion of informative photographs.
Please complete the details and return the form together with 35 copies of your organisation’s annual report in English, 35 copies of the Corporate Social Responsibility Report (if printed separately), and 10 copies of the fully translated Bahasa Malaysia Annual Report (only for companies participating in the “Best Annual Report in Bahasa Malaysia” category) which should cover accounting period ended in the calendar year 2013 to:

The Secretary

NACRA 2014 Adjudication Committee
c/o Malaysian Institute of Accountants (MIA), No. 2 Jalan Tun Sambanthan 3, Brickfields, 50470 Kuala Lumpur.
TEL: 03-2279 9200 | FAX: 03-2274 1783 | EMAIL: nacra@mia.org.my | WEB: http://www.mia.org.my
The completed form should be accompanied by the appropriate payment for participation in NACRA 2014.

We would like to participate in NACRA 2014 under the following category (please tick):

- Company listed on Main Market
- Company listed on ACE Market
- Non-Listed Company/Public Sector/Other Malaysian Organisations

Payment by Cheque:
Enclosed is a crossed cheque made payable to THE MALAYSIAN INSTITUTE OF CERTIFIED PUBLIC ACCOUNTANTS being participation fee for NACRA 2014.

Cheque No ___________________________ for the amount of RM ___________________________

1. Name of Organisation ___________________________

2. We have read the conditions of NACRA 2014 and agree to abide by these conditions.
   Name of Officer ___________________________
   Position ___________________________
   Business Address ___________________________
   Phone ___________________________ Fax ___________________________
   Email ___________________________
   Signature ___________________________ Date ___________________________

3. Name of Contact Person (if different from above) ___________________________

4. 35 copies of the Annual Report in English, 35 copies of the Corporate Social Responsibility Report (if printed separately), and 10 copies of the fully translated Bahasa Malaysia Annual Report (only for companies participating in the “Best Annual Report in Bahasa Malaysia” category) are enclosed.

Closing date for submission of entries: Monday, 30 June 2014

*The participation fee is inclusive of 1 (one) Standard table at the awards presentation dinner. Companies have the option and are encouraged to upgrade to a Premium table with an additional payment of RM3,000.

Companies who wish to purchase only tables for the awards presentation dinner are welcome to do so at the cost of RM6,200 for a Premium table and RM4,200 for a Standard table. Please contact Eileen Grace Lee / Sabina Pereira of The Malaysian Institute Of Certified Public Accountants at Tel: 03-2698 9622 or email sabina@micpa.com.my for further information.
WINNERS OF OVERALL EXCELLENCE AWARD

1990  PUBLIC BANK BERHAD
1991–1996  AMMB HOLDINGS BERHAD
1997  PUBLIC BANK BERHAD
1998–2001  KUMPULAN GUTHRIE BERHAD
2002–2005  PUBLIC BANK BERHAD
2006  TELEKOM MALAYSIA BERHAD
2007–2010  PUBLIC BANK BERHAD
2011  TELEKOM MALAYSIA BERHAD
2012  MALAYAN BANKING BERHAD
2013  TELEKOM MALAYSIA BERHAD

NACRA 2014
NATIONAL ANNUAL CORPORATE REPORT AWARDS 2014
Challenge Trophy For The Most Outstanding Annual Report Of The Year

We look forward to meeting you at the NACRA 2014 Presentation Awards to be held on Thursday, 20 November 2014 at Grand Hyatt Hotel, Kuala Lumpur.