



**NEWS RELEASE  
FOR IMMEDIATE PUBLICATION**

## **MALAKOFF LEADS THE WAY IN ECO-CONSCIOUS LIVING WITH 'MALAKOFF AMAZING HUNT 2024: SUSTAINABLE LIVING CHALLENGE'**

**KUALA LUMPUR, Malaysia – 19 November 2024:** Malakoff Corporation Berhad (“Malakoff”) hosted the ‘Malakoff Amazing Hunt 2024: Sustainable Living Challenge’, a treasure-hunt-inspired event aimed at promoting sustainable lifestyles. Participants explored Kuala Lumpur using the LRT – a low-emission public transport option, highlighting the value of eco-friendly alternatives and the importance of reducing urban emissions, while encouraging public transit use.

In its second edition, the event welcomed Malakoff’s stakeholders including Ministry of Energy Transition and Water Transformation (“PETRA”), Suruhanjaya Tenaga (“ST”), Unit Kerjasama Awam Swasta (“UKAS”), as well as Alam Flora’s stakeholders Solid Waste Management and Public Cleansing Corporation (“SWCorp”), Kuala Lumpur City Hall (“DBKL”) and Putrajaya Corporation (“PPJ”). Media support came from BERNAMA, New Straits Times Group, Utusan Malaysia and Radio Televisyen Malaysia (“RTM”), with additional outreach through a group of influencers, bloggers and celebrity Imran Aqil to amplify the message of sustainable living.

16 teams, comprising a total of 64 participants, assembled at Malakoff Headquarters in Plaza Sentral to begin the event. After an official briefing, Malakoff’s Managing Director & Group Chief Executive Officer, Encik Anwar Syahrin Abdul Ajib, performed the flag-off, signalling the start of the challenge. Teams then embarked on a series of tasks at five designated pit stops, each focused on promoting sustainability through themes such as recycling, upcycling, energy efficiency and waste reduction. The event concluded at Havana Dining KL in NU Sentral Mall, where participants celebrated the completion of the Sustainable Living Challenge.

Encik Anwar Syahrin, speaking on the event, highlighted that The Malakoff Amazing Hunt 2024 is about learning, engagement and creating a lasting sustainable impact.

“This event is more than just a competition, it is about fostering a shared vision for a sustainable future and encouraging everyone to uphold their commitment to environmental responsibility,” he remarked.

“Since we first launched the event last year, it received enthusiastic participation, not only from our staff but also from our stakeholders, who shared that they gained valuable insights from the experience. As a sustainably conscious organisation, we continually seek to instil an eco-conscious culture not just among our staff and stakeholders but also within the broader community. This event provides a fun, interactive way to raise awareness, showing how simple actions – like using public transportation – can contribute to reducing carbon emissions.

Sustainability is a collective responsibility that we must all stay mindful of and act upon,” added Encik Anwar.

After approximately four hours, Team ‘Boss Baby’ from New Straits Times, consisting of Zuraimi Abdullah, Azanis Shahila Aman, Diyana Isamudin and Mohd Faizul Mohd Zin emerged as the champions, having successfully completed all tasks. They were closely followed by Team ‘The Goldfinger’ from Bernama as first runner-up and ‘My Jejak Rasa’ as second runner-up. The prize-giving ceremony took place at Havana Dining Kuala Lumpur, with Suriati Mohammad Mokhtar, Head of Group Communications & Branding presenting the awards and mock cheques of cash prizes totalled up to RM10,000.

We extend our gratitude to all participants and supporters for their enthusiastic involvement in this initiative. We hope this event has raised awareness of the significant impact that small actions can have in reducing carbon emissions, supporting our journey toward achieving Net Zero Emissions by 2050. This goal aligns closely with Malakoff’s overarching purpose of ‘*Enhancing Life, Enriching Communities*’.

For more details, please visit [www.malakoff.com.my](http://www.malakoff.com.my).

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## **ABOUT MALAKOFF CORPORATION BERHAD**

A sustainably-driven multinational energy generation and environmental solutions company, Malakoff is committed to enhancing lives and enriching communities. It is Malaysia’s largest Independent Power Producer (“IPP”) with a generating capacity of 6,953 MW through domestic thermal plants. The Group’s Renewable Energy portfolio stands at 159 MW, mainly comprising large-scale solar, rooftop solar and small hydro projects. Through its subsidiary, Alam Flora Sdn Bhd, Malakoff is also one of the country’s leading environmental services companies, managing waste volume of 4,386 tonnes per day.

Malakoff has established an international footprint of innovative solutions, notably through its power generation and water desalination ventures in Saudi Arabia, Bahrain, and Oman.

Currently in its next transformational stage, Malakoff is driving change to realise the Nation’s ambitions of carbon neutrality and a circular economy through its three core entities; Malakoff Green Solutions for renewables through solar, small hydro, biogas, biomass and carbon-free mobility infrastructure; Malakoff Environmental Solutions for solid waste management and public cleansing, infrastructure cleaning and waste solutions, integrated facility management, recycling, marine and hazardous waste solutions, water desalination and Waste-to-Energy projects; and Malakoff Energy for thermal power generation assets, operations and maintenance, electricity distribution and district cooling system.

In its pursuit of a cleaner and greener world, Malakoff is dedicated towards fostering collaboration, sharing of knowledge, and leveraging collective expertise to create a more sustainable and resilient future for all. For more information about Malakoff, please visit [www.malakoff.com.my](http://www.malakoff.com.my).

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