



BRAND BOOK



OUR VISION



What is a Vision?

A Vision is like an ambition. Let's say yours is to travel the world next year. To do that, you might have to...



...save



...do a checklist



...invest in
travel gear

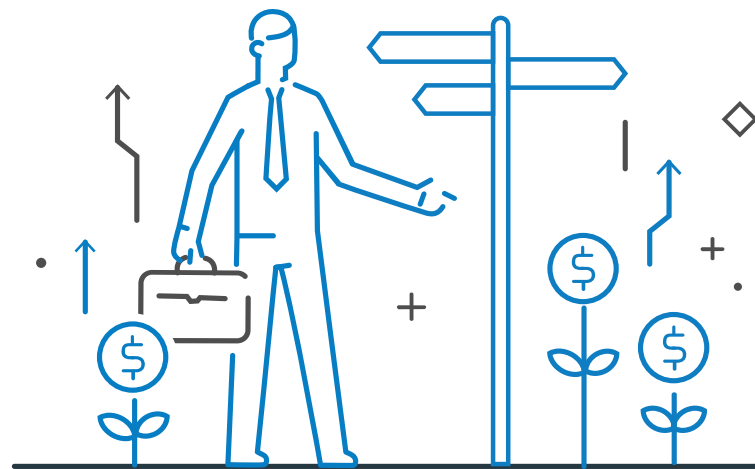


maybe even learn
a new language!



YAY, YOU MADE IT!

Why is it important to have a Vision?



Because, like an ambition, it guides your plans and decisions today; so you can make it a happy reality in the future.

Malaysia Airports too has a Vision that guides the decisions we make today.

OUR VISION



A Global Airport Group that Champions Connectivity and Sustainability.

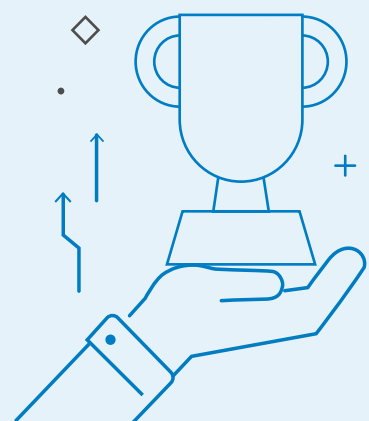
Why did we adjust our Vision?

Research showed that our previous Vision of becoming 'A Global Leader in Creating Airport Cities' is too far into the future. It is an ambition that requires over 10 years to achieve. Therefore, our Vision has been realigned to reflect our new business plan: to be amongst the world's top 5 airports in the next 5 years.

What does our Vision mean?

It means we want to be admired around the world
as a company that:

1



delights people and businesses
with world-standard services.

2



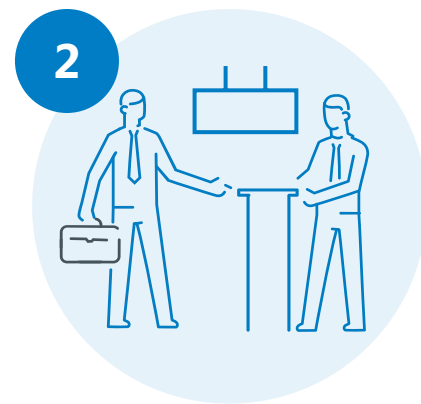
delivers sustainable value
to all our stakeholders.

We aim to achieve our Vision by connecting:



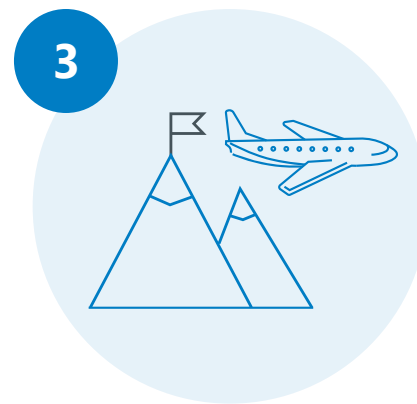
businesses and people
to airports globally

(hub connectivity)



businesses and
people to services

(connectivity
within airports)



the underserved
to opportunities

(community
connectivity)



businesses and people
to destinations

(connectivity
to places)



people to local
culture

(connectivity
to host culture)

This is Malaysia Airports' ambition.

These are the 5 connectivity dimensions that guide our everyday planning and decisions. These dimensions are in turn guided by our Brand Promise.

OUR BRAND PROMISE



What is a Brand Promise?

Like any promise, it's a commitment made to everyone we serve. **Everyone.** This includes our passengers, business and government partners, investors and more. And yes, even our co-workers.



Once made, we **must** deliver. No one likes or trusts people who don't keep promises. Only by consistently delivering on our promise can we grow the power of the Malaysia Airports brand.

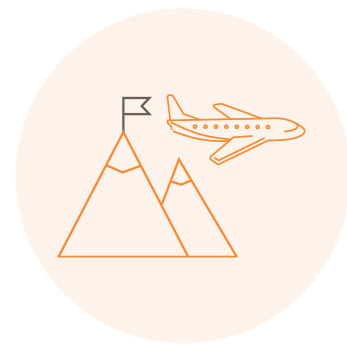
OUR BRAND PROMISE



Hosting Joyful Connections

What is our Brand Promise about?

Think about it. Everyday, we connect:



remote areas
to the world



airports to
airlines



airlines to
passengers



passengers
to shops



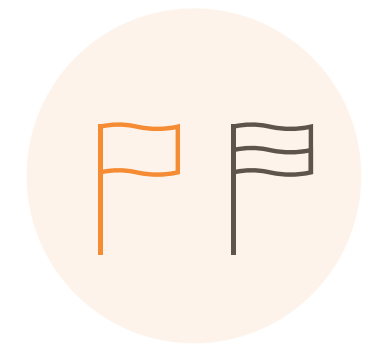
investors
to value



co-workers to
opportunities



travellers to
our local culture



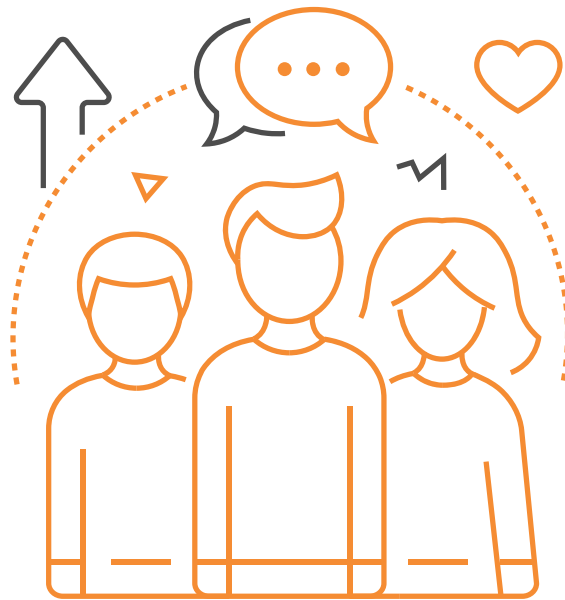
even countries
to countries!

That's where our Brand Promise comes in. It's VERY important that you remember this:

**As caring hosts, we make all these connections
smooth and joyful to delight people and businesses.**

What helps us keep our Brand Promise?

Three things.



Relationships



Foresight

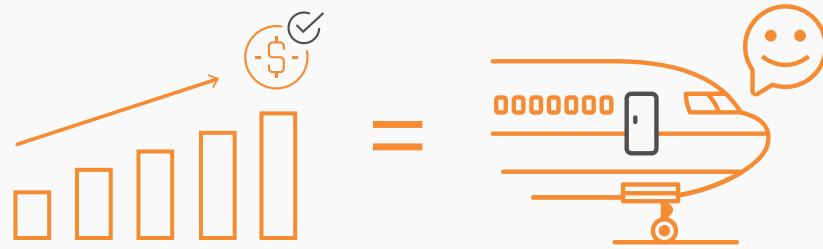


Efficiency

Here are examples of how it works.

1

Through our products and services, we build strong, mutually rewarding **relationships** with all our stakeholders.



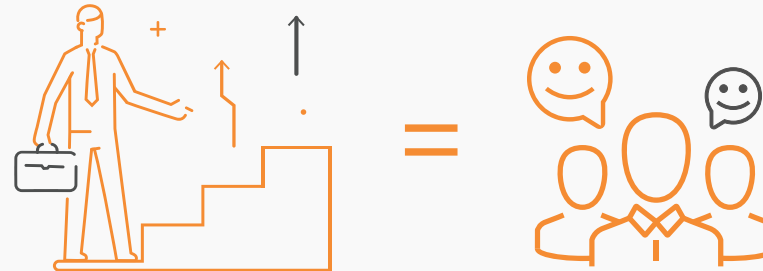
**optimal facilities
and capacity**

happier airline

That's a joyful connection made.

2

We anticipate needs and plan for them today, preparing people and businesses for the future through **foresight**.



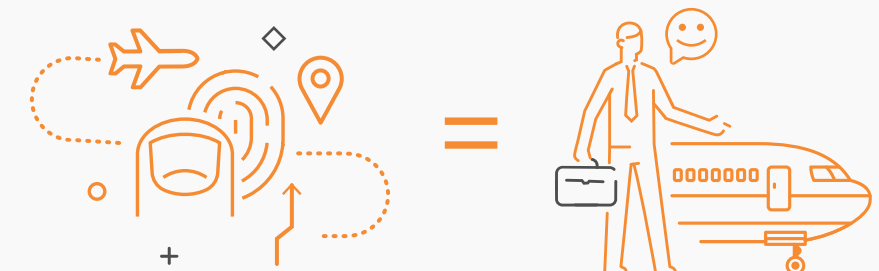
**succession
planning/career
development**

**happier
co-worker**

Another joyful connection.

3

We operate in a well-organised, timely and competent manner to deliver the desired results. In other words, we operate with **efficiency**.



**seamless
passenger
journey**

**happier
passenger**

Yet another joyful connection.

If we all, including YOU, constantly look for products, services and new ways of working to strengthen **relationships**, provide meaningful **foresight** and maximise **efficiency**, we can proudly uphold our Brand Promise of **"Hosting Joyful Connections"**.

How do our Brand Promise and Vision work together?

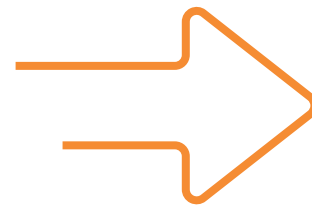
Good question. It works like this.

OUR BRAND PROMISE

Hosting Joyful Connections



When we, as caring hosts, make all connections smooth and joyful, to delight people and businesses...

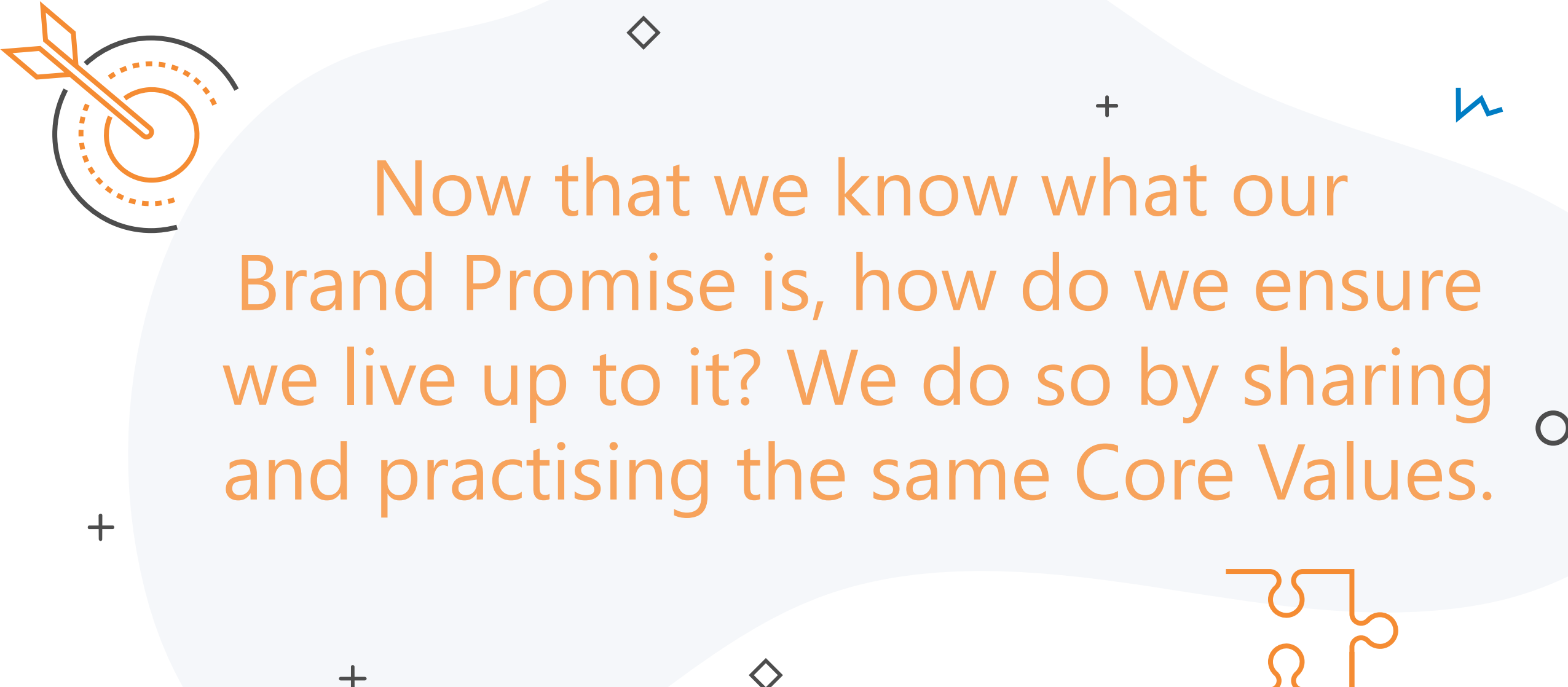


OUR VISION

A Global Airport Group that Champions Connectivity and Sustainability.



...they, and even other airport operators, will speak well of the great connections we provide, and drive more business to us. And repeat business builds long-term health for our company, people and planet.



Now that we know what our Brand Promise is, how do we ensure we live up to it? We do so by sharing and practising the same Core Values.

OUR CORE VALUES



First, what are Core Values?

Core Values are the things you believe are important to you.
Let's say you value **loyalty**. You'd do things that ensure loyalty.

Like being:



good to friends
and family



honest and
transparent



helpful in
every way



dependable and
responsible.



**By staying loyal,
you encourage
loyalty in return.**

So you see, your values influence the way you act and behave.

Why are Core Values important?



In an organisation, Core Values are important because they unify us in the way we think and work in our day-to-day activities. They create a unique corporate culture that shapes our behaviour and performance at work.

What are Malaysia Airports' Core Values?

Just like in life, Malaysia Airports too has core values that guide the way we think, work and behave.

A lot of work went into arriving at our Core Values. And it was based on the feedback from key representatives within Malaysia Airports that these values were identified as the ones we need to embrace for a more productive and effective workforce.



Integrity

I have integrity. I am honest and fair, and have earned the trust people place in me. I work in a company which has a strong code of ethics that I believe in and abide by.



Customer Centricity

I am customer-centric. I treat my customers with respect, including my co-workers because I see them as customers too. I respond to ALL my customers with timely and appropriate solutions, using skills I am proud of.



Accountability

I am accountable. I answer for the quality of my work, while taking shared responsibility for what we deliver as a team. I motivate my teammates and am committed to a successful outcome for all.



New Ideas

I embrace new ideas. I realise today's solutions won't solve tomorrow's problems. That's why I offer, encourage and implement new workable ideas that challenge the status quo. I know this will successfully prepare my company, co-workers and me for the future.

Now, step back and take a look at our Core Values as a whole.

Can you see that it
spells out the acronym



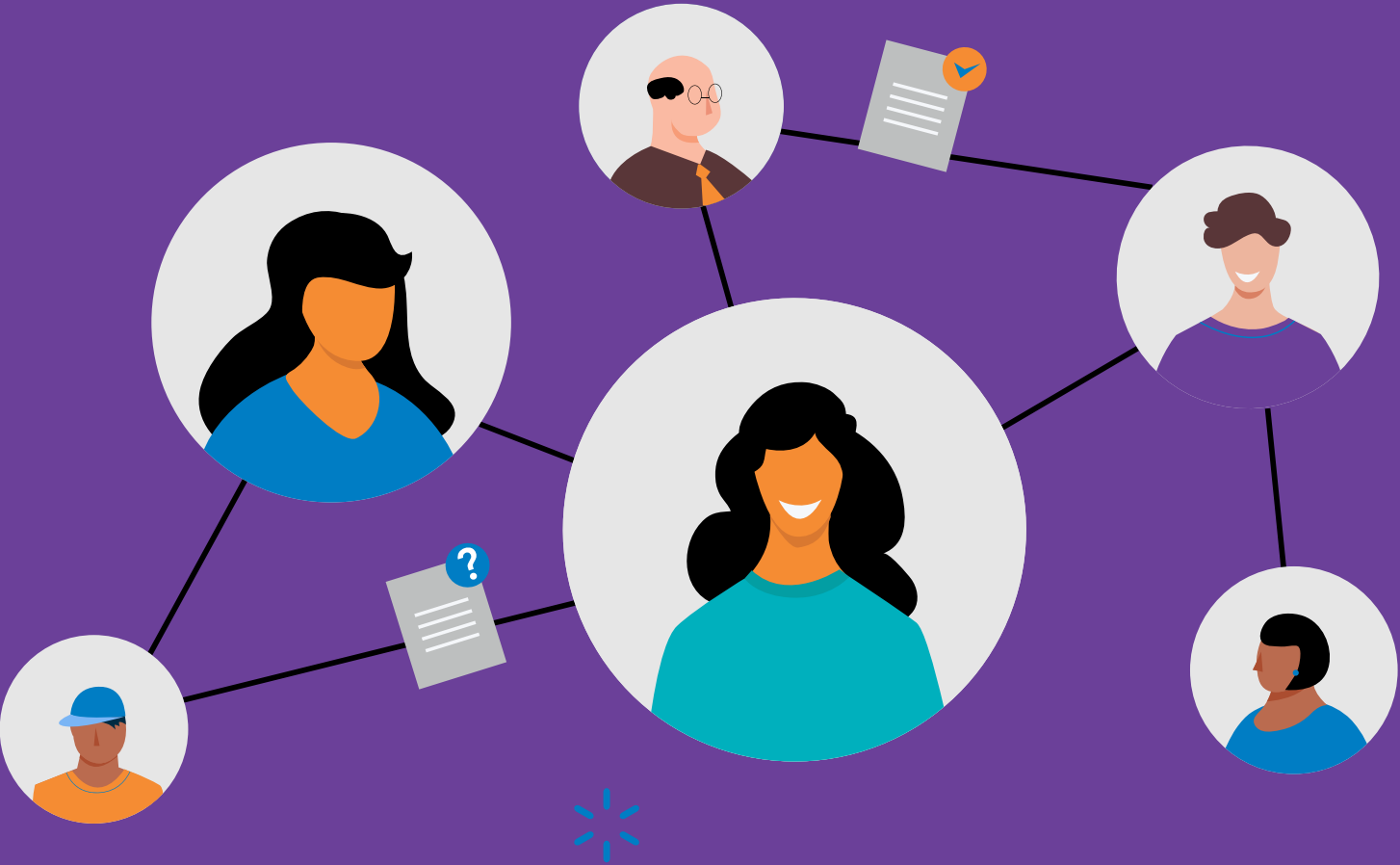
This shows that our Core Values demonstrate and support our CAN-do attitude!

If each of us ensures that we practise our Core Values in our day-to-day work, we can each do our part in keeping our Brand Promise and achieving our Vision!



Next, find out how our Core Values establish a Corporate Culture and deliver on our Brand Promise.

OUR CORPORATE CULTURE



What is Culture?

Culture is a way of life that is built by a group of people who shares the same values.

Take Malaysia for example. We have a national culture of being friendly. That's because we have been brought up with the same value: mutual respect. This value has enabled us to be open and friendly with everyone. And since this value is shared and practised by all of us, it has created our national culture.



Can you see how values can influence our culture?
And how a shared value can make us behave in a similar way?

What is Corporate Culture?

Just like a country, an organisation too can have a culture.
Our shared Core Values influence how we behave,
creating a special corporate culture that is uniquely ours.

At Malaysia Airports, we have:



**A high-performance, caring and principled culture that connects
us to business, professional and personal success.**

How do our Core Values influence our Corporate Culture?

CORE VALUE
INTEGRITY

How We Behave

I am honest and fair, and have earned the trust people place in me. I work in a company which has a strong code of ethics that I believe in and abide by.

=

Corporate Culture

By being honest, fair and earning trust, we display a culture of being **principled**.

CORE VALUE
CUSTOMER CENTRICITY

How We Behave

I am customer-centric. I treat my customers with respect, including my co-workers because I see them as customers too. I respond to ALL my customers with timely and appropriate solutions, using skills I am proud of.

=

Corporate Culture

When we constantly show respect and respond with timely solutions, we have a **caring** and **high performance** culture.

How do our Core Values influence our Corporate Culture?

CORE VALUE
ACCOUNTABILITY

How We Behave

I am accountable. I answer for the quality of my work, while taking shared responsibility for what we deliver as a team. I motivate my teammates and am committed to a successful outcome for all.

Corporate Culture

By being committed and responsible in delivering successful outcomes, we show that we practise a culture that is **caring, principled** and **high performance**.

CORE VALUE
NEW IDEAS

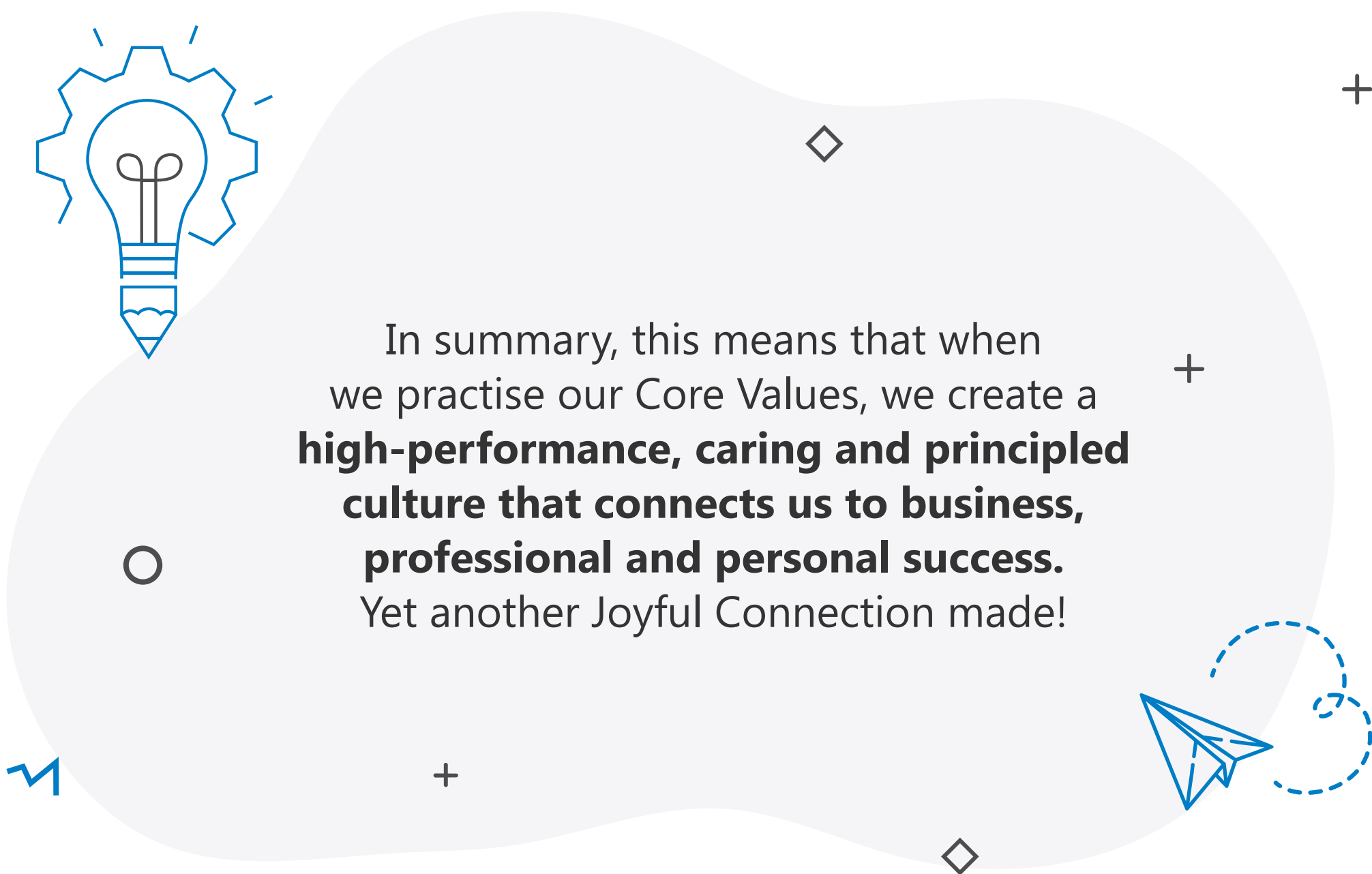
How We Behave

I embrace new ideas. I realise today's solutions won't solve tomorrow's problems. That's why I offer, encourage and implement new workable ideas that challenge the status quo. I know this will successfully prepare my company, co-workers and me for the future.

Corporate Culture

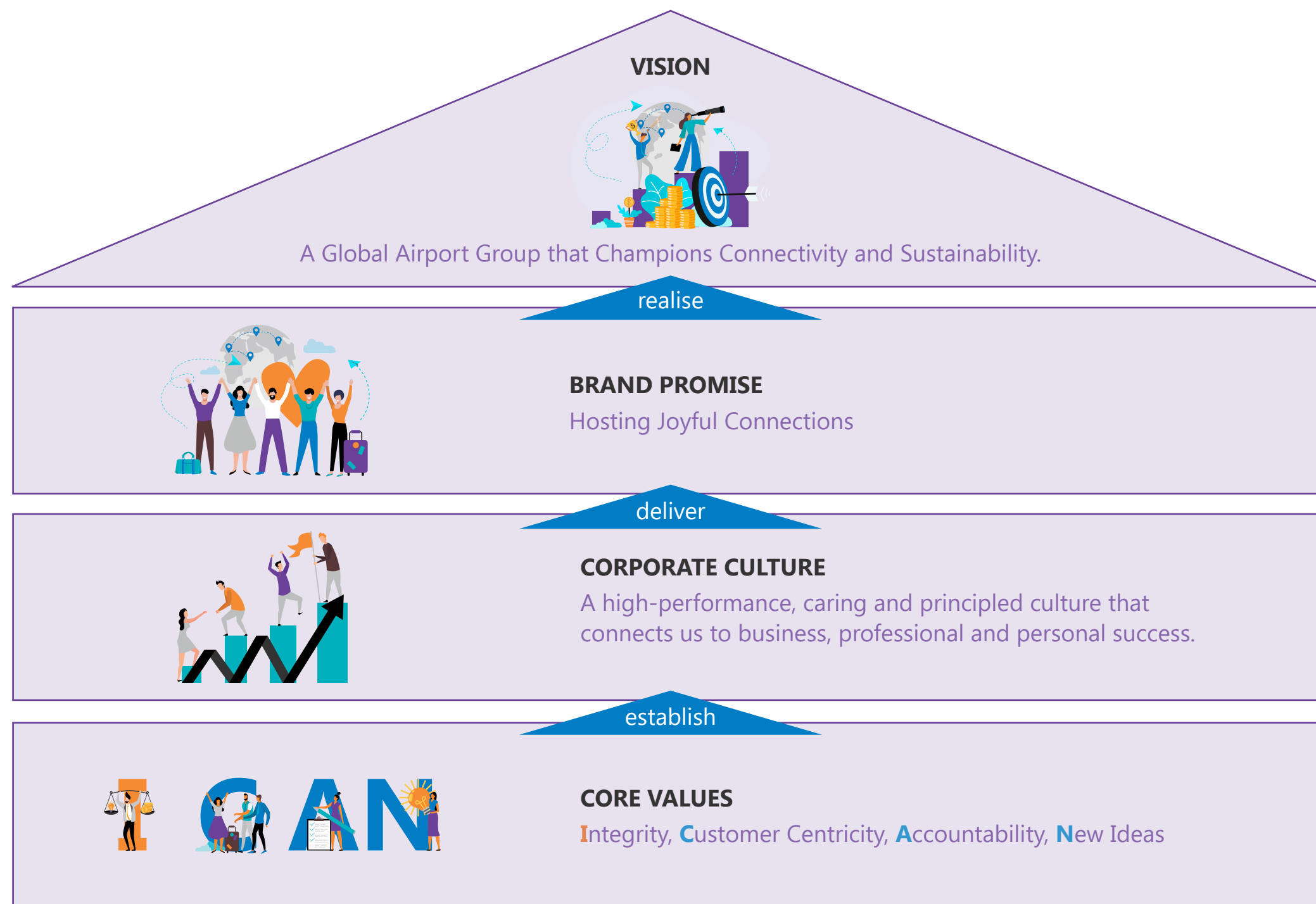
When we embrace new ideas, we empower the creation of new solutions. This displays a culture of **high performance**.

Can you identify the three words that came out strongly in the Corporate Culture columns?
Yes, they are **high performance**, **caring** and **principled**. This Corporate Culture is created when we all share and behave according to our Core Values.



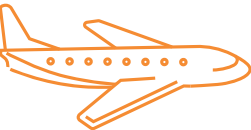
In summary, this means that when we practise our Core Values, we create a **high-performance, caring and principled culture that connects us to business, professional and personal success.** Yet another Joyful Connection made!

Here's how it all works in one neat package:



Can we do this?

Together. *WE* can!





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