

PRESS RELEASE :

IPSOS TRUST TRACK 2023

THE MOST TRUSTED CORPORATIONS AND INSTITUTIONS
IN MALAYSIA

IPSOS MALAYSIA

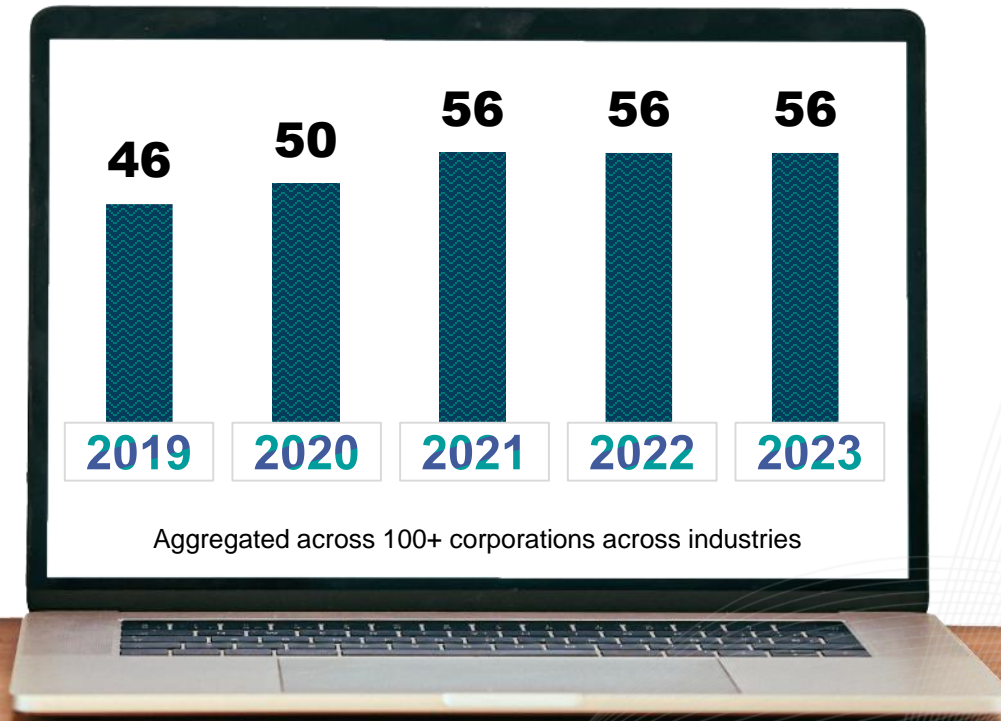
January, 2024

GAME CHANGERS



CORPORATE & INSTITUTIONAL TRUST

Malaysians' level of trust towards the corporations and institutions remain stable at the level of 56. This reflects the resilience and adaptability of the corporations and institutions navigating the challenges across the years during and after the Covid-19 pandemic and has instilled a certain level of trust among Malaysians.



TRUST INDEX

NET TRUST
(Trust – Distrust)

Sample size: 7000+ (1000+ per month)
Period: April 2023 to Oct 2023 (7 months)

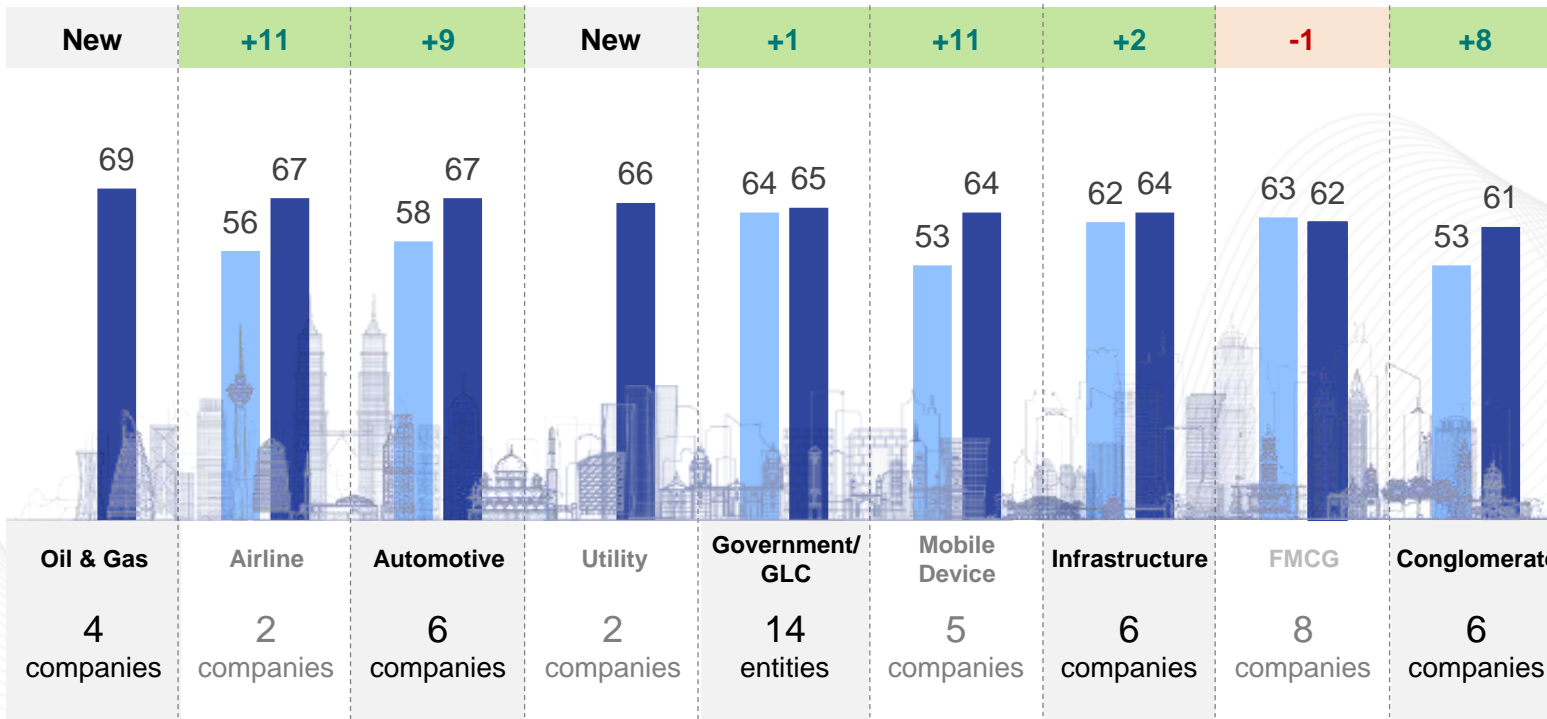
TRUST BY INDUSTRY / SECTOR

The Oil & Gas industry is the most trusted industry in 2023, followed closely by Airline, Automotive and Utility industries. The Government and GLCs continue to maintain a consistent level of trust among Malaysians.

TRUST INDEX

BY INDUSTRY
NET TRUST (Trust – Distrust)

■ 2022 ■ 2023



Sample size: 7000+ (1000+ per month)
Period: April 2023 to Oct 2023 (7 months)

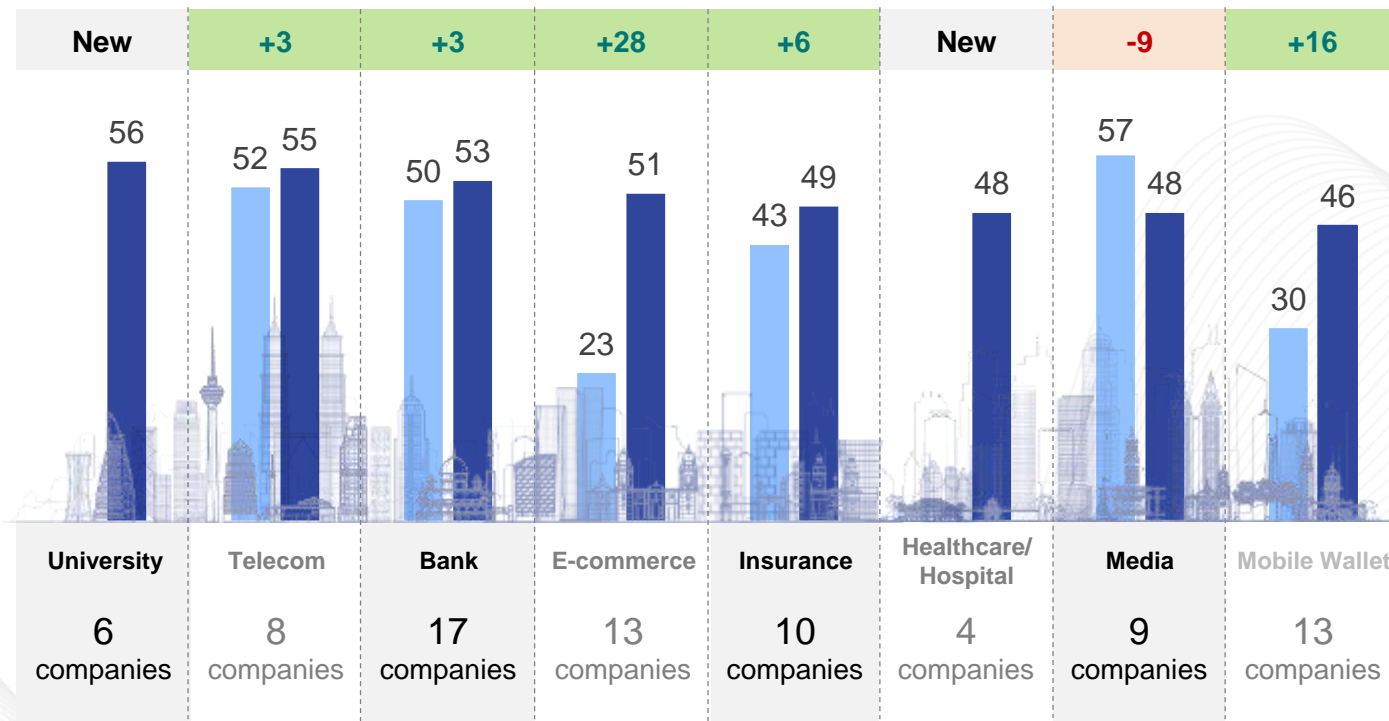
TRUST BY INDUSTRY / SECTOR

The e-commerce and mobile wallet industries have seen a notable increase in trust among Malaysians, indicating the growth of confidence in the digital economy. On the flip side, it is important to note that the media industry experienced a significant decline in the level of trust.

TRUST INDEX

BY INDUSTRY
NET TRUST (Trust – Distrust)

■ 2022 ■ 2023



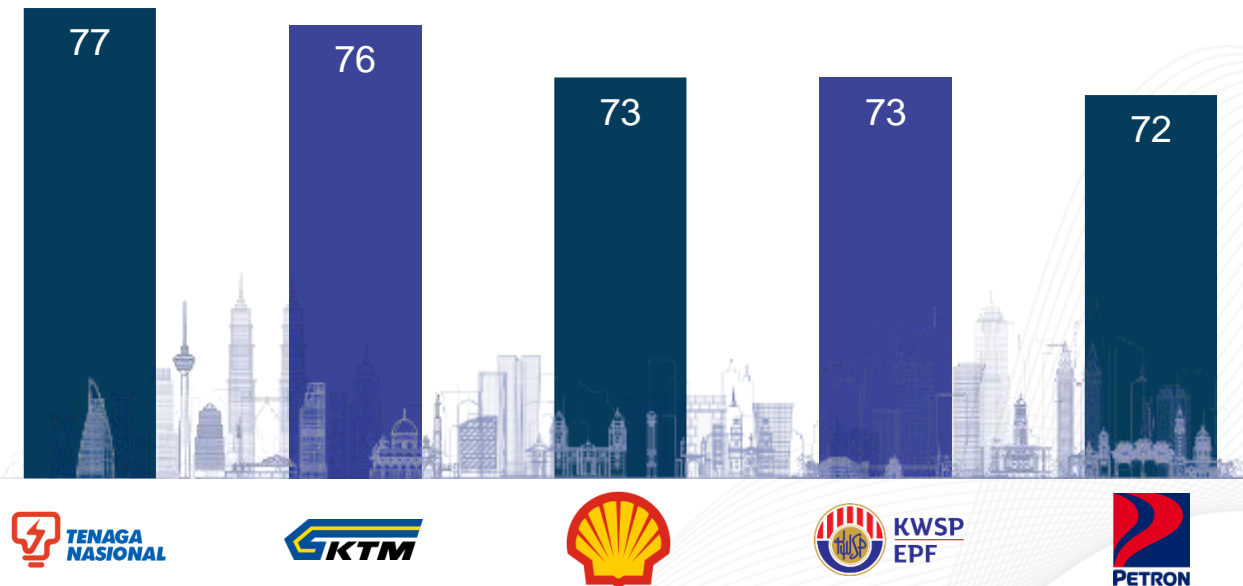
Sample size: 7000+ (1000+ per month)
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MOST TRUSTED CORPORATIONS / INSTITUTIONS IN MALAYSIA

TNB is the most trusted entity among the 100+ brands covered in the Trust Track in 2023, followed closely by KTM and Shell. EPF, the most trusted company in 2021 and 2022, is now in fourth place, and PETRON, which was also ranked fifth in 2022, maintains its position this year.

TRUST INDEX

MOST TRUSTED
NET TRUST (Trust – Distrust)



MOST TRUSTED COMPANY BY INDUSTRY / SECTOR

The most trusted brands by industry have remained relatively stable, the majority of the incumbent brands have managed to maintain their trust and reputation in their industries. This indicates that these brands have successfully built strong relationships with Malaysians.

TRUST INDEX

BY INDUSTRY



Sample size: 7000+ (1000+ per month)
 Period: April 2023 to Oct 2023 (7 months)

6 Ipsos Trust Track *Those without a brand indicated for "2022" are the incumbent leaders for 2 years (2022-2023)



IPSOS TRUST TRACK 2023

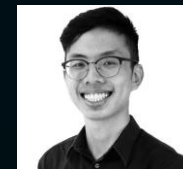
After two years of economic recovery, Malaysians faced new challenges in 2023. Despite these uncertainties, trust in companies and institutions remained unwavering. This steadfast trust reflects the organizations' ability to maintain strong relationships with their customers, even in the face of diverse challenges.

While trust in regulatory bodies and GLCs remained strong, the Oil & Gas industry emerged as the most trusted industry in 2023, closely followed by the airline, automotive, and utility industries. It is noteworthy that there is growing confidence in the digital economy, but the media industry faced potential challenges with eroding trust in 2023.

Among the 100+ brands covered, TNB emerged as the most trusted entity, followed closely by KTM and Shell. Notably, EPF, which held the title of the most trusted company in 2021 and 2022, dropped to fourth place. These trends highlight the dynamic nature of trust and the importance of consistently building and maintaining trust among consumers.



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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.