

PRESS RELEASE : IPSOS TRUST TRACK

**THE MOST TRUSTED CORPORATIONS AND INSTITUTIONS
IN MALAYSIA**

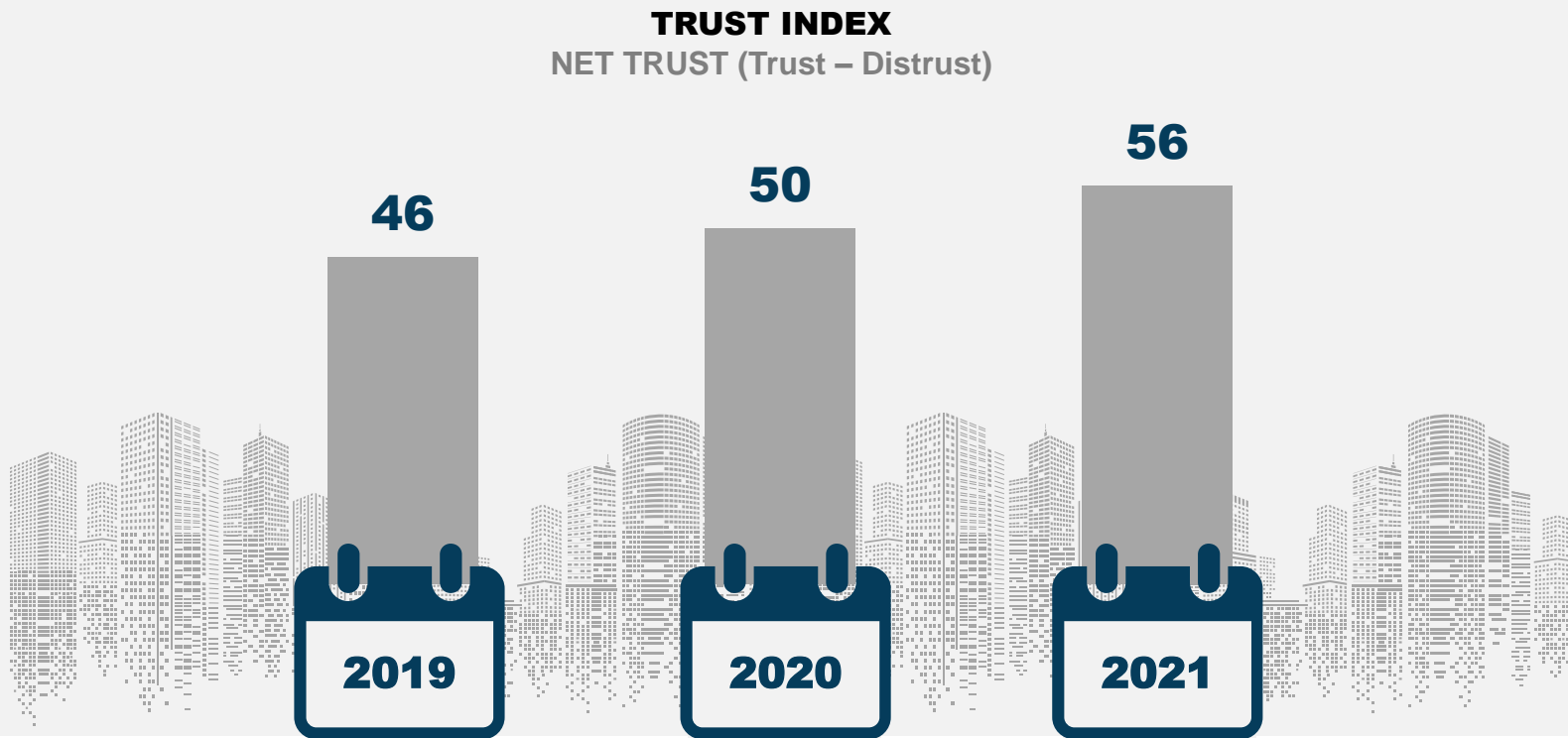
IPSOS MALAYSIA

Thu, 27th Jan 2022



CORPORATE & INSTITUTIONAL TRUST

Trust in corporations and institutions has consistently increased throughout 2021. The improvement reflects the role played by organizations through a turbulent year of the pandemic, economic challenges, and natural calamities. The pattern in Malaysia mirrors the global trend*.



Aggregated across 100+ corporations across industries

*Ipsos Trustworthiness Monitor 2022, <https://www.ipsos.com/en/global-trustworthiness-monitor-2021>

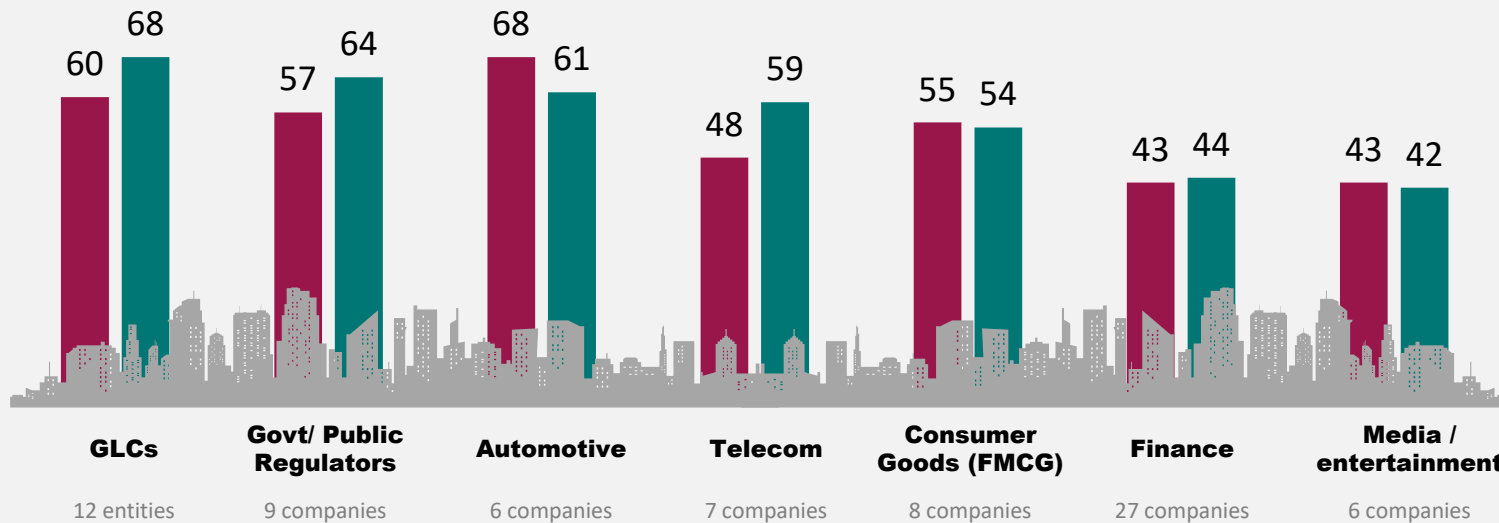
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TRUST BY INDUSTRY / SECTOR

Government-linked companies, Govt/Public regulators and Telecom entities have seen a significant increase in trust. On the other hand, key sectors of Consumer Goods, Finance and Media/entertainment see their trust level stable, while the Automotive industry has seen a drop.

TRUST INDEX – BY INDUSTRY
NET TRUST (Trust – Distrust)



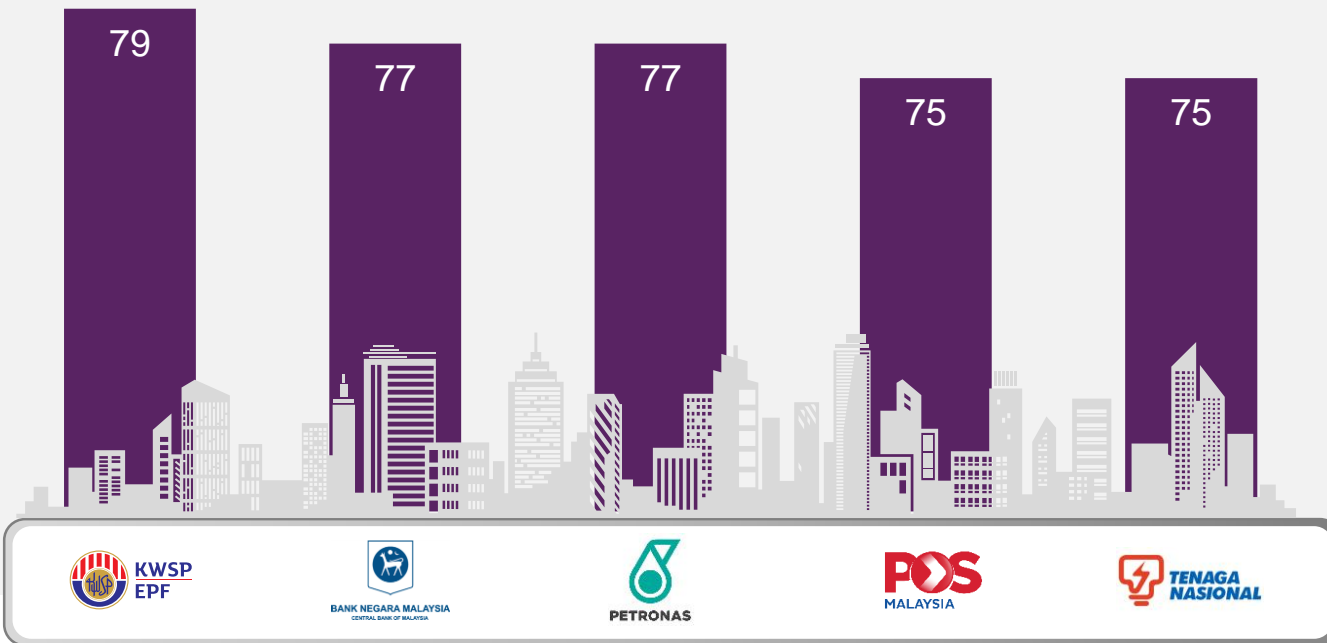
■ 2020 ■ 2021



MOST TRUSTED MALAYSIAN CORPORATIONS / INSTITUTIONS

Out of 100+ organizations and institutions covered in the Trust Track, EPF was the most trusted Malaysian entity in 2021. Bank Negara and Petronas tied in close second positions. POS Malaysia and TNB round out the top five trusted companies/institutions in Malaysia.

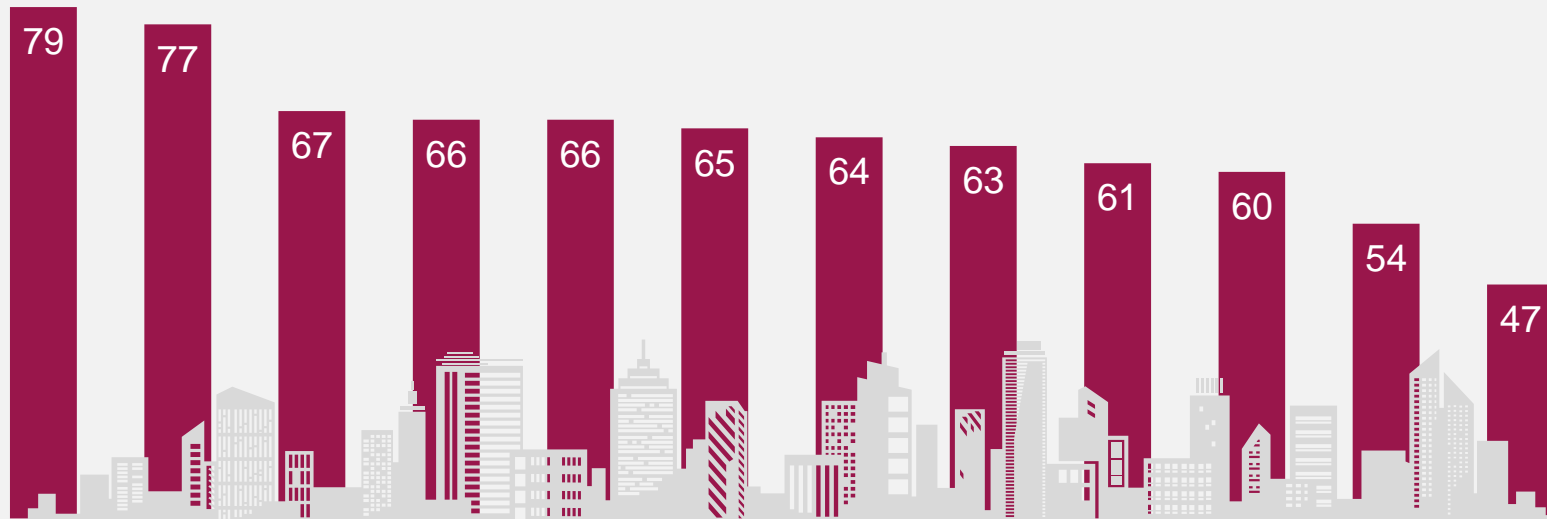
TRUST INDEX – MOST TRUSTED
NET TRUST (Trust – Distrust)



MOST TRUSTED IN MALAYSIA BY INDUSTRY/SECTOR

Across most categories, the most trusted companies are homebred, with few exceptions. The Media/entertainment sector scores low on trust level globally. For Malaysia, Netflix claims the most trusted position in this industry.

TRUST INDEX – MOST TRUSTED BY INDUSTRY
NET TRUST (Trust – Distrust)



SAMSUNG



NETFLIX



Govt./ Public Regulator GLC Telecom Banking Mobile wallet Consumer goods (FMCG) Auto Mobile Device F&B / restaurants E-commerce Insurance/ Takaful Media/ entertainment



IPSOS TRUST TRACK



SAMPLE SIZE

3000 Face to Face interviews conducted in 2021



SAMPLE PROFILE

Nationwide representative coverage



BRANDS

100+ brands available (contact Ipsos for full list)

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Most trusted company

Putting customers first

Honest communication

Leader in CSR

Supporting local communities

Crisis management

Strongest heritage

Key Elements Of Corporate Reputation

Ipsos Trust Track

2021 was a turbulent year with the raging pandemic, economic uncertainties, and natural calamities. Malaysians naturally looked up to private and public sector entities to support them through these difficult times. Most organizations and institutions in Malaysia have done a commendable job in helping the public throughout the year. The high and improved trust level in organizations is seen as recognition of this effort.

2021 has seen Government linked companies and regulatory bodies improving their position much better than the private sector. In addition to the direct involvement, these organization's role through Malaysian government national recovery programs has resulted in exceptional trust levels.

EPF, Petronas, and POS Malaysia maintained their position as part of the five most trusted companies in Malaysia. On the other hand, Bank Negara Malaysia and TNB are new to this group in 2021



*Arun Menon, Managing Director
Ipsos Malaysia*



About Ipsos

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Game Changers

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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.