

Brand Finance and Ova present

Malaysia's Performance on Intangible Assets and Brands

Understanding the Value of Malaysian Brands and How they can Survive the Recession



Has the credit crisis eroded the value of Malaysian brands? How resilient have they been in this recession? Join us, as we reveal our study in the 2009 Brand Finance Annual Report on **Malaysia's Intangible Assets and Brands** that identifies the nation's top 50 brands, and discusses the impact of the crisis on their intangible and brand values.

This is an event for CEOs, CMOs and CFOs who are interested in issues on intangible asset and brand management.

Visit www.brandfinance.com for updates on the event agenda

To reserve your seat, please RSVP by 19th June 2009 to Bernard Lee at +65 6336 8691 or email bfs@brandfinance.com.

DATE : Thursday 25th June 2009
TIME : 0900 hrs
DRESS CODE : Business Attire
VENUE : The Mandarin Oriental, Summit Room, Level 2, Kuala Lumpur City Centre

| TIME | AGENDA |
|-------------|--|
| 0900 - 0930 | Registration |
| 0930 - 0945 | Opening Address |
| 0945 - 1030 | Keynote address |
| 1030 - 1100 | What challenges face Malaysian brands? <i>Presentation of report findings</i> |
| 1100 - 1200 | Refreshments |
| 1200 - 1215 | Award Ceremony |

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