

MEDIA RELEASE

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ALAM FLORA LAUNCHES ADVANCED FLEET, NEW UNIFORM AND SUPER-APP “RECLYCLINK” TO ELEVATE WASTE MANAGEMENT STANDARDS

Putrajaya, 17 Oct 2024– Alam Flora Sdn Bhd (Alam Flora), a subsidiary of Malakoff Corporation Berhad (Malakoff), today unveiled its enhanced waste management fleet, newly designed uniforms for the staff and contractors, and Super-App “Recyclink”, as part of its ongoing commitment to improving operational efficiency, safety, embracing latest technology and sustainability. The launch represents a significant milestone in Alam Flora's efforts to raise the standard of waste management services and professionalism in Malaysia while reinforcing its dedication to environmental protection.

Enhanced Fleet for Efficiency and Sustainability

Alam Flora’s new fleet features the latest engine technologies that significantly reduce emissions, meeting global environmental standards. This upgrade supports Malaysia’s green initiatives and contributes to the country’s carbon reduction goals.

“The introduction of the new compactors is one of the most significant upgrades to our fleet to date. It is equipped with a dual-function bin lifter that operates according to European Standard EN 1501-05, which allows for more efficient waste collection. This means faster, more reliable services for communities while enabling us to cover more ground in less time,” said Badrulhisyam Fauzi, Covering Chief Executive Officer of Alam Flora.

The introduction of the enhanced waste management fleet is part of Alam Flora’s commitment to integrating cutting-edge technology into its operations. The new fleet is equipped with systems that enhance route planning, improve fuel efficiency and minimise carbon emissions. This innovation will streamline waste collection services and further Alam Flora’s goal of achieving a sustainable and eco-friendly waste management process.

In addition to improving efficiency, the modernised fleet enhances safety and sustainability. The vehicles now come with an enhanced leachate tank system, providing better odour management and improved durability.

“These improvements not only help streamline our operations and reduce mechanical strain on vehicles—extending their lifespan and lowering maintenance costs—but also contribute to

environmental conservation through increased efficiency. By operating more efficiently, we consume less fuel and produce fewer emissions, aligning with our sustainability goals. It's a win-win for operational productivity and sustainability," added Badrul

Enhancing Efficiency with New Fleet of Vehicles

Alam Flora has strengthened its waste management service capabilities with the acquisition of 305 new fleet units, enhancing efficiency across its service areas. The fleet consists of 154 Compactor trucks, 37 Powerpress vehicles, 77 Armroll trucks, 20 Triton utility vehicles and 17 backhoe, reflecting the company's commitment to delivering effective waste management solutions.

Redesigned Uniforms: Honouring Frontline Workers

As a tribute to the thousands of dedicated frontline workers who play an essential role in maintaining public cleanliness, Alam Flora has introduced newly designed uniforms that provide improved visibility, safety features and enhanced comfort. The uniforms, made from durable, breathable materials, not only protect the staff and contractors in various environmental conditions but also boost their professional image.

"The redesigned uniforms symbolize our commitment to elevating the status and professionalism of our frontliners, the unsung heroes of essential services. We recognize the crucial role they play in keeping our communities clean and safe, and this redesign reflects our gratitude for their dedication and commitment towards the profession," said Badrul.

Super-App "Recyclink": Revolutionising Recycling and Customer Interaction

Alam Flora is also proud to introduce its innovative digital application, "Recyclink," aimed at revolutionizing recycling activities and sustainability efforts. This cutting-edge app enhances online customer interactions, enabling users to participate in cashless recycling with a rewards system, reducing the need for physical paper usage.

Additionally, "Recyclink" incorporates advanced technology to create a seamless platform for private sector collaboration, especially in meeting Environmental, Social, and Governance (ESG) requirements through Business-to-Business (B2B) partnerships. The app also features a 'robochat' service to improve customer support and plans to implement operational support systems, including smart bins and bulk recyclable item collection, showcasing Alam Flora's commitment to digital transformation and environmental sustainability.

A Commitment to Operational Excellence and Staff Well-Being

These initiatives underscores Alam Flora's on-going efforts to elevate the professionalism of the waste management industry in Malaysia that has been categorised as a 3D profession (Dirty, Dangerous and Difficult), focusing on both technological advancement and staff welfare. These improvements align with the company's mission to raise industry standards while ensuring the safety and recognition of its frontline staff.

The launch event was officiated by the Chairman of Alam Flora, Tan Sri Abu Kassim bin Mohamed, and was also attended by Alam Flora's Board Member led by Tan Sri Che Khalib bin Mohamad Noh, who is also the Executive Vice Chairman of Malakoff, the parent company of Alam Flora.

This initiative is an aspiration of Malakoff Environmental Solutions, Malakoff's business pillar that focuses on providing innovative solutions to environmental management and is dedicated to serving communities and the planet. It is in line with the UN SDG Goal No. 9 where it aims at building resilient infrastructure, promoting inclusive and sustainable industrialisation while fostering innovation, and aligned with Malakoff's overarching purpose of *'Enhancing Life, Enriching Communities'*.

ABOUT ALAM FLORA SDN BHD:

Incorporated in 1995, Alam Flora Sdn Bhd (Alam Flora) is one of the leading environmental management companies in Malaysia that is dedicated to serving communities to manage and reduce waste with minimal environmental impact. Alam Flora is a subsidiary of Malakoff Corporation Berhad. As one of the premier industry players in Malaysia's national solid waste management and public cleansing privatization project, Alam Flora provides comprehensive waste management services to several concession areas in the Federal Territory of Kuala Lumpur and Putrajaya, and Pahang, in Peninsular Malaysia.

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