



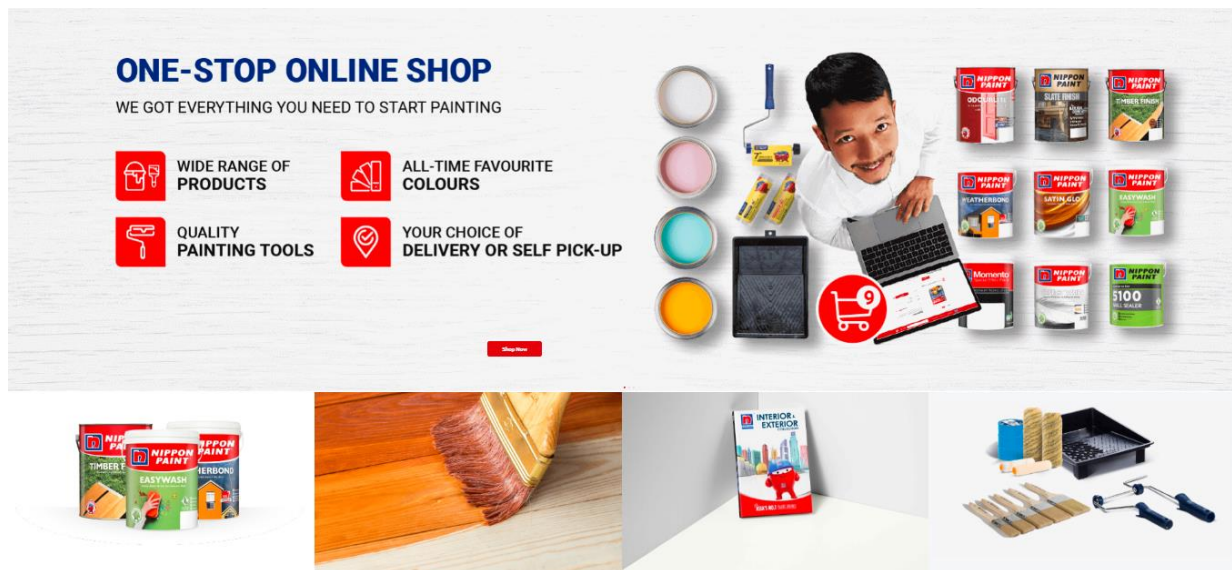
News Release
For Immediate Publication

Nippon Paint launches Malaysia’s First E-Store for the Coatings Industry

The shift in consumer behaviour due to COVID-19 pandemic further spearheaded Nippon Paint’s e-commerce journey

Selangor, 30 June 2020 – The COVID-19 pandemic has changed the way we live our lives. With the various phases of movement control orders (MCOs) in Malaysia, the consumer shift in becoming more reliant on e-commerce platforms, cashless payments and contactless deliveries is inevitable and will continue to be the new normal.

In response to this shift, Malaysia’s No. 1 coating solutions provider, Nippon Paint Malaysia (“Nippon Paint”), officially launched its e-store, the first e-commerce platform for a one-stop online shop for painting needs within the coatings industry in Malaysia. The e-store comprises of a comprehensive range of painting tools, supplies as well as advisory guides for customer convenience.



The e-store aims to provide consumers with a seamless experience journey, as close to what one would experience when buying paint at a physical store. From paint category selection, colour selection, as well as painting tools, the e-store provides a step-by-step guide for customers. In response to the COVID-19 pandemic, self-pick up and contactless delivery options are now made available to meet customers' needs and peace of mind. Customers can expect deliveries to be fulfilled within 3 to 7 working days. Nippon Paint's e-store is accessible via: <https://shoponline.nipponpaint.com.my>

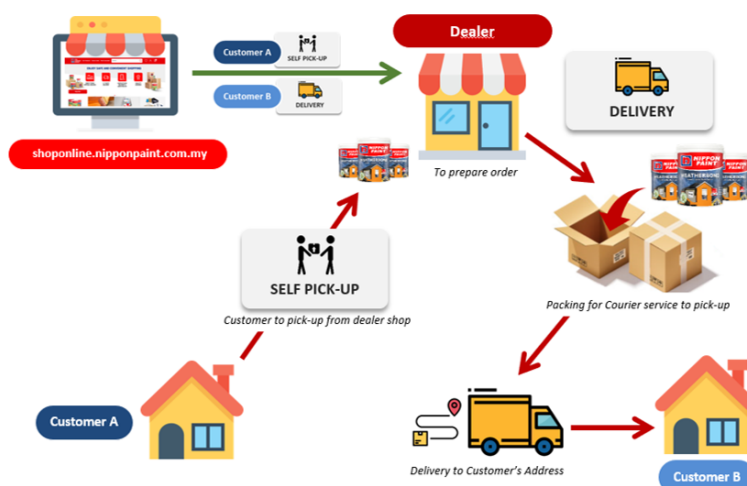


“The roll-out of Nippon Paint’s e-store was timely in response to the COVID-19 pandemic. As consumers shift to prioritise their health and safety while observing social distancing, online platforms and contactless deliveries open new doors of opportunities for us to continue to engage with our consumers and business partners. Taking on the market leadership role, this is one of the many ways that we look to innovate and pivot during this unprecedented time, as we respond to the shifting needs of our customers” said Gladys Goh, Group General Manager of Nippon Paint Malaysia Group.

According to a research study done by e-commerce ecosystem of technology and big data solutions company Commerce.Asia, the gross merchandise volume growth surged by 149% year-on-year in the first quarter of 2020 since the MCO was enforced in Malaysia. This research unveiled that there is significant growth in our merchants' sales across various product categories, leading to a foreseeable permanent change in consumer behaviour to online purchases even after the MCO is lifted.

[Note: The Commerce.Asia survey took a comparison of two date ranges. The first date range of 30 days before the MCO (Feb 17-March 17) and second date range of 30 days into the MCO (March 18-April 17)]

Having observed this shift, Nippon Paint's e-store was also conceptualised with its dealers and business partners in mind. The e-store will be the “virtual hub” for dealers to continue to serve and engage with customers in the digital space, while operating in the new norm. Customers will be able to access paint solutions closest to their locations, leveraging on Nippon Paint's wide network of dealers within Malaysia.



Understanding that Malaysians and naturally homeowners are reliant on experts and dealers for paint and coatings solution, the e-store is also equipped with a Customer Engagement Advisory team that is responsible in providing guidance and recommendation to the customers via Online Chat. Customers who are on the platform will also be able to utilise features such as Paint Calculator and Paint Estimator to help provide better gauge on the right amount of paint required for their homes.

“The pandemic brings about unforeseen circumstances. What is certain is that the retail business has suffered the brunt of it and are now facing challenges to pivot for recovery. Thus, the e-store was conceptualised to provide a relevant channel for our business partners; dealers and hardware shop owners who may not have the resources or expertise to initiate an e-commerce platform. This is our support and commitment to them, and we are certain that the e-store will push boundaries and contribute to their business recovery while at the same time, provide end-to-end paint solutions for our consumers,” added Goh.

Nippon Paint has been leveraging on technological advancements and helping business partners and dealers to adapt to the various changes in today’s digital age. Various strategic plans have been put in place to support its network of dealers which enables them to provide a seamless experience for their customers. Just recently, Nippon Paint Malaysia hosted a Business Retail Transformation Talk for more than 150 business partners to share interesting insights on the changing consumer landscape in the coatings industry, and how they can remain relevant in today’s digitised business world.

The Nippon Paint’s e-store is part of Nippon Paint’s transformation journey, which showcases the products and service offerings it has to offer, along with the wide network of dealers that is able to serve customers effectively. As part of its innovation journey, the Nippon Paint’s e-store aims to continuously inspire consumers to be creative in the comfort of their own homes amidst the pandemic.

As the market leader in the coatings industry with a database of over 10,000 paint formulations and a network of more than 3,000 dealers nationwide, Nippon Paint will continue to push boundaries and pivot, implement innovative solutions, opportunities for its consumers and business partners during this time.

About Nippon Paint Malaysia Group

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 geographical locations, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand, Iran and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings from end-to-end solutions including painting tools and waterproofing solutions.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2020), Putra Brand Awards (2010-2019) and Parents’ Choice Awards (2018-2020), as well as received industry accolades such as the APPIES 2018 Gold award for its Child Wellness Range campaign, Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011, the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification License (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

For more information on Nippon Paint Malaysia:

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