



## PROFILE TEMPLATE CORPORATE EXCELLENCE CATEGORY

### CORPORATE PROFILE WRITE-UP

#### A. Article (In 3rd Person Style, 700-800 words)

Information about the Company (Approximately **200 words**)

*Include:*

- *Company introduction (e.g., core business, markets involved)*
- *Vision, Mission, Corporate Values*

Corporate Culture & Company Activities (Approximately **200 words**)

*Include:*

- *Company's workplace practices & organizational culture*
- *Corporate activities (e.g., Team building, CSR activities)*



Achievements and Impact (Approximately **200 words**)

Include:

- Latest growth of the Company (Facts to include: number of offices/ employees to date, turnover achieved, local/ regional impact, overseas expansion expansion, etc.
- Company's strategy to achieve sustainable growth (e.g., talent development initiatives)

Future Direction (Approximately **200 words**)

Include:

- Company's expansion roadmap/ succession plans



### B. Company Milestones

- Kindly note that:
- The milestones should be written in point form (10 - 12 words for EACH point)
  - Only a maximum of 6 milestones
  - Milestones that include other awards are NOT permitted

Example: 2001 – 2013: Insert Distinctive Achievement (e.g., Date of establishment, major projects, M&A, IPO)

### C. One-liner Company Motto

Include: Corporate tagline/ brief fact about the Company

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### D. Social Media Accounts on Facebook and LinkedIn (for tagging purposes only)

Kindly note that if there are no accounts on these platforms, please indicate “N/A” in the template


\*Do note that other award achievements shall not be included.