



# News Release

## PROTON CONTINUES TO ENRICH EMPLOYEE DEVELOPMENT

- 258 PROTON employees awarded SKM Level 3 certification
- Human capital to be key driver for business growth and sustainability

**Tanjung Malim, 30 April 2019** - PROTON today awarded 258 employees from PROTON Shah Alam and Tanjung Malim with the Malaysian Skills Certificate (SKM) Level 3. The graduation ceremony was graced by Dr Mohd Rashid Buyong Hamzah, Deputy Director General of the Department of Skills Development and Dato' Radzaif Mohamed, Deputy Chief Executive Officer of PROTON.

The result of a collaboration between PROTON and the Department of Skills Development (JPK) under the Ministry of Human Resources, the awarding of the certificates show the Company's commitment to continuing the development of its employees to maintain its momentum in growing the business. It also shows recognition for the importance of skilled workers in the automotive industry, especially in the area of product quality within the manufacturing process.

### Human capital as a key driver for business growth and sustainability

"Our people are our biggest asset to improve our competitive edge in the industry. PROTON is committed to develop and to produce more skilled workers and as a national car manufacturer, our duty is not just to build cars but to be one of the key drivers of human capital development," said Dato' Radzaif Mohamad, Deputy Chief Executive Officer of PROTON.

The SKM is a formal nationally recognised certificate issued by the government to individuals who have achieved the required capability to practice and are equipped with competencies to perform tasks and functions for specific areas of employment. In the case of the 258 PROTON employees, the specific area recognised is for the automotive industry.

"Over the years, we have seen the positive effects of this training on our employees in terms of effectiveness and quality of work. Through our continuous efforts to enhance the skills of our employees, we are able to serve our customers better and to produce better quality products for our customers," added Dato' Radzaif.

Following its collaboration with Geely, PROTON is introducing intelligent vehicles to its range, beginning with the Proton X70 and the recently launched 2019 Proton Iriz and Persona. Hence, PROTON needs to provide regular training for its staff to ensure their skills are updated and they have the ability to manufacture, sell and service a new generation of products.

Under the Malaysian Skills Certification System of JPK, there are 5 levels of skills that are recognised qualifications to specific and selected jobs. The assessment exercise involves 5 main areas which include automotive body assembly, automotive engine assembly, automotive painting, automotive trim and final inspection and office administration.

The collaboration between the Skills Development Department and PROTON stretches back nearly 10-years beginning with the first "WorldSkills Malaysia Belia" Competition (WSMB), ASEAN Skills Competition (ASC) and WorldSkills Competition (WSC) in Automobile Technology sector.

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### About PROTON

PROTON Holdings Berhad is 50.1% owned by DRB-HICOM Berhad and 49.9% by Zhejiang Geely Holding Group Co. Ltd. Established in 1983, it is the only full-fledged OEM car manufacturer that is complete with research and development (R&D) facility in South-East Asia and was established with three primary national policy objectives, which are, to spearhead the development of component manufacturing industries, to acquire and upgrade technology and industrial skills within the automotive manufacturing industry and to strengthen the international competitiveness of Malaysia's industrial capability.

1985 marked a momentous year in Malaysia's history when the country's first national car, the Proton Saga, rolled out for the masses. Since then, its offerings include versatile and reliable four-door family vehicles such as the Saga and Persona, stylish executive sedans such as Prevé, the elegant executive D-segment Perdana as well as spacious and affordable multi-purpose vehicles like the Exora and Ertiga. There is also the sleek sporty Suprima S that is packed with performance and the bold and stylish Iriz than emphasises safety and is the most affordable 5-Star ASEAN NCAP car.

PROTON is more than just a car company as its inception as a key driver of national development has seen the brand accelerate its learning curve through technology transfer with strategic partnership and technical collaborations. There is no doubt that it has helped grow the Malaysian economy through its progress and success in the automobile industry.

By listening to the needs of customers, PROTON cars are now steadily on track to achieve the mission for the future, with PROTON set to become a marque which builds quality and safe cars with passion and soul; cars that are enjoyable to drive - and a pleasure to own. For more information, visit <http://www.proton.com>.

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