

PICORP Launches Its First Corporate Video

Progressive Impact Corporation Berhad (PICORP) is proud to unveil its debut corporate video — a landmark in the Group’s brand journey and a meaningful step in communicating its evolving identity, impact, and aspirations to a wider audience. Premiered at PICORP’s 33rd Annual General Meeting (AGM) on 25 June 2025, the 16-minute production marks a historic first — produced entirely in-house, the video blends storytelling, substance, and strategy into a visual narrative that captures the spirit and strength of the organisation.

The video is structured in three (3) distinct yet seamlessly connected parts:

WHO WE ARE

This opening segment introduces PICORP’s origins, business pillars, and its role as a pioneer in environmental solutions, with a legacy rooted in responsibility and resilience.

WHAT WE DO

The second chapter shines a light on PICORP’s latest and most significant projects — spanning environmental monitoring, water and wastewater solutions, Halal testing infrastructure, and international expansion, notably in Saudi Arabia.

WHY IT MATTERS

The final segment unpacks PICORP’s sustainability journey, explaining how sustainability is not just a compliance checkbox, but a cultural backbone — embedded through the Group’s triple bottom line strategy and value creation framework, guiding how value is created for People, Planet, and Profit.

More than just a corporate introduction, the video offers a glimpse into PICORP’s purpose — one that extends beyond business to inspire impact, uphold integrity, and drive a sustainable future.

Moving forward, it will be repurposed as a strategic asset across multiple platforms, including:

1. Marketing campaigns
2. Stakeholder engagement
3. Exhibitions
4. Investor briefings
5. Onboarding for new hires

This ensures a consistent, compelling, and visually engaging way to experience PICORP.

This initiative reflects PICORP's evolving communication strategy, which places authenticity, accessibility, and alignment at the forefront of brand engagement — signalling that the Group is not only transforming what it does, but also how it tells its story.