

BRIGHTER

MAGNUM BETS ON NEW STORE DESIGN

Refreshed corporate identity in conjunction with 50th anniversary

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IN conjunction with its 50th anniversary celebrations, Magnum Corporation has launched a new corporate identity that will appear at its outlets.

The country's first licensed

four-digit betting agent's new look will not only bear a refreshed logo, but also redesigned and brighter storefronts with a more modern look.

This, said its chief executive officer, Datuk Seri Lawrence Lim, was to keep up with trends as Magnum looked to retain its spot at the forefront of the licensed gaming industry.

"The refreshed look will keep

us ahead of the game, but Magnum will remain true to our legacy of inspiring hope in the community," he said at the launch on Monday.

Lim accompanied Magnum

Corporation chairman Tan Sri Surin Upatkoorn in unveiling the firm's new corporate identity and a mock storefront at the ballroom of a hotel here, to the applause of about 1,000 guests.

A mock Magnum redesigned storefront at the company's 50th anniversary celebration in Kuala Lumpur on Monday. PIC BY ASWADI ALIAS (Inset) Datuk Seri Lawrence Lim

