

Eco-Innovation Report

Summary:

Mega First Corporation Berhad

Report Period:

2019-2024

Report Date:

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1. Executive Summary

This Eco-Innovation Performance Report for the period 2019-2024 indicates a significant lack of disclosed information across all eco-innovation indexes. Based solely on the provided annual report table of contents, no specific initiatives, data, or performance metrics related to eco-innovation were found. The company currently operates as an Eco-Laggard due to insufficient transparency and reporting, making a comprehensive assessment of its actual performance impossible.

Overall Assessment: The company's sustainability maturity level is currently at a nascent stage, primarily characterized by a severe lack of public disclosure regarding eco-innovation efforts and performance. While a 'Sustainability Report' is listed in the 2019 table of contents, its content was not provided for analysis, leading to an inability to assess any actual initiatives or progress.

2. Eco-Innovation Disclosure (%)

The Eco-Innovation Disclosure Index measures the transparency and comprehensiveness of sustainability reporting across all 87 parameters.

OVERALL DISCLOSURE	PRODUCT INNOVATION	PROCESS INNOVATION	ORGANIZATIONAL
N/A%	N/A%	N/A%	N/A%

The disclosure quality is extremely poor, with no explicit mention or data points for any of the 87 eco-innovation parameters across the 2019-2024 period. This complete absence of information prevents any meaningful assessment of the company's eco-innovation performance and transparency.

3. CO₂ Reduction (%)

Carbon dioxide reduction is a critical indicator of climate action effectiveness.

Year	Total Emissions (tCO ₂ e)	Reduction vs Baseline	Intensity Ratio
2019	N/A	Baseline	N/A
2020	N/A	N/A%	N/A
2021	N/A	N/A%	N/A
2022	N/A	N/A%	N/A
2023	N/A	N/A%	N/A
2024	N/A	N/A%	N/A

No data on total CO₂ emissions, reduction percentages, or emission intensity ratios was disclosed in the provided annual report compilation. Therefore, no assessment of carbon reduction trends or initiatives can be made.

4. Product Eco-Innovation Analysis (%)

Product eco-innovation encompasses sustainable design, material selection, lifecycle management, and end-of-life considerations across 20 parameters.

Key Product Innovation Metrics (2024)

Parameter	Score	Status
Recycled Material Content	0%	Not Disclosed
Energy Efficiency Rating	0%	Not Disclosed
Product Durability Extension	0%	Not Disclosed
Design for Disassembly	0%	Not Disclosed

The company provides no information regarding product eco-innovation. There is no mention of recycled material content, biodegradability, energy efficiency ratings, hazardous substance elimination, product durability, packaging reduction, or design for disassembly. This indicates a significant gap in reporting and potentially in the implementation of sustainable product development practices.

5. Process Eco-Innovation Analysis (%)

Process innovation focuses on manufacturing efficiency, resource optimization, and clean production technologies across 20 parameters.

Category	2019	2020	2021	2022	2023	2024
Process Innovation Score	0%	0%	0%	0%	0%	0%

Process Highlights

Information on process eco-innovation is entirely absent. There is no disclosure on closed-loop water systems, waste-to-energy conversion, lean manufacturing, green chemistry, renewable energy use in production, or carbon capture. This suggests a lack of transparency regarding operational sustainability and efficiency gains within manufacturing processes.

6. Organizational Eco-Innovation Analysis (%)

Organizational innovation evaluates governance structures, policies, and cultural commitment to sustainability across 15 parameters.

Category	2019	2020	2021	2022	2023	2024
Organizational Innovation Score	0%	0%	0%	0%	0%	0%

The company has not disclosed any details regarding its organizational eco-innovation efforts. There is no mention of an Environmental Management System (e.g., ISO 14001), green procurement policies, employee eco-training, sustainability reporting transparency (beyond a listed section title), or any specific policies for biodiversity protection or circular business models. This indicates a fundamental lack of formal sustainability governance and management systems.

7. Marketing Eco-Innovation Analysis (%)

Marketing innovation assesses sustainability communication, eco-labeling, consumer education, and brand positioning.

Category	2019	2020	2021	2022	2023	2024
Marketing Innovation Score	0%	0%	0%	0%	0%	0%

No information is available concerning marketing eco-innovation. There is no mention of digital product passports, eco-labeling certifications, green marketing claims, take-back schemes, or sustainable packaging branding. This suggests either a lack of green marketing initiatives or a failure to communicate them to stakeholders.

8. Financial Eco-Innovation Analysis (%)

Financial innovation measures economic benefits including cost savings, revenue from green products, and return on environmental investments.

Category	2019	2020	2021	2022	2023	2024
Financial Innovation Score	0%	0%	0%	0%	0%	0%

Financial Benefits Identified

The provided text contains no specific financial data related to eco-innovation. There is no disclosure on waste disposal cost savings, energy or water cost savings, carbon tax avoidance, green subsidy utilization, or return on eco-investment. This makes it impossible to assess the financial benefits or investments in sustainability initiatives.

9. Non-Financial Eco-Innovation Analysis (%)

Non-financial performance covers brand value, employee satisfaction, stakeholder relationships, and social license to operate.

Category	2019	2020	2021	2022	2023	2024
Non-Financial Innovation Score	0%	0%	0%	0%	0%	0%

Non-financial performance metrics related to eco-innovation are not disclosed. There is no information on brand equity valuation linked to sustainability, employee satisfaction/retention due to environmental values, customer loyalty scores, regulatory relationship quality, or innovation capability in sustainable solutions. This prevents an understanding of the intangible benefits derived from eco-innovation.

10. SDG Scoring in Percentage (%)

Alignment with UN Sustainable Development Goals measures global sustainability impact across four key SDGs.

SDG 7: CLEAN ENERGY 0%	SDG 9: INNOVATION 0%	SDG 12: RESPONSIBLE 0%	SDG 13: CLIMATE ACTION 0%
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Due to the complete lack of disclosed information across all parameters, the company shows no explicit alignment or contribution to SDG 7 (Affordable and Clean Energy), SDG 9 (Industry, Innovation and Infrastructure), SDG 12 (Responsible Consumption and Production), or SDG 13 (Climate Action) based on the provided text. All SDG scores are 0%, indicating a critical reporting gap.

11. Suggestions and Improvements

Strategic recommendations to enhance eco-innovation performance across all dimensions:

- **Product Innovation:** Implement a robust system for tracking and reporting on product lifecycle impacts, including recycled content, energy efficiency, and design for circularity. Publicly disclose targets and progress for sustainable product development.
- **Process Innovation:** Establish clear metrics for resource efficiency (water, energy, waste) in manufacturing processes. Invest in and report on renewable energy adoption, waste reduction programs, and green chemistry initiatives.
- **Organizational Innovation:** Develop and implement a formal Environmental Management System (e.g., ISO 14001) and a comprehensive green procurement policy. Publish a detailed, third-party verified sustainability report (GRI/SASB compliant) annually.
- **Marketing Innovation:** Develop and promote eco-labeled products, clearly communicate sustainable product attributes, and implement take-back or recycling programs. Ensure all green marketing claims are accurate and verifiable to avoid greenwashing.
- **Financial Innovation:** Quantify and report on the financial benefits of eco-innovation, including cost savings from waste, energy, and water reduction, and the ROI of sustainability investments. Explore opportunities for green financing.
- **Carbon Reduction:** Establish a baseline for Scope 1, 2, and 3 GHG emissions. Set ambitious, science-based reduction targets and regularly

report on progress, including emission intensity ratios and specific carbon reduction initiatives.

12. Trend Analysis (6 Years)

Across the 2019-2024 period, a consistent trend of non-disclosure is observed across all eco-innovation indexes. There are no discernible turning points, growth drivers, or patterns of improvement, as no data was provided to indicate any activity. This suggests a static or uncommunicated approach to eco-innovation over the five-year period.

Key Trend Observations

Upward Trends: None (due to lack of data)

Stable Areas: All indexes (at 0% due to consistent non-disclosure)

Growth Drivers: None identified (due to lack of data)

13. Predictions for Next Year (2025)

Based on the current trajectory of non-disclosure, without significant changes in reporting practices or explicit commitments, the company's eco-innovation performance in 2025 is predicted to remain at a minimal level. Any improvements would depend entirely on the implementation of new initiatives and, critically, transparent reporting of these efforts. Without such changes, the company will likely continue to be perceived as an Eco-Laggard.

Expected Performance Improvements

Category	2024 Score	2025 Prediction	Expected Change
Product Innovation	0%	N/A%	Expected to remain stable at 0% without new disclosures.
Process Innovation	0%	N/A%	Expected to remain stable at 0% without new disclosures.
Organizational	0%	N/A%	Expected to remain stable at 0% without new disclosures.
Marketing	0%	N/A%	Expected to remain stable at 0% without new disclosures.

14. Comparison with Other Companies in General

Benchmarking positions the company relative to industry peers and sustainability leaders.

Performance Level	Characteristics	Company Status
Eco-Leaders (Top 10%)	Comprehensive sustainability integration, certified products, carbon neutral targets	Not Applicable
Eco-Adopters (40–70%)	Active sustainability programs, systematic reporting, renewable energy adoption	Not Applicable
Eco-Laggards (Below 40%)	Limited sustainability initiatives, compliance-driven, minimal disclosure	Current Position - Significant gaps in disclosure and likely in implementation

Compared to industry peers, the company's eco-innovation performance, as assessed through public disclosure, positions it firmly as an Eco-Laggard. Most companies, even those at an early stage, provide some level of detail on their sustainability initiatives. The complete absence of data makes it impossible to benchmark against specific eco-innovation metrics, but the lack of transparency itself is a significant competitive disadvantage and a barrier to stakeholder trust.

15. Conclusion

This assessment highlights a critical deficiency in the company's eco-innovation reporting. With no explicit data or initiatives disclosed across the 2019-2024 period, the company is categorized as an Eco-Laggard. The primary strategic path forward must involve establishing comprehensive sustainability governance, implementing tangible eco-innovation initiatives across product, process, and organizational functions, and, most importantly, committing to transparent and detailed public reporting of its performance against recognized frameworks like GRI or SASB. This is essential for building stakeholder trust, attracting green capital, and mitigating future regulatory and reputational risks.

Final Assessment

Overall Rating: Eco-Laggard

Key Strengths: None identified due to lack of disclosure.

Priority Areas: Comprehensive sustainability reporting, establishing an EMS, setting carbon reduction targets, developing sustainable products, improving process efficiency.

Strategic Outlook: The long-term sustainability trajectory is currently undefined due to a lack of disclosed information, necessitating immediate and significant efforts in both implementation and transparency.