

PRE-PUBLICATION PRESS RELEASE

This information is embargoed until 12:00 (GMT), Thursday, October 13, 2011, when a press release will be issued to the Internet news wires and financial, business and specialist KM media.

Teleos Names Asia's Most Admired Knowledge Enterprises

SEOUL -- October 13 -- Teleos, in association with The KNOW Network, has announced the Winners of the 2011 Asian Most Admired Knowledge Enterprises (MAKE) study. This year's 20 Asian MAKE Winners are (in alphabetical order):

- Arup Hong Kong (Hong Kong SAR, China)
- Asian Development Bank (Asia)
- China Merchants Bank Direct Banking Center (China)
- Infosys Limited (India)
- Korea Customs Service (S. Korea)
- Korea Water Resources Corporation (S. Korea)
- Larsen & Toubro - Hydrocarbon IC (India)
- MindTree Ltd. (India)
- NetDragon Websoft (China)
- POSCO (S. Korea)
- Samsung SDS (S. Korea)
- Siemens Limited China (China)
- Singapore Armed Forces (Singapore)
- Tata Chemicals (India)
- Tata Consultancy Services (India)
- Toyota Astra Motor (Indonesia)
- Unilever Indonesia (Indonesia)
- United Tractors (Indonesia)
- Wipro Technologies (India)
- Woods Bagot (Australia)

The 2011 Asian MAKE Winners were recognized at a special Awards Ceremony at the 12th annual World Knowledge Forum, held in Seoul. POSCO was recognized as the Overall Winner of this year's Asian MAKE study.

A panel of Asian-based Fortune 500 senior executives and internationally recognized knowledge management / intellectual capital experts selected the Winners. The panel rated organizations against the MAKE framework of eight key knowledge performance dimensions -- visible drivers of competitive advantage and intellectual capital growth:

- Creating an enterprise knowledge-driven culture
- Developing knowledge workers through senior management leadership
- Innovation

- Maximizing enterprise intellectual capital
- Creating an enterprise collaborative knowledge sharing environment
- Creating a learning organization
- Delivering value based on customer/stakeholder knowledge
- Transforming enterprise knowledge into shareholder/stakeholder value

2011 ASIAN MAKE WINNERS

The 2011 Asian MAKE Winners have been recognized as follows:

Arup Hong Kong (Hong Kong SAR, China)

The 2011 Asian MAKE panel has recognized Arup Hong Kong for transforming enterprise knowledge into stakeholder value. Arup Hong Kong is a two-time Asian MAKE Winner.

Lup-Moon Lui, Arup East Asia Region Chairman, said: "Arup's knowledge management directs us away from reinventing the wheel, leading to time and cost savings and new business opportunities. More importantly, it helps us to focus our attention on actual critical matters that are so specific for each project. It also helps us access the right skills, mobilizes the right knowledge and brings us directly to the global experts through forum discussions and face-to-face network activities. Our commitment to foresight, research and skills development becomes the successful formula of Arup's knowledge creation and sharing strategy. We can then deliver the best solutions to our clients."

Asian Development Bank (Asia)

The 2011 Asian MAKE panel has recognized the Asian Development Bank for collaborative enterprise-wide knowledge sharing. This is the first time that the Asian Development Bank been recognized as an Asian MAKE Winner.

Olivier Serrat, Principal Knowledge Management Specialist, Regional and Sustainable Development Department, Asian Development Bank, stated: "The MAKE surveys that ADB introduced in 2005 have played an essential role in gauging and driving knowledge management for organizational effectiveness. ADB's abilities to identify, create, store, share, and use knowledge for poverty reduction in the Asian and Pacific region are growing. ADB is not yet a full-fledged learning organization but the drive for unremitting improvement inherent to its knowledge strategy is expected to lead to bigger results and greater development impacts."

China Merchants Bank Direct Banking Center (China)

The 2011 Asian MAKE panel has recognized China Merchants Bank Direct Banking Center for maximizing enterprise intellectual capital and creating value from customer knowledge. This is the first time that China Merchants Bank Direct Banking Center has been recognized as an Asian MAKE Winner.

According to a China Merchants Bank Direct Banking Center spokesman, "Innovation is the inexhaustible source of CMB's growth. Service is the inherent factor for CMB's development. Knowledge management is the foundation of our long-term and sustainable development. With the principle of "customer-centered, market-oriented, technology-based, and knowledge

management-driven continuous innovation," we have fostered a knowledge-driven corporate culture featuring extensive coverage, mass participation, full backing, advanced technology and practical application, promoting us to stick to customer satisfaction, employee satisfaction, shareholder satisfaction, regulator satisfaction and social satisfaction, and we have obtained a number of honors and awards in mainland China, Asia Pacific region and the world."

Infosys Limited (India)

The 2011 Asian MAKE panel has recognized Infosys Limited for organizational learning. Infosys Limited is a nine-time Asian MAKE Winner.

Srikantan Moorthy, Senior Vice President and Group Head, Education and Research, Infosys Limited, said: "We are delighted to be ranked among Asia's most admired knowledge enterprises in the 2011 Asian MAKE study. Knowledge Management (KM) at Infosys is focused on developing knowledge networks that help employees continuously learn and relentlessly focus on developing solutions for clients. Thus, KM for us constitutes a powerful means for providing differentiated value to clients and enabling their business to do better."

A. Latha, AVP, Education and Research, Infosys Limited, said: "It is with pleasure that we acknowledge the 2011 Asian MAKE Award. The value we provide to our customers and their businesses with our collective knowledge is ultimately the only measure of our success. Accordingly, our KM efforts stem from our belief in, and commitment to, excellence in execution."

Korea Customs Service (S. Korea)

The 2011 Asian MAKE panel has recognized the Korea Customs Service for transforming enterprise knowledge into stakeholder value. This is the first time that the Korea Customs Service has been recognized as an Asian MAKE Winner.

According to a Korea Customs Service spokesman: "It is a great privilege to the Korea Customs Service (Commissioner Yung-sup, Joo) to receive MAKE (Most Admired Knowledge Enterprises) Award given by Teleos, a world-renowned knowledge management and intellectual capital research firm. The Korea Customs Service is the first Korean governmental agency to receive MAKE Award."

He continues: "Thanks to knowledge management, Korean Customs is allowed to enhance work efficiency; and to streamline work processes and cut various costs through internal innovation. Such fruitful results are already acknowledged externally. The case in point is the development of UNI-PASS: UNI-PASS is a world-first e-clearance system developed by Korean Custom, enabling swift and accurate customs clearance. The system is exported to countries in Asia, South America and Africa, creating not only monetary value of \$84.43 million for the country itself, but also other value benefitting the international community."

"Knowledge management was first introduced to the Korea Customs Service in 2000 with aims to accelerate knowledge innovation and establish efficient work scheme. The Korea Customs Service will continue organization-wide efforts to allow knowledge management to take a foothold."

Korea Water Resources Corporation (S. Korea)

The 2011 Asian MAKE panel has recognized Korea Water Resources Corporation (K-water) for maximizing enterprise intellectual capital. K-water is a four-time Asian MAKE Winner.

Vice President Wan-Kyu Kim of K-water, who is also the CKO (Chief Knowledge Officer), expressed his gratitude after receiving the recognition, saying: "I am delighted that K-water was honored with the Asian MAKE Award once again and it is a great chance for the management system of K-water to be developed on a global scale. Knowledge Management in K-water has encouraged organizational learning and has transformed enterprise knowledge into a shareholder/stakeholder value. This was highly recognized by the panel members."

Larsen & Toubro - Hydrocarbon IC (India)

The 2011 Asian MAKE panel has recognized Larsen & Toubro - Hydrocarbon IC for developing knowledge workers through senior management leadership (1st place), and developing knowledge-based products/services/solutions (1st place). Larsen & Toubro - Hydrocarbon IC is a three-time Asian MAKE Winner.

K. Venkataramanan, Member of the Board & President (O), Larsen & Toubro Limited, said: "Project Management & Engineering is the core competency of Larsen & Toubro - Hydrocarbon. It is a highly knowledge intensive business. The success of our business depends heavily on the past experiences of the organization and how effectively we can utilize our collective experience to complete projects within the scheduled time and budget. Our Standard Operating Procedures are enabled to institutionalize capture and re-use of knowledge across the organization. Our Knowledge Management systems and processes are aligned to facilitate the business to meet the goal of operational excellence and help give us a sustainable competitive edge."

MindTree Ltd. (India)

The 2011 Asian MAKE panel has recognized MindTree for creating a knowledge-driven enterprise culture (1st place). This is the fourth consecutive year that MindTree has been recognized as an Asian MAKE Winner.

Krishnakumar Natarajan, CEO and Managing Director, MindTree Limited, stated: "Knowledge management for us is more about people than systems and processes. At MindTree, we have been able to bring in the right culture for people to collaborate and innovate to make ourselves an expertise focused company. As management we provide the right enabling conditions. We have seen over 100 experts emerge in a 6 month period on various technology areas from a peer-driven network which we can attribute to vibrant communities and our single minded focus towards being expertise-led. We are very happy that the MAKE Award recognizes us for our KM efforts in building a memorable company."

NetDragon Websoft (China)

The 2011 Asian MAKE panel has recognized NetDragon Websoft for organizational learning. This is the first time that NetDragon Websoft has been recognized as an Asian MAKE Winner.

According to a NetDragon Websoft spokesman: "I would like to thank the organizer to give us such a good opportunity to make a deep introspection of Net Dragon's knowledge management of

the past decade systematically, which helps us be more confident to face the challenges of mobile Internet times in the future."

POSCO (S. Korea)

The 2011 Asian MAKE panel has recognized POSCO for maximizing enterprise intellectual capital (1st place), enterprise-wide collaborative knowledge sharing (1st place), and creating a learning organization (1st place). POSCO is a six-time Asian MAKE Winner. This is the first time that POSCO has been recognized as the Overall Asian MAKE Winner.

Samsung SDS (South Korea)

The 2011 Asian MAKE panel recognized Samsung SDS for developing knowledge workers through senior management leadership. Samsung SDS is a 10-time Asian MAKE Winner (including 2007 and 2009 Overall Asian MAKE Winner).

Sungtae Park, CKO of Samsung SDS, said: "It is a great honor to receive the 2011 Asian MAKE Award. Samsung SDS always strives to achieve human oriented and work integrated knowledge management system. This year, we are building a new knowledge management system focus on knowledge based work collaboration and wiki based knowledge evolution. To successfully deploy knowledge based work collaboration in SDS, we build sophisticated experts network and the culture of collaboration. Wiki based knowledge evolution requires entirely new knowledge management process and policy supported by Wiki enabled IT system. We look forward to the opportunities to share our experience in knowledge management with other companies and exchange ideas for the further KM practice globally."

Siemens China Limited (China)

The 2011 Asian MAKE panel has recognized Siemens China Limited for developing knowledge-based products/services/solutions. This is the first time that Siemens China Limited has been recognized as an Asian MAKE Winner.

Siemens China President and CEO, Mr. Cheng Mei-Wei, said: "Siemens is an innovation-driven company, and knowledge has always been where our competencies come from over our 140 years of history in China. We are shaping our knowledge and technologies with a clear focus on delivering tangible and valuable benefits to customers and society. Siemens' ability to learn, share and translate knowledge into immediate actions is one of our key competitive advantages, and this is and will continue to be the secret behind sustainability of our company."

Singapore Armed Forces (Singapore)

The 2011 Asian MAKE panel has recognized the Singapore Armed Forces for transforming enterprise knowledge into stakeholder value (1st place). The Singapore Armed Forces is a two-time Asian MAKE Winner (including 2010 Overall Asian MAKE Winner).

Brigadier General Lee Shiang Long, Head of Joint Communications and Information Systems (HJCIS) of the Singapore Armed Forces (SAF), stated: "The Singapore Armed Forces (SAF) is honored to receive the Asian Most Admired Knowledge Enterprise 2011 Award. This is possible due to the continued emphasis placed on organizational learning and knowledge-based approaches that seeks to improve operational and management effectiveness."

He continued: "In the area of organizational learning, we are developing a system called LEARNet to enhance the learning effectiveness and experiences of our servicemen. This system utilizes information technology to enable collaborative and self-directed learning. It also contains new applications that provide timely feedback and allow servicemen to better capture lessons learnt. In the area of knowledge management, we have developed a versatile system called eSILK (enterprise System for Innovation, Learning and Knowledge) to support continuous learning, knowledge sharing and collaboration. As part of our 3rd Generation transformation journey, the SAF is constantly looking for innovative means to be more operationally effective through organizational learning and knowledge management."

Tata Chemicals (India)

The 2011 Asian MAKE panel has recognized Tata Chemicals for developing knowledge-based products/services/solutions, and transforming enterprise knowledge into stakeholder value. This is the first time that Tata Chemicals has been recognized as an Asian MAKE Winner.

R. Mukundan, Managing Director, Tata Chemicals, said: "We are delighted to be recognized as "2011 Asian MAKE Winner." Recognitions such as MAKE awards strengthen our resolve to relentlessly pursue the knowledge management journey of "insight to intelligence to innovation" by deploying state of the art KM solutions and actively engaging employees in creating value. Leveraging knowledge that is present within our organization to achieve higher levels of innovation in a collaborative manner is a strategic differentiator for us today. In line with this, Knowledge Management provides a significant thrust for Tata Chemicals to achieve its objective. Awards like these give us the confidence that we are moving in the right direction."

Tata Consultancy Services (India)

The 2011 Asian MAKE panel has recognized Tata Consultancy Services for maximizing enterprise intellectual capital, and organizational learning. Tata Consultancy Services is a seven-time Asian MAKE Winner.

Mr. A. Srinivasan, Vice President and Global Head, Knowledge Management, TCS, stated: "TCS is pleased to be recognized as an Asian MAKE Award winner for the year 2011. Knowledge Management has been part of TCS' journey of excellence for years, and is instrumental in the workforce collectively living one of its core corporate values 'Learning & Sharing'."

He continued: "At TCS, KM continues to focus on adding value to customers, improving productivity, creating an innovative culture in the organization, and helping individuals in fully realizing their potential. In line with our vision, we are moving towards a very exciting phase where KM becomes an integral part of our business processes, and acts as a catalyst in the organizational transformation into a sustainable Learning Organization. The continued recognition through the MAKE award is a testimony to our strategic and sustained efforts to leverage KM for business excellence."

Toyota Astra Motor (Indonesia)

The 2011 Asian MAKE panel has recognized Toyota Astra Motor for transforming enterprise knowledge into stakeholder value. This is the first time that Toyota Astra Motor has been recognized as an Asian MAKE Winner.

Mr. Johnny Darmawan, President Director of PT. Toyota Astra Motor, said: "Teleos' and Dunamis' acknowledgment and trust by selecting PT. Toyota Astra Motor as Indonesian MAKE Winners and Asian MAKE Winner motivates us to continue our kaizen spirit in Knowledge Management implementation."

He continued: "We realize that Knowledge Management implementation is one of the foundations in developing Toyota Astra Motor's business and organization in order to deliver the best products and services to our customers."

Unilever Indonesia (Indonesia)

The 2011 Asian MAKE panel recognized Unilever Indonesia for creating value from customer knowledge. Unilever Indonesia is a six-time Asian MAKE Winner.

United Tractors (Indonesia)

The 2011 Asian MAKE panel recognized United Tractors for transforming enterprise knowledge into stakeholder value. United Tractors is a two-time Asian MAKE Winner.

A quote from Mr. Djoko Pranoto, President Director of PT. United Tractors Tbk, 2011 Asian MAKE Award Winner.

"Maintaining 39th years of market leadership in Indonesia heavy equipment market is not as easy as five to ten years ago. Facing the 21st century business challenges has driven PT United Tractors Tbk to accelerate its capability building, outperform the competition by delivering innovative solution to our customers. Innovative solution creation is orchestrated company-wide, retained as company knowledge and leveraged organization-wide. Managing our competitive-edge knowledge as a system is the key to accelerate our capability building to realize UT Vision 2020, the leading fast growing world class Solution Driven Company"

Wipro Technologies (India)

The 2011 Asian MAKE panel recognized Wipro Technologies for creating value from customer knowledge (1st place). Wipro Technologies is a nine-time Asian MAKE Winner.

Expressing happiness at the award, Mr. Ved Prakash, Chief Knowledge Officer for Global IT Business of Wipro, said, "Being a knowledge driven organization has a significant impact on our ability to meet and exceed our clients' expectations. It's one of the reasons that we have such a strong focus on this aspect of our work and it is wonderful to see that commitment recognized through this prestigious award."

Woods Bagot (Australia)

The 2011 Asian MAKE panel has recognized Woods Bagot for creating a knowledge-driven enterprise culture. Woods Bagot is a three-time Asian MAKE Winner.

"Our knowledge capability is at the forefront of our business. To receive our third award is a tremendous affirmation of our years of commitment to knowledge management and research initiatives," said Ross Donaldson, Joint Group Managing Director, Woods Bagot.

"Over time, we have continued to evolve our knowledge capability, harnessing innovative solutions that are enabling a new type of architectural engagement. Next generation design solutions are being realized; collective intellect is being shared and injected through our projects across the globe -- and it is our knowledge capability and management, combined with talent, that is making this happen," continued Ross.

"This award reconfirms our devotion to the development of our knowledge platforms which we believe are key to the future of our practice at a time where intelligent solutions are needed to address increasingly complicated global issues," said Richard Marshall, Joint Group Managing Director, Woods Bagot.

TELEOS

Teleos, an independent knowledge management and intellectual capital research firm, administers the MAKE program. The KNOW Network is a Web-based global community of organizations dedicated to achieving superior performance through networking and best practice knowledge sharing.

The MAKE research program consists of the annual Global MAKE study -- the international benchmark for world-class knowledge organizations -- and Asian, European, Chinese, Hong Kong, Indian, Indonesian and North American studies.

Contact Teleos for the free "2011 Asian MAKE Report" Executive Summary.

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