

ABARO



COMPANY **PROFILE**

公司简介 2026



MOST INNOVATIVE FEATURES IN A SCHOOL SHOE 2025

 www.abaro.com.my

MOST INNOVATIVE FEATURES IN A SCHOOL SHOES 2025

DRYTECH

Keeps feet dry, reduces odor, and lowers the risk of fungal infections.
让双脚保持干爽，减少异味并降低真菌感染的风险。



NAMETECH

Helps prevent misplaced shoes with a personalised name label.
个性化姓名标签，方便辨识，减少遗失。



HIDE TECH

Features a hidden compartment for a GPS Tracker.
隐藏式收纳隔层，可放置 GPS 追踪器。



GRIPTECH

Strengthens slip resistance, providing stable traction for daily activities.
加强防滑鞋底，为日常活动提供更稳定的抓地力。



TWIST TECH

Equipped with a rotating buckle for easy adjustment, ensuring secure fit.

配备旋转式扣环，方便调节，确保贴合稳固。



STITCHLOCK SOLE TECH

Sewn sole connects the sole and upper with stitching for enhanced durability and strength.

缝线工艺牢固连接鞋底与鞋面，提升耐用性与稳定性。



ABARO *Takraw*

GRIP. FLEX. STRIKE.

Rubber outsole that grips the ground for superior performance.

耐磨橡胶鞋底，牢固抓地，卓越表现。



LIGHT TECH

Built-in LED lights that glow with every step.

内置 LED 发光灯，每一步都闪耀光彩。



WIDEFIT TECH

A wider forefoot design reduces pressure on the toes for all-day comfort.

加宽前掌设计，让脚趾自然舒展，全天舒适。



GROWFIT TECH

Removable heel cushion for a secure fit that grows with your child.

可拆卸后跟垫，提供稳固贴合，随着孩子双脚成长灵活调整。



RELAXED WALK

Memory foam insoles provide adaptive comfort and personalized support.

记忆泡棉鞋垫，贴合双足，提供舒适缓震与个性化支撑。



MUGPLUS RELIEF

Insoles designed to provide a pressure-free fit and reduce walking impact.

内垫鞋设计提供无压力的舒适感，减少行走时的冲击，让每一步都更加舒适。





Our Company Awards

我们的荣誉

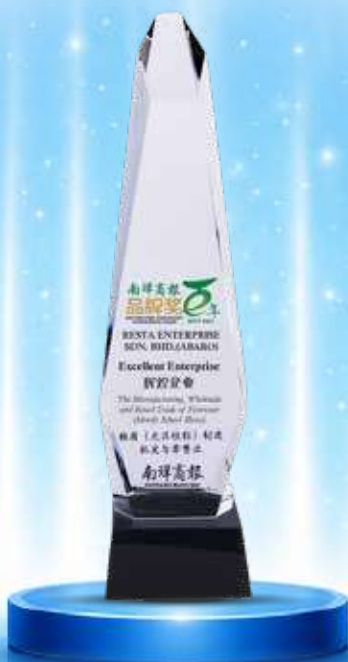
ABARO is committed to continuous innovation, quality excellence and customer satisfaction. Recognised by leading industry organisations and academic bodies, ABARO is trusted by Malaysian families for delivering comfortable, functional and reliable school shoes that students can depend on every day.

Each milestone inspires us to continually raise our standards and develop better products for future generations. These achievements reflect ABARO's unwavering commitment to product excellence, innovation and social responsibility, further strengthening our reputation as one of Malaysia's leading school shoe brands.

We are proud to have received numerous prestigious accolades, including the Sin Chew Business Excellence Award – Product Excellence Award, the Nanyang 100th Anniversary Superb Brand Award, the Pa&Ma Parents' Choice Award – Best School Shoes, recognition from the Malaysia Book of Records, and the Sustainability & CSR Malaysia Awards.

ABARO始终秉持持续创新、卓越品质及顾客满意的理念。ABARO 始终坚持创新、品质与顾客满意度，并因此获得多个知名机构及业界颁发的荣誉奖项。这些殊荣不仅肯定了我们在学生鞋履领域的卓越表现，更体现了我们致力于为马来西亚学生提供舒适、耐穿、高品质校鞋的承诺。每一项荣誉都是推动我们不断精益求精、持续创新的重要动力，让我们迈向更高的品牌标准。

ABARO 曾荣获《星洲企业楷模奖》产品卓越奖、《南洋百年超级品牌奖》、《Pa&Ma 父母首选奖——最佳学生校鞋品牌》、《马来西亚纪录大全 (Malaysia Book of Records)》以及《Sustainability & CSR Malaysia Awards.》。这些荣誉进一步奠定了 ABARO 作为马来西亚值得信赖学生校鞋品牌的领先地位，同时也彰显了我们在产品品质、创新发展及企业社会责任方面的不懈努力。





Our Stories 我们的故事

Founded in 2001, ABARO is a homegrown Malaysian footwear brand under Resta Enterprise Sdn Bhd driven by innovation, functionality and purpose. We began by reimagining one of the most essential everyday products, the school shoe to create footwear that meets the evolving needs of students and parents.

Over the years, ABARO has pioneered innovative school shoe technologies, including ABARO DRYTECH water-resistant school shoes, ABARO NAMETECH personalised name tags to minimise misplaced shoes, and ABARO HIDE TECH, featuring a hidden compartment designed to accommodate a GPS tracker for added peace of mind. Every innovation reflects our commitment to enhancing students' comfort and safety.

Beyond product innovation, ABARO is dedicated to creating a positive social impact through its corporate social responsibility initiatives. Guided by the belief that no child should be deprived of a proper pair of school shoes, our CSR programmes have provided footwear to underprivileged children across Malaysia, while extending support to communities in Laos, Nepal and Indonesia. Through these efforts, ABARO continues to empower children to step confidently into school while inspiring individuals and organisations to make a meaningful difference together.

Today, we have built an extensive nationwide distribution network, bringing quality footwear closer to communities across Malaysia. Together with our dealers and retail partners, we actively carry out CSR initiatives that create a positive impact in the local communities they serve.

如今，ABARO 已建立覆盖全国的销售网络，与经销商及零售伙伴携手合作，持续推动品牌发展，并通过企业社会责任计划，为社区创造更深远的正面影响。

ABARO 隶属于 Resta Enterprise Sdn Bhd，是一家创立于 2001 年的马来西亚鞋履品牌。我们始终坚持以创新、功能性与品牌使命为核心，从学生校鞋出发，持续研发符合学生与家长需求的鞋履产品。

多年来，ABARO 推出多项学生鞋履创新，包括 ABARO DryTech 防泼水技术、ABARO NameTech 个性化姓名标识，以及配备隐藏式收纳隔层、可放置 GPS 定位器的 ABARO HideTech。每一项创新，都体现了我们对学生舒适、安全与实用性的坚持。

除了产品创新，ABARO 也积极履行企业社会责任。秉持着「每位孩子都应拥有一双合适的校鞋」的信念，我们持续为马来西亚有需要的学童提供校鞋，并将这份关怀延伸至老挝、尼泊尔及印度尼西亚等国家。



Learn More

 www.abaro.com.my



ABARO

CSR ACTIVITIES

SHOES For You, HOPES For Them



SINCE
2016



400,000+
PAIRS DONATED



1000+
SCHOOLS REACHED



MULTIPLE
CORPORATE
PARTNERS



OUR COMMITMENT

At ABARO, our commitment remains that no child should go to school without the essentials of proper shoes. 'Shoes For You, Hopes For Them' is ABARO's long-term CSR initiative that goes beyond creating unique experiences for students. We envision that through strategic partnerships we could make an even greater impact.

我们的承诺

在ABARO，我们始终坚守一个信念：确保每位孩子都能穿上合适的鞋子，安心踏上求学之路。
“Shoes For You, Hopes For Them”不仅是ABARO长期的社会责任倡议，更是我们为学生提供的独特体验，旨在他们心中播撒希望的种子，照亮未来的道路。

OUR BELIEF

Every child deserves a proper pair of school shoes.

Together with our partners, we're creating brighter futures.



TOGETHER, WE CREATE IMPACT



**Building Better
Futures**



**Providing Comfort
& Confidence**



**Supporting
Education**



**Spreading Kindness,
Inspiring Hope**

Making Every Step Count Since 2016

自2016年起，让每一步更有意义

SHOES For You, **HOPES** For Them

ABARO

We sincerely thank our Corporate & CSR Partners for their continued support in bringing quality school shoes to children in need. Together, we are creating opportunities for every child to step confidently towards a brighter future.

衷心感谢所有企业及公益合作伙伴一直以来的支持，与ABARO 携手为有需要的学生送上优质校鞋，共同为每一位孩子创造机会，让他们自信迈向更美好的未来。



Proud to collaborate with leading corporations, foundations, NGOs and educational institutions across Malaysia.

Our Corporate & CSR Partners 我们的企业客户与企业社会责任合作伙伴



...and many more valued partners across Malaysia.

CSR MALAYSIA AWARD 企业社会责任奖项



OUR CSR IMPACT

THE BEGINNING

起点

Since 2001, ABARO has believed every child deserves a proper pair of school shoes. This belief became the foundation of our CSR journey. ABARO 始终相信，每一位孩子都应拥有一双合适的校鞋。这份信念，成为我们企业社会责任旅程的起点。

FROM A SIMPLE DONATION TO A MOVEMENT

从捐赠到影响力

What began as a small initiative has grown into a nationwide CSR platform, bringing together corporate partners and communities.

从最初的一次捐赠行动，逐步发展成为汇聚企业伙伴与社区力量的全国性企业社会责任平台。

CREATING IMPACT TOGETHER

携手创造影响力

Together with our partners, we continue expanding our reach so more children receive the support they deserve.

携手合作伙伴，我们持续扩大公益足迹，让更多孩子获得应有的关怀与支持。



BRAND OF THE YEAR (FOOTWEAR)

SOCIAL IMPACT & STUDENT WELFARE AWARD

★★★★★

Presented by CSR Malaysia Awards 2026

年度品牌大奖（鞋履类） | 社会影响力与学生福利
CSR Malaysia Awards 2026 颁发

OUR CSR IMPACT 2017 - 2025



923
SCHOOLS
REACHED



412,746
STUDENTS
BENEFITED



RM12.58M
VALUE OF SCHOOL
SHOES CONTRIBUTED

“

SHOES For You, **HOPES** For Them

Together with our CSR partners,
We're giving children more than a pair of shoes—
we're giving them confidence, dignity and hope.

每一双校鞋，承载的不只是舒适，更承载着自信、尊严与希望。

”

OUR CSR PARTNERSHIPS



企业社会责任合作伙伴

Walking Together, Creating Opportunities

At ABARO, we believe every child deserves the confidence to learn, grow and succeed. Together with corporations, NGOs, government agencies and community organisations, we provide quality school shoes and meaningful CSR programmes that create lasting social impact.

Beyond providing footwear, we build partnerships that inspire confidence, support education and create brighter futures for children.

携手同行，共创未来

在 ABARO，我们相信每一位孩子都应拥有学习、成长与追逐梦想的机会。我们携手企业、非政府组织、政府机构及社区伙伴，推动企业社会责任计划，为有需要的学童提供优质校鞋，共同创造长远的社会价值。

我们不仅提供校鞋，更与合作伙伴携手支持教育、传递希望，为孩子创造更美好的未来。









End-to-End CSR Project Execution

From planning and sizing to distribution and post-project support, ABARO manages every stage to ensure a smooth and meaningful CSR experience.



1



IDENTIFY BENEFICIARIES 确认受惠对象

- Assist in identifying schools or students requiring support for their Back-to-School needs.



2



DATA COLLECTION 资料收集

- Work with teachers to collect information, including students' names, uniform sizes and shoe sizes.
- Size measurement tools such as charts, tapes, video guides, and forms will be provided.



3



PACKAGING 物资包装

- Organize and pack the selected items for each student into individual plastic bags.
- Each package will be labeled with the student's name and include a list of items inside.



4



DELIVERY & DISTRIBUTION 配送与发放

- Deliver Back-to-School packs to designated locations, with on-site assistance provided during student distribution on the event day.



5



SIZE EXCHANGE 尺寸更换

- Provide free exchanges for uniforms and shoes to ensure recipients receive the correct sizes for all items.



Learn More About
Partnering With ABARO
www.abaro.my

Retail Network

零售网络

Making quality footwear easily accessible through our extensive retail network.

通过覆盖全国的完善零售网络，让优质鞋履触手可及。



EXTENSIVE
NATIONWIDE
PRESENCE

覆盖全国的
零售网络



TRUSTED
RETAIL
PARTNERS

值得信赖的零
售合作伙伴



EASY ACCESS
EVERYWHERE

随处可购
触手可及



FOOTWEAR FOR
EVERYDAY LIFE

满足日常穿
着需求

NATIONWIDE COVERAGE

SERVING MALAYSIA & BRUNEI

- Peninsular Malaysia
西马半岛
- Sabah
沙巴
- Sarawak
砂拉越
- Brunei
汶莱



1,739+

Authorised
Retail Partners
across Malaysia &
Brunei

授权零售合作伙伴
覆盖马来西亚及汶莱



1,900+

Retail
Touchpoints
across urban,
suburban and rural
communities
销售据点 覆盖城市、
市郊及乡镇地区

✓ ABARO has established an extensive retail network across Malaysia, including Sabah and Sarawak, and Brunei.

✓ Supported by more than 1,739 authorised retail partners across over 1,900 retail touchpoints, our products are available through retail chains, department stores, hypermarkets, wholesalers and trusted independent retailers, making quality footwear easily accessible to consumers across urban, suburban and rural communities.

✓ Backed by long-term retail partnerships and consistent in-store brand visibility, ABARO continues to strengthen its market presence while delivering trusted footwear solutions for everyday life.

✓ ABARO 已建立覆盖马来西亚（包括沙巴及砂拉越）及汶莱的完善零售网络。

✓ 目前，ABARO 拥有超过 1,739 家授权零售合作伙伴，覆盖 1,900 多个销售据点。产品广泛销售于连锁零售商、百货公司、霸级市场、批发商及值得信赖的独立零售商，让优质鞋履更加贴近消费者，覆盖城市、市郊及乡镇地区。

✓ 凭借长期稳定的合作伙伴关系及持续的门店品牌建设，ABARO 持续扩大市场覆盖率，为消费者提供值得信赖、适合日常穿着的优质鞋履。

OUR RETAIL PARTNERS 零售合作伙伴

AEON

AEON BIG

Lotus's

MYDIN

SOGO

Seraya

TF
VALUE-MART

HERO
MARKET

ECONSAVE



...and over 1,700 authorised retail partners nationwide. 以及遍布全国超过 1,700 家授权零售合作伙伴。



Retail Outlets
零售门店



Chain Stores &
Department
Stores
连锁商店与百货公司



Hypermarkets
霸级市场



Wholesalers
批发商



Trusted Retail Partners
Across Urban, Suburban
& Rural Areas
值得信赖的合作伙伴，
覆盖城市、市郊及乡镇
地区。

ABARO

DIGITAL 数字互动 ENGAGEMENT

Building meaningful connections
with our community every day.

与社区建立有意义的联系，每一天。

ABARO connects with consumers through leading social media platforms, engaging content, influencers and brand partners to inspire, educate and build lasting relationships.

ABARO 通过各大社交媒体平台、内容创作者、意见领袖及品牌合作伙伴，以有价值的内容启发、教育并与消费者建立长期的联系。

OUR DIGITAL PRESENCE 我们的数字布局



FACEBOOK

Engaging content
and community
interaction.

优质内容与社区互动。



INSTAGRAM

Inspiring lifestyle
content and
product stories.

生活方式内容与产品
故事分享。



TIKTOK

Short videos,
trends and creative
content.

创意短视频与潮
流内容。



YOUTUBE

Product features,
brand stories and
how-to videos.

产品介绍、品牌故事
与教学视频。



COMMUNITY

Building a loyal
community through
interaction.

通过互动建立忠实社群。

WHAT WE SHARE 我们分享的内容



Product
Highlights
产品亮点



Lifestyle
& Outfits
生活方式与穿搭



KOL & Influencer
Collaborations
意见领袖合作



Promotions &
Campaigns
促销与活动



Events &
Community
活动与社群



FOLLOW OUR JOURNEY
CONNECT WITH ABARO ONLINE!
关注我们的旅程，与 ABARO 在线互动！



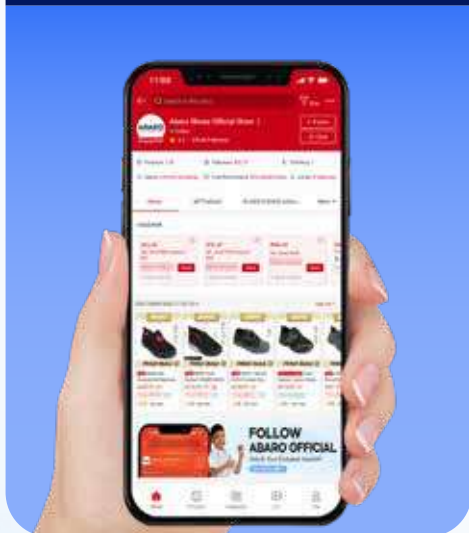
DIGITAL 数字商业 COMMERCE

Seamless shopping experiences across every digital channel.

全渠道购物体验，随时随地更便捷。



MOBILE APP
移动应用程序



E-COMMERCE
电子商务平台



Shopee Lazada TikTok Shop



LIVE COMMERCE
直播带货



Our mobile app makes shopping easier and more rewarding.

我们的手机应用程序让购物更轻松、更有回报。

- **Faster Ordering**
快速下单
- **Easy Order & Account Management**
轻松管理订单与账户
- **Rewards & Exclusive Benefits**
积分回馈与专属优惠
- **Real-time Updates & Notifications**
实时更新与通知

Available on leading e-commerce platforms for greater convenience.

入驻各大电商平台，提供更便捷的购物体验。

- **Official Stores on Top Platforms**
官方旗舰店
- **Wide Product Selection**
丰富的产品选择
- **Secure Payment & Fast Delivery**
安全付款与快速配送
- **Promotions & Exclusive Deals**
促销活动与独家优惠

Engaging live sessions that bring products closer to our customers.

通过互动直播，让产品更贴近消费者。

- **Live Product Demonstrations**
产品现场直播
- **Exclusive Live Deals & Vouchers**
直播专属优惠与折扣
- **Real-time Interaction**
实时互动与解答
- **Trusted Hosts & Influencers**
专业主播与意见领袖合作



ONE BRAND. EVERY CHANNEL. BETTER TOGETHER.

一个品牌，全渠道触达，更紧密地连接每一位消费者。





Our Product Portfolio

产品系列

Comprehensive footwear solutions for education, lifestyle and occupational needs.

满足不同消费群体的鞋履需求。



From school to sports, from everyday comfort to workplace protection—our diverse brands are designed with innovation, quality and care, for every step you take.

从校园到生活，从运动到工作——我们的品牌以创新、品质与用心，陪伴每一步的成长与进步。



Designed for students and professionals, combining comfort, durability and smart innovations for everyday confidence.

专为学生与职场人士设计，兼顾舒适、耐用与创新，让每一步都更自信。



SCHOOL & FORMAL



SCHOOL SHOES



UNIFORM SHOES



FORMAL SHOES



FORMAL SHOES



Active footwear for every lifestyle. Built for performance, comfort and adventure.

为不同生活方式打造的运动休闲鞋，性能、舒适与探索的完美结合。



SPORTS & LIFESTYLE



ABARO TAKRAW SHOES



FOOTBALL SHOES



SPORT SHOES



FUTSAL SHOES



Reliable protection for professionals. Engineered for safety, stability and durability in demanding environments.

为专业工作者提供可靠防护，专为严苛环境设计，安全、稳固、耐用。



SAFETY & INDUSTRIAL



SAFETY SHOES



RAIN BOOTS



S.W.A.T BOOTS



JUNGLE BOOTS



QUALITY. INNOVATION. CARE.
Our commitment across every brand.
品质 · 创新 · 用心
我们对每一个品牌的坚持。



Innovative Technology
创新科技



Superior Comfort
舒适体验



Durable Quality
持久耐用



Designed for Every Need
满足多元需求



**Every Partnership Creates
a Lasting Impact.**

Let's Connect.

每一次合作，都创造长远价值。
携手合作，共创未来。



Discover More
了解更多

www.abaro.com.my



@Abaro shoes



hello@abaro.com.my



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