

BCORP GROUP CEO ANNOUNCES STRATEGIC TRANSFORMATION PLAN



HIGHLIGHTS

- 1 BCorp Group CEO Announces Strategic Transformation Plan
- 2 New Starbucks Reserve Drive-Through at Semenyih
- 3 KRR's Comeback at Singapore
- 4 7-Eleven Malaysia Award Wins
- 5 COVID-19 CSR Efforts

Berjaya Corporation Berhad ("BCorp") Group CEO, Jalil Rasheed unveiled a 3-Year Strategic Plan (2021-2024) to move the BCorp Group forward into an institutionalised high performing organisation.

The strategic plan will transform the existing conglomerate into a consumer group with focused core business segments, each led by respective sector heads with oversight from the Group CEO. The five business segments will be reorganised as follows:

1. **Retail** – Consumer Marketing & Distribution
2. **Food & Beverage** – Food Franchises & Food Trading
3. **Property** – Property Development, Investment Properties & Affordable Housing
4. **Hospitality** – Hotels & Resorts, Recreation Clubs
5. **Services** – Gaming, Environment, Digital Services, Financial Technology

This reorganisation will see BCorp, as the holding company, led by the Group CEO and a senior leadership team, playing a strategic role, and the operating companies taking on the operational & administrative functions.

The Group's strategic plan will anchor around **Five (5) Key Pillars**, to drive operational efficiency and execution:

1. **Profitability**
2. **Governance**
3. **Process**
4. **People**
5. **Digital**

These pillars will be achieved through **Four (4) Key Initiatives**:

1. **Streamline**
 - Identification of sub-segments & countries which we want to be in, divestment of non-core businesses and merger of overlapping businesses.

EDITOR'S NOTE

In a blink of an eye, the 2nd quarter of 2021 is upon us. During this time, the Company unveiled its 3-year strategic plan to focus on becoming a global consumer group with a Malaysian identity and transforming into an institutionalised high performing organisation.

Meanwhile, the COVID-19 pandemic still has a firm grip on society, slowing down the recovery of various economic sectors. Nevertheless, some business sectors within the Group, namely the food and beverage sector, continued to expand with the opening of a new Starbucks Reserve Drive-Through store at Eco Majestic, Semenyih, and Kenny Rogers Roasters stores in Bandar Rimbau, Telok Panglima Garang and Marina Square, Singapore.

Against this backdrop, various operating companies within the Group continued to do their part in responding to the needs of communities impacted by the pandemic. On the environmental front, efforts are also being made to promote energy conservation and the preservation of marine habitats. While lockdowns and quarantines may have kept us apart but these community efforts have certainly brought us all closer together.

Let us all remain resilient, resourceful and focused as we embark on a journey of transformation. Please stay safe and well.

Performance of Companies for the 3rd Financial Quarter Ended 31 March 2021 (Unaudited)

Company	Revenue 3 Months Ended 31 March 2021 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 March 2021 (RM'000)	Revenue 9 Months Ended 31 March 2021 (RM'000)	Profit/(Loss) Before Tax 9 Months Ended 31 March 2021 (RM'000)
Berjaya Corporation Berhad	1,820,939	(28,161)	5,705,205	18,597
Berjaya Land Berhad	1,239,264	(17,206)	4,168,932	30,276
Berjaya Sports Toto Berhad	1,122,346	35,416	3,702,150	232,275
Berjaya Food Berhad	181,728	18,211	536,547	51,987
REDtone Digital Berhad	44,161	9,626	120,475	27,061
Berjaya Assets Berhad	46,961	(1,250)	141,670	(18,105)
7-Eleven Malaysia Holdings Berhad	657,129*	20,406*	657,129**	20,406**

* 1st Financial Quarter ended 31 March 2021

** 3 months ended 31 March 2021

(...continued from front cover page)

2. Improve

- Succession Planning - developing a talent pipeline amongst management level staff and a succession planning programme
- Compliance and Governance - addressing the cross-holding ownership structure
- Business Empowerment - creating a self-sustainable business model within the core business segments

3. Restructure

- Reassess existing operating model to realign with strategic objectives
- Corporate structure rationalisation to create a flatter organisation

4. Establish

- A Management Committee and Business Committee
- Define KPIs and performance monitoring deliverables
- Cost management and operational efficiency initiatives
- Digitalisation & sustainability frameworks

MOTHER'S DAY CELEBRATION



Group CEO, Jalil Rasheed presenting a carnation to his secretary, Akmar Nasiruddin (centre) with Grace Chan, former Senior General Manager of Group HR & Admin.



A group photo with the working mothers of BCorp.



Carnations given out to working mothers during the Mother's Day celebration.

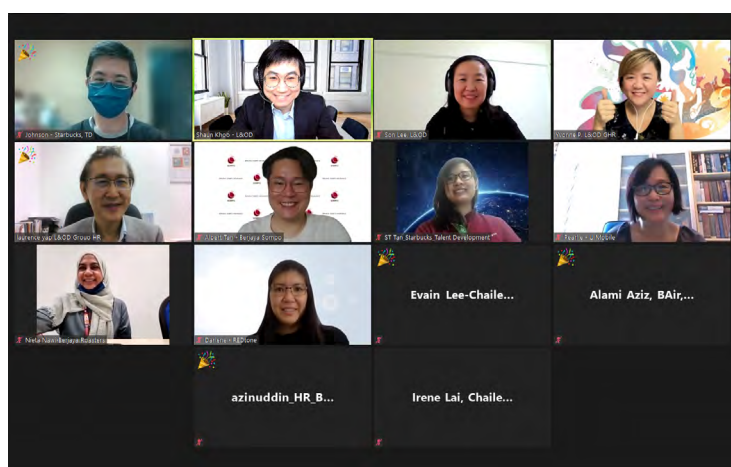
Group HR & Admin in collaboration with the Employee Engagement Committee (EEC) of BCorp, organised a mini Mother's Day celebration on 7 May 2021 to express gratitude to all working mothers based in Corporate Office. Group CEO, Jalil Rasheed officiated the programme and gave his warmest encouragement to working mothers. A total of 128 carnations were given out.

In order to adhere to the SOPs, representatives of the departments received the carnations on behalf of their colleagues. Group HR & Admin looks forward to a bigger celebration after the pandemic.

BERJAYA L&OD GET TOGETHER

The first ever L&OD e-Get-Together was held on 24 May 2021 via Zoom, and was attended by L&OD personnel from companies including Berjaya Sompo Insurance Berhad, BLoyalty Sdn Bhd, REDtone Telecommunications Sdn Bhd, Berjaya China Motor Sdn Bhd, Chailease Berjaya Credit Sdn Bhd, Berjaya Air Sdn Bhd, Berjaya Roasters (M) Sdn Bhd, and Berjaya Starbucks Coffee Company Sdn Bhd.

The 1-hour e-Get-Together started off with a simple yet fun Ice Breaker session led and facilitated by Shaun Khoo, our Trainer-in-Training, followed by an interactive sharing session by Yvonne Pee, our in-house certified trainer shared about the purpose of the e-Get-Together, as well as upcoming events and initiatives by the Group L&OD Team.



Some of the L&OD personnel from various companies within Berjaya Group attended the e-Get-Together.

BERJAYA CAREER COACHING PROGRAMME

25 March 2021 marked the completion of a fruitful journey for both coaches and coachees in the Berjaya Career Coaching Programme, in the presence of Sunil Hasmukharay, Managing Partner of SF Academy; Leo Lee, Founder & CEO of TraitQuest and Brendon Liew, Head of Business Centaur of TraitQuest.

During this 8 months, coachees gained valuable advice, motivation and inspiration in their quest to realise their action plans for career development. Each coachee managed to accomplish at least two of their action plans and are determined to continue working towards their goal.

At this celebrative event, the top 2 highest points for the TraitQuest gamification contest were announced for both the coaches and coachees category.

Coachees Category

1. Adi Fisfaisal, Manager, Coffee Engagement of Berjaya Starbucks Coffee Company Sdn Bhd
2. Wong Tsen Khiong, Manager of Group Internal Audit

Coaches Category

1. Yong Chai Ming, General Manager of Group Human Resource & Administration
2. June Beh, Director of Partner Resources & Compliance, Partner Resources Organisation of Berjaya Starbucks Coffee Company Sdn Bhd.

Prior to this celebration, a get-together lunch event on 2 December 2020 was held for the coaches and coachees. Events such as these help to strengthen the bond between them and a friendly relationship among the coaches and coachees, even after the completion of their Berjaya Career Coaching Programme.



2021 FIRST HR SYNERGY MEETING

The first virtual HR Synergy Meeting was organised on 15 April 2021 to prepare the organisation in entering a new era of work as we embrace the new normal. It was an honour to invite Berjaya Corporation Berhad's ("BCorp") Group CEO, Jalil Rasheed to deliver an opening speech to 82 HR personnel from various subsidiaries in both local and foreign countries.

In addition to that, 2 HR leaders, Syukri Sudari, Chief People Officer of Affin Bank, and Norfazidah Abu Bakar, Chief Corporate Services Officer of U Mobile shared their experiences in Innovation and Transformation at the workplace. BCorp's very own in-house certified trainer, Yvonne Pee also shared her insights on the new era of engagement platforms via gamification.



Speakers from left: Norfazidah Abu Bakar, Chief Corporate Services Officer of U Mobile; Grace Chan, Senior General Manager, Group HR & Admin of BCorp and Syukri Sudari, Chief People Officer of Affin Bank.

BERJAYA U.C. TOASTMASTERS CLUB MEMBERS SERVING DISTRICT 51

On 6 June 2021, District 51 held an installation ceremony led by Sudha Balajee, DTM, International Director, Region 13 of Toastmasters International.

Congratulations to BUCTMC members serving the term 2021-2022!

District Director : Grace Chan Hwee, DTM (Group Human Resource & Administration)

Program Quality Director : CY Chung, DTM (Group Strategic IT)

Administration Manager : E Son Lee, DTM (Group Human Resource & Administration)

Pathways Coordinator : Melissa Wong, IP3 (Group Corporate Communications)

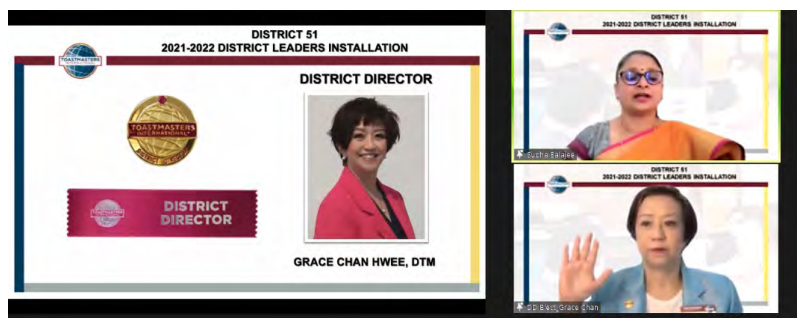
Zoom Master : Wong Min Zhi, VC4 (Group Corporate Communications)

Administration Team : Dawn Chiew, DTM (Berjaya Higher Education Sdn Bhd)

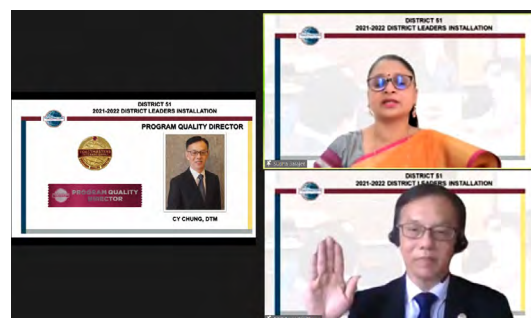
Division P Director : Patricia Yap, DTM (Inter-Pacific Securities Sdn Bhd)

Area P6 Director : Yvonne Pee, EC5, EH5 (Learning & OD, Group Human Resource & Administration)

Assistant Division J Director Club Growth : Mohamed Syairoz, DTM (Strategic Relations)



Grace Chan Hwee, former Senior General Manager of Group Human Resource and Administration was installed as the District Director for the term 2021-2022.



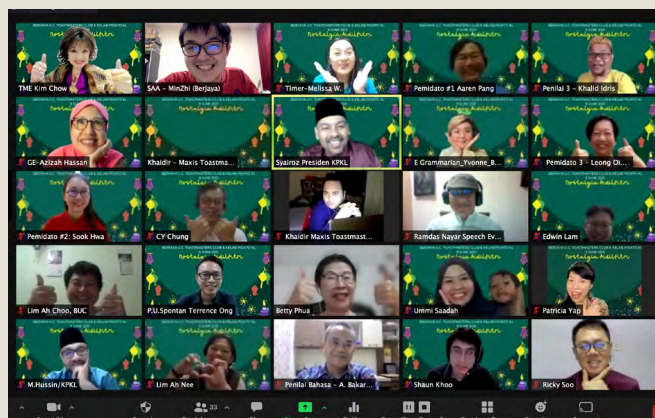
CY Chung, Strategic IT is now the Program Quality Director of District 51.

BERJAYA U.C. TOASTMASTERS CLUB JOINT MEETINGS

On 20 May 2021, BUCTMC held two joint meetings with Royale Premier Toastmasters Club ("RPTMC") and Kelab Pidato Kuala Lumpur ("KPKL"). Themed "Hats R Us", members and guests who joined the meeting wore hats where attendees told stories about the hats they were wearing.

The joint meeting with KPKL on 9 June 2021 was a bilingual meeting conducted in both English and Bahasa Malaysia. In conjunction with Hari Raya and the theme "Nostalgia Aidilfitri", members and guests attended the meeting in their best Raya attire.

BUCTMC members enjoyed both thematic and bilingual meetings as it challenges them to not only think outside the box, but also to speak in English or Bahasa Malaysia.



"Nostalgia Aidilfitri" with Berjaya U.C. Toastmasters Club and Kelab Pidato Kuala Lumpur.

MINI WORKSHOP SERIES

On 10 March 2021, the 3rd B.eLearning Mini Workshop Series, titled “Boost Your Mental Health @ Work”, was attended by an amazing crowd of 45 employees via Zoom. Led by Shaun Khoo, Group HR & Admin’s in-house Trainer-in Training of the L&OD Team, he shared on the importance of having a good mental health at work and also a few tips and tools on how to boost our own mental health.

On 21 April 2021, the 4th B.eLearning Mini Workshop Series on “Critical Thinking” also featured Berjaya’s in-house certified trainer of the L&OD Team, Yvonne Pee. 50 employees across the Group attended this interactive session on the benefits and characteristics of thinking critically, as well as several tools and techniques to help a person practice critical thinking.

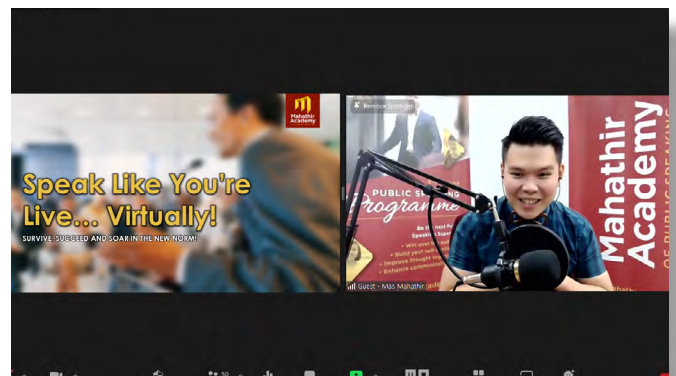


Group HR & Admin’s in-house Trainer-in-Training of L&OD Team, Shaun Khoo sharing on the importance of having a good mental health at work.

VIRTUAL LUNCH TALK SERIES #1

On 17 March 2021, the L&OD Team organised its 1st ever Virtual Lunch Talk Series of the year.

Featuring Mas Mahathir Bin Mohamad, a Semi-Finalist in the Toastmasters International World Championships of Public Speaking 2020, and also the Founder of Infinex Solutions Asia Consultancy Sdn Bhd and Mahathir Academy of Public Speaking, with his topic of the day – “Speak Like You’re Live... Virtually!”. The lunch talk was capped at an attendance of 61 employees across Berjaya Group.

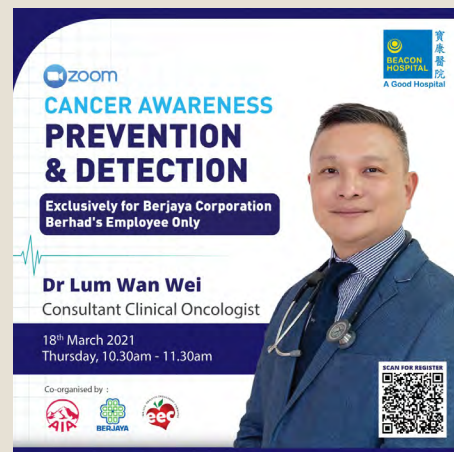


Mas Mahathir, Founder of Infinex Solutions Asia Consultancy Sdn Bhd and Mahathir Academy of Public Speaking providing his insights to the participants.

VIRTUAL HEALTH TALK CANCER AWARENESS: PREVENTION & DETECTION

Group Human Resource & Administration Division (“Group HR & Admin”) together with the Employee Engagement Committee (“EEC”) collaborated with Beacon Hospital and AIA in organising a virtual health talk entitled “Cancer Awareness: Prevention & Detection” on 18 March 2021.

During the talk, Dr. Lum Wan Wei, Consultant Clinical Oncologist from Beacon Hospital conducted a fruitful sharing on the types of cancer and appropriate treatments. Dr. Lum also shared some of the early diagnosis methods as cancer is more likely to respond to treatment and can result in a greater probability of survival when identified early.



Dr. Lum Wan Wei, Consultant Clinical Oncologist of Beacon Hospital.

NEW STARBUCKS MALAYSIA RESERVE DRIVE-THROUGH STORE

On 18 May 2021, Starbucks Malaysia unveiled its newest store, Starbucks Reserve Eco Majestic Drive-Through. Located in the newly developed Eco Majestic township in the Semenyih-Kajang suburb, the 2nd Drive-Through Reserve in Malaysia merges Starbucks' timeless design with local architecture inspired by the Straits Settlement era. The opening of the new store also marks the 14th Reserve store in the country. The stunning 3,638 square foot store also features lush greenery against its exterior walls.



Starbucks Eco Majestic, Semenyih, Selangor.

LOCAL FLAVOURS AT STARBUCKS MALAYSIA

In April 2021, Starbucks Malaysia launched a specially curated menu in collaboration with Malaysian celebrity chef, Dato' Fazley Yaakob. The limited edition menu offers innovative creations which were inspired by the chef's Southern Malaysian roots.

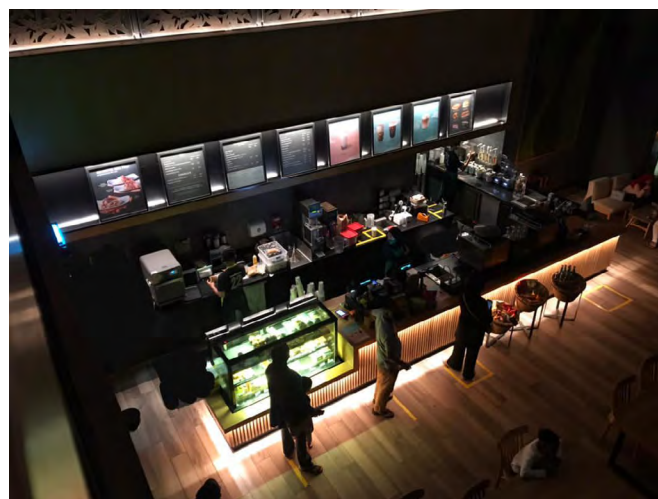
The menu items include Éclair Daging Salai Lemak Cili Api (Éclair with spicy turmeric coconut milk sauce and smoked beef filling), Roti Kerak Gula Melaka (palm sugar concha), Roti Kerak Pandan (Pandan concha), Kek Biskut Batik (chocolate and crackers cake) and Kek Kuih Ketayap Gula Melaka (pandan crepe cake).



The new menu items featuring Malaysian flavours.

STARBUCKS MALAYSIA & BRUNEI CELEBRATES EARTH HOUR

On 26 March 2021, partners at Starbucks Malaysia and Brunei showed their support towards Earth hour by turning off all non-essential lighting at Starbucks Malaysia Support Centre and all Starbucks Malaysia and Brunei stores. Starbucks Malaysia have been a part of Earth Hour for the past 13 years, while Starbucks Brunei have been showing their support for the 5th consecutive year.



A Starbucks store participating in Earth Hour with non-essential lights turned off.



STARBUCKS MALAYSIA SPREADS EID JOY

In conjunction with Hari Raya celebrations and the launch of Summer 2 line-up, Starbucks Malaysia surprised 50 Malaysian media houses and KOLs with a gift pack that pays tribute to the Hari Raya and Summer 2 theme. The gift packs distributed includes a handwritten Hari Raya greeting card, the newly launched Starbucks Summer cup cooler and carrier, new menu items like the Starbucks Baked Ciabatta Mushroom Melt and Carrot Cake, Tiramisu Starbucks Bottled Frappuccino, Starbucks VIA Anniversary Blend, exclusive stickers, and vouchers.

An Instagram story posting from gayatravel, one of the recipients of the Starbucks Raya gift pack.

NEW STARBUCKS REWARDS

On 30 June 2021, Starbucks Malaysia launched its new Starbucks Rewards loyalty programme which will give its members flexibility and choice in redeeming STARS for free from menu items. The launch also brought new changes to its mobile app ecosystem, with a sleek redesigned interface to offer a more personalised experience, bringing benefits, announcements, and exciting promotions to life.



Promotional poster for the new Starbucks Rewards system.



NEW KRR OPENING AT BANDAR RIMBAYU

On 14 June 2021, Kenny Rogers Roasters (“KRR”) opened its new outlet at Bandar Rimbayu, Telok Panglima Garang, Selangor. In conjunction with its opening, customers who spend a minimum of RM50 received a free 14.5” porcelain plate worth RM30.

KRR Bandar Rimbayu, Telok Panglima Garang, Selangor.

KENNY ROGERS ROASTERS LONG AWAITED COMEBACK IN SINGAPORE

Kenny Rogers Roasters (“KRR”) returned to one of its prime locations in Marina Square, Singapore on 6 May 2021 after being absent for more than a year when it closed its doors in April 2019. Operated by business partner Lau Huo Tang Group, the restaurant currently features more options for diners, and will be halal certified.

The 2,200 square feet KRR restaurant houses 80 seats, where customers can look forward to classic favourites like the corn muffins, rotisserie chicken, mac and cheese, and Bolognese pasta. KRR currently have outlets at JEM and Century Square in Singapore with future plans to expand across the country.

The opening ceremony of KRR Marina Square, Singapore.



KRR'S SUNGGUH SATAY...FYING



Malaysia's favourite Satay taste is now available at KRR. The “Sungguh Satay...fying” meal is a complete choice as the signature Rotisserie-roasted chicken is paired with aromatic & rich peanut sauce.

Guests at KRR are in for a treat with family and friends with five exclusive meal options:

1. Satay Ayam Meal (RM 24.90) – 1/4 Satay Ayam served with 3 side dishes of your choice & 1 Kenny's Home-made Muffin.
2. Satay Ayam Soup Meal (RM 26.90) - 1/4 Satay Ayam served with 1 side dish of your choice & a heartening bowl of KRR's Mushroom & Chicken Soup.
3. Satay Ayam Lite Meal (RM 20.90) - 1/4 Satay Ayam with 2 side dishes of your choice.
4. Satay Ayam Rice Meal (RM 18.90) - 1/4 Satay Ayam with 1 bowl of Aromatic Rice.
5. Satay Ayam Family Feast (RM 88.80) – 1 whole Satay Ayam, 2 bowls of side dishes of your choice, 1 bowl of Acar Delight and 1 bottle of 1.5L Fanta Strawberry.

Guests can further complete their meal with a Breezy Island Fruity Ice Blend, a refreshing mix of passion fruit & mango priced at RM 15.90. Online delivery options were also available with partners such as GrabFood, FoodPanda, DeliverEat and EASI Delivery, or pre-order through <https://krr.alacarte.my> and pick-up later.

KRR'S SATAY AYAM GIFT PACK

Bring home the gift of wholesomeness with KRR's Satay Ayam Gift Pack at RM70 only. Consists of 1 Whole Satay Ayam, 1 bowl of Acar Delight, 1 bowl of Aromatic Rice and 1 limited edition KRR Warmer Bag. For a limited time only.



KENNY'S KITCHEN INSPIRATIONS

KRR rolled out a new line of Kenny's Kitchen Inspirations "ready-to-serve" products, which includes Sambal Nasi Lemak, Satay Sauce, and Hainanese Ginger Chili. Get yours now at <https://krr.alacarte.my/> or visit any nearby KRR restaurant. Also available at Shopee, Lazada, Supply Bunny, GrabFood, and DeliverEat.



KRR'S TAKE AWAY & ONLINE DELIVERY OFFERS

In the second quarter of 2021, KRR offered several take away offers as well as delivery offers through FoodPanda, GrabFood, EASI Delivery, DeliverEat, and AirAsia Food for customers who prefer to dine in their own homes.



7-ELEVEN MALAYSIA'S AWARD WINS

On 19 March 2021, 7-Eleven Malaysia was awarded Gold in the 'Excellence in Corporate Social Responsibility' Category at the Marketing Excellence Awards 2020 (Virtual) for its campaign #BuatBaikTogether. The Marketing Excellence Awards is designed to recognise outstanding work in Malaysia's marketing industry.



7-Eleven Malaysia's Gold award at the Marketing Excellence Awards 2020.

On 25 March 2021, 7-Eleven Malaysia won the Best Customer Experience Award at the CXP Best Customer Experience Awards 2021 held at One World Hotel, Selangor. This is the first and only regional award for excellence in customer experience, as judged by customers.



7-Eleven Malaysia was awarded the Best Customer Experience Award at the CXP Best Customer Experience Awards 2021 at One World Hotel, Selangor.

NEW BTS HY COFFEE RANGE

7-Eleven Malaysia knows you've got taste! The nation's largest convenience store chain has just released a new range of coffee that can match your taste in both music and coffee. The exclusive BTS HY Coffee comes in two exclusive variants, each adorned with the seven members of the South Korean boy band – RM, Jin, Suga, J-hope, Jimin, V, and Jungkook. Priced attractively at only RM11.90 each, be sure to get your hands on the limited edition Cold Brew Americano (270ml) in bold black and Hot Brew Vanilla Latte (270ml) in glamorous gold. BTS HY Coffee is available in all 7-Eleven stores in Peninsular Malaysia beginning 10 April 2021.



The exclusive BTS HY Coffee in two exclusive variants – Cold Brew Americano and Hot Brew Vanilla Latte.

FIRST 7-ELEVEN X PEPSI CONCEPT STORE



7-Eleven and Pepsi collaborated to introduce a revolutionary concept store in Malaysia, offering customers an interactive and unique shopping experience.

7-Eleven and Pepsi launched the first ever 7-Eleven x Pepsi Concept Store in Malaysia on 8 April 2021. Unlike regular convenience marts, this concept store located at DA Square at Damansara Avenue not only showcases the beverage brand, but also seeks to provide a unique and convenient experience through attractive in-store activities and a wider offering, to elevate everyday shopping experiences.

NILOFA FLAVOURED MILK EXCLUSIVELY AT 7-ELEVEN MALAYSIA

NILOFA Flavoured Milk is now available exclusively at all 7-Eleven stores in Peninsular Malaysia. Using premium fresh milk from Australia and natural ingredients to promote a healthy lifestyle, the ready-to-drink fruit-flavoured beverage has a high nutritional value having no added preservatives or artificial colouring behind its vibrant packaging, and it tastes delicious too.

This halal-certified milk beverage comes in two Malaysian-favourite tropical fruit flavours, Banana and Durian, and can be consumed just how you like it best, whether cold or warm.

Each pouch of Banana Flavoured Milk (200ml) and Durian Flavoured Milk (175ml) is priced attractively at RM5.50. So indulge in all the fruity goodness NILOFA Flavoured Milk today.



NILOFA banana flavoured milk.

JOM RELOAD FOR RAYA



Jom Reload for Raya at 7-Eleven offers up to RM50,000 worth of cash and prizes.

In conjunction with Hari Raya Aidilfitri, 7-Eleven Malaysia launched its JOM RELOAD 4 RAYA contest from 19 April 2021 to 6 June 2021, offering customers generous cash prizes and non-cash rewards totaling up to RM50,000.

Participants had to download the My7E app through Google Play Store or App Store, sign up as a My7E loyalty app member, scan the My7E user ID at the counter and make a minimum purchase of RM10 on telco or game reload. The original receipt is required as proof of purchase. With a minimum purchase of RM30 on telco or game reload, each participant was entitled to 4 entry submissions.

MALACCAN SALTED SUGAR AISKLEEM



7-Eleven Malaysia's new exclusive Malaccan Salted Sugar Aiskleem.

Scream with joy, all you ice-cream lovers! 7-Eleven Malaysia takes you on a trip down heritage lane with a taste of its new Aiskleem flavour, Malaccan Salted Sugar, priced attractively at RM2.60 per cone and RM3.60 for a 5 oz. cup of flavoursome delight.

You can opt to add on Nestum sprinkles for an extra savoury oomph at only RM1.40. The exclusive Malaccan Salted Sugar Aiskleem is available at selected 7-Eleven stores for a limited time. Hurry, head over to your nearest 7-Eleven store now!

NEW ONIGIRI FLAVOURS

On 19 May 2021, 7-Eleven Malaysia launched new onigiri flavours Chuka Idako Onigiri, Salmon Teriyaki Onigiri, Smoked Salmon Cream Chesse Onigiri, Tobiko Kani Mayo Onigiri, Soy Garlic Chicken Onigiri, Wasabi Abalone Onigiri and Unagi Onigiri.

Grab these yummy onigiri at your nearest selected 7-Eleven stores today. Whether it is for lunch paired with a sumptuous packed meal or just a snack consumed with a hot cup of coffee, they hit all the right spots.



The new onigiri flavours at 7-Eleven.

BERJAYA TIMES SQUARE GEMILANG RAYA

From 17 April to 23 May 2021, Berjaya Times Square ("BTSKL") Ground Floor Central was transformed into a bustling kampung with specially built traditional village huts. The theme of the deco, dubbed "Keberkatan Syawal" offered shoppers the chance to shift away from the hustle and bustle of the city. The decoration was accompanied with hanging glowing lamps, complementing the festive season. BTSKL also offered limited edition Raya packets, featuring a set of 6 different designs for shoppers as a part of its Hari Raya Redemption promotion.



The "Keberkatan Syawal" Raya decoration at BTSKL Ground Floor Central.

BERAYA WITH BERJAYA TIMES SQUARE ONLINE

In conjunction with Raya 2021 celebrations, Berjaya Times Square Kuala Lumpur ("BTSKL") organised the "Beraya with Berjaya Times Square Kuala Lumpur" online contest from 22 April till 20 May 2021. To win, participants had to use the BERAYA WITH #BTSKL Instagram AR filter and catch as many falling Hari Raya goodies as possible. Participants with the top 5 scores were selected as winners and won a cash shopping spree worth RM500.



Promotional poster for the Beraya with #BTSKL contest.

LIMITED EDITION PEPSI X BLACKPINK

Alerting all BLINKS! On 12 May 2021, 7-Eleven Malaysia released a limited edition Pepsi x BLACKPINK 500ml, featuring the ever popular South Korean girl group, BLACKPINK.

Priced at RM3.30 per bottle, Pepsi x BLACKPINK 500ml is available exclusively at 7-Eleven stores in Peninsular Malaysia for a limited time. The Pepsi x BLACKPINK 500ml comes in four exciting designs, stunningly adorned with the individual portraits and autographs of the BLACKPINK members!



The limited edition Pepsi x BLACKPINK 500ml.

PRODUCTS FROM COSWAY



1



2



3



4



5



6



7



8



9a



9b



10a



10b

1. DIGNITÀ EMPOWERMENT MATTE LIPSTICK

Introducing Dignità's first lipstick collection, Dignità Empowerment Matte Lipstick. This soft-matte creamy texture lipstick collection comes with four unique shades.

Soft focus effect & high-colour intensity

- Formulated Rice Bran & Mulberry oil to moisturise the lips
- Enriched with Vitamin E
- Antioxidant-rich

Paraben, mineral oil and alcohol free

2. SC ULTRA THIN OVERNIGHT SAFE GUARD - LAVENDER

Indulge in restful, calming sleep without worry with wider coverage and reliable absorbency to help prevent leakage for a comfortable and restful slumber all night.

- 41cm in length
- Ultra absorbency
- 1mm in thickness
- Ultra soft cottony cover & breathable back sheet

3. ASPEN HOME ECO DETANGLING HAIR-BRUSH

COMB THROUGH KNOTS & SNARLS EFFORTLESSLY

Pain-free detangling – effectively reduces:

- Hair breakage, especially fine hair
- Split ends
- Cuticle damage

Gentle scalp massaging – help stimulate circulation to encourage hair growth. Gentle on both adults and kids with a tender scalp. Made from biodegradable plant starch to reduce plastic waste.

4. INFLATABLE U-SHAPED 3D TRAVEL PILLOW

Contoured U-Shape with Head Support

- Designed with patented body support technology to cradle your head and neck firmly to support the cervical spine during long hours of sitting.
- Relieves neck and shoulder pain, numbness and stiffness caused by tiredness
- Built-in inflation pump

5. CAMRY ELECTRONIC KITCHEN SCALE

- Handy removable stainless-steel bowl for prepping, thawing and washing ingredients, and for making dips, batters or dressings.
- 4 different units of display available – grams/ ounces/ millilitres / fluid ounce
- Max. capacity 5kg/11lb
- Low battery / overload indicator
- Auto shutdown

6. HEXAGON AROMAC SPA 3

- Patented triangle-shaped holes increase water pressure and release an abundance of negative ions to improve blood circulation
- Improved curve spray plate provides wider water dispersion
- Contains ceramic balls with antibacterial properties
- No aroma cartridge included
- Suitable for most shower systems

7. NN WELDERBERRY

Nn Wellderberry™, a delicious botanical beverage combining the strength of not one, but 4 powerhouse immune supporting ingredients which work synergistically to keep your entire family healthy!

- 4 potent ingredients in every tablespoon – ElderCraft European Black Elderberry, Tiger Milk Mushroom, Vitamin C and Zinc
- No added sugar – sweetened with prebiotics for better gut health
- Strengthens the immune system

8. MULTIFUNCTIONAL ELECTRIC HEALTH POT

- Come with 20 presets
- 9.5 hours programmable delay timer
- 8 level heating system
- 360° control dial

9. MILDURA COOKIES

- 9a. Dark chocolate with sea salt cookies
- 9b. Orange marmalade cookies

10. MILDURA DRIED FRUITS

- 10a. Dried mango
- 10b. Dried mandarin orange

BHR T.R.U.S.T. CONCEPT SEMINAR



From 19 to 30 April 2021, employees from Berjaya Hotels and Resorts (“BHR”) corporate office attended seminars on Berjaya’s Adequate Procedures to Curb and Prevent Bribery and Corruption - T.R.U.S.T Concept and Bribery Risk Assessment. A total of 105 employees participated in the seminars.

Employees from BHR Corporate Office during a T.R.U.S.T Concept seminar.

ANSA WALK WELCOMES LITTLE CREPE MASTER

Little Crepe Master was officially opened at ANSA Walk on 1 May 2021, offering a variety of crepes with non-vegan and vegan options, topped with authentic Jianbing sauce. Inspired by a healthy lifestyle, the street food vendor serves its crepes with proteins in alternative to rice. Guests staying at ANSA Hotel Kuala Lumpur can enjoy a 10% discount while employees of the hotel and BHR will enjoy a 15% discount.



The new Little Crepe Master outlet at ANSA Walk.

BTSH’S RAMADAN BAZAAR



A variety of buka puasa dishes were prepared by chefs from Berjaya Times Square Hotel (“BTSH”) and featured at the Ramadan Bazaar located on the ground floor of Berjaya Times Square Mall. The bazaar, held on 17 April 2021, offered 3 special menu items - Nasi Briyani with a choice of chicken or lamb, Thai Beef Noodle Soup, and Kway Teow Phad Thai, all priced at RM13 nett. The ‘Berbuka Puasa Specialty Stall’ with a special 60s themed décor also offered various Raya cookies for gifting. Delivery and self-pick-up options were also available, with free delivery with a minimum spend of RM200 within a 10km radius from BTSH.

The ‘Berbuka Puasa Specialty Stall’ with a special 60s themed décor.

BHR RAMADAN OFFERS



In conjunction with the holy month, BHR offered special Ramadan deals which included room and dining offers from as low as RM135 and RM55 respectively. Participating hotels included Berjaya Times Square Hotel, Kuala Lumpur, ANSA Hotel Kuala Lumpur, Berjaya Penang Hotel, and The Taaras Beach & Spa Resort.

The Buka Pusa Buffet spread offered by Berjaya Times Square Hotel, Kuala Lumpur during Ramadan.

BERJAYA LANGKAWI RESORT'S BUKA PUASA APPRECIATION DINNER

In conjunction with Ramadan celebrations, Berjaya Langkawi Resort ("BLR") hosted a buka puasa appreciation dinner for stakeholders, which includes government officials, travel agencies, and clients. The dinner which was held on 24 April 2021 was aimed at showing appreciation towards the guests for their continuous support towards the growth and sustainability of the resort.



Guests enjoying their night at BLR's Buka Pusa appreciation dinner.

U MOBILE'S JARINGAN PRIHATIN PROGRAMME

U Mobile introduced a range of device bundles and subsidized data plans for all eligible Bantuan Prihatin Rakyat (BPR) recipients as part of the telco's Jaringan PRIHATIN programme on 7 May 2021. With these offerings, customers may enjoy free devices such as Samsung A02, Realme C11, Samsung A02s and Oppo A54 with device bundles or unlimited data with subsidised data plans from as low as RM15 per month for a year.

To top it off, the telco is providing an additional 2GB of high-speed data for 1 hour every day to all customers who have successfully signed up for an eligible device bundle or subsidised data plan under U Mobile's Jaringan PRIHATIN programme offering. For more information, visit u.com.my/jaringanprihatin.

U Mobile's Jaringan PRIHATIN programme offerings

STARBUCKS MALAYSIA FOR A GREENER PLANET



The upcycled apron bags made by members of YWCA.

In April 2021, Starbucks Malaysia launched their “Greener Planet” initiative. This initiative challenged Starbucks partners to a 6-week long quiz, where partners were provided with facts, discussing topics such as recycling, climate change, plastic recycling, Starbucks Global Month of Good, and Earth Day. The top ten winners who scored the highest points walked away with a limited edition Starbucks upcycled apron bag, sewn by Young Women’s Christian Association Kuala Lumpur (“YWCA”).

Throughout March and April 2021, Starbucks Malaysia Support Centre also collaborated with local social enterprise, “What a Waste” to collect used plastic food containers in conjunction with the Global Month of Good and Earth Day. A total of 288 food containers were collected by Starbucks partners, reducing the carbon footprint from plastic waste.

DONATING MASKS TO B40 COMMUNITIES



Starbucks partners with the face masks to be donated to Hope Worldwide.

Starbucks Malaysia collaborated with Hope Worldwide once again to distribute masks to underprivileged communities within Kuala Lumpur and Selangor. 3,000 face masks were donated to Hope Worldwide to be distributed to affected communities.

Between 8 June and 26 July 2021, Starbucks Malaysia also raised funds for emergency frontliners and essential caregivers through their Goods for Good initiative which was first launched in December 2020. RM2 from the sale of each Starbucks Reusable Coffee Ground Coffee Heritage Tumbler and cold cup, made from used coffee grounds and recycled plastic were channelled to the Malaysian Red Crescent Society’s (“MRCS”) #ResponsMalaysia COVID-19 fund.

APPRECIATING MALAYSIA’S BRAVE FRONTLINE HEROES

To support frontliners in their fight against COVID-19, Starbucks collaborated with various hospitals and NGOs to distribute food and coffee. Since the start of the vaccine rollout in February 2021, Starbucks Malaysia successfully sponsored 5,300 frontliners at 7 different COVID-19 assessment centres and public hospitals. Starbucks also contributed 100 lunch packs and Starbucks Bottled Frappuccino for the team of frontliners and volunteers at Putra World Trade Centre Kuala Lumpur.



Representatives from Starbucks handing over food items at Hospital Serdang.

U MOBILE'S #MYBAIKHATI CAMPAIGN

On 20 April 2021, U Mobile urged all Malaysians to donate their used devices such as laptops, tablets, Chromebooks, and 4G smartphones to B40 communities via #MYBaikHati, a device crowdsourcing campaign that is facilitated by the telecommunications industry.

Malaysians could donate their used devices at selected U Mobile stores in the Klang Valley and the collected devices would be refurbished and restored to factory settings by U Mobile before being distributed to B40 families via a partner non-governmental organisation or non-profit organisation. For more information, visit <http://bit.ly/MyBaikHatiFAQ>.

Participating U Mobile stores where members of the public can drop off their used devices.

#MYBAIKHATI

DONATE YOUR USED DEVICES TO HELP B40 COMMUNITIES

This Earth Day, why not donate your used laptops, tablets, Chromebooks or 4G smartphones to the #MYBaikHati campaign? Donated devices will be refurbished by U Mobile and distributed to those who need them most.

Donate here:

- Berjaya Times Square Experience Centre Level 1
- U Mobile Service Centre, Aeon AU2 Shopping Centre
- U Mobile Service Centre, Bukit Tinggi - Klang
- U Mobile Service Centre, Sunway Pyramid
- U Mobile Service Centre, 1 Utama Shopping Centre

Find out more about #MYBaikHati:
<http://bit.ly/MyBaikHatiFAQ>

BTSKL HARI RAYA CSR CAMPAIGN

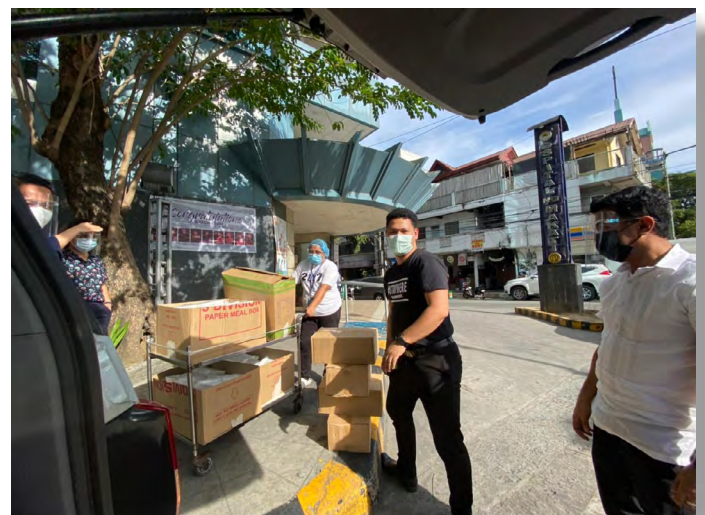
On 4 May 2021, Berjaya Times Square Hotel Kuala Lumpur ("BTSKL") visited Rumah Kasih Harmoni in conjunction with the Hari Raya festivities, by providing them with essential supplies and festive goodies. In the spirit of #kitajagakita, Berjaya Times Square Hotel also prepared scrumptious Nasi Briyani which was delivered to the home to break fast with.



Representatives from BTSKL handing over essential items to Rumah Kasih Harmoni.

PACKED MEALS FROM BERJAYA MAKATI HOTEL TO FRONTLINERS

In conjunction with International Nurses Week, Berjaya Makati Hotel prepared a hearty meal for frontliners at Ospital ng Makati's ("OsMak") ICU and Emergency Units. The meals were handed over to Dr. Vergel P. Binay, OsMak's Hospital Director. This CSR initiative was to show Berjaya Makati Hotel's appreciation towards the hospital's frontliners who have been working diligently during the pandemic.



Representatives from Berjaya Makati Hotel delivering the packed meals to the hospital.

BERJAYA PENANG HOTEL GIVES BACK



BPH representatives handing over nasi lemak to House of Hope.

In conjunction with Ramadan celebrations, 20 orphans from Rumah Anak Yatim Balik Pulau were treated to a buka puasa dinner on 16 April 2021 as part of Berjaya Penang Hotel's ("BPH") 'big heart' mission to show appreciation towards the less fortunate. The children received duit raya from members of the public and door gifts from Entopia by Penang Butterfly Farm.

From March to May 2021, BPH with the aid of various donors ran a charity drive to sponsor nasi lemak, fried rice, and fried bee hoon to SJKC Heng Ee, SJKC Keong Hoe, SJKC Min Sin, SMJK Heng Ee, House of Hope Orphanage and the area surrounding Masjid Kapitan Keling and Kuan Yin Teng Temple.

RAMADAN CHEER AT REDANG ISLAND



Pravir Mishra, Area Manager of TTR and YB Haji Bazlan bin Abdul Rahman, Assemblyman of Batu Rakit, Terengganu handing over essential items to families on Redang Island.

On 9 April 2021, The Taaras Beach & Spa Resort ("TTR") together with YB Haji Bazlan bin Abdul Rahman, the State Assemblyman of Batu Rakit, Terengganu reached out to 300 needy families on Redang Island to provide them with daily essentials like rice, cooking oil, flour, and biscuits in conjunction with Ramadan celebrations. This was to help ease the financial burden of families affected by the COVID-19 pandemic.

On 10 May 2021, a total of 36 orphans from 20 families were treated to a sumptuous 'buka puasa' meal at Asean All Day Dining at TTR. A delectable spread of dishes were prepared by chefs of the resort, and the event was graced by officials from various organisations, including Klinik Kesihatan Pulau Redang, Pusat Taman Laut Pulau Redang, Balai Polis Pulau Redang, Sekolah Kebangsaan Pulau Redang, Syarikat Air Terengganu, and Berjaya Air.



Pravir Mishra presenting goodie bags and duit raya to the children.

BTSKL BUKA PUASA DINNER

On 3 May 2021, 50 children from Rumah Kebajikan Al-Firdausi were treated to a buka puasa dinner at Berjaya Times Square Hotel, Kuala Lumpur ("BTSH"). This is an annual event by BTSH during Ramadan. Hotel Manager, Nurul Hidayah May Cheong and the management team joined the children for dinner, and presented them with duit raya at the end of the event.



Duit raya being handed out to the children by Nur Hidayah May Cheong during the event.

ANNUAL OPEN WATER AUTISM SWIM



A swimmer together with Coach Hamlatul Hawary, Founder and Director of Hawary Sports Centre after completing a 1km event.

On 13 March 2021, TTR collaborated with Hawary Sports Centre for the 3rd time to organise the annual Open Water Autism Swim. Six young and talented autistic swimmers swam a set distance of 500m, 1km and 3km, which put their willpower, grit, and stamina to the test. Each swimmer took home an event trophy, participation certificate, and a cash prize.

SAVING THE ENVIRONMENT

On 8 March 2021, a large piece of canvas was discovered on TTR's artificial reef structure. Joey Choy Zhu Er, the resort's Assistant Environment Officer and her team took 2 dives in an effort to remove the canvas which may have detrimental effects on the reef. The canvas is suspected to have been thrown out by fishermen, and carried by monsoon waves which caused it to be entangled on the structure.



Divers retrieving ghost nets trapped under the ocean.



Joey Choy untangling the canvas from the artificial reef structure.

On 1 April 2021, divers went on an underwater excursion to recover ghost nets, which are lost, abandoned, or discarded fishing nets. These nets trap and kill marine creatures such as sea turtles, sharks, fish, and birds, and cause damage to reefs. The recovered nets were cleaned, dried, and repurposed into roof nets on the resort's newly constructed cabanas.

BERJAYA LANGKAWI RESORT'S ENVIRONMENTAL EFFORTS

On 27 March 2021, Berjaya Langkawi Resort ("BLR") observed the annual Earth Hour by switching off all non-essential lights around the resort. This is to show their support towards environmental conservation. Apart from this, Berjaya Langkawi Resort also conserves energy throughout the year by turning off non-essential lighting.



Staff members ensuring that the landscape remains clean.



Tea candles lit up during Earth Hour.

Staff members at BLR organised a gotong-royong session on 24 May 2021. This initiative will be a monthly affair to keep the surroundings of the resort clean, so that guests at the resort can enjoy the beauty of the resort.

7-ELEVEN SHORES UP SUPPORT FOR FRONTLINERS & B40 COMMUNITIES



7-Eleven shores up support for frontliners and B40 communities.

On 3 June 2021, 7-Eleven Malaysia launched its 'Lend a Helping Hand 2021' campaign to provide relief to beneficiaries impacted by the COVID-19 pandemic as well as to our heroic frontliners who are working tirelessly to keep us all safe.

The campaign which ran for a month, encouraged members of the public to purchase necessities and supplies ranging from instant food, groceries, beverages, medications and other household cleaning essentials from 7-Eleven stores nationwide and placing them in the collection boxes in the stores. These essential general supplies were then channelled by 7-Eleven to the beneficiaries in the vicinity, including government hospitals and medical clinics, civil service frontliners, charity homes for the elderly and children, public universities, and students' dormitories.

7-ELEVEN MALAYSIA BRINGS RAMADAN AND RAYA JOY

On 22 April 2021, in conjunction with International Autism Day and the holy month of Ramadan, 7-Eleven Malaysia placed orders for delicious “breaking of fast” food packs prepared by the Autism Café, which were subsequently distributed together with NGOHub Asia to three orphanages namely, Yayasan Noor Manzil, Rumah Amal Budi Bistari and Rumah Anak Yatim & Asnaf Nur Sakinah, bringing joy to more than 80 underprivileged children and their caretakers.

7-Eleven Malaysia and NGOHub teams visited the 3 homes where tasty meals consisting of nasi tomato with ayam masak merah and tempeh, kuih seri muka, dates, and lemonade, as well as goodie bags containing essentials were distributed to the respective caretakers.

On 28 May 2021, 7-Eleven Malaysia, in collaboration with its partner NGOHub, arranged for the distribution of groceries and basic necessities to Rumah Titian Kaseh and Pertubuhan Kebajikan Dan Perlindungan Al-Haq, and other selected charitable organisations that were allocated in the most affected areas to help ease their burden during this challenging period.



The 7-Eleven Malaysia and NGOHub teams at the orphanages.



7-Eleven Malaysia and NGOHub at Rumah Titian Kaseh (left) and Pertubuhan Kebajikan Dan Perlindungan Al-Haq.

SEMURNI KASIH 2021

7-Eleven Malaysia carried on its goodwill of helping less fortunate communities through Semurni Kasih, its under the Community Care programme, held in conjunction with the holy month of Ramadan. The six-week long donation drive ran from 12 April - 23 May 2021.



(From left) 7-Eleven Malaysia's General Manager of Marketing, Ronan Lee; General Manager of Operations, Christopher Anthony and Senior Operations Manager, Azrulnizam Azhar at the launch of Semurni Kasih 2021.

FOOD AID FOR THE NEEDY

For the 2nd quarter of 2021, Berjaya Corporation Berhad (“BCorp”) provided aid to 3,900 needy families. This is an initiative by BCorp to lend a helping hand to those whose livelihoods were affected by the COVID-19 pandemic.



500 sets of groceries were given out to needy families around Pandan Indah.