



BERJAYA

# BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 1, 2016

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## TAN SRI DATO' SERI VINCENT TAN RECOGNISED FOR HIS CONTRIBUTION TO KIWANIS INTERNATIONAL FOUNDATION

On 16 March 2016, the President of Kiwanis International Foundation ("KIF"), Mr Mark B. Rabaut paid a courtesy visit to Tan Sri Dato' Seri Vincent Tan ("TSVT"), Founder of Berjaya Corporation group of companies and presented him with a legacy lead gift donor medallion and a token of appreciation in recognition of his contribution totaling to approximately US\$200,000 towards The Eliminate Project.

TSVT is one of the two lead donors in Asia Pacific who have donated more than US\$100,000 towards the project. With this contribution, approximately 110,000 mothers and babies would be vaccinated and protected from tetanus disease.

Also present were Datuk Fatimah Saad, Governor of Kiwanis Malaysia; Hwang Chia Sing, Treasurer of KIF; Lee Kuan Yong, Chairman of Kiwanis Asia Pacific and Dato' Sri Robin Tan, Chairman and CEO of Berjaya Corporation Berhad.

The Eliminate Project is a global health campaign by KIF in partnership with UNICEF to eliminate maternal and neonatal tetanus ("MNT") disease. The project aims to raise US\$110 million and save the lives of 129 million mothers and their future babies. As of February 2016, KIF has raised US\$107 million in cash and pledges.

MNT is among the most common lethal consequences of unclean deliveries and umbilical cord care practices. When tetanus develops, mortality rates are extremely high, especially when appropriate medical care is not available. This happens despite the fact that MNT deaths can be easily prevented by hygienic delivery and cord care practices, and/or by immunizing mothers with tetanus vaccine that is cheap and very efficacious.

By targeting this disease, KIF will not only save lives but also pave the way for other interventions that will boost maternal health and child survival among the poorest, most underserved women and children in the world.



Mr Mark Rabaut (second from left), President of KIF presenting a token of appreciation to Tan Sri Dato' Seri Vincent Tan. (From left to right) Datuk Fatimah Saad, Governor of Kiwanis Malaysia; Hwang Chia Sing, Treasurer of KIF; Lee Kuan Yong, Chairman of Kiwanis Asia Pacific and Dato' Sri Robin Tan, Chairman and CEO of Berjaya Corporation Berhad.

## YB DATUK ABDUL RAHMAN DAHLAN VISITS BUKIT TAGAR SANITARY LANDFILL

The Urban Wellbeing, Housing and Local Government Minister YB Datuk Abdul Rahman Dahlan visited the Bukit Tagar sanitary landfill on 4 February 2016.

He was highly impressed with the waste management system used at the landfill, and suggested the expertise and technology at the landfill are good enough to be exported as a Malaysian brand.

The Minister pointed out that sanitary landfill remains the most economical and efficient method of waste management for the country and Bukit Tagar sanitary landfill is an example of an optimally managed facility on par with the best landfills anywhere in the world.

Among those who accompanied YB Minister during his visit was his Ministry's Secretary-General, Y.Bhg. Datuk Haji Mohammad bin Mentek, senior officials from the Solid Waste Management Corporation and DBKL, Berjaya Group founder Tan Sri Dato' Seri Vincent Tan, Managing Director Ir. Chock Eng Tah and KBE directors were on hand to greet the guests.



(From right to left) Tan Sri Dato' Seri Vincent Tan, Datuk Abdul Rahman Dahlan and Datuk Haji Mohammad bin Mentek during the briefing by Mr Chock Eng Tah.

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# Chairman and CEO's Message

As we complete our first quarter of 2016, we see some significant activity in our various businesses both locally and abroad. Celebrating its 17th anniversary in Malaysia this year, Starbucks has been steadily expanding and now has more than 200 stores nationwide. Starbucks has established itself as a respected brand in Malaysia and the same proven formula will be used to expand Starbucks' retail operations in Brunei, where we now have 4 Starbucks stores. On the auto front, Berjaya Auto introduced Malaysians to the new technologically advanced Mazda CX-3, which is a crossover between a sedan and a SUV. Meanwhile in Penang, construction work is progressing well for Kensington Gardens, parcel 1 of Jesselton Villas, comprising 69 units of bungalow lots.

Our subsidiaries continued to be actively involved in various CSR activities in conjunction with the lunar New Year. Sports Toto Malaysia shared festive joy through its annual Ang Pow Donation Campaign, giving away ang paws and mini hampers to needy senior citizens nationwide. Other companies such as Kenny Rogers Roasters, Berjaya Waterfront Hotel and U Mobile visited old folks' homes and children's homes to spread festive cheer. Through the Better Malaysia Foundation, Tan Sri Dato' Seri Vincent Tan contributed RM1 million to charitable organisations in Johor.

For 2016, let us continue to be dedicated in carrying out our duties and together we should achieve all the goals we have set for the Group. I wish you peace, good health and prosperity for the year ahead.

Dato' Sri Robin Tan



## Performance of Companies for the 3rd Financial Quarter Ended 31 January 2016 (unaudited)

Company	Revenue 3 Months Ended 31 January 2016 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 January 2016 (RM'000)	Revenue 9 Months Ended 31 January 2016 (RM'000)	Profit/(Loss) Before Tax 9 Months Ended 31 January 2016 (RM'000)
Berjaya Corporation Berhad	2,168,229	118,423	6,535,044	591,195
Berjaya Land Berhad	1,476,395	32,323	4,584,132	444,532
Berjaya Sports Toto Berhad	1,323,029	78,670	4,079,083	306,584
Berjaya Media Berhad	12,136	(11,416)	35,982	(12,333)
Berjaya Food Berhad	147,273	11,037	415,100	28,773
Berjaya Auto Berhad	522,580	58,223	1,577,531	205,462
7-Eleven Malaysia Holdings Berhad	499,744*	19,809*	2,006,284**	77,842**
Berjaya Assets Berhad	96,213***	6,966***	192,544****	24,844****

\* 4th Financial Quarter ended 31 December 2015 \*\* 12 months ended 31 December 2015 \*\*\*2nd Financial Quarter ended 31 December 2015 \*\*\*\*6 months ended 31 December 2015

(continued from page 1)



Examining the effectiveness of the leachate treatment process.



Mr Chock explaining the 'Gas Well' design to Datuk Abdul Rahman Dahlan.





## YOUTHS WITH OUTSTANDING CREATIVE SHORT FILMS BAG MORE THAN RM90,000 WORTH OF PRIZES

On 20 November 2015, the top 3 winners as well as the People’s Choice Award winner and other finalists received prizes worth more than RM90,000 in total at the 5th Berjaya Youth Short Film Competition Grand Finals and awards presentation ceremony held at Berjaya Times Square Hotel Kuala Lumpur.

After a contest duration of 5 months with more than 190 entres received, the shortlisted Top 10 short films were shown at the Grand Finals where a panel of 5 judges selected the Grand Prize winner and the First and Second Runners-Up. This year’s panel of judges comprised renowned local film directors and producers – Datuk Paduka Shuhaimi Baba, Afrdin Shauki, Aniu, Gayatri Pillai, and a special guest judge from Hong Kong, Oscar-winning filmmaker Ruby Yang.

This year’s Grand Prize award was RM30,000 cash and a Mac Pro Quad Core processor with a 27” LCD display worth RM18,498, the 2nd Prize was RM12,000 cash and a 15” MacBook Pro notebook worth RM8,999, while the 3rd Prize was RM5,000 cash and a 13” MacBook Air notebook worth RM4,549. The People’s Choice Award winner who was selected based on the film which had the highest number of votes from the online community won RM8,000 cash.

The online community were also given an opportunity to rank their top 3 favourite films. The person whose ranking of the top 3 winners matched that of the results during the Grand Finals won a GoPro HERO4 action camera worth RM1,499.

The Berjaya Youth Short Film Competition is open to Malaysian youth aged between 18 to 25 years old and the entries will need to match the given themes each year. This year, the choice of themes set for the short films was centred on the trending abbreviated youth slang and hashtags ie. #YOLO – You Only Live Once, #TBT – Turn Back Time, #ABC – Always Be Creative and #LOL – Laugh Out Loud.

In conjunction with the event, Ruby Yang shared valuable pointers from her experience and expertise in the film industry at a workshop for filming hobbyists and aspiring filmmakers. Ruby showed snippets of her feature-length documentary film titled “My Voice, My Life” which had won her accolades in Hong Kong, Taiwan and mainland China. The film was touted as one of “Hong Kong’s 5 Most Essential Films of 2014” by The Wall Street Journal.

### WINNERS

#### Champion

KYLE SOONG KA FUI for his short film titled SAM SIR under the theme #YOLO

#### 1st Runner-Up

SIDNEY CHAN KWOK WAH for his short film titled A GIFT OF GAB under the theme #ABC

#### 2nd Runner-Up

LING KAH YONG for his short film titled SUPERMAN under the theme #YOLO

#### People’s Choice Award

LING KAH YONG for his short film titled SUPERMAN under the theme #YOLO



(from left) Ling Kah Yong, Kyle Soong Ka Fui, Judy Tan and Sidney Chan Kwok Wah.



The Top 10 finalists with the judges and Berjaya’s Corporate Communications Senior General Manager, Judy Tan (standing second from right).



The panel of judges and winners at the press conference.



## INAUGURAL BERJAYA TEENSTAR CHALLENGE 2016 LAUNCHED!

On 15 March 2016, Berjaya Youth, a youth empowerment initiative by Berjaya Corporation Berhad, launched its inaugural Berjaya TeenStar Challenge 2016 targeting at secondary school students. The competition provides secondary school students the opportunity to showcase their talents and hone their skills in performing arts.

Open to all teenagers from Form 1 to Form 6 (Year 7 to Year 12), the Berjaya TeenStar Challenge 2016 comprises 4 competition categories, namely; Solo singing, Duet/group singing, Modern dancing and Band.

The competition consists of 3 stages with the initial stage being the roadshows and auditions in more than 40 secondary schools across the Klang Valley from now until June 2016 during which participants will be shortlisted for the next stage. Another audition will be organised in May 2016 at Berjaya University College of Hospitality (BERJAYA UCH), Kuala Lumpur for all the other secondary school students in Malaysia. The registration deadline for this audition is 30 April 2016.

The second stage comprises 4 rounds of preliminaries which will be held in July 2016. Shortlisted participants will be grouped into 4 competing teams led by 4 key brands ie. Berjaya Youth, Kenny Rogers ROASTERS, BLOYALTY (BCARD) and BERJAYA UCH.

The grand finals slated for August 2016 will be a highly-anticipated affair with the best from the 4 competing teams battling it out against each other. Local artistes from the performing arts scene will be roped in as coaches and judges during the preliminary rounds and grand finals.

Prizes worth more than RM20,000 comprising trophies, cash and cash vouchers await the top winners of this competition. Prizes are sponsored by key partners ie. Kenny Rogers ROASTERS, BCARD and BERJAYA UCH; and supporting partners ie. Starbucks, Papa John's Pizza, Wendy's and Borders.

To inculcate a sense of social responsibility among the students, the winning schools of the 4 category champions will be given a RM3,000 grant each to embark on a community project of their choice.

As a follow-up engagement exercise with participants after the grand finals, Berjaya Youth will be organising SPM seminars for the participants of the competition who will be sitting for the SPM examinations later this year, to help them prepare well for the important exam. The seminars will be scheduled over the weekends from September to November 2016 at BERJAYA UCH.

"As a corporate citizen that has been very committed to a multitude of social causes, Berjaya Corporation Berhad hopes to see this teen competition grow to become a springboard for youngsters to unleash their performing talents. More importantly, we hope to instill in the teenagers a sense of drive for personal development and achievement in their endeavours," said Ms. Judy Tan, Senior General Manager of Berjaya Group Corporate Communications.

For more information on **Berjaya TeenStar Challenge 2016**, please visit [www.berjayayouth.com](http://www.berjayayouth.com) or [www.facebook.com/berjayayouth](https://www.facebook.com/berjayayouth).



SMK Bandar Utama Damansara 3



SMK Bukit Bandaraya



SMK Kota Damansara 4



SMK Setia Alam

## STAGGERED WORKING HOURS ARRANGEMENT FOR CORPORATE OFFICE EMPLOYEES

In catering to the needs of the diverse workforce and to further enhance staff engagement and commitment, Berjaya Corporate Office introduced the Staggered Working Hours Arrangement (SWHA) last year as one of HR's key initiatives. This initiative was launched in association with TalentCorp's flexWorkLife programme which aims at promoting better work-life integration in balancing professional and personal commitments.

A 3-month pilot run commenced on 1 October 2015. With the positive feedback received from Heads of Divisions and the relevant employees, SWHA was implemented on 1 January 2016. Currently, there are approximately 6% of employees in Berjaya's Corporate Office who took up in this programme.



## BERJAYA GROUP AT JOBSTREET.COM MCTF 2016 AND SECTOR FOCUSED CAREER FAIR (SFCF) BIGBANG 2016

Berjaya Corporation Group of Companies participated in two major career fairs in Kuala Lumpur - Jobstreet.com's Malaysia Career & Training Fair (MCTF) 2016 from 8-10 January at Mid Valley Exhibition Centre and TalentCorp's Sector Focused Career Fair (SFCF) BigBang 2016 on 19-20 January, at TM Convention Centre.

A total of 3,000 resumes were received from the two events and the visitors were amazed with the number of companies under the Group and the various career opportunities available.



Participants at the Berjaya booth at SFCF, TM Convention Centre.



The recruitment teams from Berjaya Group Human Resource & Administration, Berjaya Papa John's Pizza Company Sdn Bhd and Berjaya Krispy Kreme Doughnuts Sdn Bhd.

## BERJAYA UCH TOASTMASTERS CLUB

BERJAYA UCH Toastmasters Club started the year 2016 with gusto!

On 25 February 2016, eight members of BERJAYA UCH Toastmasters Club took part in the Club level, International Speech & Table Topics Contests. Kudos to the following club members who took up their courage to participate in the contests:-

Cher Poh Kim, TM	(Student of Berjaya University College of Hospitality)
Edwin Leong, TM	(Group Internal Audit)
Jacky Tor, CC	(Student of Berjaya University College of Hospitality)
Khoo Tzen Way, TM	(Student of Berjaya University College of Hospitality)
Mohamed Syairoz, TM	(Strategic Relations)
Ong Mei Lin, CC	(Lecturer of Berjaya University College of Hospitality)
Patricia Yap, TM	(Inter-Pacific Securities Sdn Bhd)
Shakira Lee Choy Chin, TM	(U Mobile Sdn Bhd)

Congratulations to the winners of both the International Speech and Table Topics Contests. All of you were awesome!

	International Speech Contest	Table Topics Contest
1st Place	Ong Mei Lin, CC	Patricia Yap, TM
2nd Place	Mohamed Syairoz, TM	Mohamed Syairoz, TM
3rd Place	Jacky Tor, CC	Khoo Tzen Way, TM



Group photo together with guests who contributed to the success of the contests.

## #LLIol 2016 TALK #1 'CLEAN LANGUAGE AND WORKING AT YOUR BEST'

The first #LLIol Talk Series for year 2016 was held on 3 March 2016. A total of 93 participants from various Group Functions and Operating Companies within the Berjaya Corporation Group of Companies attended the session.

Dr Anne Munro-Kua, the distinguished executive coach and speaker who is also certified in Clean Language and Emergent Knowledge shared techniques on communication and deep listening that was developed by a New Zealander, the late David Grove.

In this interactive session, participants were exposed to techniques in 'clean questioning' that help the individuals to shift from problem to desired outcomes and develop better clarity about self and others' wants and needs.



An employee sharing her views with the speaker.



Exercising 'deep listening'.

## AKASIA @ BERJAYA PARK A HIT WITH HOME BUYERS

Pakar Angsana Sdn Bhd held a preview event to showcase 220 units of affordable apartments called Akasia @ Berjaya Park to over 2,000 registrants last year. The 2 blocks of 12-storey freehold apartment in Seksyen 32, Shah Alam is fully gated and guarded.

Akasia is the Berjaya Group's first build-then-sell concept property project. It was met with overwhelming response from registrants, some of whom began gathering outside the apartment building from as early as 4pm the day before.

Given the number of registrants that far outnumbered the 220 units available, all units were sold out before the preview weekend was over, clearly indicating that Akasia @ Berjaya Park, was a hit because it was sold as a fully completed property.



Registrants queuing to get hold of a unit.



Pakar Angsana's staff assisting in the registration.

## CHINESE NEW YEAR CELEBRATION AT KENSINGTON GARDENS

On 20 February 2016, Berjaya Land Berhad ("B-Land") held a Chinese New Year celebration on the site of Kensington Gardens with approximately 150 guests consisting of Penang Turf Club members, residents from affluent areas of Penang, doctors, prospects, agents and the public.

At midday, a lion dance performance took place to 'bless' the Kensington Gardens' sales gallery, project site and the new driveway, Jalan Brook. Guests were also entertained by an acrobatic show from the lion dancers whilst enjoying the buffet spread and received ang pow from the God of Prosperity.



The B-Land team with the God of Prosperity.



A lion dance performance entertaining the crowd.

## USHERING IN THE YEAR OF THE MONKEY AT BUKIT JALIL SALES GALLERY

Berjaya Golf Resort Berhad held its annual Chinese New Year open house at its Bukit Jalil Sales Gallery on 21 February 2016.

The happy occasion was a fun and colourful affair where visitors were treated to a thrilling lion dance performance and an assortment of delicious refreshments. This yearly lion dance festivity provides a platform for Berjaya Golf Resort Berhad to show its appreciation as well as inform visitors on the incentives offered during the Chinese New Year period.

The Bukit Jalil Sales gallery is open every Saturday and Sunday between 10am - 4pm. Do pay them a visit or call @ 03-2142 8028 for further information on properties at Bukit Jalil.



The Berjaya Golf Resort Berhad team with the lion dance performers.



## BERJAYA LAND DEVELOPMENT AWARDS CONTRACT FOR INFRASTRUCTURE WORKS FOR KENSINGTON GARDENS, PENANG

On 30 January 2016, Berjaya Land Development Sdn Bhd, a wholly owned subsidiary of Berjaya Land Berhad ("B-Land") signed an agreement with construction company Ban Soon Aik Construction Sdn Bhd for the infrastructure works of Parcel 1, also known as Kensington Gardens, and the ancillary infrastructural works consisting of the main boulevard, walkways, bicycle lanes and parks of the carefully master planned development. The 18-month contract, valued at RM38.6 million, covers the entire infrastructure works for Kensington Gardens, consisting of 26 acres of land. Earth works and excavation began in December 2015 and is scheduled for completion in May 2017. The infrastructure works include 40ft & 50ft of internal road works, street lights, drain work, underground incoming power cables and underground telecommunication cables & fiber-to-the home (FTTH) installation.

The signing ceremony was held at Suffolk House, Penang with about 100 guests in attendance. Signing on behalf of Berjaya Land Development Sdn Bhd was Director, Victor Leong Guan Yeong, while Ban Soon Aik Sdn Bhd was represented by Managing Director, Ooi Ah Soon. Witnesses at the signing included Eason Phan Yoke Seng, Executive Director of Berjaya Land Berhad; and Ooi Guo Chean, Director of Ban Soon Aik Sdn Bhd.

Kensington Gardens is the first parcel to be developed out of the 3 parcels in Jesselton Villas. Kensington Garden consists of 69 units of bungalow lots ranging from 5,995 sq.ft to 9,634 sq.ft in size. The project has an estimated gross development value of RM321 million.



(Left to right) Victor Leong Guan Yeong and Eason Phan Yoke Seng of Berjaya Land Development Sdn Bhd; Ooi Guo Chean and Ooi Ah Soon of Ban Sook Aik Sdn Bhd after signing the agreement.



Members of the media and invited guests at the signing ceremony.

## COFFEE WITH 7-ELEVEN MALAYSIA

On 27 February 2016, 7-Eleven Malaysia organised a gathering with local bloggers at the 7-Eleven Jalan Sultan Ismail store. The gathering brought together creative and likeminded people for a fun day and also introduced 7-Eleven's 'Fresh to Go' products to the bloggers.

Freshly prepared Nasi Lemak, Fried Mee Hoon, sandwiches and scrumptious cookies were presented during the gathering and the bloggers were asked to vote on and review the variety of food. Safura, one of the bloggers, eagerly reviewed the sambal which reminded her of her mother's cooking.

The bloggers gave good feedback about the taste of each food presented. The reviews in their blogs will help bring more awareness and exposure to 7-Eleven's 'Fresh to Go' products.



The team from 7-Eleven Malaysia and the bloggers during the 7-Eleven Bloggers Gathering in 7-Eleven Jalan Sultan Ismail.



'Fresh to Go' meals such as Nasi Lemak and Fried Mee Hoon are freshly prepared every day.



## EVENTS AT BERJAYA TIMES SQUARE



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### 1. BERJAYA TIMES SQUARE KUALA LUMPUR'S WINDMILLS OF PROSPERITY CHINESE NEW YEAR PROMOTION

From 9 January to 22 February 2016, Berjaya Times Square KL ushered in the Lunar New Year with Windmills of Prosperity. Signifying change and the coming of good fortune, the giant windmill, standing majestically at 28 feet was held by the mythical Monkey King who is revered as a protector, bearer of joy and symbol of strength. Among the exciting activities held throughout the promotional period were Ang Pow giveaway, Monkey's Gold Rush contest and Chinese New Year performances such as Fook Lok Sow Walkabout, Heavenly Maidens Spring Dance, The Man of Many Faces and Traditional Lion Dance.

### 2. F.A.M.A. CARAVAN CARNIVAL

On 11 January and 7 March 2016, the caravan carnival hosted by Industry Kecil & Sederhana ("IKS") at the Boulevard Central, Berjaya Times Square KL offered traditional dishes, frozen food products, and food truck favourites such as Uncle Bob Fried Chicken, Singapore Rojak and keropok lekor. Beverages such as KopieSatu, cendol and ice blended drinks were also available at the carnival.

### 3. 7-ELEVEN REACHING OUT TO SLURPEE FANS

On 23-24 January 2016, 7-Eleven introduced 16 new Slurpee flavours to fans during a roadshow at The Boulevard Central and got the fans to decide the flavours for 2016.

### 4. HENLEY HII (TAKE ME HOME) MEETING WITH FANS SHOWCASE

On 31 January 2016, Henley Hii, Malaysia's local singer, song writer, actor and host was at Berjaya Times Square KL to promote his new album 'Take Me Home'. He had a special Meet and Greet session with his fans where he performed 2 new songs and continued with an autograph session.

### 5. FLY FM "FLY GOLDEN BANANA"

On 20 February 2016, Fly FM organised a Chinese New Year event where a giant banana sculpture (8'x5') was placed at The Boulevard Central. Participants were required to touch the sculpture without letting go their hands for 10 hours in order to win the cash prize worth RM8,888.00.

### 6. GIRLS VOICES: SPEAKING OUT AGAINST CHILD MARRIAGE (PHOTO EXHIBITION)

From 25-28 February 2016, the Canadian Embassy organised a photo exhibition featuring 30 exhibits curated by the Department of Foreign Affairs, Trade and Development of Canada. Launched by the Minister of Women, Family and Community Development, YB Dato' Sri Rohani Abdul Karim, the exhibits featured compelling stories of real child brides from all over the world.

### 7. MEET & GREET WILLIAM GALLAS

On 6 March 2016, the former France international footballer who enjoyed successful stints with Chelsea, Arsenal and Tottenham Hotspurs in the English Premier League was here for an intimate Meet & Greet session with fans. During the session, William Gallas shared his wealth of experience and discussed technicalities with the fans.

### 8. 20TH INTERNATIONAL ENGLISH CHESS COMPETITION AND 4TH CHINESE CHESS COMPETITION FOR THE DISABLED

The Lions Club of KL Central organised the 20th International English Chess and 4th Chinese Chess Competition for the Disabled on 13 March 2016 with the objective of generating public awareness that this special group of people possess positive traits including self-discipline, confidence and competitive spirit.

### 9. MEET & GREET ROBERT PIRES

On 20 March 2016, former France international footballer, Robert Pires, who recorded a successful career with Arsenal was here for an intimate Meet & Greet session with his fans. The 42-year-old who helped Les Bleus to win the 1998 World Cup and 2000 European Championship was greeted by almost 1,000 euphoric fans, some of whom had waited since early morning.

### 10. BERJAYA TIMES SQUARE KUALA LUMPUR YOYOLUTION CHAMPIONSHIP 2016

On 18-20 March 2016, the Berjaya Times Square Kuala Lumpur YoYolution Championship 2016 was held at the Ground Floor Central of the shopping mall. Organised by Berjaya Times Square KL and supported by the Malaysian Yo-Yo Association, which is also registered under the Ministry of Youth and Sports Malaysia, the first Yo-Yo contest for 2016 was the platform for all Yo-Yoers to compete at state and national level in 2 divisions namely Single A Division (Single Hand) and Y Division (Combined Style). Over 30 participants nationwide battled it out for the top prize of RM1,000 for each category. Other activities held at the event included awesome Yo-Yo performances, workshops and caricature.





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## PRODUCT FROM COSWAY NN NATURAL ASTAXANTHIN

Astaxanthin is a naturally occurring pigment that gives marine organisms like salmon and krill their reddish-pink color. In nature, astaxanthin derived from microalgae *Haematococcus pluvialis* is considered the richest source of Astaxanthin. This red pigment protects the algae from harsh conditions and enables it to survive for up to 40 years!

Nn Natural Astaxanthin is formulated using AstaREAL®, one of the most studied brands of natural astaxanthin in the world. AstaREAL® astaxanthin is produced in a state-of-the-art facility in the USA and it is backed by a high level of expertise and experience in the field of microalgae research and production.

## A GOLDEN ABUNDANCE MEAL WITH NEW FLAVOUR

On 5 January 2016, Kenny Rogers ROASTERS ("KRR") unveiled their popular recipe, The Golden Abundance Meal! Complete with baked chicken marinated in a special teriyaki sauce with herbs and spices, the meal, T-Wrap Soup Meal is accompanied by Country-Style Chicken Soup, Aromatic Rice and a Kenny's Home-made Muffin. Diners also have the option of the T-Wrap Chicken Meal and T-Wrap Lite Meal, from RM19.50 onwards.

Back by popular demand, the thickness and sweetness of the teriyaki sauce is perfect for marinating and blends perfectly with KRR's famous rotisserie-roasted chicken. Cooked with deliciously healthy ingredients, the chicken is baked to perfection with a wholesome robust flavour.

The Golden Abundance Meal has healthy ingredients encompassing dietary essentials from protein, fibre to carbohydrates recommended for the public. The return of this special recipe is due to popular demand with an improved flavour.

Diners can get a free i.Care Box (worth RM9.90) with the purchase of any 2 Golden Abundance Meals at KRR.

The promotion is available from 11 January 2016 until 27 March 2016.



Christina Thong, Marketing Manager of Berjaya Roasters (M) Sdn Bhd and KRR staff introducing The Golden Abundance Meal! (from left) T-Wrap Chicken Meal, T-Meal Lite Meal and T-Wrap Soup Meal.

## FLYING HIGH WITH 7-ELEVEN

On 11 March 2016, 7-Eleven Malaysia participated in the 8th International Putrajaya Hot Air Balloon Fiesta 2016 - an annual event that takes place in Monumen Alaf Baru, Precinct 2, Putrajaya featuring more than 20 hot air balloons being flown from different countries, such as Germany, France and USA.

7-Eleven Malaysia generously provided Slurpee to everyone in the Blue Zone. The public enjoyed free registration for the 7-Eleven member card along with the Slurpee drinks. It was a splendid experience for everyone at the festival.

There were many interesting activities during the 3-day festival such as paddle boat rides, wall climbing and archery range besides viewing the hot air balloons in the sky. The public could also participate in a colouring contest, zumba and yoga sessions. During the night, the Night Glow event was a wonderful sight as all the hot air balloons were lighted up and looked like floating light bulbs in the sky.



Pictures taken during the 8th International Putrajaya Hot Air Balloon Fiesta 2016.

## KRISPY KREME COLLABORATES WITH SHELL, BELLA NTV7 AND GOLDEN SCREEN CINEMAS

The first quarter of 2016 saw Krispy Kreme collaborating with Shell, Bella ntv7 and Golden Screen Cinemas (“GSC”).

Krispy Kreme recently broke new ground by being part of the newly transformed Shell Select. The “Welcome to Shell” campaign aims to help Malaysian motorists get more out of their journey and with Krispy Kreme’s first clip-in at the Shell Select Damansara Jaya outlet, they will leave a little more joyful.

The new Shell Select stores aim to provide a haven for the community, where they can always stop by to refuel, refresh and rejuvenate. Krispy Kreme Malaysia was represented by Yau Su Peng, Director of Retail Marketing, Berjaya Corporation Berhad.

Krispy Kreme and SweetSpot, Berjaya Corporation Berhad’s new digital marketing start-up, joined forces to provide doughnuts to the participants of the Safety Awareness Campaign seminar organised by Bella ntv7 and Youth World. Eddie Lim, a National Taekwondo SEA Games gold medallist and self-defense expert, shared about changing a potential criminal’s mind, and covered topics such as accidental killing in self-defense, survival principles and preventive measures.

Krispy Kreme also teamed up with GSC iOi City Mall Putrajaya with their #DoughnutAwesomeness campaign for school holiday makers through their Holiday Readshow.

Krispy Kreme’s retail outlet at iOi City Mall sits up to 20-30pax.



(from left) Nick Tiernan, owner of Boost Juice Malaysia; Datuk Azman Ismail, managing director of Shell Malaysia Trading Sdn Bhd and Shell Timur Sdn Bhd; and Yau Su Peng with some of the food and beverage offerings available at the new Shell Select store.



Krispy Kreme provided doughnuts to the participants of the Safety Awareness Campaign.



Eddie Lim, a National Taekwondo SEA Games gold medallist and self-defense expert giving his talk at the Safety Awareness Campaign.



Krispy Kreme team with TV presenter Nazruddin Rahman (front left).



Krispy Kreme team handing out doughnuts to moviegoers at GSC iOi City Mall Putrajaya.



## STARBUCKS MALAYSIA CELEBRATES CHINESE NEW YEAR

On 16 February 2016, Starbucks Malaysia partners celebrated Chinese New Year at the Starbucks Support Centre with a potluck lunch.

The session started with a coffee tasting followed by a performance from the PRO team – a dance to usher in the lunar New Year. All partners later took part in the ‘prosperity toss’ as a symbol of abundance and prosperity.

It was a fun and memorable event for the partners where everyone shared their well wishes and blessings for a great year ahead.



Starbucks partners tossing ‘yee sang’.



Sydney Quays, Managing Director of Starbucks Malaysia with the lion dance performers.



## CELEBRATE LOVE AT STARBUCKS

In February, Starbucks Malaysia celebrated love by introducing a range of sweet treats! It was perfect for those looking for a festive treat to celebrate their independence through the Valentine's Day madness, as well as those who had someone special to share their love with. There were three delicious cakes for them to choose from:

### Starbucks Chocolate Noir Cake

A heart-shaped chocolate cake with dark chocolate filling, decorated with dark chocolate curls.

### Starbucks Red Velvet Baked Cheese Cake

A heart shaped-cake consisting of a red velvet layer topped with a layer of moist cheese cake and decorated with white chocolate.

### Starbucks Red Velvet Chocolate Popping Heart

Two pieces of heart-shaped red velvet cake and one piece of chocolate cake with cream cheese filling and decorated with heart-shaped cream cheese.

The cakes were available from 10 February to 19 February 2016.



Starbucks Chocolate Noir Cake.



Starbucks Red Velvet Baked Cheese Cake.



Starbucks Red Velvet Chocolate Popping Heart.

## STARBUCKS MALAYSIA CELEBRATES 17TH ANNIVERSARY

The 17th anniversary of Starbucks Malaysia was celebrated on 17 December 2015 with a 'Back to School'-themed party at Chin Woo Stadium Kuala Lumpur.

More than 600 partners attended the 'Starbucks Academy', dressed in their best school uniforms to celebrate the occasion.

The evening was topped off with fun performances from partners and other special guests, including a stand-up comedian. There was also an awards ceremony which celebrated partners for their long service to Starbucks Malaysia



Starbucks partners enjoying a game of rubber band jump rope.



10 years' and 15 years' service awards recipients with Sydney Quays, Managing Director of Starbucks Malaysia and Brunei.



**KRR CARD RELOAD**  
Better value, bigger bonuses \*

**GET IT NOW!**

**BENEFITS**

- Birthday Gift**  
FREE Kenny's Quarter Meal Bonus with any purchase during your birthday month.
- Golden Citizen Privilege**  
Enjoy 30% Off on 1 Kenny's Quarter Meal every Monday.
- New Opening Special**  
Visit our newly opened restaurant and enjoy Buy 1 FREE 1 RED Hot Meal offer.
- Activation / Reload Bonus**  
One Kenny's Quarter Meal Bonus on us when you reload/ activate your card with RM100.
- Wednesday Treats**  
Visit us every Wednesday for varieties of special treats. (i.e. Buy 1 FREE 1 item)
- Other Bonuses & Privileges**  
Enjoy a FREE Kenny's Quarter Meal Bonus with every 10 main meals purchased cumulatively, and many more other privileges.

For more information/ register your card: [krr.com.my](http://krr.com.my)

At Kenny Rogers ROASTERS, we want you to be healthy!

**KRR CARD**

**WEDNESDAY TREATS**  
BUY 1 FREE 1\*

Month	Date	Treat
JANUARY	6	Kenny's Chicken & Soup Meal
	13	GET FREE 1/2 Dozen Kenny's Homemade Muffin with purchase of 1 RED Hot Meal
	20	Kenny's Chicken & Pasta Meal
2016	27	1/2 Hot Soup Meal
	3	Kenny's Chicken & Garden Meal
FEBRUARY	10	Kenny's Chicken & Soup Meal
	17	RED Hot Meal
	24	1/2 Hot Soup Meal
MARCH	2	Teriyaki Chicken Meal
	9	Kenny's Chicken & Soup Meal
	16	RED Hot Meal
2016	23	Kenny's Chicken & Pasta Meal
	30	Kenny's Chicken & Garden Meal

**60% OFF** @ 1,021 500 BPoint  
21 JAN 16 - 31 MAR 16  
\*Minimum redemption for 1/2 Chicken only apply.

At Kenny Rogers ROASTERS, we want you to be healthy!

## RED-DY FOR ROASTERS EATING DAY (RED)!

On 13 January 2016, in conjunction with the New Year and keeping to healthy resolutions, Kenny Rogers ROASTERS (“KRR”) returned with its annual ROASTERS Eating Day (“RED”) event at KRR restaurants nationwide. The event had crowds turning up in all shades of RED at KRR restaurants!

“Advocating and encouraging the public to live a healthy lifestyle has always been KRR’s main mission. Receiving a great response has driven us to announce that there will be a 2nd RED happening within the month! Through the RED event, we aim to remind Malaysians nationwide that a well-balanced meal is possible. Year after year, we are glad to see many Malaysians being more health-conscious and we hope to see them continue inspiring others to do the same as well,” said Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn Bhd.

The annual RED event is held on the second Wednesday of the New Year in all KRR restaurants nationwide. For the first time ever, KRR had a 2nd RED event which took place on 28 January 2016 nationwide. Malaysians donning any shade of the colour red to the restaurant received a free Red Hot Meal with the purchase of one Red Hot Meal.

**ROASTERS EATING DAY**  
COME AND CELEBRATE HEALTHY LIVING ON RED (ROASTERS EATING DAY) WITH US.

**13 JAN 2016**  
1 DAY ONLY!  
#RED2016

**FREE PURCHASE** with red meal

**WEAR RED**

At Kenny Rogers ROASTERS, we want you to be healthy!



Staff at a KRR restaurant all geared up for RED Day.



## AUSTRADE YEAR-END TEAM BUILDING EXERCISE

On 22 January 2016, BERJAYA UCH hosted AUSTRADE (Australian Trade Commission) for their year-end team building exercise. The team of 15 started their morning with a meeting in the Boardroom, followed by lunch at Samplings on the Fourteenth and then the Culinary Theatre for their team building exercise. Under the guidance of Chef Farah and Chef Roizz, they were split into three groups and started baking. Chef Jochen Kern presented the team with their certificates at the end of the event.



Group photo of the team.

## CRUISING TO SUCCESS

Rashidee Bin Abdul Aziz, 26, was a FELDA student who recently graduated with a Diploma in Culinary Arts from BERJAYA University College of Hospitality ("BERJAYA UCH")

He spent his internship at Pullman Hotel and Resort, Kuala Lumpur and after graduation, Rashidee received a job offer as a pastry chef on the cruise liner, Phoenix Reisen. Rashidee was elated to have received this job offer as it means that he is one step closer to his dream job as a Celebrity Chef. He believes that BERJAYA UCH has equipped him with sufficient basic knowledge and skills for him to excel in his career.

He mentioned that during his diploma days, he had failed in many subjects, but through the encouragement from his lecturers and friends, he managed to pull through. He loved the caring atmosphere in BERJAYA UCH, especially the privilege of having friends from many different countries as it widened his horizons and helped him improve his communication skills. His advice for school leavers who are deciding on their future career path is to "have passion and interest in whatever you're doing."



Rashidee bin Abdul Aziz

## BIZTECH WEEK

The Berjaya Business School organised BizTech Week to enable students to gain insights into the IT industry. Educational activities were organised such as Microsoft Azure Workshop, Road to Imagine Cup, B-talk Sessions with topics "Security Simplified" and "Big Data, Bigger Analytics" and "Shape of Things to Come" and Fun with my 1st APP Coding.

Mr Patrick Klotz (CEO of Datalynx, Malaysia), Mr Sean Hogan (Business Development Manager of Qubida Analytics) and Mr Clement Arul (Managing Director of Kaapagam Technologies) were among the speakers invited to speak during the week.



A talk session, "Big Data, Bigger Analytics".



Group photo of the winners of Road to Imagine Cup's online shopping competition.

## THE ALL-NEW MAZDA CX-3 IS NOW IN MALAYSIA

Enthusiasts of the Mazda brand will now be able to buy into the fastest growing segment of the industry, one that is driven by a very trendy and likeable model - the Freestyle Crossover. Crossovers deliver the driveability of sedans with the versatility and rugged, sporty image of SUVs. The all-new CX-3 Crossover introduced by Bermaz Motor in Malaysia brings all of these features together in a smart and technologically-advanced package.

The CX-3 is a scaled down version of Mazda's best-selling CX-5, delivering uncompromising versatility with a punchy 154-horsepower, 2.0-litre SKYACTIV-G engine. The fifth model in Mazda's line-up of new-generation vehicles, the CX-3 adopts the KODO - Soul of Motion design and SKYACTIV technology.

Class leading features of the Mazda CX-3 include the i-STOP and the MZD CONNECT, the connectivity system equipped with the Human-Machine Interface (HMI), which pursues safety as its top priority. The CX-3 also comes with the Active Driving Display, the first head-up display in its class, just like the Mazda2.

Mazda is confident that this latest addition to its family will go on to be a core model, bringing the brand into the hearts of a new generation of discerning car buyers, and even more so with Bermaz Motor's stress-free ownership "3+3 Years Free Warranty and Maintenance" Programme, of which CX-3 owners will enjoy.

The Mazda CX-3 comes with sun roof and 18 inch sports rims. It is available in 5 colour choices; Soul Red Metallic, Crystal White Pearl, Jet Black, Meteor Grey and Deep Crystal Blue.



*Dato' Sri Ben Yeoh, Executive Director of Bermaz Motor giving a speech during the launch of the Mazda CX-3.*



*From left to right: (Second from left) Dato' Amer Hamzah, Executive Director of Prima Merdu; Ms Kelly Tan, Ambassador of Mazda; Dato' Sri Ben Yeoh, Executive Director of Bermaz Motor; Mr Hiroshi Inoue, Executive Officer & President of Mazda South East Asia, Mazda Motor Corporation; Mr Choichi Yuki, Deputy General Manager of Global Sales & Marketing Div., and General Manager of ASEAN Operations Dept., Mazda Motor Corporation; and Dato Francis Lee, Director of Bermaz Group of Companies at the Mazda CX-3 launching ceremony.*

## ALL-NEW MAZDA MAKATI SHOWCASES ULTIMATE MAZDA EXPERIENCE

Berjaya Auto Philippines, the exclusive distributor of Mazda vehicles in the country and Auto Zoom Zoom Inc., the proprietor of Mazda showrooms in Cavite, Iloilo and Sta. Rosa, Laguna, have collaborated to bring an all-new, full-showroom and service center experience for Mazda patrons.

Mazda Makati, a brand new facility located at 2301 Don Chino Roces Avenue Extension in Makati City, opens its doors on 18 January 2016. This newly-built flagship Mazda dealership houses a 2233 square-meter display area that can showcase 12 car displays of Mazda's latest SKYACTIV-equipped and KODO - Soul of Motion-inspired vehicles at any given time. Mazda Makati also has 16 service bays to handle a full range of repairs from check-ups and Preventive Maintenance Services (PMS) to body collision repair and repainting.

The showroom features the most elegant and functional Mazda SKYLounge facility in the country to date. This newly designed customer holding area features modern amenities to make customers' more relaxed and productive while waiting for their cars to be serviced. Together with its car-centric layout, the all-new Mazda Makati is set to elevate the showroom experience of its clientele by creating a warm and inviting atmosphere that echoes the dynamic and emotional designs of Kodo.



*Mazda Makati Showroom.*



## HERO PLUS MEMBER LINE

U Mobile continues to lead the market by introducing its enhanced Hero Postpaid plan with the new "Hero Plus" member line plan. "Hero Plus" member line offers the most savings with 2 lines, 10GB of shareable data and unlimited calls to all networks for just RM60 per line!

For more information, login to U Mobile's Hero Plus postpaid page at <http://www.u.com.my/postpaid/hero-plus> or visit a U Mobile store today!



## U MOBILE IS THE CO-SPONSOR OF THE SUPERBEST POWER PIALA FA AND LIGA PREMIER MALAYSIA

On 8 March 2016, U Mobile signed a three-year deal with Football Malaysia Limited Liability Partnership (FMLLP) to be the official Co-Sponsor of the Superbest Power Piala FA and Malaysia Premier League competitions, starting from the 2016 season.

To mark the partnership, U Mobile has created an exclusive customer campaign called #BangsaBola which consists of on-ground activities, as well as contests where football fans may win a chance at getting up close and personal with their favourite players. A #BangsaBola microsite is also being developed for fans to view match highlights and other football related content. The microsite will be live in April.



From L-R: Football Malaysia LLP Chief Executive Officer Kevin Ramalingam and Jasmine Lee during the partnership signing between U Mobile and Football Malaysia Limited Liability Partnership.

## MOL PARTNERS WITH SONY TO PROVIDE MOLPOINTS AS PAYMENT OPTION

In January 2016, MOL AccessPortal Sdn. Bhd. ("MOL"), the operating company of MOL Global, Inc partnered with Sony Computer Entertainment Hong Kong Limited which operates the PlayStation business in Asia, to provide MOLPoints as a payment option.

MOL is a leading e-payment enabler for online goods and services in emerging and developed markets.

With this, PlayStation Network ("PSN") users can now take advantage of MOL's vast network of physical and online payment channels in Malaysia, Singapore, Thailand and Indonesia to obtain MOLPoints for their purchase of exclusive games and entertainment content across the PlayStation platform via stores like 7-Eleven or with any mobile carrier, using the credits to purchase PSN prepaid vouchers. Mobile billing is another secure and convenient method for users to top-up their PSN account for immediate access to online content, especially when they are on the go.



## U MOBILE PARTNERS WITH AEON CREDIT FOR EXCLUSIVE IPHONE FINANCING

U Mobile is the first telco in Asia to partner with AEON Credit Service (M) Berhad (AEON Credit) to provide financing for iPhone purchases by U Mobile customers.

The financing scheme, "U MicroCredit", will enable customers to purchase an iPhone through a payment plan from Aeon Credit up to 36 months with interest rates as low as 1.1% per month! On top of that, the scheme does not require any up-front payment or deposit and fast approval can be granted to eligible customers, subject to terms and conditions.

For more info on U Microcredit, log on to <http://u.com.my/umicrocredit>

## U MOBILE FORMS PARTNERSHIP WITH SEDANIA INNOVATOR TO OFFER AIRTIME SHARING

U Mobile Sdn Bhd has entered into a partnership with Sedania Innovator Berhad to provide Air Time Transfer services (ATS) to its prepaid customers.

Available from the second-half of 2016 onwards, U Mobile's prepaid customers will be able to transfer and request for mobile credits from other users via SMS or through the 'ShareShare' app, which can be downloaded from Apple's App Store or the Google Play Store.



From L-R: Firoz Mohd Noor, Executive Director of SEDANIA Innovator Berhad; Y.Bhg Tan Sri Nuraizah binti Abdul Hamid, Director of SEDANIA Innovator Berhad; Jasmine Lee, Chief Marketing Officer of U Mobile Sdn Bhd; and Kamshul Kasim, Chief Executive Officer of SEDANIA Innovator Berhad during the signing ceremony.

## SUPPORT FOR 204KM KL - MARAN BIG WALK 2016

The KL - Maran Big Walk 2016 received Sports Toto's contribution worth RM13,000 in the form of participant T-shirts, caps and announcement banners. Sports Toto Communications Manager Giam Say Khoon presented the items to the organising committee member of KL - Maran, Mr. Jayan at Sports Toto's head office on 14 March 2016.

The event organised by Tamil Nesan, a Tamil newspaper, was officiated by Datin Seri Indrani Samy Vellu at Batu Caves, Selangor and saw about 300 enthusiastic participants taking part in the gruelling 204km walk that started from 20 March in Kuala Lumpur and ended on 23 March in Maran, Pahang.



Giam Say Khoon (right) presenting the T-shirts, caps and banners to Jayan (second from right).

## SBBS INTERNATIONAL WOMEN'S DAY



Lunch treat.

On 8 March 2016, in conjunction with the International Women's Day, Saigon Bank Berjaya Securities (SBBS) organised a small staff party during lunch time. To make this day more special, the male staff gave each female staff a flower and bought them pizza. SBBS Women's Day celebration this year brought bright smiles to these ladies.



Group photo of some of the staff.

## MBC CHAP GOH MEH/VIETNAMESE TET GALA DINNER CELEBRATION 2016

On 27 February 2016, the Malaysia Business Chamber in Vietnam organised a Chap Goh Mei gala dinner at GEM Center. The celebration was to spread good cheer, strengthen bonds and commemorate shared heritage.

SBBS supported the event as a table sponsor and invited clients and staff to the dinner. The guests enjoyed a seven course dinner, preceeded by yee sang tossing as a symbol of fortune.

Wishing for better luck and a prosperous year ahead, the guests were enthralled by the energetic lion and dragon dance. Participants also brought home attractive lucky draw prizes and goodies bags.



Tran Manh Hung Hung, Deputy General Director (far left); Josephine Yei, CEO (4th from the right) and Lim Shiu Beng, Deputy General Director (3rd from the right) together with clients of SBBS.

## SBBS NEW YEAR CELEBRATION

Saigon Bank Berjaya Securities JSC ("SBBS") welcomed 2016 with a New Year's party at Ky Hoa's restaurant on 15 January 2016.

Although it was a small party with nearly 60 staff, morale was high. Five employees were presented the 5-year service award in recognition of their outstanding achievements.

To bring in the positive vibe for the New Year's Eve, all the staff were divided into 5 groups and each group had to sing a song with the group members either acting or dancing to the song. The competition was based on the knock-out system and this boosted the spirit of togetherness and unity among them. Towards the end, all the staff were singing and having fun together, ending the party with sweet memories.



The staff enjoying the team activities.



The 5 staff who received the 5-year service award: From third left Vu Thi Minh Theu, Senior Executive Margin and Financing Division, Operation Department, Huynh Thi Cam Truc, Broker, Brokerage Department, Nguyen Trong Tinh, IT Supervisor, IT Department, Nguyen Vuong Long, Sales Manager, Brokerage Department and Pham Minh Tien Sales Manager, Brokerage Department together with Tran Manh Hung, Deputy General Director, Josephine Yei, CEO (2nd from left) and Lim Shiu Beng, Deputy General Director (far right).



## BERJAYA PHILIPPINES AT 3RD GLOBAL SOCIAL BUSINESS SUMMIT 2016

On 16 January 2016, Berjaya Philippines' Country Head, Paul Soo spoke at the 3rd Global Social Business Summit 2016 hosted by Gawad Kalinga ("GK") on Berjaya's role and experience in turning Corporate Social Responsibility into Corporate Social Investment ("CSR to CSI") with relation to its participation in GK's vision of building communities for poor fellowmen.

Berjaya Group Philippines partnered with GK to build homes in communities for 820 families (as at October 2015): from disaster survivors and victim to indigenous groups, farmers and relocated informal settlers.

"In almost all the turn over ceremonies that were held in the Berjaya-GK villages, we see to it that we let our employees be present. This was, they will be able to see and feel how it is like to personally experience reaching out to those in need," says Paul Soo.



Berjaya Philippines' Country Head, Paul Soo (third from left) together with Gawad Kalinga Team and fellow speakers for the summit.

## GRAPHIC PRESS ACHIEVES HEIDELBERG'S ISO 12647-2 CERTIFICATION

Graphic Press Group Sdn Bhd ("Graphic Press") was awarded with Heidelberg's ISO 12647-2 International Standard Certification recently. The ISO certification outlines the processes to achieve print quality according to a certain standard which is measureable and indisputable. With this certification, Graphic Press will have full control of the processes in its printing plant and its perimeters – from prepress to printing.

The assessment process to achieve the ISO certification involved very lengthy operations, which took more than 1 month. Preparation alone took approximately three weeks. The company went through a very intensive process which included integrating the prepress department and the pressroom with Prinect Integration, and linking with the automated colour measurement device, the Heidelberg Image Control. During the audit, the company had to print a particular set of forms which adhered to the designated colour and density.

Even though ISO standard for print quality is still new in Malaysia, this achievement will help Graphic Press to differentiate itself from its competitors, as well as give its customers assurance of its capability and commitment in producing world class quality prints.



Jackson Tan, Managing Director of Heidelberg Malaysia presenting the ISO 12647-2 Certification to Kenny Wong, Director of Graphic Press Group Sdn Bhd.



The ISO 12647-2 Certification .

## 7-ELEVEN LENDS A HELPING HAND

On 23 January 2016, 7-Eleven Malaysia collaborated with NGO Hub Asia to help Kirtarsh Handicapped and Disabled Children's Home sort out the donations received from members of the public after the Home caught fire recently. Volunteers from 7-Eleven Malaysia segregated the items by type and price for the Garage Sale which will be held after Chinese New Year to raise funds for the Home.

Located at Bukit Beruntung, Rawang, the Home provides special education, shelter, medication, food and vocational training to approximately 40 residents.

(2nd row from left): The Marketing General Manager of 7-Eleven Malaysia, Mr Ronan Lee, volunteers from 7-Eleven Malaysia, NGO Hub and students from Sunway College.



## BERJAYA CARES FOUNDATION ORGANISES FREE HEALTH SCREENING

In conjunction with World Kidney Day 2016, Berjaya Cares Foundation organised a free health screening in collaboration with the National Kidney Foundation Malaysia ("NKF") on 18 March 2016 at Berjaya Times Square Kuala Lumpur.

More than 120 Berjaya employees and the public took the free health screening comprising blood pressure, body mass index, waist circumference, random blood glucose and urine tests. Counselling sessions were given at the end of the screenings.

It was reported that the most common cause of kidney failure in the adult population in Malaysia is diabetes and nearly 60% of all new patients accepted for dialysis are diabetics. At present, there are about 30,000 people on dialysis and the number is increasing by about 5,000 to 6,000 each year.



The team from the Public Education Department of NKF constantly reaches out to the public to educate them on the causes, prevention and management of kidney diseases.

## 7-ELEVEN GIVES BACK TO THE COMMUNITY

On 24 February 2016, 7-Eleven Malaysia together with NGO Hub Asia participated in the PERTWI Soup Kitchen project - a project to provide meals to the homeless and poor at the various locations around Kuala Lumpur.

Serving to about 700 packets of food at Lorong Medan Tuanku 2 and PSK Kota Raya Service Point after working hours, the volunteers found the experience rewarding as it added meaning to sharing and caring for the underprivileged.



The 7-Eleven team and NGO Hub distributing food to the needy.

## STARBUCKS PARTNERS REBUILD ORCHID NURSERY



Starbucks' partners rebuilding the orchid nursery.



The students helped in transferring the orchids.

On 25 February 2016, Starbucks partners helped rebuild the orchid nursery and planted orchids at a primary school in Ringlet, Cameron Highlands. This activity was led by district manager, Ilyas and 35 Starbucks partners, 88 primary school students, 13 teachers and 10 parents participated in this activity.

By rebuilding this nursery, the students in this school would be able to learn and care for their orchids in a safer environment. Starbucks' partners and students also teamed up to clean the garden and did wall painting to brighten up the area. Partners also brought used coffee grounds to educate the students on the benefits of using coffee grounds in gardening.

The team successfully contributed 1,022 Community Service hours.



All geared up to start planting orchids.



## STARBUCKS MALAYSIA CELEBRATES 17TH ANNIVERSARY BY GIVING BACK TO THE COMMUNITY

Starbucks Malaysia celebrated its 17th Anniversary on 17 December 2015 by having a party for the children from 17 non-governmental organisations consisting of orphanages, shelter homes and other charitable organisations.

Starbucks' customers, local personalities and partners were also invited to make the event more meaningful.

The nationwide programme saw 5 states holding the programme simultaneously at the Starbucks outlets in Bangsar Village 2 (Kuala Lumpur/Selangor), Danga Bay (Johor), Batu Ferringhi (Penang), One Borneo1 (Sabah) and Salvation Army, Kuching (Sarawak).



Santa Claus entertaining the children.



Starbucks Malaysia's partners and children from various homes getting ready to cut the cakes.



Starbucks Malaysia's partners and children from HOPE Worldwide.

## GIFTS, FOOD AND FUN ACTIVITIES FOR RESIDENTS AT RUMAH CHARIS

On 26 January 2016, U Mobile's sales team and business partners volunteered their time at the Rumah Charis Welfare Home to share love and happiness with the children and senior citizens there. This was the team's second visit to the home since 2013 where they spent time with the residents and provided them with food, fun, lots of gifts and a whole lot of laughter.



The U Mobile team repairing electrical items and cleaning the premises.



The U Mobile team playing Snakes & Ladders with the old folks.



## OUTREACH VISIT TO PULAU BANDING, PERAK



Doctors from the mobile clinic giving free consultation to the villagers.



A Starbucks partner assisting in giving medicine to the children.



Starbucks partners unloading the food items and clothes from the boat.

Partners from Starbucks Malaysia teamed up with HOPE Worldwide's Mobile Clinic and travelled to two villages, Kampung Chuweh A and Kampung Tebang at Pulau Banding, Grik, Perak to assist in providing medical support to 50 families.

11 Starbucks partners assisted the doctors in providing the families with free medical consultation, as well as teaching the children about the importance of good hygiene from the mobile clinic. The partners and volunteers from HOPE Worldwide also distributed food items such as rice, milk and canned food to the families.

The challenging but rewarding experience demonstrates Starbucks' commitment in improving the lives of the communities in the countries where its stores operate.

## BERJAYA MAKATI HOTEL REACHES OUT TO THE NEEDY

On 21 January 2016, Berjaya Makati Hotel staff headed by General Manager, Mr. Norazman Chung visited the He Cares Foundation in Metro Manila to carry out a feeding programme to 65 street children at the welfare centre. The hotel's associates contributed by providing meals for the home and served the children lunch which was packed from the hotel.

Besides the feeding programme, this visit to He Cares Foundation was also an occasion to spread love, togetherness and friendship while putting together a special lunch treat for the children as majority of the children were abandoned and are in need of care. In order to do more for the children and the centre, the associates also conducted a special event filled with fun games and engaging activities to interact and spend time with the children while also giving out prizes for participation.

He Cares Foundation is a non-profit organisation that helps extremely poor street children in Metro Manila, Philippines by providing basic needs like food, clothing, education and medical assistance since 1996.



Staff of Berjaya Makati Hotel and the children at the welfare centre of He Cares Foundation.

## BERJAYA TIMES SQUARE HOTEL LEANS TOWARDS ENVIRONMENTAL CSR PROGRAMMES

As part of Berjaya Times Square Hotel, Kuala Lumpur's CSR activities to care for the environment, 30 hotel associates participated in a 1-day volunteer programme at Bukit Nanas Forest Reserve on 26 January 2016.

In efforts to make a positive contribution to society via well-balanced CSR projects, the hotel's associates are moving in the direction of caring for the environment and getting more involved in environmental initiatives in addition to the community work they have been carrying out at local welfare homes for the past year.

Armed with maintenance equipment, clean-up gear and paint brushes, the team saw to several activities which started off with the clean-up of litter and leaves at the various recreational areas of the park. This was followed by fixing of the stairways for better safety within the park and giving the railings of the stairways and walkways a fresh coat of paint.

The event concluded with a lunch treat for the forest reserve staff at the park specially prepared by the hotel's kitchen team, followed by the presentation of token of appreciation to Mr Awang Shaffie Bin Awang Ahmadni, Director of Forestry, Kuala Lumpur for his assistance in making this project a success.

Bukit Nanas Forest Reserve also called KL Forest Eco-Park, is a rainforest spanning over 9.3 hectares sited in the heart of Kuala Lumpur, which still preserves many species and features of the original rainforest that covered Kuala Lumpur at one time. It also covers the base of KL Tower, one of the tallest telecommunications structures in the world and an iconic tourist attraction in the city. The reserve also hosts several nature trails, a camping site, a recreational activities area, and a canopy walk which is open to public for free.



Volunteers working hard to clean up the litter and leaves around the recreational areas of the park.



Volunteers from Berjaya Times Square Hotel, Kuala Lumpur also helped paint the railings of the stairways.



Group photo of Berjaya Times Square Hotel, Kuala Lumpur's volunteers during the CSR project.



## BERJAYA WATERFRONT HOTEL GIVES BACK TO LOCAL COMMUNITY IN CONJUNCTION WITH THE LUNAR NEW YEAR

Berjaya Waterfront Hotel, Johor Bahru ("BWH") organised a visit to Pertubuhan Kebajikan Insan Istimewa Johor Bahru located in Taman Iskandar in February 2016 to spread some festive Lunar New Year cheer to the residents as part of the hotel's corporate social responsibility exercise. The BWH team spent quality time with the residents, involving them in several entertaining games and activities such as the fun-filled clown show and musical chairs. The residents were then treated to a lunch prepared by the BWH Food & Beverage team. BWH also contributed a donation of RM500 to the home.

Pertubuhan Kebajikan Insan Istimewa Johor Bahru is a non-profit organisation established in May 2008, caring for 41 disabled aged from one year to 36 years old. The home adopts and takes care of physically handicapped and mentally retarded children suffering from conditions such as Down Syndrome, Slow Learner, Cerebral Palsy, Hyperactive, Autism, and Blindness.



Residents of Pertubuhan Kebajikan Insan Istimewa Johor Bahru enjoying the Clown Show together with the staff from Berjaya Waterfront Hotel.



Mr. Thiru Retnam, HR Training Manager of Berjaya Waterfront Hotel presenting the donation to the representatives from Pertubuhan Kebajikan Insan Istimewa Johor Bahru.

## RINGING IN THE FESTIVE JOY

On 22 February 2016, in celebration of the Chinese New Year season, Kenny Rogers ROASTERS ("KRR") further enhanced their social efforts through numerous community-driven initiatives which included their recent visit to Tong Sim Senior Citizen Care Centre at Kampung Baru Salak Selatan.

The humble home of 21 residents comprising elderly folks and 6 caretakers welcomed the KRR team for a day of fun-filled activities. The event saw a Chicken Dance performance by KRR, followed by a sing-along session where all were aboard to chime in cheerfully from classic to popular favourites during the session. After that, the residents came together for the Rolling in Prosperity game where each tried their luck at rolling a life-sized dice to get the word fortune in Chinese.

As part of the Malaysian tradition during Chinese New Year, the KRR team incorporated a Yee Sang tossing during the event. Red packets and goodie bags with chicken essence and other healthy refreshments were also given to the residents of Tong Sim Senior Citizen Care Centre. The elderly folks and caretakers had KRR's latest T-Wrap Chicken Meal and bottled water.



The KRR and Food Aid Foundation team with the residents of Tong Sim Senior Citizen Care Centre, Kampung Baru Salak Selatan.



(Back) Ling Shiau Yunn, Guest Engagement Manager of Berjaya Roasters (M) Sdn Bhd distributed goodie bags while (front) Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn Bhd distributed red packets to the senior citizens.



The elderly folks of Tong Sim and Food Aid Foundation members joining in the Chicken Dance performance by KRR.



A KRR team member helping an elderly folk with her meal.



## BERJAYA TEAM VISITS CHARITABLE ORGANISATIONS IN PENANG, IPOH AND SIBU, SARAWAK

In January 2016, the team from Berjaya Corporation Berhad headed by its Senior General Manager, Judy Tan visited 4 charitable organisations, namely St. Nicholas Home Penang, Buddhist Tzu Chi Merits Society Malaysia and Eden Handicapped Service Centre located in Penang and Ray of Hope in Ipoh, Perak.

The 3-day visit is part of the team's on-going engagement activities with the various charitable organisations that have been receiving funding support from Berjaya. During the visit, the team was given a brief about the organisations, recent developments and future plans to bring the organisations to the next level.

Prior to this trip, the team also visited the hemodialysis centre in Sibu, Sarawak managed by St. John Ambulans-Kawasan Pantai Selangor in December 2015. The team also took the opportunity to visit two other charities i.e. Methodist Children's Home and Agape Centre Sibu which houses 5 charities serving special needs children.

Over the years, the contribution made by Tan Sri Dato' Seri Vincent Tan together with Better Malaysia Foundation and Berjaya Cares Foundation through Berjaya Founder's Day has exceeded RM80 million benefitting more than 300 charitable organisations nationwide.



St. Nicholas Home Penang is an institution serving the visually impaired individuals throughout Malaysia. The institution provides early intervention programme, community based rehabilitation programme, sheltered workshop and orientation and mobile training, among others, to integrate the visually impaired into the community. Berjaya had provided one unit of passenger van and IT equipment such as computers and braille printers cater specifically for the visually impaired.



Chief Executive Officer of Buddhist Tzu Chi Merits Society Malaysia, Koay Chiew Poh (third from the right), Tzu Chi volunteer Madam Koh Siew Hoong (third from the left), staff and other volunteers together with the team from Berjaya. The organisation manages 3 haemodialysis centres in Penang and Kedah that provide free dialysis treatment to poor end-stage kidney patients. Berjaya contributed more than RM1 million to support the centres' operational cost.



Berjaya supported the renovation cost and purchasing of bakery and kitchen equipment for Ray of Hope in Ipoh, Perak which provides sheltered employment and vocational training to empower young adults with learning disabilities. The centre also provides early intervention programme, supplementary programme and pre-sheltered workshop training for special children as young as 6 months to 18 years old.

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Berjaya contributed RM600,000 to St. John Ambulans-Kawasan Pantai Selangor for the upgrading of the haemodialysis centre in Sibu, Sarawak and increased its capacity from 20 dialysis machines to 63 dialysis machines. This centre is currently the biggest haemodialysis centre in Sarawak.



Methodist Children Home Sibu Superintendent, Yong Kie Ho (4th from the right) and the children together with the team from Berjaya and St. John Ambulans-Kawasan Pantai Selangor.



A visit to Methodist Children's Home and Agape Centre in Sibu Sarawak in December 2015. Agape Centre houses 5 charities, namely the Association for Children with Special Needs Sibu, Lau King Howe Memorial Children Clinic, Methodist Care Centre, Sibu Autistic Association and Special Olympics Sarawak, Sibu Chapter. On the left is Peter Sia, Assistant Treasurer of the Association for Children with Special Needs Sibu.



Eden Handicap Service Centre provides various free services such as basic living skills, vocational training, sheltered workshop and job placement for the mentally and physically challenged individuals. Berjaya contributed one unit of passenger van and two units of specially fitted vans for wheelchair users to ease the organisation's transportation needs.



Founder of Eden Handicap Service Centre, Bertie Tye (third from the left) and Judy Tan (third from the right) together with the staff and trainees.

## MAKING A DIFFERENCE, ONE STEP AT A TIME

On 21 December 2015, Kenny Rogers ROASTERS ("KRR") brought a whole new meaning to its year-end festivity by sharing the momentous occasion with the children of Rumah Hope through the 11th annual Wishing Tree campaign.

The children of Rumah Hope were all smiles when greeted by the KRR team members and the crowd-favourite KRR mascot. Among some of the games and activities conducted were the classic Limbo Rock, Chicken Freeze, Do Not Cross The Line and Meet and Greet.

In line with KRR's mission and their partnership with Food Aid Foundation to promote healthy eating habits and maintaining a healthy lifestyle, a total of 60 Kenny's Chicken Meals were distributed to the residents of Rumah Hope after the games session concluded.

In its 11th year running of the Wishing Tree campaign, KRR and their valued guests were able to fulfill more than 2,500 children's wishes this time.



The children participating in a game of Limbo Rock.



The children enjoying the "Do Not Cross The Line" game where they must try to get as close to the line by throwing the bottle cap to win.



(Top row, first from left): Ling Shiau Yunn, Guest Engagement Manager of Berjaya Roasters (M) Sdn Bhd, (second row, first from left): Norhayati Ismail, Project Director of Food Aid Foundation and (second row, third from right): Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn Bhd with the children of Rumah Hope and team members from Kenny Rogers ROASTERS.



## BETTER MALAYSIA FOUNDATION CONTRIBUTES RM1 MILLION TO 39 CHARITABLE ORGANISATIONS IN JOHOR

Better Malaysia Foundation (“BMF”) and Tan Sri Dato’ Seri Vincent Tan (“TSVT”) contributed a total of RM1 million to 39 charitable organisations in Johor in a cheque presentation ceremony held at Berjaya Waterfront Hotel, Johor Bahru on 22 February 2016.

The mock cheques were presented by TSVT together with DYMM Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, Permaisuri Johor to representatives from the charitable organisations. Also present were YM Che’ Puan Khaleeda binti Bustamam, consort of the Tunku Mahkota Johor Tunku Ismail Sultan Ibrahim, YAM Tunku Tun Aminah and Datin Seri Rosni Omar, wife of the Menteri Besar of Johor.

Since 2013, TSVT had contributed a total of RM3.2 million to more than 50 charitable organisations in Johor selected by DYMM Raja Zarith Sofiah.



Tan Sri Dato’ Seri Vincent Tan, DYMM Raja Zarith Sofiah binti Almarhum Sultan Idris Shah, Permaisuri Johor (centre) and Datin Seri Rosni Omar, wife of the Menteri Besar of Johor (5th from the right) together with some of the beneficiaries.

## SPORTS TOTO SHARES EARLY CHINESE NEW YEAR CHEER WITH NEEDY SENIOR CITIZENS

Sports Toto once again shared festive joy through its Chinese New Year Ang Pow Donation Campaign from 21 January to 28 January 2016 by giving away ang pows and mini hampers to over 17,000 needy senior citizens in 45 cities and towns nationwide.

This year marks the 28th year of the annual donation campaign and the launch of the campaign was held at Stadium Badminton Kuala Lumpur on 21 January 2016, which saw the participation of about 3,000 senior citizens.

YB Datuk Chua Tee Yong, Deputy Finance Minister officiated this auspicious and meaningful event.

Since its inception in 1989, Sports Toto has contributed more than RM17 million to benefit over 320,000 senior citizens nationwide.



(From left) Vincent Seow, Executive Director of Sports Toto Malaysia; Datuk Chua Tee Yong and Dato’ Sri Robin Tan, Chief Executive Officer of Berjaya Sports Toto Berhad distributing goodie bags to the old folks.