



BERJAYA

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 2, 2015

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B.YOUTH!



B.Youth volunteers at the Builders Basics Workshop prior to the build on 16 May 2015.

VIVACIOUS BERJAYA YOUTH VOLUNTEERS COMPLETE THE 2nd B.YOUTH – EPIC HOMES BUILD PROJECT

Over the weekend of 29-31 May 2015, Berjaya Youth (B.Youth) embarked on the 2nd build project to transform the lives of another impoverished Orang Asli family in Kg. Ulu Geruntum, Gopeng, Perak. 35 highly energetic and determined youth volunteers aged 18 - 34 set off for the journey deep into the jungles of Gopeng with a single-minded mission of building a six-module home measuring 640 sq ft, comprising a living room, a kitchen and 3 bedrooms, for Roni & Nitol and their family.

The B.Youth volunteers arrived at Berjaya Times Square Hotel, Kuala Lumpur as early as 4.45am on the morning of 29 May 2015 all excited for the trip to the Orang Asli village in Kampung Ulu Geruntum, Gopeng, Perak. Upon arrival at the Gopeng Rainforest Resort which was their accommodation for three days, the volunteers dropped off their belongings and hopped onto the back of 2 lorries which transported them to the build site. They were briefed by Loh Jon Ming, the master builder of the project almost immediately after they got off the lorries and then broke up into five teams to work on Structure 1, Structure 2, Walls, Roof and Flooring which were headed by Specialist Builders, many of whom were past build participants of Epic Homes themselves.

5 Berjaya staff joined the other 30 volunteers who were recruited via its Facebook page. All of them showed a deep sense of achievement after the build project.



With the notion of "helping people live better lives" in mind, the hands-on participation to build homes for the local Orang Asli within three days is one of the memorable and inspiring projects in my life. The teamwork from each passionate and committed B.Youth volunteer has turned a piece of land, a big pile of timber and steel, screws, nuts and nails into a home. To Roni & family, this home is where their story begins," expressed Janet Law, Manager e-Business, Berjaya Hotels & Resorts.



"This build has been an amazing experience for me. Although challenging, it was truly rewarding knowing that I helped to build a roof over a family's head. Much sweat has been shed but nothing comes close to the satisfaction of seeing how grateful and happy Roni & Nitol were upon receiving their new home," said Vincent Lee, Executive, Group Internal Audit, Berjaya Corporation Berhad.



"This experience was unforgettable and precious. Apart from learning the basic construction knowledge and practical skills, the most interesting part was the interaction and cultural exchange between us and the Orang Asli community. I will never forget the teamwork and friendship that I have gained in 3 days. Even though we faced some difficulties and challenges, with everyone's dedication, we made this build possible! All the sweat and tears are worth it when you see the family rejoice on seeing their new home," said Agnes Chang, Management Trainee, Group Corporate Communications, Berjaya Corporation Berhad.

DAY-1



Day 1 - Volunteers listening to the team de-brief and working to put up the steel structure.

As the teams began their work, it was heartening to see Roni and 6 of his friends, together with village head Bah Judu coming together and lend a their helping hands to build the home. It was a great opportunity for B.Youth volunteers to build relationships with the villagers whilst working alongside them. For all the three days, the volunteers braved the elements be it sweltering heat or heavy downpour, and yet they never gave up and persevered knowing that they were doing something extraordinary for a family in need.

Chairman and CEO's Message

In the 2nd quarter of the year, the Group continued to receive accolades and awards. Starbucks Coffee Malaysia emerged as Malaysia's best employer, clinching the Best of the Best title at the Aon Hewitt Best Employers Malaysia 2015 Awards, which is deemed as one of the most prestigious awards in recognising companies with high employee engagement, compelling employer brand and high performance culture. U Mobile also won 4 awards at the 2015 Frost & Sullivan Excellence Awards, scoring wins for the Best Overall Experience, Best Contact Centre, best Net Promoter Score, and Best Mobile Experience. I would like to convey my heartiest congratulations to these companies on their respective award wins!

On the CSR front, it is heartening to note that our employees continue to be actively involved in various CSR projects. At the Group level, Berjaya Founder, Tan Sri Dato' Seri Vincent Tan initiated several efforts to provide humanitarian aid to the stranded Rohingya and Bangladeshi refugees such as sending foodstuff

and medication to the refugee detention centres and organising a used clothing collection drive. Berjaya also contributed RM100,000 towards the St John Ambulance Malaysia's Nepal Earthquake Relief Fund through Berjaya Cares Foundation.

The 2nd quarter also saw youth volunteers coming together to build a home for an Orang Asli family in Gopeng, Perak, through their participation in Berjaya Youth's EPIC Homes build project. This is the 2nd time Berjaya Youth has organised such a build, and besides providing a new home for a less fortunate family, I'm sure it was also an enriching experience for the participants themselves.

As we move into the second half of 2015, despite the challenging outlook on the global economic front, I would like to urge you to continue to stay positive, be resilient and persevere well in your efforts to achieve both your work and personal goals for the year.



Dato' Sri Robin Tan

Performance of Companies for the 4th Financial Quarter Ended 30 April 2015 (unaudited)

Company	Revenue 3 Months Ended 30 April 2015 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 30 April 2015 (RM'000)	Revenue 12 Months Ended 30 April 2015 (RM'000)	Profit/(Loss) Before Tax 12 Months Ended 30 April 2015 (RM'000)
Berjaya Corporation Berhad	2,327,030	(323,027)	9,598,589	1,434,33
Berjaya Land Berhad	1,626,213	(321,915)	5,917,416	14,227
Berjaya Sports Toto Berhad	1,462,210	117,886	5,288,361	533,143
Berjaya Media Berhad	11,222	(27,323)	53,831	(30,491)
Berjaya Food Berhad	128,921	10,061	377,355	194,252
Berjaya Auto Berhad	424,343	77,244	1,829,877	300,916
7-Eleven Malaysia Holdings Berhad	504,991*	20,289*	504,991**	20,289**
Berjaya Assets Berhad	106,085***	26,691***	309,539****	84,951****

* 1st Financial Quarter ended 31 March 2015 ** 3 months ended 31 March 2015 ***3rd Financial Quarter ended 31 March 2015 ****9 months ended 31 March 2015



Day 2 - A new home for Roni & Nitel begins to take shape.

B.Youth volunteers were given a special treat on the 2nd night of their stay at Gopeng Rainforest Resort by several Orang Asli villagers who shared about their culture and traditions. Volunteers had the opportunity to try their hands at the intricacies of basket weaving and excitedly took turns with the "sumpit" – a blow pipe.



Volunteers learning the traditional weaving methods.

DAY-2

"This project has not only given the volunteers an opportunity to learn about teamwork, organizational skills and endurance, but also exposure to the Orang Asli's way of life and tradition. The sense of fulfilment at the end of the build is certainly good," said Judy Tan, Senior General Manager, Corporate Communications Division, Berjaya Corporation Berhad.



Volunteers trying out the traditional 'sumpit'(blowpipe).



Day 3 - The exterior of the house is up and volunteers are diligently working on the interior.



Day 3 – Roni & Nitol with their youngest son.

DAY-3



Day 3 - The B.Youth volunteers celebrate their achievement of successfully completing the home!



Day 3 – B.Youth team and the build volunteers presenting the plaque to Nitol and Roni, the proud owners of the new home.



The fully completed 6-module home built by B.Youth volunteers.



BERJAYA YOUTH SHORT FILM COMPETITION IS BACK FOR THE 5TH YEAR WITH MORE THAN RM90,000 WORTH OF PRIZES UP FOR GRABS!

Berjaya Youth Short Film Competition 2015 has been launched via www.berjayayouth.com and www.facebook.com/berjayayouth. The short film competition provides Malaysian youth aged 18 to 25 an opportunity to show their creativity by producing inspiring stories through the medium of short films based on selected themes. The themes for this year's competition are centred on the popular trend of hash tags and they are #YOLO – You Only Live Once, #TBT – Turn Back Time, #ABC – Always Be Creative and #LOL – Laugh Out Loud.

All the entries will go through various stages of screening before the 10 best entries are shortlisted by a panel of judges. These top 10 short films will then be posted on www.berjayayouth.com for online voting. The short film with the highest number of votes will bag the People's Choice Award.

The grand finale of the competition will be held later this year on 20 November 2015 whereby the top 10 shortlisted short films will be shown live and evaluated by a panel of 5 judges for the selection of the First Prize, Second Prize and Third Prize winners at an awards ceremony.

Prizes worth more than RM80,000 in total will be up for grabs with the Grand Prize being RM30,000 cash + Mac Pro + 27-inch Apple Thunderbolt Display worth RM18,498. The Second Prize is RM12,000 cash + 15-inch MacBook Pro with Retina display worth RM8,999 while the Third Prize is RM5,000 cash + 13-inch MacBook Air worth RM4,549. The winner of the People's Choice Award will walk away with RM8,000 cash!

Entries can be submitted starting from 21 April 2015 until the closing date of 20 September 2015. Each entry must not be longer than five minutes in length, excluding credits. Entries can be submitted online through our official website or delivered to the address given on our website. For more information on the submission details and rules of the competition, please visit www.berjayayouth.com.

Berjaya Youth will be conducting 20 road shows at various universities and colleges nationwide from May until August 2015 with the aim of creating awareness of the competition and engaging the youth community.



Group photo of the participants who attended the Leadership Convention.

BERJAYA ROASTERS LEADERSHIP CONVENTION 'GUEST FIRST' BY GROUP HUMAN RESOURCE AND ADMINISTRATION

On 12 May 2015, the Learning & Talent Management Unit of Group Human Resource and Administration teamed up with Berjaya Roasters (M) Sdn Bhd to conduct a mini workshop for 140 executives and restaurant assistant managers entitled 'Guest First', one of the elements which is highly valued in the food and beverage industry.

Throughout the years, the concept of services has evolved from Customer Service to Service Excellent to the current – Guest Experience. This mini workshop aims to enhance and provide memorable guest experiences by emphasising on the *Connect, Discover and Respond* (CDR) recipe.



Active participation from participants of Berjaya Roasters Leadership Convention.



Group photo of the participants of Youth Leadership Programme.



The winners of the Speech Showcase. Champion, Melanie Ng (3rd from right); 1st runner up, Harris Emil (4th from right); 2nd runner up, Daniel Shaqif (2nd from right) and Most Improved Participant, Oh Jia Yuen (3rd from left) with the members of the BERJAYA UCH Toastmasters Club and MIM Toastmasters Club of Kuala Lumpur.

YOUTH LEADERSHIP PROGRAMME

From 5-7 June 2015, Group Human Resource and Administration together with Berjaya University College of Hospitality (BERJAYA UCH) Toastmasters Club and MIM Toastmasters Club of Kuala Lumpur organised a Youth Leadership Programme (YLP) attended by 20 youth aged from 12 to 22.

YLP is a programme designed by Toastmasters International, USA to develop the speaking and leadership skills of young people to help them meet the demands and challenges of today's world. To ensure the quality of the programme delivered to the children of Berjaya Group employees, experienced club members from MIM Toastmasters Club of Kuala Lumpur led as mentors for the participants while seasoned BERJAYA UCH Toastmasters Club members acted as support mentors.

Throughout the programme, participants learnt how to prepare and present a speech, conduct meetings, listen effectively and evaluate what they have heard. The coaching and learning sessions culminated into one final speech which was presented in the Speech Showcase on the final day.

Parents were amazed by the transformation of their children within the short period of time as they had developed self-confidence and interpersonal communication skills that they will use in future.

EVENTS AT BERJAYA TIMES SQUARE

**EVENT 1 : F.A.M.A. CARAVAN CARNIVAL**

On 6 April 2015, Minister of Agricultural & Agro-Based Industry, Datuk Seri Ismail Sabri Yaakob and KL Mayor, Datuk Seri Ahmad Feisal Talib visited the F.A.M.A Caravan Carnival hosted by IKS (Industry Kecil & Sederhana) at The Boulevard of Berjaya Times Square. The carnival attracted the participation of several vendors which sold a variety of foods including traditional dishes, frozen food products and food truck favourites. Popular beverages such as KopieSatu, cendol and ice blended drinks were also available to meet the cravings of the customers.

EVENT 2 : KIX HD "ARE YOU TOUGH ENOUGH" TOUGH TROOPERS ACTIVATION

On 12 April 2015, "ARE YOU TOUGH ENOUGH", a reality-based programme by KIX HD, the No. 1 HD action entertainment channel in Malaysia and The Philippines, was back for the second year in search of 10 truly tough individuals. The recruitment drive saw the "Tough Troopers" challenging Malaysians to a series of physically and mentally demanding activities for the RM30,000 prize money and the title of Malaysia's Toughest. Famous actor, Aaron Aziz also made a special appearance at the activation event held at Ground Central, Berjaya Times Square.

EVENT 3 : COCA COLA COLLECTORS FAIR 2015

The Coca Cola Collectors Fair 2015 returned to Berjaya Times Square on 9 May 2015 with over 60 enthusiastic collectors from all over the world displaying their memorabilia and trading collectibles from their personal collection. There were also several activities going on at the event including personalized name printing on Coca Cola cans, recycling booths and complimentary beverage giveaways.

EVENT 4 : MEET & GREET LUIS GARCIA

The Spanish heartthrob Luis Garcia, who has enjoyed a spectacular career in football, was here at Berjaya Times Square on 17 May 2015 for an intimate Meet & Greet session with Malaysian fans. During the interactive session, Luis Garcia shared his wealth of experience and discussed football technicalities with the fans.

EVENT 5 : PASARNITA 2015

On 29 – 31 May 2015, Pasarnita 2015 was organized by Pejabat Penasihat Pembangunan Keusahawanan dan Ikhtisas Wanita Jabatan Perdana Menteri to create a business platform for female entrepreneurs to showcase their products and services. Y.A.B Dato' Seri Najib Tun Razak, the Prime Minister of Malaysia was also present at the event to officiate the launching.

EVENT 6 : U MOBILE ROVING TRUCK LAUNCH & FLAG-OFF

U Mobile organized a launch event at the Boulevard Central on 11 June 2015 where 30 of its 100 roving trucks were unveiled and flagged-off to kick start the company's initiative to enhance the customer experience. The remaining trucks will be deployed to the market in subsequent phases by end of 2015.

EVENT 7 : STREPSILS THE RIGHT NOTE 2015 FINALS

On 14 June 2015, Strepsils organised Strepsils The Right Note, a singing competition to celebrate World Voice Day. Five finalists battled out in the finals held at Berjaya Times Square to win RM10,000 in cash, trophy, cash vouchers from Red Box Malaysia and a 3-month residency with Timbre Group. The winner also performed live in front of Dato' Sheila Majid, Malaysia's very own legendary singer and the Queen of Jazz also gave a special performance for her fans at the event.

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- Hadong green tea grows wild along the slopes of the magnificent and stunning Jiri mountain, South Korea.
• The leaves are meticulously selected to ensure only young, top leaves are used.
• Packed with the valuable antioxidant- epigallocatechin gallate (EGCG).
• No pesticides or chemical fertilizers used.

COUNTRY FARM ORGANICS SOY SAUCE



- Naturally brewed from the renowned century-old recipe.
• Made with specially whole cooked organic soy beans and organic wheat flour.
• Processed under the most stringent and hygienic condition.
• Carefully aged and crafted in an ambient tropical climate for over 6 months to produce a higher protein profile.
• Using only the first press for quality.
• It has a rich, full-bodied umami flavour that is highly prized amongst food connoisseurs.

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• Small dose, big impact.
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- 100% organic grapes grown on an Italian hillside.
• Aged in wooden casks in the legendary Modena tradition.
• It is meant to be savoured.
• Pair it with Country Farm Organics Olive Oil over a salad of chopped cherry tomatoes or as a dip for artisan bread, or try it drizzled over sweet strawberries.

RADIOSHACK MALAYSIA OPENS 2 MORE OUTLETS

RadioShack opened its 13th and 14th outlet at Avenue K on 1 February and at Sunway Putra Mall on 6 June respectively. Both malls are located in Kuala Lumpur.

With a floor space of 1,075 sq.ft, RadioShack Avenue K will cater primarily to urbanites working and living in the city centre. Conveniently linked to the KLCC LRT station, it also serves foreign and out-of-state visitors.

On the other hand, RadioShack Sunway Putra Mall seeks to serve the residents of Bukit Tunku as well as appeal to the pool of government servants, professionals and white-collar workers in the vicinity. Located on the East Wing of the mall, the 1,100 sq. ft. store, like its Avenue K counterpart, features the iconic RadioShack Speaker Wall, Headphones Stations and accented in the brand's signature orange.



Various products on display at RadioShack Avenue K, Kuala Lumpur.



RadioShack outlet at Sunway Putra Mall, Kuala Lumpur.

JOLLIBEAN INTRODUCES NEW BAN CHIANG KUE (APAM BALIK) FLAVOURS IN ITS MINI BREAKFAST SET



SWEET DREAMS ARE MADE FRESH AT KRISPY KREME

On 31 May 2015, Krispy Kreme Malaysia launched two new cheesecake doughnuts, Strawberry and Blueberry, in addition to the existing Oreo and "New York" cheesecake doughnuts. Customers can now enjoy four different flavours of delicious cheesecake doughnuts at Krispy Kreme.

Krispy Kreme collaborated with Pasarnita and presented a handcrafted doughnut to Datuk Seri Shahrizat at Krispy Kreme's flagship store at Berjaya Times Square. Pasarnita is an effort geared towards encouraging women to become entrepreneurs. Prime Minister Dato' Seri Najib also visited the event.

The 'Hot Now' signage is back on at Krispy Kreme's Theatre Store in Berjaya Times Square. The Hot Light© was developed over a decade ago and to this day when the neon red sign ignites, a Krispy Kreme fan knows to move quickly to get their fresh batch of freshly made doughnuts at the counter.



'HOT NOW' neon light is back on.



Two new cheesecake doughnuts, Strawberry (left) and Blueberry (right), with the existing New York and Oreo cheesecake doughnuts in the background.



Prime Minister Dato' Sri Najib visited Krispy Kreme at Berjaya Times Square during the launch.

Jollibean customers can now select one of the 6 different flavoured fillings for its Classic Ban Chiang Kue (Apam Balik) - Peanut, Greenbean, Pineapple, Redbean, Chocolate and Kaya.

The effort of reinventing the traditional Ban Chiang Kue or Apam Balik, is aimed at appealing to young adults. Retailing at all Jollibean outlets, it also comes as a Mini Breakfast set, coupled with Classic Soymilk at a valued price. Perfect for breakfast or tea. The Jollibean Mini Breakfast set is sold as early as 8.30 am at its store in Berjaya Times Square.



KRR's new menu is now ready for all healthy eating food lovers!

PUTTING THE LOVE BACK INTO FOOD

On 22 March 2015, Kenny Rogers ROASTERS (KRR) launched a brand new menu, which features a variety of highly popular and well-loved dishes, including some new All Time Favorites, Lite Meals, and Classics – offering exciting new variations for meat-lovers, vegetarians and healthy-eaters alike.

The proud new additions to its menu include:

- 1) **Fiery Flaming Wings (4 pieces)** – Marinated in a special blend of spicy aromatic spices and roast to perfection.
- 2) **Bruschetta (6 pieces)** – Sliced bread toasted and topped with tomato relish made of diced tomatoes and onions.
- 3) **Chunky Veggie** – Healthy combination of broccoli, carrot & cauliflower with perfect garlic butter dressing.
- 4) **Kenny's Wholesome Meal (recommended for sharing)** – Roasted whole chicken with 3 bowls of side dishes, 2 Mushroom Chicken Soup, 2 Kenny's Home-made Muffins & 1 jug of Iced Lemon Tea.
- 5) **Teriyaki Chicken Meal** – Specially seasoned Kenny's Teriyaki Chicken Chop with 3 side dishes & 1 Kenny's Home-made Muffin.
- 6) **Teriyaki Chicken Lite Meal** – Specially seasoned Kenny's Teriyaki Chicken Chop with 2 side dishes & 1 Kenny's Home-made Muffin.
- 7) **Teriyaki Chicken & Soup Meal** – Specially seasoned Kenny's Teriyaki Chicken Chop with Aromatic Rice, Mushroom Chicken Soup & 1 Kenny's Home-made Muffin.
- 8) **Grilled Beef Steak** – Imported beef marinated with seasoned herbs with grilled tomato, Mashed Potato & Chunky Veggie.
- 9) **Grilled Fish Fillet** – Specially seasoned fish with Aromatic Rice & Chunky Veggie.
- 10) **Grilled Lamb Chop** – Imported lamb braised with seasoned herbs then grilled to perfection with grilled tomato, Mashed Potato & Chunky Veggie.
- 11) **Classic Chicken Sandwich** – Chicken chunks & crisp romaine lettuce tossed with special salad dressing in wholemeal bread with Coleslaw or Fresh Fruit Salad.
- 12) **'Egg'cellent Sandwich** – Chopped egg mix with special salad dressing & crisp romain lettuce in wholemeal bread with Coleslaw or Fresh Fruit Salad.
- 13) **Lamb Tortilla Wrap Meal** – Wholesome toasted tortilla wrap filled with lamb chunks, lettuce & cucumber in Smoked BBQ dressing with soup or à la carte.



The new Lamb Tortilla Wrap Meal.



Tantalizing Beef Delight.

KRR also introduced "Lite-Up Your Meal", which is available for lunch (11am – 3pm) and dinner (6pm – 9pm) daily except on weekends and public holidays, with items such as:

- 1) **T-Chic Rice** – Teriyaki chicken slices with Aromatic Rice & Mushroom Chicken Soup.
- 2) **Italian Delight** – choice of Pasta & Mushroom Chicken Soup.
- 3) **House Favourite** – Kenny's Quarter Chicken with 2 side dishes.
- 4) **East Meets West** – Kenny's Quarter Chicken & Kenny's Chicken Porridge.
- 5) **Fish Delight** – Grilled Fish fillet with Aromatic Rice & Mushroom Chicken Soup.
- 6) **Beef Delight** – Grilled Beef slices with Spaghetti & Mushroom Chicken Soup.

Marketing Manager of Berjaya ROASTERS (M) Sdn. Bhd., Ms.Christina Thong, shared that the goal for this culinary excursion was to not only introduce KRR's brand new menu but also showcase the restaurant's diverse food choices, which have increased since it first opened in Malaysia more than 20 years ago.

KENNY ROGERS ROASTERS OPENS NEW STORES!



Gurney Plaza, Penang.



Imago KK, Sabah.



Sunway Putra Mall, Kuala Lumpur.

WIN, WIN, WIN, AND KEEP ON WINNING WITH KRR!

~ Kenny Rogers ROASTERS celebrated the opening of their 100th restaurant by giving away a new Mazda2 to the winner of ROASTERS Frenzy Campaign ~

On 30 April 2015, after 100 days, Kenny Rogers ROASTERS' (KRR) ROASTERS Frenzy campaign ended with a bang, as Mohammad Fadhli bin Yaakub, aged 32, was the ultimate winner and drove home a brand new Mazda2 SKYACTIV worth RM84,800 in conjunction with the celebration campaign of KRR opening their 100th restaurant in the country.

In order to participate in the campaign, the players were assigned with a Roasters Agent Code (RAC) which provided them the opportunity to win attractive prizes when they spent a minimum amount of RM60 at any of the KRR restaurants, with participants having to catch a minimum of 10 chickens within 30 seconds, through its popular mobile game application.

The participants submitted as many entries as they could to stand a higher chance in being chosen as one of the finalists. Each finalist was chosen randomly for each cycle of 10 days until all finalists have been selected. Following which, all finalists were invited to compete against each other in the Grand Final showdown for a chance to drive home the brand new Mazda2 SKYACTIV!



Finalists had to pick a key from one of the three treasure boxes of their choice according to sequence.



(From left) Dato' Francis Lee, Group Executive Director of Berjaya ROASTERS (M) Sdn Bhd, Mohammad Fadhli bin Yaakub, Grand Prize winner of the ROASTERS Frenzy Campaign, Mr. Lee Siew Weng, Senior General Manager of Berjaya ROASTERS (M) Sdn Bhd.



Dato' Francis Lee and Mr. Lee Siew Weng, together with the mega prize winners and finalists of the ROASTERS Frenzy campaign.

ONLINE MOMENTS WITH MALAYSIANS!

The Internet eliminates all communication barriers and Kenny Rogers ROASTERS (KRR) further affirms this statement by bagging an award for taking its activeness online.

Understanding the importance of valuing the needs and wants from the public, KRR constantly stays active and connected with their valued guests in the social sphere through its various platforms including Facebook and Instagram.

With such continuous efforts, Berjaya ROASTERS (M) Sdn Bhd was awarded the Social Media Excellence Awards – Food & Beverages in the World Bloggers & Social Media Awards 2015 organised by the Social Media Chambers Malaysia.



Dato' Azlan Meah, Executive Director of BCorp (3rd from left) receiving the award from Dato' Khairy Jamaluddin, Minister of Youth and Sports and witnessed by Malaysia Social Media Chambers committee members and Zulkifli Jaafar, Marketing & Communications Manager, Berjaya Roasters (M) Sdn Bhd (extreme left).



KRR team members during the awards night.

PAPA JOHN'S CELEBRATES THE FESTIVE SEASON WITH NEW AUTHENTIC RENDANG DELIGHT PIZZA

On 11 June 2015, holding fast to the principle of "Better Ingredients, Better Pizza", Papa John's Pizza Malaysia celebrated the Ramadan month and the Hari Raya festive season by offering a new and authentic Malaysia's number one favourite pizza – The Rendang Delight Pizza.

This festive celebration offered two new pizzas developed especially for the occasion. They were Rendang Delight Beef and Rendang Delight Chicken pizzas. Both the Beef and Chicken variations are loaded with generous amount of Beef or Grilled Chicken toppings, fresh onions and authentic Rendang sauce from Khadijah's Kitchen. Both the Rendang Delight pizza holds the perfect balance of flavour, texture and delight for even the most fanatical Rendang lovers.

The synergy between Papa John's Pizza and Khadijah's Kitchen was inspired by the shared vision of providing the highest quality and fresh ingredients to customers. The secret that made Khadijah's Kitchen product different and genuine is in the flavour besides its use of fresh and natural ingredients, in offering a traditional yet premium taste. It was developed by a dedicated R&D team, headed of celebrity chef Dato' Khadijah Ibrahim.



(Second from left) Mr. Eric Leong, Head of Franchised Food Services, Berjaya Corporation and Dato' Khadijah Ibrahim, Local Celebrity Chef with Papa John's staff.

STARBUCKS OPENS BEACHFRONT STORE IN BATU FERINGGI, PENANG

In May 2015, Starbucks Malaysia opened a beachfront store in Batu Ferringhi, the most popular beach in Penang, Malaysia. The store is approximately 8,000 sq ft in size and has an open roof deck for customers to sunbath, a seating area on the beach with a counter and bar outdoors for customers' convenience. The store also has a resort modern design concept that blends in well as a beachfront store and balances well with its surrounding resorts. Customers in Penang are delighted with our latest store as now they can enjoy their favorite Starbucks beverage by the beach.



Starbucks Batu Ferringhi front view.



Starbucks customers can enjoy the scenery of the beach while having their drink.



Spacious sitting area for people to mingle.



Rear view of the store.

PAPA JOHN'S PHILIPPINES OPENS TWO NEW STORES

Papa John's Pizza Philippines ended 2014 with 16 stores while they welcomed 2015 with two store openings on February 20 and May 8.

The two newly opened stores are located at Unit 17-20 Ground flr. Bldg. Emerald Square Plaza, Circumferential Rd. Brgy. San Jose, Antipolo City and at #38 G/F Pacleb Bldg. Bayan-Bayanan Ave., Concepcion Uno, Marikina City.

In line with their openings, the new stores offered promotions to entice the locals to try the BETTER PIZZA that Papa John's is known for. Papa John's Marikina branch offered free featured pasta (choice of: crab meat pasta, spinach alfredo pasta or spicy mushroom pasta) for every 12" or 14" pizza purchased and free 1.5L coke for a minimum food purchase of P500 in delivery transactions while Papa John's Antipolo offered a free limited edition Papa John's umbrella for every 2 pizzas purchased and free 1.5L coke for a minimum food purchase of P500 in delivery transactions.



Papa John's Pizza outlet at Antipolo City.



Guests giving their best pose with props at one of the outlets.



Group photo of the awards recipients.

STARBUCKS COFFEE MALAYSIA IS THE BEST OF THE BEST IN AON HEWITT BEST EMPLOYERS 2015



The Best of the Best Award to Starbucks Coffee Malaysia.

On 19 March 2015, Starbucks Coffee Malaysia emerged as Malaysia's best employer at the Aon Hewitt Best Employers- Malaysia 2015 Awards, taking home the 'Best of the Best' title.

Sydney Quays, Managing Director of Starbucks Malaysia and Brunei received this prestigious award from Yang Berhormat Dato' Sri Abdul Wahid Omar, Minister in the Prime Minister's Department during the Awards Presentation and Learning Conference in St Giles The Gardens, Grand Hotel & Residences.



(Second from right) Mr Sydney Quays, Managing Director of Starbucks Malaysia and Brunei receiving the Best of the Best Award from YB Dato Sri Abdul Wahid Omar.

Aon Hewitt Best Employers Award is deemed to be one of the most prestigious awards in recognizing companies with high employee engagement, compelling employer brand, effective leadership and high performance culture. Starbucks' Employee Value Proposition is aimed at retaining, engaging and motivating partners in exchange for their productivity and performance. Known as the "Starbucks Experience", this includes extrinsic (rewards and benefits, opportunities for career development) and intrinsic elements (management style, work environment and culture).

Aon Hewitt's 12 years of Best Employers research in Asia Pacific, incorporating insights from over 3,800 registered organizations, supports the striking evidence that a committed and productive workforce delivers stronger business results. The Aon Hewitt Best Employers Study was conducted in twelve countries in Asia Pacific in 2015: China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Singapore, Taiwan and Thailand, as well as in Australia and New Zealand. A comprehensive study was conducted over a 9-month period culminating in a list of best employers for each market and Aon Hewitt was in partnership with TalentCorp Malaysia in announcing the list of Malaysian winners.

EARTH HOUR AT STARBUCKS

In conjunction with Earth Hour 2015 on 28 March 2015, Starbucks Malaysia had something special in store for those who supported this campaign.

Starbucks recognizes the social conscience of the environment and took this opportunity to express care by participating in the Earth Hour campaign by turning off a portion of the lights in all 191 Starbucks stores for one whole hour from 8.30pm -9.30pm. Starbucks customers who joined and brought their own Starbucks tumbler received 50% off in the purchase of Starbucks Honey Vanilla or Hazelnut Macchiato (Iced/ Hot).



Starbucks celebrates Earth Hour with a special promotion.



Starbucks customers enjoying their time despite having most of the lights turned off.



Starbucks Malaysia supported Earth Hour by turning off most of its lights.



INTRODUCING STARBUCKS' LATEST INDULGENCE

On 28 May 2015, Starbucks Malaysia revamped its food menu and launched a new range of food products. Now there is a wider choice of food offerings using natural ingredients throughout the day to suit our customers' needs.

Starbucks Malaysia hosted a food review session with media friends where they were served with 12 food items to sample. For starters, there was Forest Mushroom Soup, Pumpkin Soup and a savory pastry – Herbs Chicken and Tomato, followed by Vegetarian Pocket Pie, Spicy Chicken with Wild Rice Wrap, Chicken and Salad Wrap, Smoked Chicken with Cheese Pie and Potato Gratin Pie. Lastly for dessert, the delectable Strawberry White Chocolate Roll, Orange Cranberry Roll, Banana Greek Yogurt with Granolas and Blueberry Greek Yogurt with Granolas was served.

There are many other selections of food offered at Starbucks Malaysia where customers can pair them with their favorite coffee.



Starbucks Potato Gratin Pie.



Starbucks Strawberry White Chocolate Roll & Orange Cranberry Roll.



Forest mushroom soup & Pumpkin soup.



Starbucks partners enjoying the gala night.



The Best Dress competition.



Competitive challenges as teams try to fill the pipe with water.

STARBUCKS MALAYSIA LEADERSHIP CONFERENCE IN PHUKET, THAILAND

Starbucks Malaysia organised its annual Leadership Conference from 11 - 15 May 2015 in Phuket, Thailand. A total of 201 Starbucks partners attended the conference with the theme "Make it Personal". The 4 days 3 nights conference was an eventful one with team building activities, coffee tasting sessions, talks, recognition sessions and a gala dinner for partners.



Wendy's Ipoh won the Champion prize.



Group photo of the Berjaya Wendy's and Papa John's.

WENDY'S AND PAPA JOHN'S BOWL IT OUT

On 11 May 2015, Wendy's and Papa John's organised a bowling tournament at the Ampang Super Bowl in Berjaya Times Square. The purpose of the event was to create an atmosphere of fun and build a better relationship with each other. Among the team members that participated were the respective company's Director, Management team, HQ staff and restaurant crew.

The Champion of the bowling tournament was Wendy's Ipoh team, first runner-up was Wendy's IOI team and second runner-up was Papa John's team. Though the remaining teams did not win any prizes, everyone had a fun-filled time of bonding.



Starbucks Malaysia Lead Conference 2015 group photo.



Chef Ian Kittichai and Ms Mae Ho (Executive Director / CEO of BERJAYA UCH) with the BERJAYA UCH hospitality students who provided excellence service for the 'Taste of Thailand with Ian Kittichai' dinners.



(From left) YB Datuk Mary Yap Kain Chin, Deputy Minister of Education II with Ms Mae Ho.

ASIAN FOOD CHANNEL AND BERJAYA UCH BROUGHT IRON CHEF THAILAND, CHEF IAN KITTICHAJ TO MALAYSIA

Asian Food Channel (AFC) and BERJAYA University College of Hospitality (BERJAYA UCH) were proud to announce that award-winning restaurateur, television personality and chef, Ian Kittichai was here in Malaysia as part of a regional culinary tour named "Taste of Thailand with Ian Kittichai".

In Malaysia, the star of '3 Chefs 1 City' which premiered on AFC on Tuesday 10 March at 9.00pm, Astro Channel 703, worked closely with the BERJAYA UCH hospitality and culinary students, teaching them how to create classic Thai dishes with a unique gastronomic twist. From 30 March to 31 March, Chef Kittichai and students served an elegant 6-course menu at Samplings on the Fourteenth, BERJAYA UCH. Guests had the opportunity to savour Chef Kittichai's interpretation of Tom Kha Goong – a light galangal coconut soup served with seared tiger prawn; diced tuna tartare with ginger, betel leaves, palm sugar and a fish sauce dressing; slow cooked beef short ribs in green curry sauce and jasmine panna cotta for dessert.

CHEF ROBERT JÖRIN FROM THE CULINARY INSTITUTE OF AMERICA CONDUCTS A SERIES OF BAKERY SEMINARS AT BERJAYA UCH

Chef Robert Jörin from The Culinary Institute of America (CIA) was in town recently for a series of Bakery Seminars aimed at introducing new recipes and a range of California dairy products to the local market. Held at BERJAYA University College of Hospitality (BERJAYA UCH), the free seminar, courtesy of California Milk Advisory Board (CMAB), engaged the services of this seasoned Pastry Chef whose passion, dedication and quest of excellence drives him to share his wealth of knowledge with pastry professionals and students around the region.

Berjaya UCH Head Pastry Chef Mohd Roizziddin Bin Mohd Razalli said, "The CMAB Bakery Seminar is a good platform for our Patisserie students to try out their skills and have a deeper understanding of the craft. The seminar also creates a positive engagement for our students to link up with a highly respected Chef from the Culinary Institute of America, such as Chef Robert Jörin, in order to hone their skills and techniques as well as motivate them to a higher level of enhanced performance".



Chef Jörin explaining his recipes to a Patisserie student.



Chef Robert Jörin posing with BERJAYA UCH Patisserie students together with Head Pastry Chef Mohd Roizziddin Bin Mohd Razalli.

BERJAYA UCH CHEFS PARTICIPATE IN KUALA LUMPUR BIG KITCHEN FESTIVAL 2015

BERJAYA University College of Hospitality Director of the School of Culinary Arts, WACS Global Master Chef Jochen Kern and home-grown celebrity chef Malcolm Goh were amongst the 19 Malaysian and international chefs who participated in the Kuala Lumpur Big Kitchen Festival 2015, held at Dataran Merdeka Kuala Lumpur from 29-31 May 2015.

The KL Big Kitchen Festival organised by Kuala Lumpur City Hall in partnership with Tourism Malaysia, was a 3-day food festival which brought together gastronomic delights from all 13 states of Malaysia. Visitors also had the chance to meet with local and internationally renowned chefs as they conducted cooking workshops and cooking demonstrations.



Chef Malcolm Goh (right) during the cooking demonstration in Dataran Merdeka Kuala Lumpur.



From left: Chef Jochen Kern, Chef Norman Musa and Chef Malcolm Goh.



From left: Ms Mae Ho, Go Wei Yen and Chef Roizziddin Razali (Head Chef – Patisserie at BERJAYA University College of Hospitality), at the City and Guilds Joint Graduation ceremony.

BERJAYA HIGHER EDUCATION SDN BHD RECOGNISED FOR HIGH STANDARD OF TEACHING AND TRAINING

On 9 May 2015, Go Wei Yen, 23 year-old alumnus of the BERJAYA Centre for Professional Development at Berjaya Higher Education Sdn Bhd received the City and Guilds Medal for Excellence in recognition of outstanding performance in Level 2 IVQ Diploma in Patisserie at InterContinental Kuala Lumpur.

Subsequently, Berjaya Higher Education Sdn Bhd was recognised for its high standard of teaching and training which resulted in Go Wei Yen achieving a Medal for Excellence 2015.

City & Guilds Medals for Excellence recognises the achievements of their learners, lecturers and trainers who have achieved results by producing exceptional work – going above and beyond what is expected to achieve their goals. It recognises not only excellent results but also those who show a true journey of progression throughout their qualification.

The City and Guilds (UK) Programme is offered under the vocational arm of BERJAYA University College of Hospitality, at the BERJAYA Centre for Professional Development (CPD). Courses offered include Accommodation Operations and Services; Reception Operations and Services; Food and Beverage Services; Food Preparation and Culinary Arts; and Patisserie. Other programmes offered by the BERJAYA CPD are Malaysia Skills Certificate and Professional Certificate in Global Master Chef.

HONG KONG INTERNATIONAL CULINARY CLASSIC 15' MEDALS FOR BERJAYA UCH

7 students and 4 lecturers from the BERJAYA School of Culinary Arts returned victorious from the recently concluded Hong Kong International Culinary Classic 15' (HKICC) with 1 silver and 8 bronze medals. The competition was held in conjunction with HOFEX 2015, on 6-9 May 2015, at the Hong Kong Convention & Exhibition Centre.

Team BERJAYA was led by WACS Global Master Chef Jochen Kern, the Director of BERJAYA School of Culinary Arts, who was also one of the judges for Hong Kong International Culinary Classic 15'. He expressed that "this has been the biggest group that the university college had sent to compete in Hong Kong. We strongly believe that participating in international competitions will give the students valuable exposure. All participating students had been selected from among the best. They are trained and coached to push their limits to the next level, overcoming their inner barriers and unleash more potential that they have yet to discover. We are exceptionally proud with the team for all their efforts and hard work."



Team BERJAYA UCH at HOFEX 2015.



Presentation of mock cheque by (standing, from left) Ms Kit Thong, Professor Dr. Dominic Szambowski and Mr Yusno Yunos to Ms Wan Chin Sh'n, accompanied by the children from Little Yellow Flower Education Foundation.



Ultimate water balloon party.

BERJAYA UCH STUDENTS RAISE FUNDS FOR CHARITY THROUGH "SPLASH OUT 2015" FUN RUN

As part of the BERJAYA Immersion Methodology, a principle of learning by doing, students undertaking Diploma in Events Management at BERJAYA University College of Hospitality (BERJAYA UCH) organised "Splash Out 2015", a Charity Fun Run in aid of Little Yellow Flower Education Foundation. A total of 710 participants came to support the 5-kilometer run held on 12 April 2015 at Technology Park Malaysia.

Ms Wan Chin Sh'n, assistant to founder of the Little Yellow Flower Education Foundation said, "We would like to express our deepest gratitude to BERJAYA UCH for organizing such a fun yet meaningful Charity Run and donating the money to us. This run has definitely benefited everyone, from the participants, the beneficiaries and also the team themselves and it could be seen that everyone including the children from our center had enjoyed the event! This donation will be allocated for our "Tuition Program" which matches exactly with what BERJAYA University College of Hospitality is doing which is "Education"!

A NEW MILESTONE: MAZDA CX-5 PRODUCTION SURPASSES 1,000,000 UNITS

Mazda Motor Corporation announced that the cumulative production of the Mazda CX-5 had officially surpassed one million units with the one-millionth Mazda CX-5 rolling off the assembly line at the end of April 2015.

Taking only three years and five months since production commenced in November 2011, the CX-5 is the second fastest Mazda model to reach the one-million-unit mark, following the Mazda3 (known as Mazda Axela in Japan).

Production of the CX-5, which was the first of Mazda's new-generation models that feature SKYACTIV TECHNOLOGY and KODO-Soul of Motion, began at Ujina Plant in Hiroshima, but has since been expanded to include manufacture at Changan Mazda Automobile Co., Ltd. in China and local assembly at Mazda Sollers Manufacturing Rus in Russia, Mazda Malaysia Sdn Bhd in Malaysia and Vina Mazda Automobile Manufacturing Co., Ltd. in Vietnam.*

Mazda CX-5 was launched into the globally growing crossover SUV market in February 2012 as a new core model for the Mazda brand. It has since won more than 60 different awards around the world**, including the prestigious Car of the Year Japan in 2012-2013. The CX-5 has now become one of the key models in Mazda's global car lineup and was the top-selling SUV in Japan in 2012 and 2013.***

* Locally-assembled units are counted as Japanese domestic production volume.

** As of April 2015, based on Mazda's data.

*** As of January 2014, based on Mazda's data.



MAZDA PHILIPPINES STORMS MANILA INTERNATIONAL AUTO SHOW WITH NEW LINE UP

From 9 - 12 April 2015, Mazda Philippines elevated the excitement at the 2015 Manila International Auto Show (MIAS) by unveiling an all-new lineup of Mazda vehicles within the largest Mazda booth ever in the Philippines covering 1,000sqm, with nearly all 13 vehicles on display are either new or upgraded for 2015.

First to reveal in South East Asia was the 2016 MX-5 SKYACTIV 2-seater roadster which celebrated its 25-year anniversary last year with the limited 25th Anniversary Edition. The main attraction was the 2nd generation Mazda2 sub-compact car featuring both sedan and hatchback variants.

Other models that were featured were the flagship Mazda6 SKYACTIV executive sedan which was awarded the 2013 Car of the Year in the Philippines and the CX-5 compact SUV as the 2012 Car of the Year Japan – both models are now upgraded with latest design and technology.

The Mazda6 Wagon, Mazda3 sedan and hatchback models and the Kodo-inspired Mazda CX-9 mid-sized SUV were also at the show. Mark Bumgarner, Philippines' most promising young designer opened the Mazda booth with his own new Mazda Collection fashion pieces with 20 catwalk models on a fashion runway created within the Mazda booth.



(from left) Minoru Takata, Program Manager Mazda2 SKYACTIV; Choichi Yuki, Mazda Corporation, Hiroshi Inoue, Executive Office Mazda Corporation; Dato' Sri Ben Yeoh, Executive Director of Bermaz Motor; Dato' Francis Lee, Executive Director of Berjaya Auto Berhad, Steven Tan, President and CEO of Berjaya Auto Philippines and Mark Bumgarner, designer.



The opening of the new Body & Paint Repair Centre was officiated by (left to right) Dato' Amer Hamzah, Executive Director of Prima Merdu, Takashi Furutama, Managing Executive Officer of Mazda Corporation, Yuji Nakamine, Director & Senior Managing Executive Officer of Mazda Corporation, Dato' Sri Ben Yeoh, Executive Director of Bermaz Motor, Masashi Aihara, General Manager of Corporate Planning Division, Mazda Corporation and Choichi Yuki, Deputy General Manager of Global Sales & Marketing, Mazda Corporation.

BERMAZ MOTOR LAUNCHES NEW MAZDA BODY & PAINT REPAIR CENTRE.

In conjunction with the launch of the all-new Mazda2 SKYACTIV, Bermaz Motor also unveiled the brand new Body & Paint Repair Centre, which boasts an extensive built-up area of 67,165 square feet. The centre, located less than 300 metres from Mazda headquarters in Glenmarie, is the latest addition to Mazda's After-sales Service Pillar.

With the establishment of this new centre, Mazda car owners will be able to further enjoy additional services which include the repair of body and paint, additional paint coat protection, and glass tinting.

This new facility will also serve as a new ground for Mazda's existing After-sales Service Training Programmes in Body Repair Technology and new spray painting techniques. The training programmes are conducted in collaboration with Berjaya Sampo and Kansai of Japan.



Spacious and comfortable customer lounge at the centre.



Internal skill training programmes will be conducted in the Mazda Training Centre.

U MOBILE BAGS 4 FROST & SULLIVAN EXCELLENCE AWARDS



Jasmine Lee, Chief Marketing Officer of U Mobile receiving the award from Sapan Agarwal, Senior Director, Global Best Practices Research of Frost & Sullivan Malaysia.



The U Mobile team together with Too Tian Jen, Chief Technology Officer (fourth from left); Jasmine Lee (fifth from left) and Alex Tan, Chief Sales Officer (sixth from left) at the 2015 Frost & Sullivan Excellence Awards.

U Mobile bagged four awards at the recent 2015 Frost & Sullivan Excellence Awards. U Mobile's commitment in delivering the best customer and user experience at every possible touch point have garnered U Mobile the Best Overall Experience, Best Contact Centre, Best Net Promoter Score and Best Mobile Experience Awards for the telecommunication sector!

The Frost & Sullivan's online surveys revealed that when it comes to customers recommending their current telecommunication service provider to their friends and colleagues, U Mobile scored the highest with 65%, which is higher than the industry average of 51%. U Mobile also achieved a significant 54% for Net Promoter Score

(NPS) as compared to other service providers in the market, which ranked an average of 36%. NPS serves as a gauge to measure customer's loyalty and the efficacy of company's CRM programmes, and the score is deemed as the predictor of customers' behavior that spurs a telecoms service provider's growth based on recommendations by consumers.

These recognitions truly meant a lot to U Mobile as they are good indicators in offering their customers the best experience possible when they purchase U Mobile's products and services.



TM & U MOBILE INK COLLABORATIVE DEAL FOR NEXT-GEN BACKHAUL™ SERVICES

From L-R: Wong Heang Tuck, Too Tian Jen, Mohamad Rozaimy Abd. Rahman, and Datuk Bazlan Osman officiating the collaboration for the provisioning of TM Next Gen Backhaul connectivity services.



Group picture of the management team from both telcos.

27 May 2015 marked a great moment for U Mobile as U Mobile inked the collaborative deal for the next-gen backhaul services with Telekom Malaysia Berhad (TM). This agreement states U Mobile's continuous commitment to achieve network excellence for superior customer experience, and it serves as an extension to its expansion plan to roll out its 2,000 3G and 4G LTE network sites.

Through this partnership, TM will be providing fibre mobile backhaul connectivity up to 1Gbps per site that covers Central, Southern, Eastern and Northern regions of the country. By tapping on TM's strength on its nationwide fibre coverage and resilient network performance, U Mobile will be able to gain quick access to fibre infrastructure to support future network capacity demands and at the same time be able to accelerate its 4G LTE rollout nationwide.

This is specifically optimised to support in providing high speed Internet experience, excellent voice and video quality through its high bandwidth capacity and reliable low latency to the customers.

The collaborative deal was signed by U Mobile Chief Technology Officer, Mr. Too Tian Jen, and En. Mohamad Rozaimy Abd. Rahman, Executive Vice President, Global & Wholesale, TM. The ceremony was witnessed by U Mobile Chief Executive Officer, Mr. Wong Heang Tuck, and YBhg. Datuk Bazlan Osman, Executive Director / Group Chief Financial Officer from TM.

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U MOBILE INTRODUCES UMI 25, ECHOING THE MINISTRY'S CALL FOR MORE AFFORDABLE BROADBAND

Do you have tight monthly mobile expenses that keep you away from staying connected with your loved ones?

Worry no more as U Mobile introduces the best 1GB mobile data plan in town – the Unlimited Mobile Internet25 (UMI 25)!!!

The launch of this new UMI 25 is in response to the Ministry of Communication and Multimedia Malaysia's calls to make broadband plans more affordable and accessible to consumers. This is in line with the Government's initiatives to intensify the growth of national broadband penetration rate, providing equal access to Internet connectivity and thus, bridging the digital divide.

Here is what consumers can enjoy from UMI 25:

U MOBILE GOES THE DISTANCE TO GET CLOSER TO CONSUMERS



Mr. Wong Heang Tuck and Mr. Michael Mah handing over a mock key to one of the dealers during the joyous flag-off event.

U Mobile's 30 roving trucks will be roaming into the suburbs and outskirts areas in Central, Southern, Northern and Eastern regions of Peninsular Malaysia. The telco will roll out the remaining 70 trucks by end of 2015.



U Mobile is bringing its product offerings closer to consumer's doorsteps by deploying 100 U Mobile roving trucks to roam the outskirts areas. With this initiative, U Mobile is redefining conventional telco approaches by actually bringing its products to consumers through an innovative on-ground channel activation or retail on wheels approach, instead of just having consumers walk into any of its outlets or dealers.

Through this, U Mobile will be providing more convenient ways for customers to access U Mobile products, greater flexibility for customers to determine their payment method, easier payment schemes for their dream smartphone and also enabling more customers to enjoy U Mobile's superior network experience.

The roving truck will be deployed in different phases, and will cater to suburban towns and areas in Central, Northern, Southern and East Coast regions of Peninsular Malaysia.

In celebration of the rollout, Wong Heang Tuck, CEO and Michael Mah, Head of Sales, flagged off 30 of its 100 roving trucks to kick start the company's initiative at Ground Floor, Berjaya Times Square. The remaining trucks will be deployed to the market in subsequent phases by end of 2015.

U Mobile will constantly explore new opportunities to expand its distribution footprint to increase customers touch points for greater accessibility and convenience, bringing easier access for U Mobile products and services.

For more information on the U Mobile's products and services, log on to www.u.com.my



Group Dealers strike a pose during the Roving Truck launch.

THE BULLET PROOF MANAGER TRAINING BY CRESTCOM VIETNAM

The key management team of SaigonBank Berjaya Securities JSC ("SBBS") were offered a 12-month training programme called "The Bullet Proof Manager" by Crestcom Vietnam which ended on April 2015.

The training provided comprehensive knowledge and leadership skills to the key management staff. After the completion of the training, participating managers were given the assignment to coach and groom selected staff.



Four participants from SBBS completed the 12-month training. (From left) Ms. Nguyen Thi Kieu Huong (HR Senior Manager), Mr. Tran Manh Hung (Deputy General Director), Ms. Nguyen Thuy Hoang Phuong (Finance Director) and Mr. Lim Shiu Beng (Deputy General Director). Ms. Josephine Yei (CEO) witnessed the graduation ceremony.



Mr. Kuok Wee Kiat (3rd from left) the Board of Director of SBBS and Ms. Josephine Yei (4th from left) with the participating staff of the training programme during the board meeting in SBBS.

INTERNAL TRAINING ON THE BULLET PROOF MANAGER PROGRAMME

After completion of the Bullet Proof Manager Programme, Ms. Nguyen Thi Kieu Huong, Senior HR Manager took time to share her training experience with all SBBS' heads of department. At the first internal training, topics conducted were "Time management skills" and "Techniques for conflict resolution". The training was useful for staff to improve their management skills and to be focused on most valuable profitability activities at work. There will be 12 modules of this internal training similar to the Bullet Proof Manager programme for key management staff.



Internal training conducted for head of departments and staff.

CIMA GLOBAL BUSINESS CHALLENGE VIETNAM FINAL 2015

On 3 June 2015, CEO of SBBS, Josephine Yei was invited by CIMA to be on the panel of judges for CIMA Global Business Challenge Vietnam Final 2015 at the Lotte Legend Hotel, HCMC for three consecutive years.

Finalists from five local universities in Vietnam participated in the Q & A session conducted by panel judges to qualify as one of the representatives for Vietnam to take part in the Global competition in Poland this year. The Global Business Challenge covers four competency frameworks of technical skills, business skills, people skills and leadership skills.



Panel judges and finalists from five universities.



Josephine Yei (from right) shared her opinion to the champion team on what they have done well and areas to take note for further improvement.



Group photo of all the players and staff who participated in the Berjaya Clubs Staff Masters 2015.



Mr. Henry Ng, Club Manager of Staffield Country Resort (left) handed over the banner to Faiezal Kamal, Club Manager of Bukit Jalil Golf & Country Resort (right), the host club of Berjaya Clubs Staff Masters 2016.

THE ANNUAL “BERJAYA CLUBS STAFF MASTERS” IS BACK!

The newly rebranded annual golf tournament among the Berjaya’s clubs, “Berjaya Clubs Staff Masters” made a comeback this year with a total of 40 players from Bukit Jalil Golf & Country Resort, Bukit Banang Golf & Country Club, Staffield Country Resort and Kelab Darul Ehsan joining the annual gathering on 25 May 2015 at Staffield Country Resort.

The golf meet was aimed at fostering stronger relationships among the staff and also as a familiarization visit for those visiting Staffield Country Resort.

The tournament started at 1.15pm and each player enjoyed themselves throughout the afternoon especially with the well prepared golf course. The event ended later in the evening and players enjoyed the sumptuous buffet spread prepared by Chef Nasri of Staffield Country Resort. Mr. Henry Ng, Club Manager of Staffield Country Resort later handed over the tournament banner to En. Faiezal Kamal, Club Manager of Bukit Jalil Golf & Country Resort to symbolize the official handover for next year’s annual golf meet.

The management and staff of Berjaya Clubs wish to thank all the kind sponsors; Jebesen & Jessen, Carlsberg Marketing, Starbucks Coffee, Kenny Rogers Roasters, Sports Toto Malaysia, JM Tomo Pro Shop, Greenfresh Marketing, Berjaya Sompoo, Creative Thumbprint, Transview, UDI Marketing and all that have supported and contributed to make the tournament a great success.



Chef Nasri and his team serving the sumptuous BBQ dinner.



Jayamurugan, the Gross Category Champion (left) receiving his medal trophy, prize and the Challenge Trophy from Mr. Khor Poh Waa, Director of Berjaya Clubs (right).

BUKIT KIARA EQUESTRIAN & COUNTRY RESORT’S TRAINER MADE MALAYSIA PROUD WITH BRONZE MEDAL

At the recent 28th SEA Games, two close members and friends of Bukit Kiara Equestrian & Country Resort made Malaysia proud by performing impressively in the Equestrian event.

Competing in the Dressage Team event, Mohd Izry Razali, riding instructor from Bukit Kiara Equestrian & Country Resort and his teammates, Natalya Aira Wah Idris, a club member and Shaiful A. Mohamad Din won the bronze medal with a total score of 170.737 percent. Held at the Singapore Turf Club Riding Centre from 6 to 10 June 2015, the Equestrian event was participated by more than 38 competitors from 8 countries.



Mohd Izry Razali with his horse, Cookie' N Cream.



The Malaysian Dressage Team at the 28th SEA Games. From left: Shaiful, Izry and Natalya.



20TH TUNKU IMRAN TROPHY 2015

The participants gathered around for the opening ceremony officiated by Y.A.M Tan Sri Tunku Imran and Y.A.M Tunku Putri Jawahir.

On 17 May 2015, Staffield Country Resort hosted the 20th Tunku Imran Trophy and received an overwhelming response with 186 players participating in the tournament. The occasion was also graced by the presence of Y.A.M Tan Sri Tunku Imran and Y.A.M Tunku Putri Jawahir.

The tournament, a 27-hole endurance event offered nine Hole-In-One prizes including a Mazda2 Sedan and KL-Munich return business class air ticket, creating a record of sorts for an amateur golf event in Malaysia.

The sponsors for this year's Tunku Imran Trophy were Bermaz Motor, ATG Watch, Oman Air, Transview Golf, Pan-West Malaysia, Carlsberg Malaysia, Multi-Purpose Insurance, Golf Direct, Jordan, Alqimia, Nescafe Dolce Gusto, Golf Asia, Bean & Beans, Cocolife, Ginvera Marketing and Delfi Marketing.



Nett Category Champion (Ladies), Puan Surimah Ismail (left) receiving her prize from Y.A.M Tunku Putri Jawahir.



Gross Category Champion (Men), En. Zaifulnizam Mohd Yusof (left) receiving his prize from Y.A.M Tan Sri Tunku Imran.

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UNISYN'S OPENELECT® VOTING SYSTEM SAVES MONEY FOR THE TAXPAYERS OF POLK COUNTY, IOWA, U.S.A.

International Lottery & Totalizator Systems, Inc.'s wholly-owned subsidiary, Unisyn Voting Solutions, Inc. and its authorized sales representative, RBM Consulting, a leading election solutions and managed service provider in the U.S., were recently selected by Polk County, Iowa, U.S. to provide Unisyn's OpenElect® Voting System to replace the County's existing election system. Unisyn's OpenElect® Voting System and RBM's service will provide Polk County's 272,000+ registered voters and 177 precincts with the most reliable and secure voting experience.

"After careful due diligence, we are excited to announce that we have partnered with RBM and Unisyn Voting Solutions to implement the state-of-the-art OpenElect® Suite of products for Polk County," said Jamie Fitzgerald, Polk County Auditor and Commissioner of Elections. The OpenElect® Suite of products will enable the County to save money for its taxpayers by streamlining the ballot printing and performing service on the equipment.

Polk County purchased the Unisyn products OpenElect® Voting Optical Scan (OVO) for precinct tabulation and OpenElect® Voting Interface (OVI) for Americans with Disabilities Act (ADA) and early voting. In addition, the County will be using OpenElect® Voting Central Scan (OVCS) for absentee tabulation and OpenElect® Central Suite (OCS) for election programming and tabulation.

"We are very excited to receive this new order from Polk County through our partner RBM," said Jeff Johnson, Unisyn President. "Unisyn's OpenElect® products, together with the RBM services and support, will provide Polk County with a voting system that will deliver transparency, security and reliability for their voting public for years to come."



Group photo of the children at Pusat Jagaan Baitul Hidayah with BJGCR Management.



The children receiving early 'Duit Raya' from BJGCR management team.

CHARITY VISIT TO PUSAT JAGAAN BAITUL HIDAYAH

A visit to Pusat Jagaan Baitul Hidayah by the management of Bukit Jalil Golf & Country Resort ("BJGCR") on 12 June 2015 brought cheer to 30 children aged from 4 to 16 years old which included orphans, children with single parents, and the handicapped.

The management of BJGCR and its members were first welcomed by the children with a performance and then introduced to their beautiful plant nursery that was set up to support their weekly petrol expenses for sending the children to school.

With the patient guidance of the teachers, the children at the shelter are taught to be mentally and physically independent in terms of self-grooming, cleanliness of surrounding areas as well as problem solving skills.

During the visit, BJGCR staff & members contributed some essential groceries and electrical appliances to Pusat Jagaan Baitul Hidayah to support the children in their Ramadan & Raya celebrations.



BJGCR representative handing the Club & members' contribution to Pn. Nora, Guardian of Pusat Jagaan Baitul Hidayah.



Group photo of Starbucks partners, Nikon volunteers, Roots & Shoots volunteers and the community of Kampung Lubuk Jaya.



(Fourth from left) Mr. Salleharon Ahmad, Senior Manager, Public Affairs and Digital Strategy, Starbucks Malaysia and Brunei, Miss June Beh, Director of Partner Resources and Finance, Starbucks Malaysia and Brunei, Miss Katy Lee, Executive Director at HOPE Worldwide KL, Head of Village, Mr. E'Ajis Bin Hj. Jaafar, Head of Village, Kampung Lubuk Jaya.



Starbucks partners and volunteers building the drainage system.



Volunteers and Starbucks partners writing positive messages on bricks which will be cemented on the walls in the community computer center.

STARBUCKS MALAYSIA CELEBRATES ITS 5TH GLOBAL MONTH OF SERVICE

On 18 April 2015, Starbucks' partners and volunteers from across Malaysia came together for Starbucks' fifth annual Global Month of Service (GMoS) with a shared goal to encourage youth to contribute back to the community.

Working side by side with Roots & Shoots Malaysia, Hope Worldwide Malaysia and Nikon Photography Club, Starbucks partners, along with volunteers from Roots & Shoots and Nikon Photography Club participated in community service activities to help the community of Kampung Lubuk Jaya.

The initiative was an important step in Starbucks' ongoing commitment to use its scale to encourage greater understanding, empathy and compassion toward one another, particularly to encourage youth empowerment in environmental and community projects.

The goal this year was to build a drainage system at the Community Computer Centre in Kampung Lubuk Jaya to ensure that excess water will be carried away and reduce the risk of floods in the village. A landscaping project that covers approximately 240 square meters was also carried out.

Activities for the day included a cheque presentation of USD10,000 presented to Hope Worldwide. This is a community service grant from Starbucks which gives financial aid to NGOs to support both long term and short term community programmes in the areas of education, health, and environment. In this case, the grant was used to fund E-Learning classes which are held in the community computer center of Kampung Lubuk Jaya where Hope Worldwide provided the course syllabus, materials, and class conduction at the center.

Starbucks also took the opportunity to introduce the 'Young Author Programme' where Starbucks is working towards creating a platform that aims to bring young writers together and cultivate their interest in writing.

As a start, Starbucks will be working with the children who have benefited from the E-Learning programme. Starbucks will collaborate with Nikon Malaysia where members from the Nikon Photography Club will engage with each of the children and educate them on photography and interpret stories from the children's' view. Their stories will be published in Starbucks' social media platforms.

The programme will begin in Klang Valley and the next phase will be kicked off at different regions of Malaysia where Roots & Shoots Malaysia will be joining in as well.



Dato' Francis Lee and Mr. Rick Chee flag off the ROASTERS Chicken Run 2015!



Mr. Rick Chee (first from the right), Founder of Food Aid Foundation receives RM66,000 from Dato' Francis Lee (second from the left), Group Executive Director of Berjaya ROASTERS (M) Sdn Bhd; witnessed by Mr. Lee Siew Weng (first from the left), Senior General Manager of Berjaya ROASTERS (M) Sdn Bhd.



An energetic warm-up session with more than 2,500 participants, thanks to Celebrity Fitness team!

RM66,000 FOR MALAYSIANS IN NEED!

~KRR contributed to Food Aid Foundation through its 11th ROASTERS Chicken Run~

On 25 May 2015, More than 2,500 runners were seen running for a great cause at the 11th ROASTERS Chicken Run, organized by Kenny Rogers ROASTERS (KRR) on a meaningful Sunday morning!

Enthusiastic participants from all walks of life flooded the grounds of Sunway Lagoon as early as 6.30am in the morning, followed by an energetic warm-up session together with the Celebrity Fitness team before they proceeded with the run according to their respective categories.

Funds from the ROASTERS Chicken Run 2015 will be contributed to Food Aid Foundation through 2,000 sets of Kenny's Chicken Meals to approximately 20 charitable homes for both the young and old. Meanwhile, the remaining funds will be utilized to purchase ingredients and groceries to other homes which are also supported by Food Aid Foundation.

Food Aid Foundation is a non-profit organization that operates as a food bank which provides basic food to charitable homes, rehabilitation centres, feeding centres, poor families and destitutes.

To date, the ROASTERS Chicken Run has successfully raised more than RM600,000 for a variety of charitable organizations and homes such as Little Yellow Flower Foundation, Tabung Kebajikan Pesakit HUKM, Pediatric Unit HUKM (Oncology), Unit TUTUR – Aural Rehabilitation Centre for Hearing Impaired Children together with Yayasan Budi Peyayang Malaysia and House of Joy and Faith, Yayasan Sunbeams Home, Rumah Juara, Rumah Kanak-kanak Tengku Budriah, Rumah Sayangan, Malaysian National Kidney Foundation – Dialysis Treatment for the Young, Rumah Hope, Rumah Kebajikan Anbu Illam, Rumah Charis Ti-Ratana Welfare Society, and Tabung Kebajikan Pesakit PPUKM – Young Diabetic Patients.

The ROASTERS Chicken Run 2015 was made possible with the support from the co-organiser, Sunway Lagoon. Supporting partners who made this run possible also include Groupon, 100 Plus, BCard, Berjaya Hotels & Resorts, High 5, Celebrity Fitness, Unilever Food Solutions, Starbucks, Sports Toto, Salonpas and RockTape.

TAN SRI DATO' SERI VINCENT TAN AND BETTER MALAYSIA FOUNDATION INITIATE EFFORTS TO PROVIDE HUMANITARIAN AID TO STRANDED ROHINGYA AND BANGLADESHI REFUGEES

Saddened by the plight of the Rohingya and Bangladeshi refugees who have been stranded at sea for months with little food, water and shelter, Better Malaysia Foundation Chairman Tan Sri Dato' Seri Vincent Tan decided to initiate a few efforts through the foundation to provide humanitarian aid to the refugees that have managed to make their way to shore and housed at immigration detention centres in Langkawi and Kedah, as well as those still adrift at sea.

Two trucks carrying approximately 1,000 cartons (10 tons) consisting of dry ready-to-eat foodstuff, mineral water and medicine arrived at the Langkawi Maritime Enforcement Agency on 22 May 2015 and the foodstuff were loaded onto Navy vessels for distribution to the refugees who were still at sea. Another truckload of supplies made its way to Alor Setar, Kedah to be distributed to the refugees currently housed at the immigration detention depot in Sik, Kedah.

A collection drive for used clothing from members of the public as well as staff of the Berjaya Corporation group of companies, was also held from 22 May to 7 June 2015 at Berjaya Times Square.

Used clothes collection drive for Rohingya & Bangladeshi migrants

From May 22 to June 7
10am - 9pm daily (Monday - Sunday)
Collection point: Lower Ground East Wing Side Entrance (Next to 7-Eleven outlet)
Berjaya Times Square Kuala Lumpur
For Information: Tel: 03-2117 3081

Collecting Point for Used Clothing:
LG East Wing Side Entrance next to 7-Eleven

BETTER MALAYSIA FOUNDATION

LOWER GROUND FLOOR (LG)

Tan Sri Dato' Seri Vincent Tan applauded the Malaysian Government's decision to accord temporary shelter to the 7,000-odd refugees still stranded at sea.



BERJAYA CONTRIBUTES RM100,000 TO ST. JOHN AMBULANCE MALAYSIA'S NEPAL EARTHQUAKE RELIEF FUND

Dato' Sri Robin Tan presenting the mock cheque to Dato' Dr Low Bin Tick (third from the right) and Dato' Mah Weng Kwai (second from the right).

Berjaya Corporation group of companies (BCorp") contributed RM100,000 towards St. John Ambulance Malaysia's ("SJAM") Nepal Earthquake Relief Fund for its relief efforts in Nepal on 22 May 2015.

The contribution was presented by BCorp Chairman & Chief Executive Officer, Dato' Sri Robin Tan Yeong Ching to SJAM Commander-in-Chief Datuk Dr Low Bin Tick and SJAM-Nepal Earthquake Relief Fund organising chairman, Dato' Mah Weng Kwai.

Berjaya has been proactive in responding to calls for humanitarian aid especially during times of crisis and disasters here in Malaysia and other parts of the world. The Group's Founder, Tan Sri Dato' Seri Vincent Tan has also initiated several efforts recently through his Better Malaysia Foundation, to provide humanitarian aid to the Rohingya

and Bangladeshi migrants who were stranded at sea with little food, water and shelter. Among the initiatives were the distribution of 10 tons of dried food, water and medical supplies and a used clothing collection drive at Berjaya Times Square, Kuala Lumpur.

Other beneficiaries of Berjaya's timely contributions have included flood victims in East Coast, Malaysia; providing housing units for Typhon Sendong victims and poverty stricken families across the Philippines; theSun-MERCY Malaysia Bosnia Flood Disaster Relief Fund; Tabung Wira Lahad Datu Media Prima; theSun Typhoon Haiyan Relief Fund; Japanese earthquake and tsunami victims; Palestinian Humanitarian Aid Fund; flood victims in Vietnam's Quang Nam Province; victims of earthquakes in Sichuan Province, China as well tsunami victims in Bandar Aceh, Indonesia.