



BERJAYA

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 3, 2017

KDN No : PP 7432/02/2013(031932)

GRAND LAUNCH OF COSWAY'S FIRST EXPERIENCE CENTRE



(From left) Cosway Malaysia Executive Director Euvin Tan, Cosway Malaysia Deputy Chairman Yeap Dein Wah, Cosway Malaysia Founder & Advisor Al Chuah, Deputy Minister of Ministry of Domestic Trade, Co-operatives and Consumerism YB Dato' Henry Sum Agong, Berjaya Corporation Berhad Executive Chairman Tan Sri Dato' Seri Vincent Tan, Berjaya Corporation Berhad CEO Dato' Sri Robin Tan, Cosway Malaysia CEO Liang Sook Sook, Cosway Malaysia Executive Director Dr Alice Lee and Berjaya Times Square Sdn Bhd CEO Chryseis Tan during the launch.

Cosway launched its first Experience Centre in Berjaya Times Square on 15 September 2017 as part of its ongoing business re-engineering and re-branding strategy aimed at providing its customers a refreshing new retail shopping experience while enhancing both its offline and online presence. The grand launch, which was filled with colourful music and dance, was officiated by YB Dato' Henry Sum Agong, Deputy Minister Ministry of Domestic Trade, Co-operatives and Consumerism and Tan Sri Dato' Seri Vincent Tan, Executive Chairman of Berjaya Corporation Berhad, witnessed by more than a thousand guests and media representatives.

The centre showcases Cosway's extensive range of health and wellness, home care & living, beauty, food and beverage, and kitchen products in eight lifestyle-themed experiential zones. These spacious zones are equipped with interactive guides, demonstration units and high precision diagnosis machines to engage with potential customers and provide functional based information on the holistic and wellness benefits of Cosway's products. The centre will also serve as an online purchase collection point.

CEO's Message

During the quarter, we have achieved quite a few milestones. Berjaya Corporation Berhad was awarded Asia's Best Employer Brand Award by CMO Asia while 7-Eleven Malaysia was recognised as the Company of the Year in the Retail category for its corporate social responsibility initiatives in the CSR Malaysia Awards 2017. B Infinite was the Bronze winner in the Loyalty Programme of the Year Category as well as a finalist for the Most Innovative Loyalty Programme in South East Asia at the Loyalty and Engagement Awards 2017 in Singapore. My congratulations to the winners!

In August, Berjaya Hotels and Resorts introduced a new chain hotel concept known as thelivingroom which maximises the use of space within 1 room type that accommodates up to 4 persons, enabling guests to enjoy more flexibility and convenience, as well as cost savings. The first two hotels under thelivingroom concept are scheduled to be completed in 2018. In September, Cosway launched its first experience centre at Berjaya Times Square,

providing customers an interactive retail experience to its extensive range of products.

The Grand Finals of the Berjaya Teen Star Challenge saw a total of 163 teens vying for the top 3 placings in the categories of Solo Singing, Modern Dancing, Cultural Dancing and Band, as well as the overall Championship Trophy, with more than RM50,000 worth of prizes in cash and in kind to be won.

I am pleased to note various companies within the Group have also carried out charitable activities to help the less fortunate, especially during the month of Ramadan.

I would like to encourage everyone to remain focused on achieving your goals set out for the year, and let us work together to end the year on a successful note for all of us at Berjaya.

Dato' Sri Robin Tan



Performance of Companies for the 4th Financial Quarter Ended 30 April 2017 (unaudited)

Company	Revenue 3 Months Ended 31 July 2017 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 July 2017 (RM'000)	Revenue 3 Months Ended 31 July 2017 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 July 2017 (RM'000)
Berjaya Corporation Berhad	2,198,682	62,253	2,198,682	62,253
Berjaya Land Berhad	1,601,905	99,571	1,601,905	99,571
Berjaya Sports Toto Berhad	1,471,829	117,517	1,471,829	117,517
Berjaya Media Berhad	10,124	(1,473)	10,124	(1,473)
Berjaya Food Berhad	154,390	8,757	154,390	8,757
REDtone International Berhad	30,233	1,207	30,233	1,207
7-Eleven Malaysia Holdings Berhad	555,213*	13,836*	1,077,741**	24,734**
Berjaya Assets Berhad	85,825***	(22,135)***	356,358****	8,213****

*2nd Financial Quarter ended 30 June 2017

**6 months ended 30 June 2017

*** 4th Financial Quarter ended 30 June 2017

****12 months ended 30 June 2017

BCORP WINS ASIA'S BEST EMPLOYER BRAND AWARDS 2017

Berjaya Corporation Berhad ("BCorp") is one of the Asia's Best Employer Brand Awards 2017 (8th Edition) winners. On 1 August 2017, Grace Chan, Senior General Manager, Group Human Resource & Administration received the award on behalf of Berjaya Corporation Berhad at a ceremony held at Le Meridien Singapore.



Grace Chan with the Asia's Best Employer Brands Awards 2017.



2ND BERJAYA TEENSTAR CHALLENGE 2017 GRAND FINALS SHOWCASES AMAZING PERFORMING TALENT

Following the overwhelming response for the inaugural Berjaya TeenStar Challenge 2016, the 2nd Berjaya TeenStar Challenge 2017 ("BTSC2017") expanded its reach to more schools and introduced a cultural dancing category to showcase the rich cultural fabric of Malaysia.

Opened to all Form 1 to Form 6 (Year 7 to Year 12) students in Malaysia, the performing arts competition reached out to more than 110 secondary schools in Kuala Lumpur, Selangor, Putrajaya and Negeri Sembilan with over 3,500 students being engaged through roadshows and auditions from January to May 2017. Workshops and preliminaries were subsequently held in May and July 2017 respectively, before the Grand Finals were staged at Damansara Performing Arts Centre on 19 August 2017.

Harnessing the power of social media, BTSC2017 also garnered a good level of nationwide interest with participants from as far as Melaka and Sarawak being shortlisted for the preliminaries and Grand Finals.

At the Grand Finals, a total of 163 teen star hopefuls competed for the top 3 spots in Solo Singing, Modern Dancing, Cultural Dancing and Band categories respectively. 3 Special Awards were also given to recognise the Best in Dancing, Creativity and Showmanship. The finalists, divided into 4 competing teams i.e. Team Starbucks, Team KRR, Team B Infinite and Team Berjaya UCH, also had the chance to clinch the Champion Team trophy with the highest combined total score from their team members.

Over RM50,000 worth of prizes in cash and in kind as well as trophies were given away to BTSC2017 winners. The prizes were co-sponsored by key partners i.e. Kenny Rogers Roasters, Starbucks, B Infinite and Berjaya University College of Hospitality, as well as supporting partners i.e. Wendy's, BORDERS and RadioShack.



Modern Dancing Category

- Champion** : Xcalate (Sri Emas International School)
- 1st Runner-up** : Caliber (SM Sri KDU)
- 2nd Runner-up** : Groove and Move (Sekolah Sri Kuala Lumpur)
- Prize Presenter (Middle)** : Esther Woo, Deputy General Manager of Kenny Rogers Roasters Malaysia



Solo Singing Category

- Champion** : Eil Havila Emilcah Jinorin (SMK Bandar Sri Damansara 2)
- 1st Runner-up** : Awangku Zaq Azmirul Bin Awang Jamaludin (Sekolah Seni Malaysia Kuala Lumpur)
- 2nd Runner-up** : Nuha Sakinah Binti Saiful Bahrain (SMK Putrajaya Presint 11 (1))
- Prize Presenter (presenter)** : Salleharon Ahmad, Senior Manager of Public Affairs and Digital Strategy of Starbucks Malaysia and Brunei



Band Category

- Champion** : AfterGlow (SM Sri KDU)
- 1st Runner-up** : Lower Than Atlantis (SM Sri KDU)
- 2nd Runner-up** : Bisa Band (Sekolah Seni Malaysia KL)
- Prize Presenter (Standing, second from left)** : Pilar Palma, Director of Operations and Events of Berjaya University College of Hospitality



Best Dancer Award

Aloysius Ho Juin Rong from Xcalate (Sri Emas International School) receiving the award from Judy Tan, Senior General Manager of Corporate Communications.



Cultural Dancing Category

- Champion** : Astari (Sekolah Sultan Alam Shah)
- 1st Runner-up** : Budak Zapin (Sekolah Seni Malaysia Kuala Lumpur)
- 2nd Runner-up** : Madu 5 (Sekolah Seni Malaysia Kuala Lumpur)
- Prize Presenter (Far left)** : Daniel Cheah, Head of Operations and Compliance of B Infinite

(continued on page 4)

(continued from page 3)



Best Creativity Award

K.K. Dance Crew (Sekolah Seni Malaysia Kuala Lumpur)
Alif Bin Ruzaimi receiving the award from Judy Tan on behalf of K.K. Dance Crew.



Modern Dancing champion - Xcalate (Sri Emas Int'l School)



Best Showmanship Award

Darren Ong Guan Wen, Sekolah Sri Kuala Lumpur
Darren won the Best Showmanship award from Groove & Move with his expressive freestyle dance routine.



Band champion - AfterGlow (SMK Sri KDU)



Champion Team

Team Kenny Rogers Roasters (Team KRR)
Team KRR emerged as the Champion Team by accumulating the highest combined total score from all its finalists. Judy Tan handing the Champion Trophy to Team KRR leader, Mohd Yunus, and brand representative, Esther Woo, in the company of Team KRR participants.



Cultural Dancing champion - Astari (Sekolah Sultan Alam Shah)



Solo Singing champion - Eil Havila (SMK Bdr Sri Damansara 2)

RETURNING WOMEN TALENT TO THE WORKFORCE

In support of the Government and TalentCorp’s initiatives to promote returning women to the workforce, Group HR & Admin participated in TalentCorp’s “Career Comeback Networking and Job Fair”, held at Kristal Hall, TM Convention Centre on 25 August 2017.

This event which primarily targeted job-seeking women, including mothers who had quit work to raise their families, hopes to create a platform for women talent to relaunch their careers.

The team wishes to thank Berjaya Hotels & Resorts, Berjaya Pharmacy Sdn Bhd and Inter-Pacific Securities Sdn Bhd for supporting this event.



Berjaya Corporation Berhad representatives at the Career Comeback Networking and Job Fair.

BOOTCAMP SESSION WITH SPORTS TOTO FITNESS CENTRE

On 27 July 2017, Group HR & Admin collaborated with Sports Toto Fitness Centre (“STFC”) to organise a Mini Bootcamp Session. The 25 participants were divided into smaller groups with their dedicated STFC personal trainers, who led them through different workouts such as sit-ups, squats, weight-lifting, and cycling. Each group had to do a set of exercise for 20 seconds before switching to the next station. Participants experienced a full body workout from this adrenaline-boosting Bootcamp session. Watch out for the upcoming session soon!



Participants doing sit-ups, cycling and weight-lifting.

2ND HR SYNERGY MEETING

Group HR & Admin hosted the 2nd HR Synergy Meeting for the year on 22 August 2017. It was held at Bukit Jalil Golf & Country Resort and attended by a total of 50 HR colleagues and their representatives from Berjaya’s subsidiary companies.

The guest speakers at the meeting were Tan Hock Chye, Principal Consultant from THC Consulting Sdn Bhd and Chook Yue Yng, Country Manager of Jobstreet Malaysia.

Tan enlightened the attendees with a motivational topic on how HR roles evolve in the 21st century. Meanwhile, the Jobstreet team shared insights on the current job market trends in Malaysia.

Special thanks to Bukit Jalil Golf & Country Resort for hosting the venue.



Tan Hock Chye (top picture) and Chook Yue Yng sharing insights at the 2nd HR Synergy Meeting.

GROUP HR & ADMIN TRIP TO PERAK

33 colleagues from Group HR & Admin went for a 1-day trip to Gua Tempurung and Gaharu Tea Plantation on 12 August 2017.

Gua Tempurung was a wonderful eye-opening experience as the team saw various unique shapes of stalactites and stalagmites inside the cave as they embraced the challenges of trekking in it.

After an enjoyable lunch at Gua Tempurung, they headed to Gaharu Tea Plantation where everyone learned about the benefits of the Gaharu tree. They had a short tour around the plantation for photos before ending the trip with a lucky draw session. Group HR & Admin would like to thank all their sponsors for their generosity and awesome gifts.



The team at Gua Tempurung.



The team at Gaharu Tea Plantation.

INTERCAMPUS CAREER FAIR AT SUNWAY CONVENTION CENTRE

From 8-9 September 2017, Group HR participated in a 2-day career fair at Sunway Convention Centre. The intercampus graduate fair drew close to 9,000 students, graduates and jobseekers.

Participating alongside Group HR colleagues were representatives from the various Berjaya Clubs. Together, they briefed the jobseekers on the available vacancies and answered queries with regards to the Berjaya Corporation group of companies to create brand awareness.



Group HR and representatives from Berjaya Clubs taking a group photo with the event mascot.



A Group HR colleague answering queries about work opportunities at Berjaya.

CELEBRATING MALAYSIA DAY

On 15 September 2017, in celebration of Malaysia Day this year, Group HR & Admin together with colleagues from Group Functions dressed in traditional attire to celebrate unity and diversity together.



GET AKTIF WITH SMURFS PRIZE-GIVING CEREMONY

On 4 July 2017, the Grand Prize winner of Get Aktif with Smurfs contest walked away with a 7 days 6 nights' trip for two to Belgium and Amsterdam worth RM20,000.



Presenting the prize is 7-Eleven Marketing General Manager, Ronan Lee.

7-ELEVEN RECEIVES AWARD IN CSR MALAYSIA AWARDS 2017

On 20 July 2017, 7-Eleven Malaysia received the prestigious award, "Company of the Year Award (Retail Category) For Pioneering Corporate Social Responsibility Initiatives" during the CSR Malaysia Awards 2017 ceremony at the Sheraton Imperial Hotel Kuala Lumpur. The remarkable CSR Malaysia Awards 2017 organised by CSR Malaysia Publications with support from the Ministry of Women, Family and Community Development Malaysia awards outstanding corporations in Malaysia that have excelled in the role of change agents in the socio-economic transformation of Malaysia.



Women, Family and Community Development Minister, Datuk Seri Rohani Abdul Karim presenting the award to 7-Eleven Marketing General Manager, Ronan Lee.

TOASTMASTERS' HUMOROUS SPEECH & EVALUATION CONTESTS

On 10 August 2017, seven brave Toastmasters from BERJAYA UCH Toastmasters Club contested in the Humorous Speech & Evaluation Contests.

It was a night full of laughter as the audience were entertained by four Humorous Speech Contestants. The awesome speech delivery by the contestants was the evidence of creativity and effective presentation skills learnt from the Toastmasters training.

The expressive Test Speaker from the UniRazak Toastmasters Club presented a challenging, yet exciting speech that tested the Evaluation Contestants' listening and analytical skills. It was definitely a true reflection of the speaking experience and the presentation techniques learned at the regular Toastmasters Club Meetings.

For the Humorous Speech Contest, Mohamed Syairoz, CC CL from Strategic Relations, Berjaya Corporation Berhad won 1st place; Harizah Faiz CC from Berjaya UCH won 2nd place and Sharon Teo, TM from U Mobile Sdn Bhd won 3rd place.

For the Evaluation Contest, Mohamed Syairoz and Harizah Faiz emerged as the 1st place and 2nd place winners respectively while Soon Wai Leong, CC CL from U Mobile Sdn Bhd won 3rd place.



Celebrating the success of the Humorous Speech & Evaluation Contests – Berjaya UCH Toastmasters Club members.

HARI RAYA KETUPAT MAKING CLASS

In celebration of Hari Raya this year, Group HR & Admin organised a Ketupat-Making class on 9 June 2017. A total of 35 participants attended this class in which they were introduced to various ketupat weaving styles and their distinctive shapes. The participants were guided by three Group HR & Admin colleagues, Zamri Jantan, Norazidah Muhamad Nawi and Norazah Abdul Samad. Participants were challenged by the tricky and confusing process of ketupat weaving, but they persevered with their new skill, all amidst a fun and engaging session with fellow colleagues.



Participants all smiles with their colourful ketupat.



Norazah (seated) demonstrating how to weave a ketupat.

LUCKY WINNERS OF 7-ELEVEN'S MINUM, MAKAN & MENANG CONTEST

On 28 August 2017, lucky winners of 7-Eleven's Minum, Makan & Menang contest were ecstatic to receive their prizes which consisted of a Yamaha R25 Motorcycle, a Huawei Honor 8 and a Samsung Galaxy S8 to each winner respectively. 7-Eleven Malaysia General Manager of Marketing, Ronan Lee presented the prizes to the winners.



7-Eleven Marketing General Manager, Ronan Lee with the winners.

EXCLUSIVE DREAMWORKS KOUKOU™ COLLECTIBLES AT 7-ELEVEN



7-Eleven Malaysia Deputy Chief Executive Officer Hishammudin Hasan (left) and 7-Eleven Malaysia Marketing General Manager Ronan Lee introducing the DreamWorks KouKou™ collectibles.

On 29 August 2017, 7-Eleven launched its loyalty programme, the exclusive and first of its kind, DreamWorks KouKou™ collectibles. The programme will run from 29 August to 23 October 2017.

Featuring iconic DreamWorks characters from well-loved animations such as Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon and Trolls, these 'bite-size buddies' are available at 7-Eleven stores nationwide, and the first to be launched in Malaysia following its global launch on 25 August 2017.

PRODUCTS FROM COSWAY

AspenAire Air Purifier

Better than the Best in the Market for Safe, Clean, Fresh Air Always

Advanced Nanotechnology Air Purification Solution



- Removes 95% of formaldehyde
- Removes 95% of benzene
- Removes 99% of ammonia
- Eliminates > 99% of germs
- Releases millions of negative ions
- Removes > 99% of PM2.5
- Removes > 99% of TVOC
- Scientifically proven results with 5 layers of high performance filters

Bioglo One Day Brightener

For Instant Brightening, Lasting Fairness!



- With an advanced Double Light Whitening System that immediately whitens and brightens dark and dull skin tone.
- Gives long-lasting fair and radiant skin with regular use.
- Moisturises skin and evens out skin complexion.
- With broad spectrum SPF15/PA+ to protect skin against UV rays.
- Performs as a light foundation or make-up base.

Lélan Vital Bed of Roses Eau de Parfum

With a feminine and sophisticated scent inspired by the elegant rose, Lélan Vital Bed of Roses opens with captivating top notes of Turkish rose, fresh tea, sweet bergamot and geranium. A bouquet of precious jasmine, magnolia and vibrant violet unfolds as warmer tones of amber, musk and cedar wood add a passionate finishing touch that lingers.



EVENTS AT BERJAYA TIMES SQUARE KUALA LUMPUR



THE BEST OF YOU EXHIBITION

From 27 July to 30 July 2017, a social awareness activity was held to encourage the public to think about the best of their own selves in everyday settings. The activity culminated with an exhibition showcasing submissions of favourite public stories alongside works of guest artists. There were also paintings, installation art and poetry to discover The Best of You.



SMART TUNNEL RUN 2017

On 30 July 2017, KEJAPS and Jabatan Pengairan dan Saliran Kuala Lumpur organised the Smart Tunnel Run 2017 in conjunction with the 10th Anniversary of Stormwater Management and Road Tunnel (SMART). The event was flagged off by Dato' Sri Ir. Haji Zulkefli bin Hassan, Director General of Department of Irrigation and Drainage and the prize-giving ceremony was graced by Dato' Sri Dr. Haji Wan Junaidi bin Tuanku Jaafar, Minister of Natural Resources and Environment.



MALAYSIA GASING CHAMPIONSHIP 2017

From 4 August to 6 August 2017, the Malaysia Gasing Championship 2017 was organised by Jabatan Kebudayaan dan Kesenian Negara ("JKKN") and Persekutuan Gasing Malaysia ("PEGAMA") to preserve gasing as an icon of Malaysian heritage and to promote the tourism industry.



ASIA ILLUSTRATIONS COLLECTIONS ART EXHIBITION 2017

The Asia illustrations Collections Art Exhibition 2017 was held from 26 August – 3 September 2017. Malaysia was the first country in Asia outside Taiwan to hold the exhibition which showcased over 300 artworks selected from different countries such as Malaysia, Taiwan, Japan, Korea, Hong Kong, Macau, China and Singapore. The objective of this exhibition was to promote Malaysian art on an international platform.



CANON PHOTOMARATHON 2017

Canon Photomarathon 2017, the region's largest annual photo shooting competition, was held on 9 September 2017.



FOREVER TERESA TENG SINGING COMPETITION

The Forever Teresa Teng Singing Competition (Preliminary Round - 9 September 2017, Final Round - 16 September 2017) was specially held as part of a promotion for Langgalamu's first concert in Malaysia. The competition was held in honour of the late Teresa Teng and the participants were required to perform her songs. Langgalamu made an appearance during the preliminary round and sang some songs.



ASTRO MEET & GREET – DAVID JAMES

David James, the former England international goalkeeper who played for a number of clubs in the English Premier League, was here for a Meet & Greet session with fans on 10 September 2017. During the session, David James shared his wealth of experience and discussed football technicalities with his fans.

MERDEKA KIDS COLOURING CONTEST

To commemorate Merdeka Day, BORDERS Malaysia launched a colouring contest for children on 14 August 2017 at Mesa Mall, Negeri Sembilan. BORDERS received more than 100 entries for the 3 categories of the contest. Participants were given door gifts along with BORDERS cash vouchers and Faber Castell ball pens.

On the day of the event, participants for each category also received soft toys sponsored by Hallmark. This fun event brought smiles to the children and strengthened the bond between parents and their children.



One of the winners receiving her prize.



Children concentrating on their artwork for BORDERS Merdeka colouring contest.

BORDERS WINS LONELY PLANET IN-STORE DISPLAY COMPETITION



BORDERS IOI City Mall won the Lonely Planet in-store display competition among retailers. The store's perfectly sculptured window and in-store promo as well as the available space and creativity of co-joining the travel items with reading materials created an interesting and lively atmosphere. It also attracted the attention of the public around that vicinity to walk into BORDERS.

JASON YEOH'S BOOK-SIGNING SESSION

On 5 August 2017, Penang-born author Jason Yeoh, who is a Malaysian TV producer, host and the founder of 'Full Time Living', had a "Jason Book Memories" book-signing ceremony at BORDERS Queensbay, Penang. His food and travel journal has created a new lifestyle for people to explore and touches the readers' hearts and minds. Jason's passion for traveling has brought him to explore interesting places across Asia. His fans also took the opportunity to take memorable photos with him.



Jason Yeoh posing with his fans during the book-signing ceremony.

CREATIVE WRITING CONTEST

Writing consists of one's own creativity and ideas. Thus to nurture the talent among the youngsters, BORDERS Malaysia collaborated with PrepWorks to hold a creative writing competition. BORDERS received 170 entries despite the limitation of 150 entries during the contest period from 17 July 2017 to 17 September 2017.

The grand prize was an English course by PrepWorks worth RM1,500, while the 1st runner-up walked away with cash vouchers worth RM600 and the 2nd runner-up with RM400 worth of cash vouchers.

THE BORDERS BOOKS CLEARANCE SALE



From 25 August 2017 to 3 September 2017, BORDERS Malaysia held a clearance sale at Summit USJ, offering huge savings up to 70% discount. Apart from books, customers enjoyed other discounted offers on items like stationery, gifts, collectible items and digital gadgets.

STARBUCKS OPENS IN GENTING HIGHLANDS AND MELAKA

On 15 June 2017, Starbucks opened a new store at Genting Highlands Premium Outlets ("GHPO") – a luxury outlet centre with a collection of designer and branded merchandise in Genting Highlands, Pahang.

The new Starbucks store features a modern design which incorporates large glass windows, allowing customers to enjoy a good view of the highlands, a spacious seating area, a community table and a masonry construction of stone wall art which highlights the elements of coffee roasting.

The 3,261 sq ft store can seat 122 customers at a time. The store also has a special coffee experience bar surrounding the counter area whereby baristas and customers are able to interact and share their coffee stories.

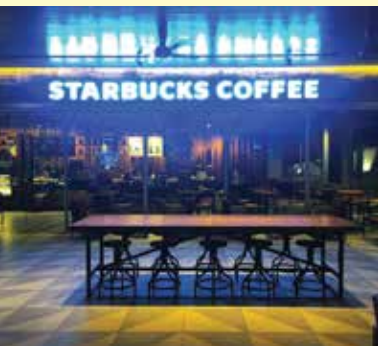
On 18 July 2017, a new Starbucks Drive-Thru store was opened in the historical city of Melaka. The store features an overall regional modern design. The outdoor design of the store uses a combination of corrugated metal in metal blackcolour, Conwood wood planks and large glass windows, giving customers a great view to the busy city streets.

Part of the walls in the store have a cement render racket finish, whereby the texture was inspired by how usually the coffee beans are dried under the sun by farmers. The store also features artwork like Joey Veltkamp's Coffee Growing Stages and Jesse LeDoux's Myth 3, which were stenciled directly on the wall.

With a seating capacity of 112 persons indoor, this new store provides a spacious and comfortable environment for customers.



The Starbucks GHPO's coffee experience bar allows its baristas to interact with customers.



The spacious indoor and outdoor areas of Starbucks GHPO.



The stone wall art which features the elements of coffee roasting at Starbucks GHPO.



The new Starbucks Drive-Thru in Melaka.



The spacious indoor seating area in Starbucks Drive-Thru Melaka.

FOOD BLOGGER TRAIL AT STARBUCKS RESERVE, SKY AVENUE MALAYSIA

Starbucks Reserve, Sky Avenue recently collaborated with Sky Avenue mall management in organising the Food Blogger Trail for more than 50 bloggers. The trail featured a coffee-tasting and sharing session hosted by Starbucks' Coffee Ambassador, Ayesha Dahalan.

Ayesha prepared the Nicaragua La Roca beans using both the pour-over and Chemex brewing methods to explain how both brewing methods affect the taste of the coffee.



Starbucks' Coffee Ambassador Ayesha Dahalan explaining how brew methods affects the taste of coffee.

STARBUCKS LAUNCHES NITRO COLD BREW TO COFFEE LOVERS

Starbucks is proud to announce that Nitro Cold Brew Coffee is officially available from 25 July onwards! Experience a leading edge of coffee innovation with Starbucks' Cold Brew Blend infused with pure nitrogen.

The nitrogen creates a thicker texture that cascades from a tap with a velvety cream that one can see and taste. Deliciously cold and served right out of the tap with a smooth creamy finish!

The Starbucks Nitro Cold Brew is currently only available at selected Starbucks stores in Malaysia such as Starbucks Reserve Publika, Starbucks Reserve Sunway Pyramid and Starbucks Warisan Square. To encourage customers to try out the new Nitro Cold Brew, customers who purchase Starbucks Nitro Cold Brew Glassware get to enjoy a complimentary Grande Nitro Cold Brew on the spot.



A Starbucks barista pouring the new Starbucks Nitro Cold Brew.



Starbucks Nitro Cold Brew.

STARBUCKS CARD ALBUM FOR COLLECTORS

Starbucks launched the Starbucks Card Album for their customers who are fans of their Starbucks cards. The album is redeemable at selected Starbucks stores and comes in a colour combination of grey and brown made out of wool and leather. The card album is lightweight and can fit up to 30 pieces of Starbucks cards.



The Starbucks Card Album fits up to 30 pieces of cards.



The Starbucks Card Album is made of wool and leather.

LIVE TALK SHOW FEATURES LOCAL CELEBRITIES AT STARBUCKS IOI CITY MALL PUTRAJAYA

Over the month of August, Starbucks worked with local television, 'HyppInspirasi' on a new 7-episode talk show series called 'HURU HARA' hosted by local personalities, Ray and Haniff.

The episodes were filmed at Starbucks IOI City Mall Putrajaya on each Friday of the month and is scheduled to be aired in October on HyppInspirasi HD Channel 111 every Tuesday. Each episode will feature different local celebrities sharing about their personal life, success stories or even gossip. Customers who patronised the Starbucks store during filming were able to watch the talk show live and un-edited.

This collaboration impacted positively on the store with increased sales transactions and awareness.



Filming of the 'HURU HARA' talk show at Starbucks IOI City Mall Putrajaya.

STARBUCKS COFFEE CHAT IN THREE RESERVE STORES

On 22 July 2017, a Coffee Chat session was held simultaneously at 3 different Reserve stores around Klang Valley.

Coffee Chat is a sharing session conducted by Coffee Masters to provide coffee-related knowledge and information to the public. At the Coffee Chat, Coffee Masters sampled Rwanda Musasa, Papua New Guinea Luoka and Costa Rica Vista. To bring out the uniqueness of the coffee, each presenter from the Reserve stores came out with their own food pairing and presentation.

A total of 45 new and regular participants attended the 3 sessions. The participants were really delighted with the presentation as well as the coffee knowledge which they gained over the coffee chat session. Starbucks expects to have more participants join them in their upcoming Coffee Chat session.



Coffee Masters prepared their own food pairing and presentation.

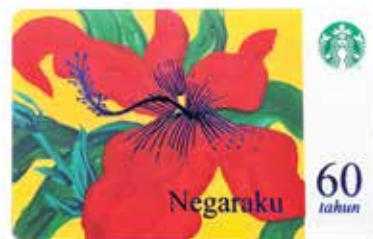


Coffee Masters imparting their knowledge to the participants during the Coffee Chat session.

MALAYSIA'S 60TH NATIONAL DAY STARBUCKS CARD

For Malaysia's 60th National Day celebration, Starbucks introduced a card design inspired by the colours and elements of Malaysia's national flower, Hibiscus rosa-sinensis or 'Bunga Raya' which was declared as the national flower of Malaysia since 1960.

The big red petals design on the card symbolises courage, life and rapid growth of Malaysia over the past 60 years of independence. Each petal represents the five principles or 'Rukun Negara' of Malaysia. The yellow coloured background symbolises the royal family, which shares the same colour as the crescent and star on the Malaysia flag.



Malaysia's 60th National Day Starbucks Card.

This card is definitely a collector's item for Starbucks Card collectors.

STARBUCKS MALAYSIA COMMUNITY CANVAS CREATION

On 20 May 2017, Starbucks Malaysia encouraged customers and the public to drop by any selected Starbucks store and showcase their creativity by expressing their colors of summer on a canvas. The project is named 'Inilah Kita – Hasil Ekspresi Komuniti Seluruh Malaysia', which literally means 'This Is Us – Expression of Community around Malaysia'.

8 empty art canvases and art equipment were allocated to 8 different Starbucks stores around Malaysia for customers to express themselves through art. Customers who walked in to the stores were free to draw anything, inspired from layouts and colours of the Starbucks Frappuccino®. The drawings on the canvases were combined into one artwork and installed at billboards located at 6 highways within Peninsular Malaysia - KM440.75 Sungai Choh I/C – Rawang I/C, Kerinchi I/C, Taman Tun Dr Ismail (TTDI) highway, The Mines, Selangor, Juru-Auto City, Penang and the mall building façade of Tropicana City Mall, Selangor.

This initiative provided Starbucks an opportunity to build and enhance relationships between their partners and the customers by working together to create a masterpiece. Starbucks' customers and partners felt proud and appreciated after seeing their masterpieces on the billboards around the city.



An artwork completed by Starbucks' customers.



A Starbucks customer putting on some final touches to her artwork.

STARBUCKS 'SHOW YOUR FLAVOR' – SUMMER BEAT MUSIC SERIES

Coming to the end of summer, Starbucks worked with winners of the Berjaya Teenstar Challenge to conduct a music and performance roadshow at selected Starbucks stores around the city areas of Peninsular Malaysia.

The Starbucks 'Show Your Flavor' – Summer Beat music series was held at 4 different Starbucks stores over the weekends in August. Each participating store featured talents between the ages of 12 – 19 in the categories of solo singing, modern dancing, cultural dancing and band. The purpose of this event was to provide a platform for young talents in music and performing arts to build confidence and showcase their skills to a broader audience.

In each session, the eye-catching performances and beautiful voices of the talents attracted plenty of attention and people gathered around the area to cheer for them. Some of the customers even came earlier to the store just to "reserve" the perfect seats for the 2-hour performance.



Dancers doing a dance routine with plates.



A Berjaya Teenstar Challenge participant belting out a song.

HEALTH FAIR FOR STARBUCKS SUPPORT CENTRE MALAYSIA

On 7 July 2017, the Partner Resources Organisation (PRO) of Starbucks Malaysia's Support Centre collaborated with Life Care Diagnostic Centre to organise a Mini Health Fair. This event was specially brought to Starbucks' partners to increase health awareness and reinforce positive health behavior.

One of the main activities of the Mini Health Fair was the free Metabolic Syndrome Test with consultation. All partners received a free health screening including a glucose test, waist measurement, checking of blood pressure, pulse rate and health consultation. There were also free health screening booths for eyes, dental and musculoskeletal which were available throughout the day for partners.

There was also a lunch talk on Stress and Mental Management conducted by Dr. Lennie Soo, a qualified supervisor for counselors from Hypnosis Integrative Hub.

Overall, the session was really fulfilling for all Support Centre partners. Most importantly, it helped to raise awareness among partners on healthcare by doing regular check-ups and managing their stress.



Starbucks' partners learning some basic exercise moves.

A Starbucks' partner at one of the health screening stations.

STARBUCKS MALAYSIA CELEBRATES RAYA WITH NEW FESTIVE FOOD ITEMS AND A GREETING VIDEO

In conjunction with Ramadhan and Hari Raya, Starbucks launched two limited time food offerings – the Ondeh-Ondeh Muffin and the Mini Wrap Chicken Pasta Rendang with Cheese.

To make Hari Raya more festive and vibrant, Starbucks worked with an award-winning radio announcer, DJ Lin from SuriaFM, to develop a Raya festive greeting video for circulation on social media. The short video featured the celebration of togetherness at Starbucks stores, with baristas humming Raya melodies and customers creating Starbucks moments in the stores with their loved ones.

This video reached more than 500,000 people within the first 12 hours of it being posted on social media.

Video link: <https://www.youtube.com/watch?v=mz0KsSwxLE>



A screen capture of the video on Youtube.



The Ondeh-Ondeh Muffin.



The Mini Wrap Chicken Pasta Rendang with Cheese.

STARBUCKS SIGNING STORE MALAYSIA CELEBRATES FIRST ANNIVERSARY

Starbucks' deaf baristas have been serving perfect cups of handcrafted beverages to their customers with passion and full of enthusiasm since the opening of the world's 1st Starbucks Signing Store on 20 July 2016.

The store recently celebrated the contribution of its deaf partners and also raised the awareness of People with Disabilities (PWDs) in the workplace. Partners who were part of the initiative a year ago together with media friends and special guests attended a lunch gathering at the Starbucks Signing Store. Berjaya Food Berhad CEO Sydney Quays, Department of Social Welfare Department of Development for PWDs Director Nor Tipah binti Majin, The Society of Interpreters for the Deaf (S.I.D), and a few special guests from Starbucks International were also present.

Four of the deaf baristas from the Starbucks Signing Store underwent their Coffee Master Programme since February 2017 and during the anniversary lunch, they were officially announced as the first group of deaf baristas to be certified as Starbucks Coffee Masters. They are Shift Manager Muhammad Aizad bin Ariffin and three full-time baristas Yap Yee Lin, Mohd Akmal bin Abdul Khalid and Nur'Aizad binti Mohd Rosli. Starbucks hopes to see its Deaf Coffee Masters to conduct coffee tasting and sharing sessions with its customers and deaf communities in the near future.



(From left) Starbucks Coffee Masters Yap Yee Lin, Mohd Akmal bin Abdul Khalid, Starbucks Signing Store Manager Evonne Lo, Nur'Aizad binti Mohd Rosli, Berjaya Food Berhad CEO Sydney Quays and Muhammad Aizad bin Ariffin.



Starbucks Signing Store partners and guests cutting the cake.



Starbucks Malaysia partners and the Starbucks International team.

STARBUCKS AND DULUX PAINTS SHOWCASE YOUNG LOCAL TALENTS

Inspired by the colors and elements of Starbucks' new summer beverages - Irish Cream Coffee Pudding Frappuccino and Matcha Earl Grey Jelly Frappuccino, Starbucks kicked off the launch of summer with 'Mural Art Project – Self-Expression Through Art'. Collaborating with Dulux Paints, Starbucks invited young local talents to showcase their creativity in mural art at selected Starbucks stores.

23 young local talents from Klang Valley and few of the students from Equator College in Penang gathered to create their own unique masterpieces on the walls of selected Starbucks stores using the high quality and colourful paints provided by Dulux Paints. They were encouraged to play around with the elements of colour, and be adventurous, bright, bold and energetic.

An official media launch for this project was held at Starbucks Ampang DT on 7 June 2017 to unveil the masterpieces to the public.

After the launch, these selected Starbucks stores of the project became popular attraction spots for both tourists and locals. Starbucks is delighted to have become a platform for young talents to showcase their creativity to a broader audience.



The artists introducing their wall to the members of the media and public during the unveiling ceremony at Starbucks Ampang DT.



Berjaya Food Berhad CEO Sydney Quays (second row, right) and AkzoNobel Decorative Paints Malaysia general manager Indran Laban (front row, second from left) together with the talented artists.

STARBUCKS PARTICIPATES IN HALFEST ASEAN 2017

In order to reinforce Starbucks as a halal brand in Malaysia, Starbucks Malaysia was chosen as the Official Coffee Partner for Halfest Asean 2017, a platform featuring more than 550 booths and 150,000 innovative and quality Halal products and services from various industries in Malaysia, organised by the Halal Industry Development Corporation, an agency under the Ministry of International Trade & Industry.

Aside from having a Starbucks Reserve booth at the event venue, Starbucks was also invited to share about coffee at main stage area throughout the 5-day event. Coffee workshops were conducted by different coffee masters daily to share on coffee knowledge and Starbucks culture to the event attendees. There was also a 'talent talk' session conducted by Starbucks' Deaf Coffee Master Aizad from Starbucks Signing Store, where he shared about his working experience in the store and how Starbucks has helped him in self-development over the year.

Starbucks received overwhelming favorable response not only from the attendees, but also the VIPs of the event, the ministries and local celebrities such as Chef Wan, a Singapore-born Malaysian celebrity chef.



Ministry of International Trade and Industry Deputy Minister Datuk Ahmad Maslan at the Starbucks Reserve booth at HalfFest Asean 2017.



Starbucks partners with Chef Wan at their booth.



GEORGETOWN WORLD HERITAGE DAY SPECIAL

During the Georgetown World Heritage Day on 7 July 2017, customers enjoyed 3 Mubarak Combo for the price of 2 combos at RM31.80 at Wendy's Sunrise Tower and Wendy's Design Village, Penang.

WENDY'S OPENS IN GENTING HIGHLANDS

Wendy's opened its brand new store in Genting Highlands Premium Outlets ("GHPO") on 23 June 2017. The store carries a modern rustic concept from its interior design to its furniture, giving it a more laid back feel after a long day of shopping.

The 3,300 square feet restaurant has a seating capacity of 90 pax at a time, and operates from 10am to 10pm daily.

Located at a prime area in GHPO, this store has indoor and al-fresco dining with a greenery view that faces Genting Awana Resort.



The opening team of Wendy's Genting Highlands Premium Outlets all ready for customers.



The new store design showcases Wendy's signature products.



A visit from Raja Azura (top) and Dato' AC Mizal during the opening.

7 WONDERS @ WENDY'S

Wendy's introduced a new concept of its Weekday Mania – The 7 Wonders on 7 July 2017.

Each combo meal is priced at RM9.50 and it includes a small fries and Coca-Cola. On the 7th of every month, the combo of the day will be priced at RM7.00.

As the date was 07.07.2017, Wendy's also gave away 70 sets of Chicken Nuggets combo at 7.00pm to the first 70 customers!

Customers who purchased the combo of the day on 07.07.2017 were able to add on Wendy's signature sides for only 70 cents!

This drew attention from new customers and the 7 Wonders was a hit at Wendy's stores.



The 7 Wonders @ Wendy's menu.



Long queue at Wendy's outlets for the FREE Chicken Nuggets Combo give-away on 07.07.17.

BEEF UP @ WENDY'S

Behold the love of all meat lovers! Wendy's invites everyone to 'Beef Up' their meal with their Beefanator burger as well as the Son of Beefanator.

Tantalise your taste buds with Wendy's juicy beef patty and the crunch of chicken strips all sandwiched in Wendy's signature glazed bun.

Complete the meal with cheesy wedges and a regular lemonade from only RM15.00.

Time to indulge in one today!



BERJAYA VIP ACCESS

Appreciation comes in many forms. Wendy's showed appreciation for the constant support from Berjaya employees, by giving them a one-day privilege on a monthly basis.

For the month of July, Berjaya employees were treated to a Mushroom Melt burger combo with a small fries and a small Coca-Cola for RM7.00 and for August, they were given a special 60% off on the next large combo with every large combo purchased.



WENDY'S VISITS BERJAYA SUBSIDIARIES WITH FOOD!

For the month of July and August, Wendy's visited Berjaya subsidiary companies with FOOD!

This is an effort done on a monthly basis to showcase Wendy's quality products and also to exchange views and comments with the Berjaya family.

Many of them also got the chance to ask questions about the products at Wendy's, which helped build their confidence in the Wendy's brand.



Wendy's visited Berjaya Corporation Human Resource and Admin department.



Wendy's visited Berjaya Corporation Accounts department.



Wendy's visited Sports Toto Malaysia's Draw Operations department.

EAT LIKE A CHAMP!



As a health advocate, Kenny Rogers ROASTERS ("KRR") is encouraging the public to eat like a champ through their wholesome Champion Meal promotion. Aside from offering a well-balanced meal, this is a way for KRR to show support for Malaysian athletes in conjunction with the SEA Games.

The Champion Meal comprises KRR's ¼ signature rotisserie-roasted chicken marinated in a special blend of herbs, and topped off with a delicious Honey BBQ flavour (available from 17 July 2017) or Spicy BBQ flavour (available from 7 August 2017). With Sunny Corn Rice and Coleslaw, and a free 100Plus drink, the Champion Meal is available at RM 16.90* onwards.

For only RM5 each, customers can have a choice of Garlic Toasties and Country-style Chicken Soup, or Kenny's Home-made Muffin and a single scoop of ice-cream.

KENNY ROGERS ROASTERS PROMOTIONS

During the third quarter of 2017, Kenny Rogers ROASTERS ("KRR") had several promotions for their customers.

In conjunction with the recent SEA Games, KRR introduced the 'Malaysia, Jom Victory Lunch!' Buy 1 Free 1 promotion from 21 - 25 August 2017. KRR celebrated Berjaya Day @ KRR for Berjaya employees with a Buy 1 Free 1 Victory Meal set from 28 – 29 August 2017.

From 31 August – 17 September 2017, KRR had the #NegarakuBest promotion where customers could upsize to half chicken at only RM5.



Malaysia, Jom Victory Lunch Buy 1 Free 1 promotion.



Berjaya Day @ KRR Buy 1 Free 1 promotion.



#NegarakuBest promotion.

TEAMING FOR EXTRAORDINARY PERFORMANCE

Kenny Rogers ROASTERS ("KRR") organised a customised 2-day intensive workshop with the theme "Teaming For Extraordinary Performance" from 22 to 23 August 2017 for a total of 116 participants consisting of Operations & Support Centre team members. The workshop conducted by motivational speaker, Dato' Dr Lawrence Walter from Lawrence Walter Seminars, focused on inspiring people to grow the organisation by focusing on alignment, communication and team work which will lead to KPI achievement.

The training modules for the workshop covered the following elements

- Enhance attitude and positive mind set by supporting each other to do well.
- Expand belief system and comfort zones to the next level. This starts with a positive winning mind set and staying positive until results are achieved.
- One focused Team by empowering your TEAM. Lead, train, delegate and monitor your team.
- Accept change and new challenges by having a tremendous learning mind set to grow faster by improving each day.
- Do everything you can to be profitable by raising the standard, speed and targets.
- Communicate more effectively to build rapport and drive results.
- Be proud of your brand by having a sense of pride and allow everybody to grow the brand together.

After completing the workshop, all the participants were required to share their learnings with their Restaurant or Support Centre team members and coach them to achieve the desired results. The overall experiences shared by the participants were encouraging.



One of the teams in discussion on their activity.

KRR participants listening attentively during the workshop.

THE 3 FOR P450 THURSDAY PIZZA FOR ALL!



On 15 June 2017, Papa John's Philippines introduced the 3 for P450 where pizza lovers get to choose three out of the four 12-inch delish flavours offered in the promotion for only 450 pesos. The flavours included are Double Meat, Creamy White Cheese, Italian Papa and Tropical Toss.

The promotion ended in October 2017.

3 for 450 Thursday is perfect for pizza lovers to enjoy better tasting pizzas at a more reasonable price.



Advance order made by the Philippine Stock Exchange Center (PSEC) Tektite.

BERJAYA TIOMAN RESORT NOW OPERATES ALL YEAR LONG!

Berjaya Tioman Resort will now be operating all year long! In conjunction with this, the resort is having a special promotion this year-end starting from 1 November 2017 to 15 February 2018, details as follows:

Room with Meals Package From RM420nett per room per night in a Superior Chalet

This package is inclusive of:

- Accommodation
- Daily set/buffet breakfast
- Daily set/buffet lunch
- Daily set/buffet dinner
- Activity Option: Choice of 1 x snorkeling trip to Renggis Island (with gears) OR 1 x Kayak Ride (2 hours) OR 1 x Discover Golf per stay
*subject to sea and weather conditions
- Complimentary 2-way land transfer (Tekek Village Jetty @ Tioman Island <-> Resort)

Terms and conditions:

- Book period : 17 July 2017 till 9 February 2018
- Stay period : 1 Nov 2017 till 15 February 2018
- Minimum length of 2 nights' stay required
- Black-out dates may apply
- Offer is not applicable for group bookings and/or use with other special offers/promotions

For reservations, please contact Berjaya Tioman Resort's Reservation Team:

Phone : (609) 4191 000 or (609) 4191 170
Fax : (609) 4191 718
Email : tioman.rsvn@berjayahotel.com

BHR UNVEILS BRAND NEW EXPERIENCE WITH 'THELIVINGROOM' HOTEL

In August 2017, Berjaya Hotels & Resorts ("BHR") officially announced the launch of a new chain of hotel concept known as 'thelivingroom' in Malaysia.

The 'thelivingroom' concept will focus on maximising the utilisation of space, offering guests more flexibility and convenience. The brand concept itself is different from other conventional hotels which are usually equipped with in-house restaurants, tiered room types, outdoor facilities and luxury interiors. In the 'thelivingroom' hotel, there is only 1 room type which can accommodate up to a maximum of 4 persons at any one time. Whether the guest is travelling solo or with 3 other travelling companions, 'thelivingroom' hotel will ease their hassle of choosing the right room type from the moment they book their stay.

Emphasising on space efficiency, the ground floor of 'thelivingroom' hotel is set to include a reception cum café, which will function as both check-in counter and F&B outlet. With a 24-hour turnaround time, 'thelivingroom' hotel guests are not restricted to the conventional 3.00pm check-in and 12.00pm check-out time. For instance, if the guest checks in at 9:00pm today, their check-out time would be at 9.00pm on the following day.

There are currently two 'thelivingroom' hotels mapped out for completion in 2018 in Malaysia, with another five to launch in the next three years. In the pipeline, its global expansion plans will include Thailand, Singapore, Indonesia, Vietnam, Hong Kong and Japan.

Benchmarked against four-star hotels in terms of furnishings and materials and to maximize space usage, these 4 distinctive key features are made-to-order without compromising guests' comfort:-

(i) Wall Bed

A transforming wall bed that doubles as a simple shelving unit which also functions as a work table. When not in use, it can be folded up to maximise floor space, transforming the bedroom into a living room.

(ii) Sofa-Bunk Bed

The sofa will transform into a bunk bed that can accommodate up to two adults.

(iii) Adjustable Lighting Fixture

With this unique feature, the guests can reposition the ceiling light to where it is needed.

(iv) Foldable Chair

A designer piece that reflects stylish statement and modern aesthetic. When not in use, it can be folded to be stored anywhere in the hotel or room.



The interior view of 'thelivingroom' hotel's room. (Top: Before, Bottom: After)

BERJAYA HOTELS & RESORTS PARTNERS WITH 7-ELEVEN TO INTRODUCE NEW PAYMENT SERVICE

Starting from July 2017, guests of Berjaya Hotels & Resorts ("BHR") can now pay for their room bookings at 7-Eleven stores nationwide. BHR and 7-Eleven Malaysia, the country's largest convenience store chain, are partnering to provide an alternative payment option to hotel guests, making the hotel reservation journey more convenient and hassle-free.

This new payment option is currently readily available for guests who book to stay in any of BHR properties in Malaysia including Berjaya Times Square Hotel Kuala Lumpur, ANSA Kuala Lumpur, Berjaya Langkawi Resort, Berjaya Tioman Resort, The Taaras Beach & Spa Resort, Redang Island Resort, Berjaya Waterfront Hotel and Berjaya Penang Hotel (formerly known as Georgetown City Hotel).

As the first hotel brand in Malaysia that offers its guests to pay room bookings at 7-Eleven stores, BHR is all set to expand its presence and opportunities in the suburban market where online or credit card facilities may not be readily available.



Hanley Chew, Chief Executive Officer of BHR (left) and Tan U-Ming, Executive Director of 7-Eleven Malaysia (right) announced the collaboration between BHR and 7-Eleven on the new payment option.

BERJAYA HOTELS & RESORTS FIRST TO PROVIDE COMPLIMENTARY SMARTPHONE DEVICE AND SERVICES

In August 2017, Berjaya Hotels & Resorts ("BHR") became the first hotel group in Malaysia to provide complimentary use of a smartphone aptly named 'handy' in all the rooms of BHR properties.

With 'handy', BHR guests can make unlimited local and international calls. Besides voice calls, users can get unlimited data to surf the internet, download their favourite applications and stay connected via social media. Additionally, 'handy' also includes details of the services available at BHR's hotels, with destination-specific content such as information about nearby tourist attractions and places of interest. It also features brand promotions and offers available nearby.

To ease communication between the hotel and in-house guests, speed dial to the hotel's concierge or help desk is also included as one of the essential functions of 'handy'. On top of these, guests can easily differentiate 'handy' from their own smartphones as it will be housed in a customised BHR branded phone casing.



The smartphone device, named 'handy' provided by BHR to its in-house guests.

TWE WINE TASTING

Stuart Rusted, TWE Wine Ambassador hosted a private Wine Tasting event in collaboration with Luen Heng F&B Sdn Bhd at Samplings on the Fourteenth, Berjaya Times Square Hotel. The event, attended by BERJAYA University College of Hospitality ("BERJAYA UCH") students and industry partners, tasted several types of wines namely, Beringer White Zinfandel, Beringer Founders' Estate Sauvignon Blanc, Beringer Private Reserve Chardonnay, Stag's Leap, Napa Valley Merlot, Chateau St. Jean CA Cabernet Sauvignon and Sterling Vineyards VCO CC Cabernet Sauvignon.



TWE Wine Ambassador Stuart Rusted introducing several types of wines to the attendees.

AMBASSADOR OF PERU VISITS BERJAYA UCH

His Excellency Guido Felipe Loayza Devescovi, the Extraordinary and Plenipotentiary Ambassador of Peru to Malaysia visited BERJAYA UCH on 21 June 2017. His visit was mainly to discuss on opportunities and future collaboration that may be undertaken by the Embassy of Peru and BERJAYA UCH. The new Head of the Consular Division, Guillermo Lauriano was also introduced during the visit.



Ambassador of Peru to Malaysia H.E Guido Felipe Loayza, Executive Director/CEO of BERJAYA UCH Madam Mae Ho, Head of Consular Division Guillermo Lauriano, BERJAYA UCH Vice Chancellor Emeritus Professor Walter Wong and Directorate - Executive Assistant Angela Thexeira.

NOW IN SEASON CAMPAIGN

On 30 July 2017, Chef CK and two students from the Faculty of Culinary Arts, Ju Ann and Elaine, participated in the Now in Season campaign at Glo Damansara. They did a cooking demonstration using oranges for their Spiced Orange Salad and Orange Parfait. Chef CK also extolled the benefits of healthy eating. Now in Season is a campaign by the Victorian State Government (Australia) in collaboration with Ultron promoting seasonal produce from Australia.



Chef CK, Ju Anne and Elaine preparing the Spiced Orange Salad and Orange Parfait in front of the audience.

SHARING SESSION WITH CHEF KEVIN CHERKAS

On 11 July 2017, BERJAYA UCH was honoured to have Chef Kevin Cherkas from Cuca Restaurant, Bali for a sharing session. He engaged with the students on how he achieved success through his passion, patience and perseverance. It was a very lively talk with Chef Kevin showing images of his experience in Michelin-starred restaurants, lessons he learnt from the chefs he worked with, and amusing the crowd with photos of his creatively crafted dishes.



Chef Kevin Cherkas (in green shirt) with BERJAYA UCH students.



The signing ceremony of the Memorandum of Understanding between BERJAYA UCH and Hilton International Asia Pacific Pte. Ltd.

BERJAYA UCH TAKES PART IN MOHE'S MAJLIS RAMAH MESRA YB MENTERI PENDIDIKAN TINGGI

On 10 July 2017, BERJAYA UCH was invited by the Ministry of Higher Education ("MOHE") to take part in the Majlis Ramah Mesra YB Menteri Pendidikan Tinggi. Senior officers and representatives from private higher education institutions as well as public universities and colleges were invited to join top officials led by YB Dato' Seri Idris Bin Jusoh, Minister of Higher Education for the Hari Raya Gathering at Putrajaya.

The Faculty of Culinary Arts specially prepared three cakes to mark the joyous occasion. The cakes were presented to YB Dato' Seri Idris Bin Jusoh by BERJAYA UCH Executive Director/CEO Mae Ho during the cake-cutting ceremony.



YB Dato' Seri Idris Bin Jusoh, the Minister of Higher Education Malaysia (centre, in grey) cutting the cakes.

iCGPA CONFERENCE

From 17 - 18 July 2017, Professor Lee Chain Buan, Deputy Vice-Chancellor of BERJAYA UCH was invited to be one of the Plenary Speakers for the first iCGPA International Conference 2017 held at Istana Hotel. She shared on the impact of iCGPA Graduates' Profile which enables students to track their progress for further educational pathways.



BERJAYA UCH Deputy Vice-Chancellor, Professor Lee Chain Buan speaking to the attendees.

BERJAYA UCH INKS MOU WITH HILTON

On 21 July 2017, BERJAYA UCH signed a Memorandum of Understanding with Hilton International Asia Pacific Pte. Ltd. for the provision of Hilton Class Talent Development Programme to students undertaking the Bachelor of Hospitality Management (Hons) programme. Emeritus Professor Walter Wong, Vice-Chancellor of BERJAYA UCH said BERJAYA UCH is honoured to be chosen as the collaboration brings its hospitality management programme to a new level.

WELCOME DINNER FOR WORLDCHefs BOARD OF DIRECTORS

BERJAYA UCH hosted the Worldchefs Board of Directors on 4 August 2017. Renowned chefs from all over the world led by Worldchefs President Thomas Gugler came together and had an exquisite fine dining experience at the Samplings on the Fourteenth. Malaysian heritage dishes were served to the delighted guests such as otak-otak, dhal with idilli, chicken rendang with ketupat and an assortment of nononya kuih. It was a great night to showcase Malaysian cuisines.



BERJAYA UCH Executive Director/CEO Madam Mae Ho and BERJAYA UCH Vice-Chancellor Emeritus Professor Walter Wong with Worldchefs Board of Directors during the showcase at Samplings On The Fourteenth.

BERJAYA UCH RECEIVES ASIC'S OUTSTANDING CONTRIBUTION TO INTERNATIONAL EDUCATION AWARD

On 20 September 2017, BERJAYA UCH was presented with an award for "Outstanding Contribution to International Education" at the ASIC 10th Anniversary International Education Awards held at Intercontinental Hotel. Prof. Lee Chai Buan, Deputy Vice-Chancellor of BERJAYA UCH accepted the award on behalf of the University College. ASIC or the Accreditation Service for International Schools, Colleges and Universities held its first international conference in Kuala Lumpur concentrated on development opportunities for accredited institutions, including partnership development, recruitment of international students, student care and support, on-going quality assurance and trends in international student mobility worldwide.



Prof. Lee Chai Buan, Deputy Vice-Chancellor of BERJAYA UCH receiving a prestigious award from ASIC Chairman, Maurice Dimmock and CEO Lee Hammond.

EXPERIENTIAL LEARNING FOR ACS SITIAWAN STUDENT AT BERJAYA UCH

On 6 June 2017, Vyann Chang, a spunky 14 year old girl from ACS Sitiawan spent a week of her school holiday to learn from BERJAYA UCH's very own chef lecturers. Despite having a very basic knowledge in baking, Vyann had an enjoyable week with the chefs learning bakery, pastry and production techniques. She highly recommends her friends to study at BERJAYA UCH if they want to upgrade their skills. Vyann was featured in Sin Chew newspaper in recognition of her efforts and dedication to raise funds for the orphanage in her hometown by making festive delicacies to sell to the public. BERJAYA UCH wishes her all the best and hopes that more students will follow in her footsteps by giving back to society.



Vyann Chang receiving a certificate from Director at the School of Culinary Arts Berjaya UCH, Chef Jochen Kern.

BERJAYA UCH HOSTS AFTERNOON TEA

On 12 August 2017, BERJAYA UCH hosted a wonderful afternoon tea at Samplings on the Fourteenth. Delectable pastries, sandwiches, scones and other savoury items were perfectly paired with a selection of teas from Tea Drop. As part of the students' practical exam, culinary, hospitality and exchange students from Sichuan worked together with lecturers to ensure guests experienced the Berjaya hospitality.



Students dressed up for the occasion.

K-POP SUPERSTAR G-DRAGON JOINS U MOBILE'S UNLIMITED GROOVES MUSIC CAMPAIGN

On 27 July 2017, U Mobile took its customers' passion for music up a notch by adding K-pop superstar G-Dragon to its Unlimited Grooves calendar. U Mobile was the official sponsor for the Malaysian leg of G-Dragon Act III: M.O.T.T.E on 17 September 2017 at Stadium Merdeka, Kuala Lumpur.

U Mobile's Unlimited Grooves campaign was created to bring customers even closer to their passion for music. It kicked off in May 2017 with Urbanscapes, Malaysia's longest-running creative arts festival. Over the span of 2017, the Unlimited Grooves calendar will include a diverse line-up of artists across genres such as Ed Sheeran's ÷ (Divide) Malaysia Tour, the Good Vibes Festival and the intimate Upfront concert series.

The announcement was also made in conjunction with U Mobile's flagship store opening at Berjaya Times Square. During the flagship store opening, Jasmine Lee, Chief Marketing Officer of U Mobile also talked about the telco's progress on the network front as it has recently switched on both the 1800MHz and 900MHz spectrum bands awarded by the government last year. She highlighted that customers should already be receiving improved network quality and coverage, making their U Mobile experience even more enjoyable.



U Mobile's senior management team during the telco's flagship store opening at Berjaya Times Square.

U MOBILE SIGNS TELCO-ASSURANCE MOU WITH MPI GENERALI

On 20 September 2017, U Mobile signed a memorandum of understanding ("MOU") with MPI Generali Insurans Berhad ("MPI Generali") to provide general insurance solutions to U Mobile's customer base. Through this partnership, the telco's customers will be able to subscribe, manage and view their general insurance coverage entirely via their mobile phones.

The MOU was signed by U Mobile's Chief Executive Officer, Wong Heang Tuck and MPI Generali's Chief Executive Officer, Oliver Tan. MPI Generali's general insurance solutions will be available to U Mobile customers from the second quarter of 2018.

U MOBILE AND MINESKI EVENTS TEAM ESTABLISHES MALAYSIA ESPORTS LEAGUE

On 17 August 2017, U Mobile and Mineski Events Team ("MET") announced the launch of the inaugural Malaysia Esports League ("MESL"). Aimed at bringing Malaysian esports to the next level, this year's MESL will feature one of the world's leading game titles, Dota 2.

MESL is set to be the biggest Dota 2 esports league in Malaysia with a total prize pool of RM500,000 – the highest recorded ever for a local Dota 2 tournament. The champion team will also receive an extra RM50,000 if the players are active U Mobile customers.

The league kicked off on 2 September with nationwide qualifiers.



From left to right: Professional DotA2 player Ohaiyo, Mineski Events Team Managing Director Kenchi Yap, U Mobile Chief Marketing Officer Jasmine Lee and Professional DotA2 player Mushi.

IPS LAUNCHES THE IPS BCARD

On 17 August 2017, Inter-Pacific Securities ("IPS") launched its own loyalty card known as IPS BCard in collaboration with B Infinite Loyalty Programme to reward IPS's clients with special members' benefits and attractive offers within B Infinite's merchant network.

BPoints are as good as cash and each IPS client receives an IPS BCard preloaded with 1,000 BPoints. IPS BCard members will be able to earn points when they purchase from B Infinite's merchant network and can make redemptions at any of B Infinite's merchant outlets or via the B Infinite Mobile App with as low as 100 BPoints for RM1.

Tan Mun Choy, Executive Director of IPS said, "With the IPS BCard, we want to extend our heartfelt appreciation to our clients by rewarding them with BPoints which they can utilise as cash at the numerous merchant partner stores. At the same time, it enables IPS to promote the 'Less prints, more trees' campaign, a green initiative to encourage clients to subscribe for e-statements. Clients who subscribe to e-statement will be rewarded with an additional 1,000 BPoints." Meanwhile, Yau Su Peng, Director, Retail & Innovation Berjaya Corporation Berhad said, "We are very pleased to collaborate with IPS which we believe will not only strengthen our partnership portfolio, but also enhance IPS' clients' journey with them."



Tan Mun Choy and Yau Su Peng launching the IPS BCard.

KRR AND IPS PARTICIPATE IN THE BURSA BULL CHARGE

14 September 2017 marked a significant day for Kenny Rogers ROASTERS (“KRR”) and Inter-Pacific Securities (“IPS”) when they joined hands to participate wholeheartedly in The Bursa Bull Charge 2017. About 2,000 runners from 150 organisations comprising public listed companies, investment banks, brokers, SMEs, ministries and regulators participated in this unique run initiated by Bursa Malaysia since 2014. The primary objective is to encourage Malaysia’s corporations to fulfil their Corporate Social Responsibility via fund raising for 30 deserving beneficiary organisations supporting the disabled, disadvantaged, underprivileged, and single mothers.

KRR and IPS sent an amazingly diverse team of enthusiastic runners to “RUN FOR OTHERS” where the spirit of inclusiveness was deeply emphasised and encouraged. The KRR team members for the 5km Corporate Run were Aisyah Hakimah, Endra Yusman, Joanne Goh and Norhazly Mohd Kasim. In addition, KRR was honoured to be the official meal provider for the event. IPS, being an avid supporter of Bull Charge, was represented by its Executive Director, Tan Mun Choy who took part in the 1.5km CEO race, together with Deti Affendi, Patricia Yap, Wong Wai Ying and Yokeswaran Radhakrishnan who ran in the 5km Corporate Run. Despite the scorching heat, all of them completed the run through Kuala Lumpur’s Capital Market Trail that passes by the headquarters of a number of Malaysia’s capital market participants.



IPS Executive Director Tan Mun Choy (centre) together with (from left) Patricia Yap, Yokeswaran Radhakrishnan, Wong Wai Ying and Deti Affendi in The Bursa Bull Charge 2017.



KRR was the official meal provider for The Bursa Bull Charge Race 2017.

A TRIBUTE TO DETI AFFENDI



Deti Affendi Bin A. Kadir
(30 April 1972 – 1 October 2017)

Inter-Pacific Securities Sdn Bhd would like to take the opportunity to pay tribute to their colleague and teammate, Deti Affendi who passed away while doing long distance cycling on 1 October 2017. Reflecting back, Deti had always been a fervent participant of The Bursa Bull Charge. He was constantly raising the bar for himself by frequently taking part not only in regular road races but also participating in triathlons and the Ultra Challenges races. His zest on living his life to the fullest pushed him to transform his life radically over the years. He left behind a beautiful legacy of patience, persistence and perseverance. He came to manifest the words of Tunku Abdul Rahman that he was the master of his own destiny. His sudden demise made his colleagues at IPS ruminant on the purpose of living. IPS is beyond grateful of what he had contributed positively

over the years. His friendliness, his humbleness and his passion for living will linger on in their minds always. Rest in Peace to our beloved friend, Deti Affendi.

SBBS TRIP TO VUNG TAU

SBBS organised a company trip to Vung Tau from 9 – 10 September 2017. After 9 years of operation in Vietnam, SBBS staff has grown to be more united. All staff and their family members enjoyed their summer break at the beach with fun-filled activities.



Deputy General Director Tran Mung Hung delivering his speech.



SBBS staff and their family members.

IPS AND BURSA MALAYSIA ORGANISE JOINT SEMINAR

On 9 September 2017, Inter-Pacific Securities Sdn Bhd (“IPS”) and Bursa Malaysia jointly conducted a free seminar on “Stock Market Prospects for the second half of 2017” at Renaissance Hotel, Permas Jaya, Johor Bahru. The seminar was attended by 150 persons comprising IPS dealer’s representatives, clients and the public.

Pong Teng Siew, IPS’ Head of Research shared his views on the economy and the stock market outlook for the second half of 2017. He explained on why the Malaysian stock market behaved the way it did in 2016 for the first half of 2017 and on any potentially disruptive market/global developments ahead. He also took the opportunity to brief the participants about Bursa Malaysia’s Mid and Small Cap (MidS) Research Scheme which is a collection of research reports profiling mid and small cap companies to spur the vibrancy of this potentially high growth market segment.

Pong also updated the participants that Bursa Malaysia has on 25 July 2017 launched the Leading Entrepreneur Accelerator Platform (“LEAP”) Market. The LEAP market aims to provide small and medium size enterprises with an alternative and efficient fund raising platform and visibility through the capital market. LEAP market is intended for persons who qualify as Sophisticated Investors. The first listing on the LEAP Market is scheduled be to in early October 2017.

Another speaker, who spoke on behalf of Bursa Malaysia was Zulkifli Ishak, Head of Business Development, i-VCAP. He shared with the participants about Exchange Traded Funds (“ETFs”) and explained how to make profits from trading in ETFs as it is an open-ended investment fund listed and traded on a stock exchange. Unlike individual shares, ETFs hold a basket of securities with the objective of mimicking the performance of an index. He also updated the participants that Bursa Malaysia will be introducing foreign currency denominated ETFs and the first one is expected to be listed in November 2017.



The participants listening attentively.



Pong Teng Siew, Head of Research, Inter-Pacific Securities.

HARI RAYA AIDILFITRI CELEBRATION IN VIETNAM

On 22 July 2017, the CEO of SaigonBank Berjaya Securities JSC (“SBBS”) Josephine Yei was invited by the Consul General of Malaysia in Vietnam to a Hari Raya Aidilfitri Lunch with fellow Malaysian corporates, individuals and Consulate staff at the Windsor Plaza in Ho Chi Minh City.



SBBS CEO Josephine Yei (3rd from left), Consul General Sofian Akmal Abd Karim (5th from left) and his spouse (4th from left) with other attendees.

CELEBRATING MALAYSIA’S NATIONAL DAY IN VIETNAM

The Consul General of Malaysia in Vietnam, Sofian Akmal and the President of Ho Chi Minh City Union Friendship Organisation (HUFO) jointly organised a reception on 6 September 2017 at Liberty Hotel in celebration of Malaysia’s 60th National Day. Josephine Yei, CEO of SBBS attended the function with other Malaysian and Vietnamese corporation members.

On 16 September 2017, SBBS management and staff attended a dinner get-together at Hotel Equatorial organised by the Malaysia Business Chamber in Vietnam to commemorate the 60th National Day of Malaysia.



SBBS CEO Josephine Yei (3rd from left), Consul General Sofian Akmal Abd Karim (5th from left) and his spouse (4th from left) with other attendees.



Shop & Go CEO Aaron Yeoh (left), SBBS CEO Josephine Yei (2nd from left), Inter-Pacific Securities Executive Director Tan Mun Choy (4th from left), and Li Shiu Beng (right) with family members and other attendees.

GET TO KNOW SPORTS TOTO FITNESS CENTRE

Are you thinking of losing some weight the healthy way or do you wish to have a fitter body? Join us as a member of Sports Toto Fitness Centre ("STFC") at a subsidised rate!

STFC boasts a sizable gym of 16,000 sq ft with the latest and most modern state of the art fitness facilities and equipment.

Some of its world class features include 3 sizable Group Exercise studios with a capacity of up to 38 persons per class. It has a body and mind yoga Zen studio, a main multi-function Viva Studio and its ultra-sleek disco Spin studio that will ensure participants experience an out-of-this world workout. One would enjoy a fun and effective workout with STFC's LesMills certified instructors in various group exercises classes such as Body Pump, Body Step, Body Combat, GRIT Strength, Body Balance, Dance Fusion, Sh'bam and Zumba.

Cardio enthusiasts are not left behind as STFC has one of the best brands of cardio vascular machines in the world, Life Fitness. With its world renowned award winning treadmills, steppers, stationary bikes, cross trainers and one of the world's most popular rowers, the Concept 2, STFC has something for everyone.

STFC also has their Professional Personal Trainers who can help and support members to achieve their Real Fitness Results at a special discounted rate.

Find out more at <http://www.sportstotofitness.com>



Some of STFC's Professional Personal Trainers.



An overview of the Sports Toto Fitness Centre from the Mezzanine floor.



Yoga class at the ZEN Studio.

B INFINITE WINS BRONZE AT THE LOYALTY & ENGAGEMENT AWARDS 2017

On 7 July 2017, B Infinite was announced the Bronze winner in the category Loyalty Programme Of The Year at the fifth edition of The Loyalty & Engagement Awards 2017, held at InterContinental Singapore.

B Infinite is also one of the finalists for the most Innovative Loyalty Programme 2017 in Southeast Asia, competing with top performing agencies in the industry.

The Loyalty & Engagement Awards, organised by Marketing magazine, honours the best loyalty marketing strategies in Asia Pacific. It is the first of its kind to recognise marketing works in three key areas – loyalty, engagement and relationship marketing, focusing solely on the art of cultivating customer loyalty and engagement.

All entries were evaluated and judged by a panel of experienced loyalty, engagement and relationship marketers and industry experts.

Visit <https://www.marketing-interactive.com/le-awards/sg/> page to take a look at the full list of winners.



B Infinite's Marketing & Product Development Manager Melissa Ng and the team with the Bronze award in Loyalty Programme of The Year at the fifth edition of The Loyalty & Engagement Awards 2017.

TIGAS EKSPRES OPENS AT PLAZA BERJAYA

Farmasi Tigas Ekspres is now open at Level 1 Plaza Berjaya, serving Berjaya staff located within the vicinity of Berjaya Times Square.

Tigas' tagline – A pharmacy you can talk to – embodies the commitment for our pharmacists to deliver dynamic and knowledgeable health advice, making Tigas pharmacies the destination for the best in preventive health.

The word 'Tigas' means the 3 links to better preventive health, connecting pharmacists to consumers and health solutions.

All Farmasi Tigas Alliance and Tigas Ekspres stores feature #rockstarpharmacists delivering consultations and specialised medication for your daily needs.

Look for us in all your community locations, operated by pharmacists you can talk to. Please visit www.tigasalliance.com for our store locations.



Farmasi Tigas Alliance's employees during the opening of Farmasi Tigas Ekspres.

7-ELEVEN MALAYSIA CELEBRATES HARI RAYA WITH IKHLAS



7-Eleven Malaysia General Manager of Marketing, Mr. Ronan Lee is distributing a meal to the homeless.

In conjunction with the Hari Raya celebration, 7-Eleven Malaysia visited Persatuan Kebajikan Komuniti Ikhlas Malaysia ("PKKIM") on 7 July 2017 to spread festive cheer to the community. PKKIM, also known as Ikhlas, is an organisation dedicated to support and counsel homeless drug addicts, sex workers and the transgender community. At their newly established centre, 7-Eleven Malaysia distributed packed meals along with goodie bags containing toiletries and their house brand products to aid the community during this festive season.

7-ELEVEN MALAYSIA, CARING FOR OUR COMMUNITY



7-Eleven Malaysia and several beneficiaries of Semurni Kasih gathered together for the handover and celebration.

On 28 July 2017, 7-Eleven Malaysia engaged with customers to support the underprivileged community through their annual CSR initiative, Semurni Kasih. RM3,025,937.83 worth of provisions consisting of food and non-food products were gathered at the end of the campaign, and these provisions such as canned food, biscuits, rice, bottled and canned beverages, as well as medicine were distributed to more than 190 charity homes and charitable causes across the country.

7-ELEVEN MALAYSIA, CULTIVATING THE SPIRIT OF UNITY

On 23 August 2017, 7-Eleven Malaysia conducted an arts and craft activity at Malaysian Federation of the Deaf ("MFD") at Menara KLH, Bandar Puchong Jaya to nurture inner creativity and instill the spirit of unity amongst the community, which mostly consists of children. MFD is an organisation which supports the deaf community by offering educational and living skills programmes that would enable them to be more independent on their own.

As communication is important for the community, 7-Eleven Malaysia organised the activity to help build the participants' confidence and ability to interact with others. Concurrently, it would enhance their creative skills and encourage them to develop further interest in creative-based projects. A simple Q&A about Malaysia was also conducted to educate and expand their knowledge about the importance of patriotism and unity.



Participants from Malaysia Federation of the Deaf with their artwork and the team from 7-Eleven Malaysia.

ROASTERS CHICKEN RUN RAISES RM55,000 FOR THE NEEDY

On 31 July 2017, Berjaya Times Square was swarmed with more than 2,000 runners for the 13th ROASTERS Chicken Run ("RCR"), organised by Kenny Rogers ROASTERS ("KRR").

The atmosphere radiated with energy when the enthusiastic participants engaged in an upbeat warm-up session by Sports Toto Fitness Centre before getting ready for their respective categories.

"Coming back for the 13th year, it is exhilarating to see the continuous support we get from the public. RCR is one of the significant events in our calendar because it fits our objective to promote healthy living and also allows us to give back to the community. We have reached out to 35 homes and organisations and contributed a total of 3,340 wholesome KRR meals between July 2015 to March 2017," said Sydney Quays, Chief Executive Officer of Berjaya Food Berhad.

The funds from ROASTERS Chicken Run 2017 were translated into more than 2,000 sets of Kenny's Chicken Meals and contributed to Food Aid Foundation benefitting approximately 20 charitable homes for both young and old. The remaining funds were utilised to purchase ingredients and groceries to homes which are also supported by Food Aid Foundation.

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



Sydney Quays, CEO of BFood presenting the mock cheque to Rick Chee, founder of Food Aid Foundation.



All the participants are ready to run!

WHOLESOME FOOD FOR THE REFUGEES

On 17 June 2017, in conjunction with Kenny Rogers ROASTERS' ("KRR") "22 Deliciously Healthy Years", KRR treated 50 Rohingya refugees from Rohingya Women Development Network to a heart-warming meal during their buka puasa event.

The event was organised in partnership with United Nations High Commissioner for Refugees ("UNHCR") in appreciation of the roles played by the refugee women to support information-sharing in their community.

"It is an honour to serve our community but it is truly humbling to have Kenny Rogers ROASTERS acknowledging the Rohingya refugees in Malaysia as we are the most marginalised communities in the world," said Sharifah Binti Hussien, Director of Rohingya Women Development Network.



Refugees with their Kenny's Quarter Lite Meal.

WENDY'S CELEBRATES EID MUBARAK WITH UNDERPRIVILEGED CHILDREN

On 13 July 2017, team members from Wendy's spent an evening with 20 children from Rumah Amal Asyura as part of their Corporate Social Responsibility initiative in conjunction with Hari Raya Aidilfitri.

The children arrived in their baju raya ready to have an enjoyable evening which began with an arts and crafts activity. Each child was given an uncoloured Wendy's Girl logo which they had to stick coloured paper on to make it look just like the Wendy's logo. Team members also assisted the children while getting to know them.

The children were then served Wendy's Mubarak Combo that consists of boneless chicken chop, ketupat, cucumbers, a side of satay sauce and a glass of sirap bandung cincau.

Deputy General Manager, Saw Yung Sheng handed duit raya to the children and they were all given a Frosty cone to enjoy on their trip back.



Wendy's staff assisting the children during the arts and crafts activity.



Wendy's team members and the children and caretakers of Rumah Amal Asyura.

COSWAY'S FIRST BLOOD DONATION CAMPAIGN

On 29 July 2017, Cosway collaborated with ADCAS Lifescience to organise a blood donation campaign with the theme "Give Blood, Save Lives" at Publika Shopping Gallery. The campaign's opening ceremony was graced by Her Royal Highness Sultanah Pahang, Sultanah Hajjah Kalsom. The event was a huge success with 122 pints of blood collected.



(From left) Cosway Group CEO Liang Sook Sook, National Blood Centre Director Dr. Noryati Abu Amin, HRH Sultanah Pahang, Sultanah Hajjah Kalsom, ADCAS founder and Cosway Executive Director Dr. Alice Lee launching the blood donation campaign.

"VALUE FOOD, WASTE NOT" BY THE LOST FOOD PROJECT

On 13 September 2017, Berjaya Cares Foundation, in collaboration with The Lost Food Project ("TLFP"), organised a talk entitled "Value Food, Waste Not" for approximately 80 Berjaya staff at Berjaya University College of Hospitality, Kuala Lumpur.

The talk, presented by Suzanne Mooney, Founder of TLFP, aimed to raise awareness on food waste and what can be done by consumers to curb food wastage. She also shared with the audience some tips on what to do with surplus food items.

Established in 2015, TLFP collects surplus food from supermarkets and manufacturers around the Klang Valley and redistributes it to those in need. Since its inception, TLFP has distributed over 250,000 nutritious meals to 42 charity partners around the Klang Valley from the surplus collected.

For more information about TLFP, please visit www.thelostfoodproject.org/.



Suzanne Mooney sharing insightful information including the various environmental impacts of food waste.

CARING FOR THE ELDERLY

For many older people, life can be a struggle. These struggles can be quite harsh when combined with poverty and lack of support from the government.

Being aware of this, the Philippine Gaming Management Corporation ("PGMC") team headed by its Vice President, Tan Eng Hwa, visited the San Lorenzo Ruiz Home for the Elderly in Pasay City, one of the cities in Metro Manila. During the visit, which is anchored on helping the less fortunate and ensures that they are not left behind, the team presented the Home a cash donation amounting PHP 50,000 for the rehabilitation of the Home's water tank heater.

The San Lorenzo Ruiz Home for the Elderly is run by the Little Sisters of the Poor, an international religious congregation with the mission of caring for the elderly poor in the spirit of humble service. The Home welcomes men and women 65 years and above, who are financially unable to support themselves. The Little Sister of the Poor relies mostly from donations to provide better care to the resident elders.

"While we continue to drive business growth, it is equally important that we continue to pay such visits to the people with special needs and to those members of society who need our care," said Tan Eng Hwa.



Tan Eng Hwa (extreme right) hands over a mock cheque to Sister Therese Merlita (2nd from right) along with PGMC officers and some elderly of San Lorenzo Ruiz Home for the Elderly.



Tan Eng Hwa (second from right) with PGMC Field Service Asst. Manager Darlene Elpa and Draw Security Senior Manager Arnold Datinguino interact with an elder resident of the Home.



The San Lorenzo Ruiz Home for the Elderly.