

# BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 4, 2013

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

## TAN SRI VINCENT TAN VISITS SOLS-BMF COMMUNITY EDUCATION CENTRE IN SG SULOH, BATU PAHAT

On 7 November 2013, Berjaya Corporation Berhad's ("BCorp") Founder Tan Sri Dato' Seri Vincent Tan Chee Youn visited the SOLS-BMF community education centre in his hometown of Sungai Suloh at Batu Pahat, Johor.

The community education centre is part of Project 100, a partnership programme between Better Malaysia Foundation ("BMF") and SOLS 24/7. Initiated in June 2012, Project 100 aims to provide free English lessons, computer classes and personal development programmes to urban and rural communities by setting up 100 community learning centres nationwide. To date, a total of 30 SOLS-BMF community education centres have been set up in various states such as Sabah, Johor, Pahang, Perak, Terengganu, Kelantan and Kuala Lumpur serving an average of 100 students. Students as young as six years old to working adults and even housewives attend English classes provided daily by these centres.

Tan Sri Vincent Tan and Tan Sri Danny Tan also officiated a new school block in SJK (C) Yeong Chang whereby they had both donated a total of RM200,000 towards the construction of the building. The new block was named "Tan Lam Hui Information Block" in memory of Tan Sri Vincent Tan's and Tan Sri Danny Tan's late father. The event was witnessed by Madam Low Siew Beng, Puan Sri Ivy Tan, Dato' Robin Tan and the school committee members.



Group photo with the students of SOLS-BMF community education centre in Sungai Suloh.



Tan Sri Vincent Tan and Dato' Robin Tan sharing a light moment with the children.



Group photo with the school committee members.



Working adults and housewives also attend free English lessons provided by the centre.



Tan Sri Dato' Seri Vincent Tan unveiling the plaque together with Tan Sri Danny Tan, Madam Low Siew Beng and Puan Sri Ivy Tan.

## Chairman and Ceo's Message

2013 was indeed another eventful and successful year for the Berjaya Group, both locally and abroad.

A few companies within the Group have won awards during the year, the latest being Berjaya Jeju Airst City which added 2 more international award wins to its growing list when it won the Gold Award for Best Futura Project and the Special Jury Award for its Phase 1 Gotjawal Village at the MIPIM Asia Awards 2013 in Hong Kong.

Our food and beverage brands Kenny Rogers Roasters, Papa John's Pizza and Starbucks have been opening more new outlets around Peninsular Malaysia, and Jollibean opened its first kiosk in Berjaya Times Square. They have also introduced some exciting menu items and interesting promotions during the year.

In November, a total of 344 students of Berjaya University College of Hospitality received their degrees and diplomas at its 2nd convocation ceremony.

Students of the university college also participated in local and international competitions throughout the year, and won quite a number of award recognitions.

On the CSR front, the respective companies and divisions in the group have been diligently continuing our long standing tradition of contributing towards the underprivileged communities through various projects and programmes. Various Berjaya subsidiaries have also visited old folks' homes, children's homes and hospitals to spread cheer during the festive seasons. I am indeed happy that we are able to provide the necessary support and assistance in helping the less fortunate to lead better lives and contributing towards a better environment in which we live.

As 2013 draws to a close, I would like to take this opportunity to thank you for all your efforts and hard work throughout the year. I hope that you have achieved both your personal and professional the goals which you have set at the beginning of the year. As we embark on new endeavours in 2014, there may be challenges ahead, but it is my hope that we will continue to persevere well and stay ahead of the

competition. I wish you a successful year ahead filled with abundant good health and happiness.

**DATO' ROBIN TAN**



### Performance of Companies for the 2nd Financial Quarter Ended 31 October 2013 (unaudited)

Company	Revenue 3 Months Ended 31 October 2013 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 October 2013 (RM'000)	Revenue 6 Months Ended 31 October 2013 (RM'000)	Profit/(Loss) Before Tax 6 Months Ended 31 October 2013 (RM'000)
Berjaya Corporation Berhad	1,773,349	170,599	3,792,945	431,641
Berjaya Land Berhad	1,039,864	117,270	2,067,650	333,123
Berjaya Sports Toto Berhad	866,885	127,827	1,753,988	276,196
Berjaya Media Berhad	14,855	1,485	29,458	2,553
Berjaya Food Berhad	33,715	5,059	70,245	11,241
Berjaya Auto Berhad	282,449	37,479	710,864	73,631
Berjaya Assets Berhad	100,738*	21,065*	100,738**	21,065**

\* 1st Financial Quarter ended 30 September 2013

\*\* 3 months ended 30 September 2013



7-Eleven Malaysia General Manager of Marketing, Ronan Lee (2nd from left) receiving the award trophy from guest of honour, Datuk Ahmad Bashah Md Hanipah, Deputy Domestic Trade, Cooperatives and Consumerism Minister (3rd from left) and Superbrands Malaysia CEO, Mark Pointer (4th from left).

### 7-ELEVEN CELEBRATES AWARD OF SUPERBRAND STATUS

On 11 October 2013, 7-Eleven Malaysia Sdn. Bhd. once again celebrated its Superbrand status when it was voted as Malaysia's favourite convenience store brand for the second time, with 2011 being the first.

7-Eleven Malaysia has also been awarded numerous other accolades over the years such as Super Star Achiever Award and National Growth Award from MRCA. With more than 1,520 stores nationwide and growing rapidly, 7-Eleven Malaysia is certainly living up to its tagline of "Always There For You".

Originally a London-based radio show in 1994 dedicated to promoting significant brands, Superbrands has grown into a world renowned award applied to outstanding brands in over 80 countries.

## Berjaya's Gotjawal Village wins two awards at MIPIM Asia Awards 2013



Juror Mr Tripp Ganitt presenting the Special Jury Awards to Ms Kim Soo Bin.

On 5 November 2013, Berjaya Jeju Resort Limited ("BJR") won the Gold Awards for Best Futura Project and the Special Jury Awards for its Phase 1 development 'Gotjawal Village' at MIPIM Asia 2013 held in Grand Hyatt, Hong Kong.

It is the fifth international recognition for BJR. In 2012, its masterplan Jeju Airst City was shortlisted as the finalist at MIPIM Awards 2012 in France, and subsequently won the 5 Star Awards for Best Mixed-Use Development at the International Property Awards 2012, followed by the Gold Awards for Best Mega Futura Project at MIPIM Asia Awards 2012. In 2013, Gotjawal Village won the 5 Star Awards for Best Leisure Development at the International Property Awards 2013.

Currently Phase 1 is under construction with POSCO E&C, a reputable contractor in Korea. Gotjawal Village comprises 51 units of high-end Seaside Maison and 96 units of trendy Market Walk. Seaside Maison is an upscale community specifically created for top tier clientele offered in 6 eco-inspired designs. Market Walk is a new type of condominium module which combines the residence with retail space. BJR plans to launch Gotjawal Village in June 2014, targeting both Korean and overseas customers.

## B.YOUTH ECO INSTAGRAM CONTEST WINNERS PARTICIPATE IN 'TIOMAN ISLAND CLEAN-UP DAY'

Berjaya Youth ("B.Youth") held an ECO Instagram Contest to raise awareness on the importance of nature preservation and conservation. Four grand prize winners were selected to embark on a trip for two to Tioman Island in conjunction with Berjaya Hotels & Resorts' 5th 'Tioman Island Clean-Up Day' held from 25 October to 27 October.

During this trip, the B.Youth winners and their partners were educated on the marine and land conservation efforts to protect the natural heritage of Tioman Island through Malaysian Nature Society's environmental projects called 'Revisiting Our Original TreeS' ("ROOTS") and Restore Our Awesome Reefs ("ROAR") supported by Berjaya Cares Foundation.

B.Youth winners were also enlightened on the importance of nature preservation be it on land or underwater through talks by Malaysian Nature Society and Professor Affendi Yang Amri, a Marine Biologist and Project Advisor from University Malaya. They were also given the opportunity to check out the progress of Project ROAR at Tekek Bay.

The B.Youth winners also took part in the beach clean-up challenge and the Turtle Conservation workshop for primary school children facilitated by the Turtle Conservation Society. Apart from that, the winners also learned the basics of diving through Discover Scuba and snorkelling at Renggis Island.

B.Youth winner, Tan Li Hui mentioned, "It is great to see people from different walks of life come together and contribute back to nature. It was a wonderful experience overall."

Fellow winner Thanwan commented, "This has been a good experience and it is great to be a part of these activities and thank you B.Youth for giving me the opportunity to have fun while educating myself."

Overall, this trip was an informative and interesting one for all the B.Youth winners. With awareness and education, B.Youth Eco aims to make the earth a better place by encouraging youth to be responsible citizens of the world.

Berjaya Youth is a platform specifically created by Berjaya Corporation Berhad for the youth community of Malaysia with the objective of cultivating leadership, creativity and proactivity while promoting the spirit of volunteerism, positive thinking and good values through various projects and activities.



The winning team with the most litter collected during the beach clean-up session.



B.Youth Eco Contest Instagram winners with their partners and the B.Youth team.



Turtle Conservation Workshop with school children.



B.Youth winners and partners getting ready with their gear for 'Discover Scuba' session.

## Borders Brings More Cheer to the Less Fortunate



From 15 November 2013 till 19 January 2014, let Border's Festive Gift Guide help you to discover wonderful gift ideas. Gift wrapping service is available with a minimum charge of RM3 only. All proceeds will be donated to the Malaysian Red Crescent Typhoon Haiyan Relief Fund.

## Are you a Superhero?



Best dressed superheroes were wanted in the Nooka Justice League Superheroes in Action held on 15 and 29 December 2013 at Queensbay Mall, Penang and The Curve, Petaling Jaya respectively. The meet-and-greet session also gave fans a chance to take photos with their superheroes. Among the superheroes who showed up were Superman, Supergirl and Green Lantern. Others activities included a drawing contest, live painting and figurine painting workshop of Justice League superheroes, and a charity auction of a live painting.

## More Rewards with Borders

The newly revamped Borders Rewards Card allows customers to enjoy more discounts and benefits in all Borders stores. Sign up for membership now to collect points from any participating Berjaya merchant, which in return can be used to redeem products at participating outlets.



## Stretch Your Creativity with Borders Mind Play during School Holidays



In collaboration with Faber Castell and Ban Dai, Borders organized a creative fun and live inter-activity during the school holidays to challenge children's ability to coordinate and build. Fun and thrilling activities were held from 14 till 29 December 2013 at various shopping malls in Klang Valley and Petaling Jaya. Among the activities were Faber-Castell colour grip & connector pens demos, Gundam demos and robot building workshops.

## New Products from Cosway

### Empress MAGIC COOKER

Cooks like Magic! So fast, So Easy!

Be a culinary whiz with our multi-purpose, simple-to-use cook pot that saves you time, money and energy!

The Magic Cooker retains maximum heat from its brief contact with fire and allows food to continue cooking until it's perfectly done - WITHOUT gas or electricity.

Follow these steps:

1. Add all ingredients into the inner pot
2. Bring food to a boil on the stove. Continue to cook for a short while.
3. Transfer to the insulated main pot and cover. Leave food to cook on its own for about one hour (cooking time varies depending on the dish). Once cooked, food stays warm for up to 8 hours.

There's no need to supervise your cooking! All you need is minimal on-stove time (e.g. 10 minutes for stew or 1 minute for rice), and let the Magic Cooker do the cooking for you.

The cooker's high-intensity thermal effect allows it to use residual heat to cook food, which can retain their taste and nutrients, making your meals healthier and more delicious!

Fret no more about food getting overcooked, dried out, burnt or boiled over. Just get it started and when cooking time is up, you can enjoy your meal right away, or keep it warm for up to 8 hours. Whatever your schedule, you'll have a nice no-hassle hot meal whenever you're ready for it!

An indispensable 5-appliance-in-1 wonder, you enjoy so many functions with just one magic pot:

- Thermo cooker
- Food warmer
- Rice cooker
- Cooler / Ice bucket
- Yoghurt maker

Each set consists of :

1. Outer Cover
2. Inner Lid
3. Large Inner Pot
4. Main Insulation Pot



## Introducing the Micro Foot File !



An innovative, award-winning and unique foot file!  
Removes Calluses & Smoothens Cracked Heels Effortlessly

The uniqueness of Micro Foot File:

- Unique micro plane blade etching (regular & precise cutting) that removes hardened, dry, cracked, and scaly skin in dust-like particles without damaging overall skin.
- Equipped with a built-in compartment to collect dead skin as you file for more hygienic usage
- Easy grip handle and works as a massager stick as well
- Safe to use on wet or dry feet

Size: 8.5 x 33 x 2.5 cm

Material: Ni-Alloy (SUS 304H), ABS (Handle)

### Use in various ways:

Remove callus on foot  
Massages foot sole  
Remove dead skin on toes  
Acupressure for your soles

### Directions of Use:

Place the foot file where there is rough calloused skin and file according to your comfort, as gently as needed. Dry and dead skin will be collected in the built-in compartment.

### Certificates & Awards:

Seoul International Invention Fair 2002 & 2004

### Comparison of file structures:

#### Normal File

- Saw type - Irregular saw-like surface.
- May cause skin damage, leave scars and callus dust.
- Sandpaper file, ceramic, stone, stainless steel, nickel, etc.
- Using common foot file: Inflicts wounds on skin

#### Micro Foot File

- Micro plane blade type - Regular file surface.
- Gently & completely removes calluses without damaging the skin and leaves no scars.
- A built-in compartment traps callus dust
- Using micro foot file: Only removes hardened skin (calluses)

## ASPEN ECOLON

100% Toxin-Free & Eco-Friendly Non-Stick Cookware

- NO PFOA
- NO PTFE
- NO HEAVY METALS

Product of Korea

Tested by:

SGS / U.S Food and Drug Administration / Korea Testing & Research Institute



### The Cookware for Healthy Living...

The ASPEN Ecolon range is the new innovator in healthy living. It offers a modern, colourful, and all-natural twist with its Ecolon-coated non-stick cookware. Its advanced technology in ceramic application allows for high performance cooking with lower energy consumption and what's best, it is toxic-FREE!

### 100% Toxin-free Ecolon Ceramic Coating

An alternative to PTFE coating, Ecolon coating is friendly to the environment and to the human body as it is made from natural materials like mud, sand and rocks. Tested free from harmful chemicals such as cadmium, lead and mercury, it is safe even when the cookware is heated to a high temperature.

### Safe & Environment-Friendly Manufacturing Methods

PFOA is not used during production and does not remain as a residue like the usual non-stick cookware.

### Healthy Non-Stick Cookware that Provides Great Performance Too! Better Cooking Results

Ecolon coating is highly heat conductive resulting in faster cooking time, and it emits Far-infrared Rays which improve the taste, tenderness and aroma of the food.

### Superior, Advanced Non-stick Performance

Allows healthier and easier cooking with less oil needed. Cleaning is made easier with its non-stick coating applied on both the interior and exterior.

### More Durable and Long-lasting

Highly scratch-resistant. Ecolon coating can withstand 8H hardness (the usual non-stick only 4H) and will not melt up to 450° C.

### High-quality Aluminium Die-casting

Manufactured and designed with different thickness. Thick bottom to prevent hot spots and thin sides and rim to create optimal heating value for efficient cooking and reduced energy consumption, and exceptional durability at just 1/3 the weight of cast iron.

### Seamlessly-integrated handles

Leave no rivets on the inside of cooking surface.

Cross Section :

- Ceramic top coating
- Ceramic base coating
- Aluminium
- Ceramic base coating
- Ceramic top coating

### RA0734 ASPEN Eco Non-stick Casserole with Die-cast Aluminium Lid

9.5"	24cm	4.7QT	4.5L
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- Induction Base
- Can be used in oven up to 180°C (with lid) and up to 300°C (without lid) for:

1. Baking
2. Roasting
3. Braising

- Inclusive of detachable silicone grip set
- Die-cast aluminum lid creates a convection effect for more efficient cooking

### RA0735 ASPEN Eco Non-stick Fry Pan with Glass Lid

11"	28cm
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- Induction base
- Can be used in oven up to 180°C

### RA0736 ASPEN Eco Non-stick Wok with Glass Lid

13.5"	34cm
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- Without Induction Base
- Can be used in oven up to 180°C

### Suitable for cooking using:

Oven/Broiler Gas	Induction Radiant	Halogen Electric
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## The Fairest of Them All...

Laser-Like Skin Whitening Results in just 2 Weeks!

The alternative to laser treatments! Safe, affordable and highly effective!

L'élan Vital White Evolution Serum is formulated with breakthrough whitening ingredients - Biomimetic Peptides and 4-Butylresorcinol that work wonders in replace of laser treatments.

- ✓ Corrects dull and yellowish skin complexion
- ✓ Eliminates existing pigmentation and brown spots
- ✓ Slows down melanin production to prevent new spots from forming
- ✓ Boosts collagen synthesis and elastin production
- ✓ Improves skin firmness and elasticity
- ✓ Reduces the appearance of fine lines and wrinkles
- ✓ Eliminates signs of ageing for radiant, flawless skin



**Clinically Tested and Proven to Deliver Dramatic Results!**

44% reduction in pigmentation spots  
100% increase in skin elasticity and firmness

## Breakthrough Technology from France And Japan

Fairer, Smoother, Glowing Skin in 5 days!

Nn Premium White Collagen Drink is formulated with clinically tested 5500mg Peptan Tuna collagen, "Master Antioxidant" - Glutathione from Kohjin™ & "Skin Moisture Lock" - Oryza ceramide to effectively arrest aging and premature aging from the inside.

The Amazing Effects of Nn Premium White Collagen Drink:

- noticeably reduced fine lines and wrinkles
- improved skin elasticity
- restored moisture balance
- brighter overall skin tone
- smoother & improved skin texture
- healthier, firmer skin
- reduced skin dryness & roughness
- lifted, youthful breast
- firmer buttocks
- thicker, more lustrous hair
- stronger, healthier nails



**A delicious beauty boost !**

- No fishy aftertaste
- Zero fat
- Zero calories
- Free from preservatives & artificial colouring

Drink one bottle a day for the first 2 weeks, thereafter, take one bottle every alternate day.



Quality assured and certified by:



## TheSun Editorial Excellence Awards

In December 2013, theSun held its 2013 Editorial Awards for the third quarter of 2013 with the first prize won by reporter Soo Wern Jun for her 5 August 2013 front page report 'Awake and Painless' on UKM Medical Centre removing brain tumours on "wide awake" patients. She received RM300 worth of book vouchers courtesy of Borders.

Second prize went to photographer Adib Rawi for his front page Hari Raya photo 'Light Show' which was published on 8 August 2013. He won RM200 worth of Borders book vouchers.

The awards were presented by theSun managing editor Freddie Ng. Five Special Mention Awards were also given out to business reporters Premalatha Jeyaraman and Ee Ann Nee, photographer Norman Hiu and graphic artists M. Magenan and Mohd Razali Mohd Rabi. They each received RM100 worth of Borders book vouchers.

The awards are given out every quarter for editorial excellence in news, features and photography. Entries are judged on their exclusivity, relevance and effort put in to source for material. Photographs are selected not just for their news value but also creativity.

This quarter, the awards were open to graphic artists as well to recognize their efforts in making theSun pages look visually attractive.



(From left) Mohd Razali, M. Magenan, Ee Ann Nee and Norman Hiu with their awards.

## Events at Berjaya Times Square



01



02



03



04



05



06



07



08



09

### THE BIG TEN-RIFIC BASH PRESENTS THE PERFECT 10 LIVE DRAW

29 September 2013

Berjaya Times Square had an overwhelming crowd of shoppers in celebration of The Big Ten-Rific Bash on 29 September 2013. The campaign which lasted 4 months gave away more than RM500,000 worth of prizes via its highly engaging redemption programme titled 'A Capsule Frenzy'.

01

### ONE FM BOH PRECIOUS MOMENTS CAMPAIGN

21 September 2013

Jointly organized by One FM & BOH, the purpose of this campaign was to set record in the Malaysia Book of Records with their creation of the Biggest Cup Replica.

05

### KPOP STAR HUNT SEASON 3 - MALAYSIA AUDITION

21 September 2013

Kpop Star Hunt 3 held an open audition and finalists were selected to represent Malaysia for its final singing and dancing reality show competition in Singapore.

02

### UBAY FASHION LAUNCH

16 October 2013

The launch was to introduce the UBay fashion concept store and the latest fashion collections were showcased to the public.

06

### HARI KESIHATAN PERGIAN 2013

6 October 2013

The launch of World Dental Health Day was officiated by YABhg Datin Paduka Seri Rosmah Mansor to create awareness on the importance of oral health. The highlight of the event was a puppet show which attempted to break the record in the Malaysia Book of Records for The Longest Puppet Show in Malaysia.

03

### CARDIFF CITY MATCH VIEWING PARTY

24 November 2013

U Mobile organized a live broadcast of the football match between Cardiff City and Manchester United. The public watched the live broadcast via the big LED screen which was placed at Boulevard Central.

07

### SUB INTERNATIONAL SCHOOL GRADUATION & MAKE UP COMPETITION 2013

20 October 2013

This makeup fashion show was organized by SUB International School to present the creative makeup by their graduates students and an annual makeup competition participated by more than 60 students.

04

### POS MALAYSIA STAMP WEEK 2013

13-29 November 2013

The Stamp Week is an annual event organized by POS Malaysia to promote the hobby of collecting stamps.

08

### WORLD CYBER GAME

8-10 November 2013

The objective of the event was to engage with the youth and to promote gaming and e-Sports.

09

## Kenny Rogers ROASTERS Rewards Diners With The “Eat More Get More” Promotion



On 10 December 2013, Kenny Rogers ROASTERS (“KRR”) introduced its “Eat More Get More” promotion as a way to reward its loyal diners. With every RM50 spent in a single receipt at any KRR restaurant; patrons will receive a RM5 voucher in return! The promotion is KRR’s way of saying ‘Thank You’ for spending a festive season meal with KRR. The RM5 vouchers are valid for use within the month of January 2014, and are redeemable for walk-in, drive-thru and delivery customers. Multiple vouchers can be used within a single transaction.



KRR’s Support Centre were the tournament champions.



Participants of the KRR Bowling Tournament 2013.

## Kenny Rogers ROASTERS Bowling Tournament 2013

In line with Kenny Rogers ROASTERS’s (“KRR”)’s tagline “Less fat...Less salt...Less calories...”, KRR held its annual Bowling Tournament on 11 September 2013.

KRR staff nationwide participated in this tournament. The tournament is held annually to allow KRR team members to relax, have fun and strengthen team spirit between team members.

Support Centre won the Team Champion for KRR Bowling Tournament 2013.

## Kenny Rogers ROASTERS Introduces Braised Lamb Meal



Esther Woo, Deputy GM of Berjaya Roasters (M) Sdn Bhd (right) and a staff introducing the Braised Lamb Meal set and the Green House drink.

On 3 October 2013, Kenny Rogers ROASTERS (“KRR”) introduced its brand new Braised Lamb Meal.

Instead of the famous rotisserie-roasted quarter chicken, sink your teeth into the succulent lamb dressed in smoked BBQ sauce or choice of Black Pepper or Original Sauce. The Braised Lamb meal also comes with Baked Spicy Wedges, two side dishes of your choice and a Kenny’s Home-made muffin.

Complete your meal with Green House - a refreshing cool exotic fizzy lemonade with cucumber strips drink. This is one meal not to be missed!

## Kenny Rogers ROASTERS Opens 4 New Restaurants

Kenny Rogers ROASTERS (“KRR”) recently opened 4 new restaurants at:



Bangi Gateway, Selangor



Little Red Cube, Johor



AEON Kulajaya, Johor



Seremban Prima Mall, Negeri Sembilan

## The Chicken & Pasta Meal Is Back, And This Time With New Flavours!



The new Mambo Minty Chocolate - a shaken chocolate icy drink with mint flavour.



The Chicken & Pasta Meal.

Kenny Rogers ROASTERS’ (“KRR”) all-time family favourite The Chicken & Pasta meal is back with newly added flavours!

The delicious year-end special introduced on 18 November presents diners with the tantalising combination of pasta served with juicy rotisserie-roasted quarter chicken. Each Chicken & Pasta meal is completed with one side dish and a choice of one of the new muffin flavours - The Dynamic Duo.

Aside from the three delicious pasta flavours of Beef Bolognese, Cheezy Chicken and Tangy Chicken, KRR introduced a brand new pasta flavour: Marinara Chicken. The newly added muffin flavour - The Dynamic Duo allows diners to choose between Banana Zumba or Vanilla Twist to complement the meal. KRR also introduced Mambo Minty Chocolate - a shaken chocolate icy drink with mint flavour added to quench your thirst.



## KRR International Participates In Franchise Summit 2013



Dato' Francis Lee, President of KRRI receiving a token of appreciation for sharing his experiences for the session 'Managing Growth'.

Larry D. Velasco, KRR Franchise System Manager shared his experiences in one of the sessions.

On 12-13 November 2013, Kenny Rogers ROASTERS International ("KRR International") participated in the Franchise Summit 2013 at Hotel Istana Kuala Lumpur.

Organised by the PNS Academy, the inaugural summit brought together franchise founders, owners, CEOs and other business owners, entrepreneurs as well as professionals in the franchise industry to share and chart the future of the franchise industry.

The summit is also a step forward by PNS to strengthen its position as the lead agency in developing the franchise industry in Malaysia.



Luis Daniel, KRR International Senior Vice President (left) and Yasmin Hedjri, Franchise Development Manager (second from left) with a prospective KRR franchisee.

## KRR Participates In International Trade Exhibition in Singapore

On 3-5 October 2013, Kenny Rogers ROASTERS International ("KRR International") took part in the International Trade Exhibition - Franchising and Licensing Asia 2013 held at Sands Expo and Convention Center, Marina Bay Sands Singapore.

The exhibition was part of their ongoing activity to elevate brand awareness and presence, to raise the profile of the KRR brand and also to create potential networking opportunities in South East Asia.

## Adieu, Katharina!

Kenny Rogers ROASTERS International ("KRR International") recently bid adieu to one of their interns, Katharina Stefanie Seltsam from Germany who completed her 6-month Malaysia-Europe Forum Young European Internship programme.

Katharina enjoyed her stay here in Malaysia and was honoured to be attached to KRR International.

This programme is an initiative by MEF towards building bridges between Malaysia and Europe. KRR International is more than happy to be a part of the programme as they not only benefit from the input and ideas of young enthusiastic graduates, but it also opens up potential business opportunities for KRR's expansion in Europe.



Katharina received her Certificate of Appreciation from Luis Daniel, Senior Vice President (left) and together with her is the KRR International management team.



KRR International's new office on Level 7, West Wing, Berjaya Times Square.

## KRR International Moves To New Premise

Effective 1 November 2013, Kenny Rogers ROASTERS International ("KRR International") started operating from their new office at Level 7, West Wing of Berjaya Times Square.

The spacious office is able to accommodate more than 15 employees, has meeting rooms, visitor's room, pantry and archive room providing a more comfortable and conducive working environment for KRR International employees.

The new address and contact details are:

Kenny Rogers Roasters International, Lot 07-33, 7th Floor, West, Berjaya Times Square,  
No 1, Jalan Imbi, 55100 Kuala Lumpur.  
Tel : 03-2145 3259/03-2148 1876 Fax: 03-2143 4085

## RASA UTARA LAUNCHES FIRST MERCHANDISE

On 1 November 2013, Rasa Utara launched their first merchandise item - the Rasa Utara mug. The first 100 Rasa Utara customers with a minimum spending of RM100 in a single receipt were entitled to a free mug. They could also purchase a second mug or more for only RM10 each. The promotion ended on 31 December 2013. The mug is sold at RM25 each.



## Rasa Utara Introduces New Breakfast Menu

With a scrumptious variety to choose from, the restaurant serves to cater to a perfect northern breakfast. Keeping up with the breakfast tagline of 'Start Strong, Grab Your Breakfast at Rasa Utara', the restaurant's breakfast menu offers *Nasi Lemak* with a choice of *ayam goreng berempah*, *daging rendang utara* and *ayam rendang utara*, *Mi Goreng Telur*, *Nasi Impit Rendang Kuah Kacang* and *Roti Canai*.

Adding to the breakfast menu, Rasa Utara also serves *Roti Tampal* at RM5.80 for a combo set and *Telur Separuh Masak* at RM3.50, ala carte.



## Starbucks Opens First Heritage Store at Gurney Paragon Mall

In the 4th quarter of 2013, Starbucks Malaysia opened its first heritage store at Gurney Paragon Mall, Georgetown, Penang. The new Starbucks store is located at St Joseph's Novitate or St Jo's, an area created for stylish restaurants and cafes steeped in the architecture of Penang's heritage - hence Starbucks' interior design is themed to cultivate Penang's richness of heritage and culture.

The store comprises a great selection of furniture, fabrics, wall and floor finishes, lighting and décor accessories. The wall and flooring colour selection emboss a rustic and stained concrete effect, creating the feel of natural, old but charm. A trishaw is also utilized as a décor item in the store as trishaws are commonly seen around Penang and became popular in 1941.



The look and feel of the outside of the Starbucks store at Gurney Paragon.



The trishaw that is part of the décor at the store.



The interior of the Starbucks Store.

## STARBUCKS MALAYSIA LEADERSHIP CONFERENCE



Starbucks' Partners who attended the conference.



All dressed according to the theme of Candy Cane.

On 17 October 2013, 200 partners attended the Starbucks Leadership Conference at VIVATEL Hotel, Kuala Lumpur. Themed 'Christmas Roadshow', the event was also a platform for a preview of a few of the hidden creative stories on Christmas with Starbucks. Each holiday icon was inspired by iconic Christmas images and coffee inspiration.

The conference gathers all Starbucks leaders for the annual programme that helps enhance their knowledge and leadership skills and at the same time share the company's future projection and greater goals. Kwan Yoke Yin, Store Manager of Starbucks Drive-Thru Tanjung Tokong was also announced as the manager of the quarter.



Managing Director, Sydney Quays (left) and Partner Resources Manager, June Beh (right) presenting the award to Store Manager, Kwan Yoke Yin.

## Mid-Autumn Celebration at Starbucks Tanjung Tokong Drive-Thru Store



Guests trying out the variety of Starbucks Mooncakes at the sampling booth.



Managing Director Sydney Quays writing calligraphy.



Sydney Quays with some guests before the lantern walkabout.



A lantern walkabout by guests and Starbucks staff at the store's vicinity.

On 6 September 2013, Starbucks celebrated the Mid-Autumn festivities in Penang by hosting a lantern festival party with key media attendees, partners, friends and family. The new range of Starbucks Mooncakes were introduced at the event, which was attended by customers and Starbucks partners. HOPE Worldwide, a partnering NGO with Starbucks also took part in the celebration.

There were many activities such as the Chinese Calligraphy Corner where guests could opt to have a professional artist write their name in traditional Chinese calligraphy on a scroll, a mooncake sampling booth that featured Starbucks Mooncakes – Chewy Nutty Cranberry mooncake, Green Tea Azuki mooncake, Apricot Hazelnut Latte mooncake and the Signature Banana Chocolate mooncake. The *My Starbucks Gift to You* booth was also available for guests to purchase and transfer purchased mooncakes as gifts. This is a new online gifting option to the Starbucks Card that enables customers the advantage of transferring their Starbucks Card reward online to someone in just a click.

Wishing Tree was also part of the activity for the day. Upon registration, guests were given a paper which required them to select a choice of a centre/association (old folks home/orphanage home/cancer society/etc) and hang it on the tree. At the end of the event, Starbucks Managing Director, Mr Sydney Quays selected one of the wishes and adopted the centre for future community projects.

## Starbucks-Nikon Contest Unearths 'Impressions of Port Dickson'

From 18 to 30 September 2013, 'Impressions of Port Dickson', a photo contest organized by Starbucks Coffee and Nikon Malaysia to capture the essence of the idyllic seaside town through a photographer's lens has unearthed lasting impressions with scenes of sampan, nets and motorboats.

Over 100 entries were received from Nikon Club members in just two weeks, as participants compete for the Grand Prize worth more than RM1,000! Ten entries were shortlisted, of which three winners were announced, with all the winning photos placed on a permanent display at Starbucks Drive-Thru Port Dickson (Waterfront).

The prize-giving ceremony on 12 October 2013 saw Calvin Chin walking away with the Grand Prize consisting of a Starbucks hamper worth RM1,000, a year's supply of Starbucks Coffee and a Nikon 1 J1 10mm kit, Munzer Shamsul was crowned First Runner-Up and was awarded a Starbucks hamper worth RM700 and a Nikon 1 J1 10mm kit. Third place went to Zulkifli Mat Nasir who took home a Starbucks hamper worth RM500 and a Nikon 1 J1 10mm kit. Consolation prizes totaling up to RM2,400 were presented to participants who came in the fourth to tenth placing.



Representatives from Nikon and Salleharon Ahmad, Public Affairs & Digital Strategy Manager of Starbucks Malaysia unveiling the Top 3 winning photos.



(from left) Grand Prize winner, Calvin Chin; First Runner-Up winner, Munzer Shamsul (received by representative) and Second Runner-Up, Zulkifli Mat Nasir.



Top 3 winners with Starbucks and Nikon representatives at the display wall featuring the photos submitted during the contest.

## NST Reporters Turned Baristas



Salleharon Ahmad (right) explaining to Muhammad Shakir (left) and Nur Elena (center) on what it is like to be a Starbucks barista.



Newspaper article of their experience on Niexter.

In October, two 16-year old school students from Sekolah Menengah Seafield who are participating in the Niexter Young Writers Programme with New Straits Times were given the opportunity to experience a day as a Starbucks barista. Their experience was featured under the Niexter Education segment on 24 October 2013.

Nur Elena Abdul Rahim, described her experience behind the bar at Starbucks Berjaya Times Square as 'cool' and hopes to land a job as a barista upon finishing secondary school before enrolling in college.

Muhammad Shakir Shaharuddin, on the other hand, explained that as a Starbucks enthusiast, it is harder as it looks in preparing his favourite beverage, a hot cup of Caramel Macchiato.

Salleharon Ahmad, Public Affairs & Digital Strategy Manager of Starbucks Malaysia took the two through the whole barista process from safety measures to beverage preparations and handing over of drinks at the expediter. Elena and Shakir highlighted that coffee making is not an easy task; nevertheless a great experience.

## Live & Inspire Series Talk at Starbucks The Gardens Mall

The Live & Inspire series of talks were held over coffee at Starbucks, The Gardens Mall. Customers got to meet, chat and learn cool interesting insights from the featured panel members plus there was a brand new Microsoft Surface given out at every session.

The series lineup were as follows:

- 25 October 2013 - Meet Ben & Zher from FLY FM!
- 15 November 2013 - Music & Digital Age: Staying Relevant featuring Faizal Tahir
- 29 November 2013 - Feng Shui, You and Technology featuring Joey Yap
- 13 December 2013 - The Social Media Impact For Good featuring Datin Marina Mahathir
- 20 December 2013 - The Journey of a Webpreneur featuring Sazzy Falak & Nazril Azmeer.

The objective of this series was mainly to build awareness through technology and conversations, and at the same time encourage communities to share, learn, understand and explore ideas. It also created a space for youth to come together and evoke inspiration and possibilities.



Zher and Ben giving their session and also explaining on the new Microsoft Surface.



The crowd that attended the first Live & Inspire talk at Starbucks, The Gardens Mall.

## New Menu Items at Wendy's



### Wendy's Spicy Buddy Meal For 2!

Spice up your day with Wendy's Spicy Buddy Meal for 2! An all-time favourite Spicy Chicken Sensation burger made of a fiery blend of peppers and spices added to your favourite chicken fillet, two pieces of tender juicy Spicy Fried Chicken, one regular Spicy Onion Rings and two cool Frosty Floats. Now that's a perfect way to spice up your day.



### Wendy's Chicken Sizzler

Awaken your tastebuds with the tantalizing taste of Wendy's Chicken Sizzler. Enjoy skinless, boneless chicken thigh marinated with a unique blend of peppery spices and cooked to tender perfection, crunchy nachos served with mayonnaise, fresh tomatoes and lettuce, all between warm, toasted buns. A totally pepperlicious experience not to be missed!



Guest speaker, Pong Siew Teng (centre) and SBBS' speakers, Nguyen Thi Hoang Phuong (4th from left) and Le Quang Tri (extreme right).



Additional seats were added on the spot due to overwhelming response.

## Year-end Seminar on the Vietnam Stock Market

On 6 December 2013, SBBS organized a seminar to review Vietnam's stock market performance for 2013 and market overview for year 2014. Besides two in-house speakers, SBBS also invited the Head of Research from Inter-Pacific Securities Sdn Bhd, Mr. Pong Teng Siew as the guest speaker for the event. About 160 people attended the seminar at the New World Hotel. The overwhelming response from the public marked a successful closing of the year for SBBS.

## SBBS Hosts Students On Field Study Trip from Ngee Ann Polytechnic, Singapore



Students from Ngee Ann Polytechnic, Singapore and staff of SBBS.



SBBS' Speakers - Tran Thanh Tan (1st left), Lim Shiu Beng (3rd left) and Josephine Yei (1st right)

Following a successful visit in 2012, 38 students and lecturers from Ngee Ann Polytechnic, Singapore visited SaigonBank Berjaya Securities JSC ("SBBS") for a field study trip on 23 September 2013. The visit at SBBS gave the students a general understanding of the Vietnamese stock market, an introduction of the company's past achievements and future developments. A topic

discussion about cross-culture context was conducted to give the students an idea of on overseas job postings. The speakers from SBBS were Ms. Josephine Yei, Chief Executive Officer, Mr. Lim Shiu Beng, Director of Brokerage and Mr. Tran Thanh Tan from Research Department.

## Berjaya Sampo Insurance Holds National Convention



Group photo session of all participants at the National Convention 2013.

On 5-7 September 2013, Berjaya Sampo Insurance Bhd ("BSIB") organized a national convention attended by 128 people comprising platinum agents, gold agents and internal staff at Shangri-La's Rasa Sayang Resort & Spa, Penang. The highlight of the convention was the award presentation night where Top Producers and Most Profitable Agents were awarded to top achievers. Mr. Patrick Loh, CEO of BSIB, thanked the business associates of BSIB for their loyal support during his opening speech. He also shared on BSIB's corporate achievements and his vision for the future.

## Penang Bridge International Marathon 2013

Sports Toto contributed RM12,000 towards the Penang Bridge International Marathon 2013 for the fifth consecutive year. Held on 17 November 2013, the event made it to the Malaysian Book of Records as the largest run in Malaysia with 47,000 participants from 72 countries. It was a huge increase in registration compared to 34,500 participants last year.

One of the reasons for the overwhelming response was that many knew the marathon would be the last at the Penang Bridge. The next Penang Bridge Marathon will be held at the 24km-long Second Bridge next year. The marathon was organized by the Penang State Tourism Development & Culture Department.



Participants of the marathon after the flag-off.

## Sports Toto Supreme Challenge Trophy 2013

With a hefty prize of RM250,000 up for grabs, the Sports Toto Supreme Challenge Trophy has become one of the much-anticipated trophy races in the Malaysian horse-racing calendar.

Held on 10 November 2013, Taichi Master emerged as the winning horse in the 1400m trophy race. Representing for the winning horse's owner En. Mohd. Ali, trainer Richard Lines and jockey Jose De Souza received their winning trophies from Ms Nerine Tan, Sales & Operations General Manager of Sports Toto in the presence of Selangor Turf Club ("STC") chairman Tan Sri Datuk Richard Cham, STC committee members as well as Sports Toto representatives.

Besides the trophy race, 6 other non-trophy races with attractive prize money were also held on the race day. They were named after Toto games ie. Supreme Toto 6/58 Stakes, Power Toto 6/55 Stakes, Mega Toto 6/52 Stakes, The Sports Toto 4D Jackpot Stakes, The Sports Toto 6D Stakes, The Sports Toto 5D Stakes and The Sports Toto 4D Stakes.

To jazz up the race day, STC joined hands with Sports Toto in putting up an exciting line-up of activities for racing fans. There were door gifts, Q&A sessions, as well as a mini-contest with cash prizes.



Tan Sri Datuk Richard Cham (third from left), Ms Nerine Tan (fourth from left) with STC committee members and Sports Toto representatives. Front row: Jockey Jose De Souza and trainer Richard Lines for the winning horse.

## Queen's Baton Relay



Participants at the starting line of the Queen's Baton Relay.

The Queen's Baton Relay is a much-loved tradition of the Commonwealth Games and symbolizes the coming together of all Commonwealth nations in preparation for the quadrennial festival of sports and culture. As a prelude to the Glasgow 2014 Commonwealth Games, the Queen's Baton Relay was held on 27 October 2013 at the Perdana Botanical Garden, KL.

Malaysia was the seventh stop on the international route before the baton arrives in England on 31 May 2014 for the final lap to Glasgow.

Organized by the Olympic Council of Malaysia (OCM), the fun run saw enthusiastic participation from many OCM partners, the British High Commission, the British Council, students from the Bukit Jalil Sports School as well as Malaysian Commonwealth Games medalists and athletes.

Along with about 1,000 other participants, 50 Sports Toto staff also joined in the fun. The runners were divided into 7 groups and they took turns to run a 2.8km circuit around the scenic garden with a baton being passed on from one group to the next as a symbolic gesture of a relay.

## SPORTS TOTO SUPPORTS THE 12TH WORLD WUSHU CHAMPIONSHIPS 2013

Sports Toto contributed RM80,000 to the 12th World Wushu Championships which was held at the KL Badminton Stadium, Cheras, from 1 to 5 November 2013.

The prestigious martial arts competition saw a total participation of about 1,500 participants from 78 countries.

Proudly hosted by the Wushu Federation of Malaysia, this was the second time Malaysia became the host country for the international competition.

Sports Toto's general manager (IT), Mr. Lim Kok Beng, handed over the mock cheque to the president of the Wushu Federation of Malaysia, Dato' Martin Lim Soon Seng, at a launching ceremony held on 21 October 2013.

The championships were divided into two disciplines for both men and women – taolu (routine) and sanda (combat or sanshou).

The Malaysian contingent did the country proud by winning a total of 4 gold, 5 silver and 5 bronze medals in the championships.



The mock cheque presentation by General Manager (IT), Sports Toto Mr Lim Kok Beng (second from left) to President of Wushu Federation of Malaysia, Dato' Martin Lim Soon Seng (second from right).



The Women's Dual event by the participants from Macau.

## U MOBILE BRINGS FOOTBALL FEVER TO BERJAYA TIMES SQUARE

On 27 November 2013, U Mobile, the official telecommunication partner for Cardiff City FC, organized an Exclusive Viewing Party of the BPL Match between Cardiff City FC & Manchester United FC.

U Mobile brought greater excitement to the viewing party by organizing fun activities, lucky draws and games to engage and reward their customers .



Customers who sign up for a U Card at the event were given the opportunity to join the 'U Mobile Road to Cardiff Tengok Bola Live Party' and stood a chance to win lucky draw prizes.



Prior to the live screening of the 'Cardiff City vs Manchester United' football match, guests were treated to a series of activities such as football juggling, where all participants were awarded with a special prize for participation.

Jasmine Lee (left), U Mobile's Director of Marketing presenting a brand new Sony Playstation 3 to one of the lucky draw winners.



Manchester United fans were also invited to the viewing party.

## U MOBILE INKS PARTNERSHIP WITH ZTE CORPORATION

On 4 October 2013, U Mobile appointed ZTE Corporation to deploy the Disaster Recovery system for U Mobile's core network, providing stable, resilient and robust network service to U Mobile users.

President of the People's Republic of China, Xi Jinping, who was in town for a 3-day diplomatic visit to Malaysia as part of his Southeast Asia tour, graced the signing ceremony with the Prime Minister of Malaysia, Dato' Sri Mohd. Najib bin Tun Abdul Razak, as witnesses to the partnership agreement between U Mobile and ZTE – both dynamic entities in their respective countries - in the spirit of fostering good bilateral ties and exploring economic opportunities between the two nations.



Shi Lirong (standing, left), Chief Executive Officer of ZTE Corporation and Dato' Robin Tan, Chairman and CEO of Berjaya Corporation Berhad, officiating the disaster recovery system partnership in the presence of the Prime Minister of Malaysia, Dato' Seri Najib Tun Razak and Xi Jinping, President of the People's Republic of China.

## U Mobile and BCARD Contest Winners to Watch Cardiff City FC vs Manchester United Live

On 18 November 2013, it was a dream come true for three lads as their lifelong desire to watch a live Barclays Premier League (BPL) football match finally came true. Two winners of U Mobile's 'Road to Cardiff' campaign and one from BCARD's 'Swipe Your Way to Cardiff' contest were flown to Cardiff to watch Cardiff City Football Club take on BPL football giant - Manchester United.

Organized in conjunction with U Mobile's role as Cardiff City Football Club's Official Malaysian Telecommunications Partner, the Road to Cardiff contest gave prepaid subscribers a chance to win the grand prize by simply topping up RM30 or more, and answering a series of questions on Cardiff City and football-related questions.

BCARD organized a 6-week contest which ran from 16 September to 25 October 2013, which encouraged users to swipe their BCard in at least three different merchants from over 800 participating outlets nationwide, for the opportunity to win an all-expense paid trip for two to Cardiff.



Winners of U Mobile's Road to Cardiff Contest and BCARD's Swipe Your Way to Cardiff contest sharing a picture moment with Tan Sri Dato' Seri Vincent Tan (fourth from left) during their tour of Cardiff City FC's stadium.



Gary Yeoh (Left), Managing Director of Bloyalty Sdn Bhd presenting the prizes to the winners of 'BCARD's Swipe Your Way to Cardiff' contest.



OFF TO CARDIFF: The winners, Tan Sin Hong (left) and Cheong Shun Bing, representative of Lee Chian Hong (right).

Call home with the **BEST IDD RATES**

Bangladesh	China	Vietnam	Indonesia
RM 0.07	RM 0.05	RM 0.14	RM 0.11

**BEST IDD 1310**

\*Price is based on per call 30 seconds. Terms and conditions apply.

## U MOBILE INTRODUCES BEST-VALUE IDD SERVICE IN THE MARKET

U Mobile customers who have friends and family overseas need not worry about pricey mobile expenses any longer with the introduction of the Best IDD 1310 service that enables them to make IDD calls from as low as 5 sen per 30 seconds.

By simply dialing the IDD code of 1310 before the country code, U Mobile prepaid and U Mobile postpaid customers can enjoy lower rates and greater savings while making IDD calls to their friends and family.

**LOWEST UNLIMITED INTERNET ROAMING**

At **RM30/day**, stay connected to your Internet needs, near or far.

## U MOBILE INTRODUCES LOWEST UNLIMITED INTERNET ROAMING SERVICES

U Mobile postpaid plan customers can now rejoice as they are able to stay connected with their friends, family, colleagues and business partners at the market's lowest unlimited internet roaming rate as they travel to **Singapore, China, Hong Kong, Taiwan, Philippines, Indonesia and Thailand**.

With a maximum rate of RM30 daily, customers can now enjoy unlimited internet surfing while they are travelling abroad.

## REGAL TIME FOR U GOLFERS AT NILAI SPRINGS



**ONE FOR THE ALBUM:**

Sponsors and supporting partners of the U Mobile Golf Tournament (L to R): Xing Yong (Huawei Technologies (Malaysia) Sdn Bhd), Rickey Hiew (Bermaz Motor Sdn Bhd), Todd Ashton (Ericsson (Malaysia) Sdn Bhd), Wong Heang Tuck (U Mobile Sdn Bhd), Andrew Loh (Planet Telecoms Managed Services), Andrew Tan (SAS Institute Sdn Bhd), Zhang Yu (ZTE (Malaysia) Corporation Sdn Bhd) Hong Mun Loong (Dimension Data (M) Sdn Bhd).

On 17 October 2013, U Mobile hosted its third consecutive annual U Mobile Golf Tournament at Nilai Springs Golf and Country Club, Negeri Sembilan. The tournament was aimed at fostering closer ties with the company's key vendors, clients and business partners and as a gesture of appreciation for their continued support and commitment to the U Mobile brand.

Despite the scorching heat, there was much camaraderie in the air as participants took to the lush green fairways of the Mango and Pines nines for a good-natured competition. Spicing up the challenge was the hole-in-one prize on offer - a Mazda 3 hatchback - which however was not won.



GROUP SHOT: U Golfers in high spirits.



WINNERS: U Mobile's Chief Operating Officer and Acting CEO Wong Heang Tuck flanked by champion, YBhg Dato' Freddie Fernandez (left) of Betarecs Sdn Bhd and second runner-up, Aly Shaharom of Malaysia Communications and Multimedia Commission (right).

## MSC Cyberport announces the development plan of Phase One of MSC Cyberport City in Iskandar Malaysia



Artist impression of MSC Cyberport City.

On 22 October 2013, MSC Cyberport Sdn. Bhd. announced the development plan for phase one of MSC Cyberport City in Kulaijaya, located within Zone E of Iskandar Malaysia. MSC Cyberport City will be developed in three phases starting from 2014, with an initial gross development value (GDV) of RM626 million.

Ganesh Kumar Bangah is the CEO of MSC Cyberport Sdn. Bhd.



Artist impression of the aerial view of MSC Cyberport City.

Phase one of MSC Cyberport City will cover an area of approximately 35 acres and will include the development of a 125,000 square feet MSC Cyberport Digital Centre which shall be the icon of MSC Cyberport City, 89 Cyber Enterprise Complexes which cater for companies that want customised offices and data centre buildings, 400 units of SOCO or Small Office Cyber Office that cater for living as well as small start-ups and small e-commerce companies, 364,000 square feet Cyberpark catering for data centres and purpose built buildings for outsourcing companies and a Lifestyle and Incubation Centre.



## Berjaya Hotels & Resorts Launches New Way of LIVE-ing



Speech and introduction by Mr Noel Vendawall, Vice President of Group Operations, Berjaya Hotels & Resorts during the launch.



Performance by Berjaya Times Square Hotel Kuala Lumpur Idols at the launch.

On 13 December 2013, Berjaya Hotels & Resorts ("BHR") launched the new direction of their Live In Victory Every-day ("LIVE") BHR campaign which is the 'BHR Way of LIVE-ing'. The launch was to introduce the revamp of BHR's vision, mission and values.

### VISION

To be recognised as a Passionate & Caring Hospitality Brand focusing on People, Planet & Profit.

### MISSION

To create great memorable experiences from the heart.

### FIVE BHR LIVE-ING VALUES

- LIVE & Do Right
- LIVE & Care
- LIVE & Excel
- LIVE & Unite
- LIVE & Celebrate

## LIVE BHR And Share The Care!

From November 2013 until 30 April 2014, the LIVE BHR campaign will be brought to life at the seven popular and unique Berjaya Hotels and Resorts ("BHR") properties, following the success of the campaign's launch in mid 2012. Participating properties include Berjaya Tioman Resort, Berjaya Langkawi Resort, Redang Island Resort, Berjaya Times Square Hotel, Kuala Lumpur, Berjaya Waterfront Hotel, Johor Bahru, Georgetown City Hotel, Penang and Piccolo Hotel Kuala Lumpur.

The campaign comprises exclusive packages focusing on ensuring a fulfilling experience for leisure and business

travellers through 3 main themes: 'LIVE. Meet & Succeed', 'LIVE. Bond & Relax' and 'LIVE. Love & Cherish'.

This campaign also provides to guests the opportunity of giving back to the community. For every package purchased, RM1 will be dedicated to BHR's 'A Dollar A Scholar' programme to help in the education of underprivileged children.

For reservations, please call 603-2141 0088 / 1800 88 3236 or email [klso.rsvn@berjayahotel.com](mailto:klso.rsvn@berjayahotel.com).

Log on to [www.berjayahotel.com](http://www.berjayahotel.com) for further information.



Celebrity appearance by Eja (second from left) and Fimie Don (third from left) with BHR staff during the LIVE BHR Showcase.



BHR senior management officiating the LIVE BHR Showcase in October 2013.

## Berjaya Hotels & Resorts Recognises Top Producing Corporates, Government and Travel Agents

On 1 November 2013, Berjaya Hotels & Resorts ("BHR") held a dinner with the theme 'New York Inspired Black Tie Gala' to recognise their top producing corporates, government agencies and travel agents at Berjaya Times Square Hotel, Kuala Lumpur ("BTH").

Three awards each were given away for the three top categories - Corporate, Government and Travel Agents. Besides these main awards, BHR also awarded 20 top supporting companies.

The evening began with a pre-dinner "Streets of New York Experience" at the ballroom foyer where guests had the opportunity to "taste" all the seven BHR properties in Malaysia, through a showcase exhibition provided at the Bronx function rooms.

There were many other highlights of the evening such as the interactive and infomative lucky draw games and special performances by renowned BTH Idols. Guests also enjoyed the melodious songs by a talented live band and experience the gastronomic cuisines prepared by renowned Chefs from four properties - Berjaya Langkawi Resort (Appetiser), Georgetown City Hotel, Penang (Soup), Berjaya Times Square Hotel, Kuala Lumpur (main course) and Berjaya Waterfront Hotel, Johor Bahru (dessert).

Amongst the sponsors for the evening were AirAsia X Berhad, Berjaya Air, Asiatravel.com, MP Travel, Glow & Glamour, IP Serverone Solution, World Dance Academy, Perodua Manufacturing, Red Apple Travel and Starbucks.



BHR Executive Director Mr Leong Wy Joon (centre), BHR Chief Operating Officer Mr Foo Toon Kee and BHR Vice President of Group Operations Mr Noel Vendawall toasting to the auspicious event.

## LIVE BHR AWARDS 2012/2013

**Government** - Institute of Diplomacy & Foreign Relations, Padiberas Nasional Berhad and Yayasan Pembangunan Ekonomi Islam Malaysia.

**Corporate** - Perodua Manufacturing, Badminton Association Malaysia and Asian Football Confederation.

**Travel Agents** - Pacific World Destination East (Hotelbeds), Destinations Of The World (M) Sdn Bhd and Asia Experience Sdn Bhd.



Representative from Perodua receiving their award from Mr Leong Wy Joon (centre) and General Manager of Berjaya Times Square Hotel Mr Mondy Mecja (right).



The BERJAYA UCH winning team.

BERJAYA UCH students bagged 3 Special Awards, 3 Gold, 5 Silver and 11 Bronze medals at the recent Culinaire Malaysia 2013 held in conjunction with Food & Hotel Malaysia 2013 (FHM). Culinaire Malaysia 2013 was jointly organized by Malaysia Association of Hotels (MAH), Chefs Association of Malaysia (CAM), and the Malaysia Food & Beverage Executives Association and endorsed by World Association of Chefs Societies (WACS).

Gold medal winners were Ng Tjia Boon, Apprentice 4-Course Western Set Menu (Cold Display); Lim Daw Son, Mocktail category and Chong Hui Lin, Table Setting.

Leong Wei Ming, was awarded the Most Outstanding Apprentice. This is BERJAYA UCH's second win for the same award after winning it back in 2011. Chong Hui Lin, taking up Bachelor of Hotel Management was awarded the Best of the Best for Table Setting. The team was also awarded the Most Outstanding Team in Catering Services.

The culinary team were under the tutelage of the Director of the School of Culinary Arts, WACS Global Master Chef Jochen Kern, who himself, was recently one of the first Chefs awarded the title 'WACS Certified Culinary Educator' by the World Association of Chefs Societies (WACS) in partnership with City and Guilds. To date, the WACS Certified Culinary Educator certification is the highest title accorded to a professional chef as in part; this fosters sustainable development of future culinary arts professionals worldwide.

## Living Up to the Challenge BERJAYA UCH's students bag awards from Culinaire Malaysia 2013



Chong Hui Lin, who was awarded the Best of the Best for Table Setting.



Leong Wei Ming, the Most Outstanding Apprentice.

## BERJAYA UCH Programmes Now Available in Penang



Management of BERJAYA UCH and XPI together with Graduates of the ASET programmes and special needs students.

BERJAYA UCH in collaboration with Excelopolitan International College, Penang (XPI) launched its franchised 'home-grown' programmes namely: Diploma in Hospitality Management and Diploma in Culinary Arts to the latter in Penang on 30 November 2013.

Both institutions aim to share proven best practices and professional expertise; raise the achievement or level of attainment by their students; raise the standards of learning; break down barriers that hold students back and enrich the learning opportunities for the youth of today.

Programme intakes are in January, April and August. For more information on Excelopolitan International College Penang (XPI), please visit [www.xpi.edu.my](http://www.xpi.edu.my) or call 04-656 0685.

## "Sean Connolly GRILLED" Tour at BERJAYA UCH



Chef Sean Connolly with the students of BERJAYA UCH.

On 24 September 2013, Asian Food Channel (AFC) was proud to bring one of Australia's and New Zealand's most respected and recognised chef and AFC celebrity, Sean Connolly, to Asia for the 'Sean Connolly GRILLED' tour.

Events were held at Samplings on the Fourteenth, where participants witnessed Chef Connolly in action with a live cooking demonstration and enjoyed the chance of getting close and personal with him.



Chef Sean Connolly



Graduating class of 2013

## BERJAYA University College of Hospitality Commemorates 2nd Convocation Ceremony

On 18 November 2013, BERJAYA UCH celebrated its second convocation by awarding graduating students their scrolls for the following course of studies: Bachelor of Hospitality Management (Honours), Bachelor of Events Management (Honours), Bachelor of Tourism Management (Honours), Bachelor of Retail Management (honours), Diploma in Hospitality Management, Diploma in Culinary Arts, Diploma in Tourism and Travel Management, Diploma in Event Management, Diploma in Retail Management and Foundation in Hospitality.

In her Valedictory speech, class valedictorian Debbie Teng honoured the role of parents in education when she remarked "Dear Parents, we wear these robes and put on our mortar boards for you. This occasion is yours, as much as it

is ours. Today, we honour you and want to say, Mum & Dad, we love you. Fellow graduates, please join me in saluting our parents to honour them."

"It is the time to take the knowledge we have gained in BERJAYA UCH, and apply it to the pursuit of our future endeavours. Whether you go on and continue your education, or start on your chosen profession, I wish you all the happiness and good fortune this life may bring," she added.

Also present during the convocation were members of the Board of Governors, BERJAYA UCH, members of the Diplomatic Corps, academic staff, industry partners, graduating students' families and friends.



Valedictorian Debbie Teng

## Entrepreneurship Development at BERJAYA UCH

Students transform challenges into opportunities.

This semester's Young Entrepreneurs Fair was held on 25 October 2013 with the theme 'Halloween' derived from 'All Hallows' Eve' holiday.

The students were given the freedom to conduct their businesses, subject to their adherence to a few ground rules. The students decorated their stalls and dressed according to the theme, which tested their innovative and creative skills, for which they were awarded prizes for the Best Booth, Best Business Name and Best Booth Sales. The prize for Best Booth went to 'Hell's Chicken' team from the Entrepreneurship Development class, who also won the Best Sales prize award, selling 180 sets of their special home-made flavoured roast chicken. The Best Booth Name went to 'No Tricks, Just Treats' team from Culinary Restaurant Operations class.

The fair was successful as most of the 'businesses' reaped profits whilst some managed to cover all their expenses. The students learned that entrepreneurship is not only about building a business but it engages their skills in transforming challenges into opportunities. The Entrepreneurship Development curriculum provides training in project management, budgeting and other soft skills needed to carry out the individual roles proactively. The event focused more on hands-on experience rather than theory; a unique synthesis that integrates experience with the taught curriculum.

The Young Entrepreneurs Fair was created as a platform for the Entrepreneurship Development Class to showcase their business acumen. This also provides the students the opportunity to be fully engaged through the 'Immersion Methodology', or learning by going.



Chocolate lollies and marshmallows.



Medusa and the pirate.



(Right) Ms Mae Ho, Chief Operating Officer of BERJAYA UCH gamely cutting the 'Human Cake'.



Eshia Kar Mun Yogendran with her Champion Trophy.



Photo courtesy of Monin Asia: Eshia receiving her trophy and certificate from Oliver Monin.

## BERJAYA UCH's Coffee Artisan Wins Monin Ultimate Creative Coffee Cup 2013

Eshia Kar Mun Yogendran, a student at BERJAYA UCH won the Champion Trophy at the inaugural 'Monin Ultimate Creative Coffee Cup 2013' on 6 November 2013. The competition was an initiative by Monin Asia to penetrate the coffee/ café market worldwide by using brewed coffee with Monin syrups.

Beating 19 other participants, 15 of whom were professional baristas from hotel and restaurants in Kuala Lumpur, Eshia's winning drink 'Spiced Delight' was made of Espresso with cardamom pods, Monin Rose Syrup, Frothed Milk and rimmed with Chilli Powder, Chocolate Powder and Chocolate sauce.

The event was made more memorable by the presence of Olivier Monin, grandson of the founder of the French brand of syrups who flew in from France to support the event.

## International Mindful Wellness Guru, Steve Feinberg visited STFC

It was an honour for Sports Toto Fitness Centre (STFC) in November 2013 when International Mindful Wellness Guru, Steve Feinberg made a two-day visit at the center.

With 17 years of experience in fitness industry, Steve Feinberg is well-known in the United States for his group fitness and wellness programmes across premier facilities, universities, community associations, and residential or corporate fitness centers. He is also highly regarded as a group exercise instructor for a variety of classes ranging from formats based on martial arts and strength training to trending modalities such as ViPR and Kettlebells.

He is also the creator of the Speedball, a functional cardio and conditioning class format, and development of the instructor training programme. Specializing in martial arts and boxing, he has worked with top-ranked professional fighters, elite amateur athletes, international fitness presenters, the average Joe and Jane, and youth travel soccer teams.

During the two-day visit, Steve took the opportunity to conduct five classes on Cardio Body Sculpt and Kick Boxing Shadow. Besides the fitness icon making his first appearance in Malaysia, STFC also had the privilege to host a special class for VIP ladies from various foreign ambassadors and industry.



## Berjaya Makati Hotel Pays Charity Visit To Bagumbuhay Elementary School

On 30 August 2013, Berjaya Makati Hotel's General Manager, Norazman Chung and the various heads of department and staff organised a food distribution to the students of Bagumbuhay Elementary School.

Bagumbuhay Elementary School, a public school at Cavite City consists of 236 students from the poorest families in the 'Barangay' (district). The team together with school principal, Mrs Allissa Victoria Alcantara served food prepared by the hotel to the children.

During the food distribution, the team mingled with the students, shared interesting stories and took turns getting to know each other.



General Manager of Berjaya Makati Hotel, Mr Norazman Chung (left) serving food to the children.

## A gift of sight to the underprivileged



From left : Selangor State Health Director, YB Prof Dato Dr Haji Azman Bin Abu Bakar, YB Tuan Sithabaram, Consultant Ophthalmologist of THONEH, YB Prof Dato Dr Veera Ramani, YB Datuk Rosni Sohar, Executive Director of 7 Eleven Malaysia, Mr. Tan U-Ming & Managing Director of PS Samy Driving Academy, YB Dato' PS Samy at the cheque presentation ceremony.

7-Eleven Malaysia in partnership with The Tun Hussein Onn Eye Hospital (THONEH), a not-for-profit eye care institution, has embarked on its latest Corporate Social Responsibility initiative via its Community Care programme to provide free eye screening and cataract surgery to underprivileged senior citizens.

A pledge of RM240,000 was made by 7-Eleven Malaysia to THONEH to carry out their eye screening and cataract surgery programme in Kuala Kubu Baru. The pledge handover cum screening event was witnessed by the ADUN of Hulu Bernam, YB Datuk Rosni Sohar as well as other community leaders.

The first screening programme took place on 20 October 2013 whereby a total of 91 deserving recipients were screened and 24 people were identified as requiring cataract procedures. Under 7-Eleven Malaysia's benevolent programme with THONEH, 80 senior citizens are targeted to benefit from free cataract surgery.

## Tioman Island Clean-Up Day 2013



Participants with the garbage they collected during the beach clean up.



Participants of the Tioman Island Clean Up Day (TICD) which was a great success!



TICD media participants with the children of SK Tekek during the Turtle Conservation Awareness programme.

From 25-27 October 2013, Berjaya Hotels & Resorts ("BHR") organised the Tioman Island Clean-Up Day ("TICD") 2013 in conjunction with Malaysian Environment Week. The TICD vows to strengthen conservation of Tioman Island (marine and forest) and educate people on the importance of coral reefs, marine life and forest to the ecosystems.

TICD 2013 is a four-pronged Corporate Social Responsibility ("CSR") effort comprising a Dive Clean-Up by 60 divers (from Scuba People and Sakinah Divers) to remove sea debris and Crown of Thorns from the sea beds; Beach Clean-up by the media and volunteers from Berjaya Youth; the launch of BERJAYA-MSN Project ROOTs (Revisiting Our Original Trees); and a Turtle Conservation Workshop for Children by Turtle Conservation Society of Malaysia. One of the main highlights of TICD 2013 was the launch of BERJAYA-MNS Project ROOTs. Leong Wy Joon, Executive Director, Berjaya Land Berhad presented a grant of RM206,000 on behalf of Berjaya Cares Foundation to Mohamed Shah Redza, Executive Director, Malaysian Nature Society to fund Project ROOTs. The project is a terrestrial project studying the gaps of research areas and high conservation value areas on Tioman Island and aims to promote conservation and sustainable nature tourism by highlighting unique natural flora and fauna to inspire awareness preservation of Tioman's natural assets.



Mohamed Shah Redza Hussein, Executive Director, Malaysian Nature Society (left) and Leong Wy Joon, Executive Director, Berjaya Land Berhad during the mock cheque presentation of BERJAYA-MNS Project ROOTs.

Turtle Conservation Society of Malaysia conducted an awareness programme for the 50 children aged 10 and 12 from Sekolah Kebangsaan Tekek which was co-facilitated by the media. The Turtle Conservation Workshop was aimed at fostering awareness on protecting turtles through interactive and fun-filled learning activities. The children were briefed on the characteristics of different turtle species and the dangers facing them, causing their extinction. The children also participated in group dynamic activities incorporating threats-to-turtles story narration and games.

The TICD 2013 was the fifth for the island and the brainchild of BHR.

## KRR's Little Yellow Flower Effort

As part of Kenny Rogers ROASTERS' ("KRR") Community Chest Campaign, KRR is showing its commitment to improving the lives of needy children through the "Nutrition, Lunch and Tuition" programme at the Little Yellow Flower Foundation.

Little Yellow Flower (previously known as Hope Education Foundation) was founded in 2007 by international artistes Valen Hsu, Gigi Leung, Charlie Yeung and Malaysia's very own Sinje Lee. The vision of the Foundation is to provide impoverished urban children with the opportunity of a better future through love, happiness, good nutrition and a better education through its various programmes such as tuition classes.

In line with KRR's company values of practising a healthier lifestyle through a wholesome and balanced diet, the "Nutrition, Lunch and Tuition" programme will see KRR providing wholesome meals once every two months for a year to the children under the Foundation, while also providing reading materials and books to the Little Yellow Flower's "Reading Wonderland" programme - a community library and information resource for underprivileged children to develop a love for reading and self-enrichment.

Showing ongoing support for the long-standing relationship, KRR also contributes to the foundation with funds raised via its annual Roasters Chicken Run.



Wholesome Kenny's Quarter Meal was provided to each child.



Children enjoying the meals.

## KRR Part of NKF's "Let's Go Shopping" Nutrition Education Programme



Dialysis patients from various NKF centres in the Klang Valley posing in front of Kenny Rogers ROASTERS at Tropicana City Mall.



The dietician from NKF advising dialysis patients on how to select appropriate hot or cold dishes from KRR's extensive menu.

In the month of December 2013, Kenny Rogers ROASTERS ("KRR") teamed up with the National Kidney Foundation ("NKF") for NKF's "Let's Go Shopping" Nutrition Education Programme.

Aiming at educating NKF's dialysis patients in reading product labels as well as meal-portion control according to their health conditions, the programme saw 25 patients along with NKF representatives on a field trip to KRR Tropicana City Mall, Petaling Jaya, Selangor.

Patients and members of NKF received a warm welcome and enjoyed a wholesome lunch partly sponsored by KRR. The patients listened attentively as their NKF dietician advised them on how to select appropriate hot or cold dishes from KRR's extensive menu of healthy meal options to suit their dietary needs.

The day ended with a lucky draw giveaway from KRR to a few lucky attendees and the patients left with full stomachs and new found knowledge on how to live a healthier lifestyle.

## Kenny Rogers ROASTERS Grants Wishes at Yayasan Sunbeams Home



The children of Yayasan Sunbeam Home with KRR team.

On 6 December 2013, in conjunction with the Kenny Rogers ROASTERS' ("KRR") 9th annual Wishing Tree campaign, the team from KRR and several Sports Toto Fitness Centre ("STFC") fitness instructors granted the wishes of 50 children from Yayasan Sunbeams Home.

As a partner of the KRR Wishing Tree campaign, STFC instructors demonstrated healthy moves and routines to the children whereby they also learned the importance of being fit and healthy. The children also enjoyed themselves during the Pass My Muffin exercise where they were required to pass a muffin photo board back and forth among themselves to the sound of background music.

In 2013, KRR granted over 2,300 wishes which brought joy and smiles to the kids.



A Sports Toto Fitness Centre instructor teaching the children simple exercise routines for a healthy body.



One of the children getting their lunch which was provided by KRR at the KRR truck.

## Starbucks Partners' Banana Tree Planting Excursion at Lubuk Jaya



Group photo of all that made the banana tree excursion a success!



Starbucks Malaysia Managing Director Sydney Quays (left) planting a banana tree.

At the break of dawn of 18 October 2013, more than 200 Starbucks partners and Berjaya Group associates as well as media friends gathered for a two-hour bus ride to Kampung Lubuk Jaya - a rural village located in the outskirts of Kuala Selangor. The village consists of only 240 villagers and their children. Their stream of income derives from agriculture with banana fruits as the main income - homegrown within 450 acres of land.

The residents welcomed the team with a delicious *kampung* menu breakfast spread and a warm greeting by the Head of Village, Cikgu E'Ajis Bin Hj Jaafar. Farmers then led the group for a 1 kilometre walk into the banana farm, followed by a tutorial session on how to plant banana trees, from checking if the soil is ready to ensuring the roots are well covered.

The locals of Kampung Lubuk Jaya are currently working hand in hand with Starbucks Malaysia on the Connecting Communities in Malaysia Project, since its launch in April 2013. The project is a scalable community project that contributes to small villages consisting of local farming. This project not only encourages ethical sourcing but also opens a gateway opportunity to make an impact to the farmers' families and their entire community. Currently, bananas are purchased directly from the farm and process into several types of banana-based edible products, which are retailed at all Starbucks stores nationwide. Proceeds from every banana-based product traded will be channeled towards building a Community Computer Center for the children of the village.



Starbucks Partners planting their banana tree during the excursion.

## Starbucks Malaysia Collaborates With HOPE Pediatric Clinic For Free Clinic Service For Children



HOPE Worldwide Country Director, Darrick Ong (third from left) and Starbucks Malaysia Managing Director, Sydney Quays (centre) during the mock cheque presentation with staff of HOPE Worldwide and Starbucks Malaysia.



The team from HOPE Worldwide and Starbucks Malaysia.

Starbucks Malaysia and HOPE Worldwide embarked on a collaboration for 3 consecutive years in providing free clinic service for children in Penang. Located at the sub-urban area in Penang, Starbucks-HOPE Worldwide Free Pediatric Clinic serves children from low to mid income families. More than 1,300 children were registered in 2013.

Starbucks partners spend time at the clinic doing clerical tasks and organizing a reading programme every Tuesday and Friday.

## BERJAYA STAFF BRING CHEER TO RITA HOME

Chairmen and CEO of Berjaya Corporation Berhad, Dato' Robin Tan together with a group of management and staff of Berjaya visited Persatuan Rumah Kebajikan Rita ("Rita Home") located in Kapar, Klang on 15 November 2013.

Established in 1997, Rita Home provides shelter to orphaned, abandoned and abused children from destitute and broken families, the mentally challenged and also senior citizens. It currently houses 79 children, ranging from 4 months old to 17 years of age and 38 senior citizens.

During the visit, Dato' Robin Tan unveiled the plaque for an RM80,000.00 industry commercial embroidery machine contributed by Berjaya Cares Foundation. This machine enables the tailoring centre to take in more sewing orders and also help increase their income. Dato' Robin Tan also presented an angpows to each of the residents. The children and senior citizens were served delicious Kenny Rogers Roasters Chicken meals and Krispy Kreme Doughnuts for lunch.



Dato' Robin Tan unveiling the plaque for the embroidery machine.



Dato' Robin Tan pushing the start button of embroidery machine. With him is Madam Rita, Founder (front centre) and Mr Maran, Vice President of Rita Home (front left).



Kenny Rogers Roasters crew preparing to serve lunch.



Children enjoying their KRR meals and Krispy Kreme Doughnuts.



Dato' Robin Tan distributing angpows to the children and single mothers flanked by Mr Khor Poh Waa, Director of Berjaya Clubs.



Group photo with the residents of Rita Home and Berjaya management and staff.



Dato' Robin Tan distributing angpows to the senior citizens.