



BERJAYA

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 1, 2018

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TAN SRI DATO' SERI VINCENT TAN OFFICIATES THE LAUNCH OF OZANAM EDUCATION PROGRAMME



Tan Sri Dato' Seri Vincent Tan officiating the Ozanam Education Programme. Looking on is Datuk Watson Peters, Chairman of Yayasan Ozanam.

On 13 January 2017, Tan Sri Dato' Seri Vincent Tan, Executive Chairman of Berjaya Corporation Berhad ("BCorp") officiated the launch of Ozanam Education Programme at Westlane Place, Petaling Jaya, Selangor. Also present at the launch were the Chairman of Yayasan Ozanam, Datuk Watson Peters and Executive Director of BCorp, Nerine Tan together with the senior management of U Mobile Sdn Bhd and REDTone International Berhad.

The Ozanam Education Programme is a free education programme for underprivileged youths focusing on three main subjects which are English, Mathematics and basic Computer Literacy. The programme has a structured syllabus to guide the volunteer teachers in delivering their lessons in an effective manner. The progress of the students is assessed through their proficiency levels. The students are never rushed to the next level until the subject taught is understood. This will ensure that the students are learning at their own pace and ability while building their self-confidence along the way. The skills learned will give them an edge when entering the working world.

Yayasan Ozanam is a registered charitable foundation established by the National Society of St. Vincent de Paul Malaysia in 1998. To date, Tan Sri Dato' Seri Vincent Tan and his personal foundation, Better Malaysia Foundation together with Berjaya Cares Foundation have contributed more than RM300,000 including 3 units of 14-seater vans for the various charitable projects under Yayasan Ozanam.

VISITS TO KUB-BERJAYA ENVIRO'S BUKIT TAGAR SANITARY LANDFILL



Chief Minister of Myanmar, H.E Phyo Min Thien (extreme left) was impressed by KUB-Berjaya Enviro's ("KUB-Berjaya") advance facilities and acknowledged its commitment towards environmental preservation by adopting industry best practices during his visit on 27 February 2018. Accompanying him was Berjaya Corporation Berhad Executive Chairman, Tan Sri Dato' Seri Vincent Tan and KUB-Berjaya Managing Director, IR Chock Eng Tah (extreme right).

(continued on page 2)

CEO's Message

As we round up the first quarter of 2018, we see some significant activity across our various businesses. Starbucks, Kenny Rogers, and Wendy's continued to open new stores and introduced various food promotions in addition to their daily menus. U Mobile and 7-Eleven introduced some attractive products and services while Borders organised several exciting promotional events for their customers.

Berjaya Youth launched its third year of the Berjaya Teen Star Challenge talent competition to secondary school students across the country, garnering interest from more than 10,000 students. This year's competition will offer more than RM50,000 in prizes, sponsored by various Berjaya companies such as Starbucks, Kenny Rogers ROASTERS, Cosway and BERJAYA University College.

Our subsidiaries continued to be actively involved in various CSR activities in conjunction with the lunar New Year. Sports Toto Malaysia shared festive joy through its 31st annual Ang Pow Donation Campaign, giving away red packets and mini hampers to 18,000 needy senior citizens in 50 towns nationwide. Other companies such as Starbucks, Kenny Rogers ROASTERS, Berjaya Times Square Hotel, Cosway and 7-Eleven visited old folks' homes and children's homes to spread festive cheer.

With a great start to the year, let us continue the momentum and make the second quarter a fruitful one. I wish you good health and the best of everything for the year ahead.

Dato' Sri Robin Tan



Performance of Companies for the 3rd Financial Quarter Ended 30 April 2018 (unaudited)

Company	Revenue 3 Months Ended 31 January 2018 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 January 2018 (RM'000)	Revenue 9 Months Ended 31 January 2018 (RM'000)	Profit/(Loss) Before Tax 9 Months Ended 31 January 2018 (RM'000)
Berjaya Corporation Berhad	2,171,346	6,346	6,555,859	(84,860)
Berjaya Land Berhad	1,564,428	86,841	4,780,248	90,506
Berjaya Sports Toto Berhad	1,404,303	98,773	4,259,844	312,372
Berjaya Media Berhad	8,301	(2,449)	26,770	(6,444)
Berjaya Food Berhad	164,438	(4,835)	479,606	13,434
REDtone International Berhad	27,302	296	86,628	3,079
7-Eleven Malaysia Holdings Berhad	546,240*	26,556*	2,187,102**	70,496**
Berjaya Assets Berhad	107,715***	(13,211)***	187,648****	(16,987)****

*4th Financial Quarter ended 31 December 2017

**12 months ended 31 December 2017

***2nd Financial Quarter ended 31 December 2017

****6 months ended 31 December 2017

(continued from cover page)



Miri City Mayor Y.Bhg. Adam Yii Siew Sang (front row, centre) and senior officials of Majlis Bandaraya Miri Sarawak toured the Bukit Tagar Sanitary Landfill on 9 March 2018 to observe the waste treatment practices and sustainable operations of the landfill.



Jabatan Pengurusan Sisa Pepejal Negara ("JPSPN") organised an education environmental programme on 7 March 2018 for 125 National Institute of Public Administration (INTAN) graduates. KUB-Berjaya presented a video of comprehensive facts on waste management.

SURPRISE CNY MANDARIN ORANGES GIVEAWAY BY DATO' SRI ROBIN TAN



Dato' Sri Robin Tan with the team from Group Accounts & Budgets.

Dato' Sri Robin Tan ("DSRT"), CEO of Berjaya Corporation Berhad paid a surprise visit to each office within Berjaya Corporation Berhad, Sports Toto Malaysia Sdn Bhd, Inter-Pacific Securities Sdn Bhd and Sports Toto Fitness Centre during the Chinese New Year celebration on 22 February 2018.

It was an exciting and memorable experience for all employees as DSRT handed mandarin oranges to each employee, while wishing them good health and good luck. It was a golden opportunity to have pictures taken with him.



Dato' Sri Robin Tan with the team from Sports Toto Malaysia Sdn Bhd.



Dato' Sri Robin Tan with the team from Inter-Pacific Securities Sdn Bhd.

B-TOTO HOSTS CHINESE NEW YEAR LUNCHEON FOR RESEARCH ANALYSTS

In conjunction with the festive Chinese New Year celebration, Berjaya Sports Toto Berhad ("B-Toto") hosted a luncheon on 27 February 2018 for research analysts as a gesture of appreciation for their coverage and support towards the Company all these years.

The luncheon held at Berjaya Times Square Hotel, Kuala Lumpur were attended by analysts from various research firms such as Affin Hwang Investment Bank Berhad, CLSA Securities Malaysia Sdn Bhd, Credit Suisse Securities (Malaysia) Sdn Bhd, KAF-Seagroatt & Campbell Securities Sdn Bhd, Kenanga Investment Bank Berhad, Maybank Investment Bank Berhad, Public Investment Bank Berhad, UBS Securities Malaysia Sdn Bhd and UOB Kay Hian (M) Sdn Bhd.



To a prosperous year ahead: Vincent Seow, Executive Director of B-Toto (5th from right); Tung Kai Shek, General Manager-Finance & Admin, Sports Toto Malaysia (6th from left), and Judy Tan, Senior General Manager, Group Corporate Communications (3rd from left), together with the research analysts getting ready to toss yee sang for good luck.

3RD BERJAYA TEENSTAR CHALLENGE 2018

The 3rd Berjaya Teenstar Challenge 2018 (“BTSC 2018”) officially kick-started its talent recruitment process in January 2018. Open to all Form 1 to Form 6 (Year 7 to Year 12) students nationwide, this is an initiative by Berjaya Youth (“B.Youth”) with the aim to provide a platform for enthusiastic young aspiring performers to express their creativity and gain valuable skills through healthy competition.

Berjaya Teenstar Challenge 2017 had managed to garner widespread interest from more than 3,500 students during the roadshows and auditions. The grand finals were an exciting affair, with 163 participants competing for the top 3 prizes in the 4 competition categories ie. band, cultural dancing, modern dancing and solo singing. Within the social media sphere, the project managed to engage over 450,000 unique audience on Facebook and Instagram.

This year’s competition comprises 3 categories namely Solo Singing, Cultural Dancing and Modern Dancing. The key partners of BTSC 2018 are Starbucks, Kenny Rogers ROASTERS (“KRR”), Cosway and Berjaya University College (“Berjaya UC”) and supported by Wendy’s and BORDERS. With more than RM50,000 worth of prizes to be won, the competition is expected to continue to excite and engage the youth community.

B.Youth also conducted roadshows over 4 months targeted at 130 schools in the Klang Valley, Selangor, Putrajaya, Negeri Sembilan and Melaka, and has garnered the interest of more than 10,000 students at over 60 secondary schools.

In the month of March, B.Youth kick-started the zone auditions with the first being held in Melaka on 17 March 2018 and the second in Seremban on 31 March 2018. Thus far, the zone auditions have managed to draw a crowd of over 200 participants. Witnessing the sheer amount of raw talent showcased by these talented young participants, B.Youth are anticipating that the competition will be fiercer moving on to the Preliminaries in June and July 2018.

The zone auditions were held in Putrajaya on 19 April 2018 at SK Putrajaya Presint 9(1), and subsequently in Selangor on 21 April 2018 at Dwi Emas International School; 22 April 2018 at Sri Emas International School and 28 & 29 April 2018 at Berjaya UC.

Moving forward to the next stages of the competition, there will be technical workshops in June, preliminaries in June & July, and the grand finals in August 2018.



Participants showcasing the various cultural dances of Malaysia at the Seremban and Melaka Zone Auditions.



Young superstars captivating the audience with their exceptional performances.



Interested students enquiring about the competition at the roadshows conducted at various secondary schools around Kuala Lumpur, Putrajaya, Selangor, Melaka and Negeri Sembilan.



Edgy and funky dance moves by these young performers at the Seremban and Melaka Zone Auditions.



Jabatan Pendidikan Negeri Sembilan delegates with the team from Berjaya Youth.

GRACE CHAN AWARDED 100 MOST INFLUENTIAL GLOBAL HR LEADERS AWARD

"Most of the time, we lead our team towards excellence. But, we would soon realise that sharing our success stories is equally important, so that more people could emulate or even achieve better success in their profession. Thus, I believe in achieving excellence and sharing my knowledge and skills with HR Professionals within and outside Malaysia." This was a humble sharing from Grace Chan, Senior General Manager, Group Human Resource & Administration.

This year, Grace Chan flew to Taj Lands End, Mumbai to attend the 26th World HRD Congress, held on 15 – 17 February 2018, as the Award Recipient and Speaker. The theme for the Congress was "Purposeful Purpose?" Playing host to 1,780 delegates from 133 countries, the Congress featured 208 speakers who are successful HR leaders and Chief Executive Officers from various industries across the world.

Grace Chan was presented with the 100 Most Influential Global HR Leaders Award. She was also one of the speakers during the plenary session, sharing about Transforming Talent Management.



Grace Chan with the 100 Most Influential Global HR Leaders Award.

JOBSTREET.COM MALAYSIA CAREER & TRAINING FAIR 2018

The JobStreet.com Malaysia Career and Training Fair (MCTF) was held in Mid Valley on 10 February and 11 February 2018. The 2-day event provided a forum for job seekers to meet hirers and education providers. The event successfully gathered over 130 companies from various industries. Berjaya Corporation Berhad as one of the companies welcomed 3,000 job seekers to its booth. It was a good opportunity to promote the Berjaya brand and at the same time encourage job seekers to submit their resume online.

Berjaya Roasters, Wendy's, Krispy Kreme and Sports Toto Malaysia sponsored vouchers and merchandise to be given out to the job seekers.



Human Resource representatives from Group Human Resource and Berjaya Hotels & Resorts with JobStreet's representatives.



A Group Human Resource representative attending to enquiries.

MALAYSIA'S 100 CAREERS AND STUDY FAIR

Berjaya Group Human Resource participated in Malaysia's 100 Careers and Study Fair on 3 March and 4 March 2018 at KL Convention Centre. About 2,500 job seekers were given personalised Berjaya fortune cookies whereby some were packed with well wishes while some had lucky tickets to win prizes such as vouchers and merchandise by Starbucks, Krispy Kreme, Kenny Rogers, Wendy's and Sports Toto Malaysia.



Job seekers in the midst of cracking open their fortune cookie to see the message within.



Lucky fortune cookie winners with Berjaya Group Human Resource representatives.

BERJAYA EXECUTIVE DEVELOPMENT PROGRAMME 2017

The Berjaya Executive Development Programme (“B.EDP”) is an in-house programme specially designed for Grade C employees of Berjaya Corporation Berhad. This 8-month career development programme aims to:-

- build self-confidence and motivation by achieving personal/career goals;
- equip executives with tools and techniques to effectively manage their action plan and achieve their goals;
- understand the importance of being a team player in achieving functional/department goals; and
- equip executives with skills and knowledge required to cope with challenges in their working environment

As at 31 December 2017, Berjaya had conducted 3 batches of B.EDP and developed 152 Grade C employees from various divisions in the corporate office and subsidiary companies. More than 25% of the graduates were promoted to higher positions.

Testimonial from a B.EDP graduate



Through this programme, I am able to manage stress, thinking style and prioritise tasks given to me. I have also used the skills learnt to handle golf events more effectively. With improved communication skills, I am able to generate 90% more participation for the event.

~Che Noor Mohd Che Saufi, Bukit Jalil Golf & Country Resort~

The third batch of B.EDP participants graduated on 8 November 2017. There were 35 employees from Berjaya Corporation group of companies, with 22 employees from corporate office and 13 employees from Berjaya Langkawi Resort and Berjaya Penang Hotel. 6 participants were also awarded with excellent achievement awards. They were Nisaantini Subramaniam, Kimia Suchi Sdn Bhd; Gan Pih Zhen, Berjaya Starbucks Coffee Company Sdn Bhd; Norazi Binti Buang, Cosway (M) Sdn Bhd; Mohd Hafizi Bin Md Radzi, Berjaya Langkawi Resort; Nor Shazalana Bt Mohamad Arshad, Berjaya Penang Hotel; and Azrin Bin Osman, Berjaya Penang Hotel.



BEDP graduates from Berjaya Langkawi Resort & Berjaya Penang Hotel with their supervisors and Grace Chan, Senior General Manager of Group Human Resource & Administration (left) and Geany Ng, Learning & Talent Management (fifth from left).



BEDP graduates from Berjaya Group Functions.

BERJAYA MANAGER DEVELOPMENT PROGRAMME 2017

The Berjaya Manager Development Programme (“B.MDP”) is a career development programme for Grade B employees. The objectives of this 9-month programme are:-

- To equip the managers with a deeper understanding of the skills and competencies needed in managing and influencing their teams to achieve performance excellence;
- To build the managers' understanding of the essence of business acumen and its relevance to monitoring and evaluating the organisation's performance;
- To expose the managers to different techniques in managing their emotions in an effective and positive way and generating results by building relationships with others; and
- To develop the managers' mindsets for unity of purpose and improve their team's morale and motivation.

B.MDP was launched in year 2014 and since then, Berjaya has conducted 3 batches of B.MDP with a total of 65 participants from various corporate office divisions and subsidiary companies. More than 20% of the graduates were promoted to higher positions.

Testimonial from a B.MDP graduate



I learned to be a leader rather than a manager, working with my colleagues rather than through them to achieve the division's goals. I have applied the inclusive discussion in my daily work and this created a healthier working relationship with my colleagues.

~Priscilla Ong, Group Internal Audit~

There were 17 participants who graduated from the 3rd batch of B.MDP on 8 November 2017. 3 participants were also awarded with special awards. They were Shim Lai Yuen, Inter-Pacific Securities Sdn Bhd; Tan Hooi Ling, Berjaya Land Development Berhad and Prasath A/L Ramakrishnan, KUB-Berjaya Enviro Sdn Bhd.

Two of the graduates, Tan Hooi Ling from Berjaya Land Development Bhd and Goh Ting Ting from eCosway.com Sdn Bhd shared on their learning experiences during the graduation ceremony.



BMDP graduates and their trainers (top photo). BMDP graduates together with the Heads of Department/Operating Companies (bottom photo).

BERJAYA UCH TOASTMASTERS CLUB – ANOTHER GREAT MILESTONE ACHIEVED!

It is never an easy task to play the battle of words with experienced toastmasters, especially in speech contests. It requires tonnes of courage and persistency to draft, refine and rehearse speech content and delivery. Kudos to Toastmaster Jonathan Zang; Competent Communicator (CC), Ricc Oon; and Advanced Communicator Bronze (ACB), Advanced Leader Bronze (ALB), Mohd Syairoz, for representing Berjaya UCH Toastmasters Club at the Area P1 International Speech & Table Topics Contests on 24 February 2018.

4 EXCO members (led by Madam President, Competent Communicator, Competent Leader Dawn Chiew); Distinguished Toastmaster (DTM) Grace Chan who is also the Club's Advisor and 2 members of the Club attended the Area P1 Contests to give their strong support and encouragement to all the contestants.

CC Ricc Oon was the Champion of the Area P1 Table Topics Contest, whilst ACB ALB Mohd Syairoz was the Third Place Winner for the International Speech Contest.



CC Ricc Oon (4th from the left) was awarded the Champion of the Area P1 Table Topics Contest.



ACB ALB Mohd Syairoz (second from the right) was awarded the Third Place Winner for the International Speech Contest.



CC CL Dawn Chiew (third from left), DTM Grace Chan (fourth from left), 3 EXCO members and 2 members of the Berjaya UCH Toastmasters Club with ACB ALB Mohd Syairoz (fifth from left), CC Ricc Oon (sixth from left) and TM Jonathan Zang (fourth from right).

GRAND LAUNCH OF BERJAYA CORPORATE OFFICE'S WALL OF COLORS

Group Human Resource & Administration introduced the Berjaya Corporate Office's Wall of Colours, an employee engagement initiative which brings employees together to create a fun and stress-relief platform in Berjaya Corporate Office.

Berjaya's Senior Art Director, Hafiz Mohd Nordin designed the masterpiece based on a Chinese New Year theme. His black and white masterpiece was displayed on a 21-foot wide wall and allowing employees to colour it with their creativity.

Tan Thiam Chai, Chief Financial Officer of Berjaya Corporation Berhad officiated the wall on 12 February 2018. Fortune cookies were also distributed as the employees did their colouring. The wall was completed within 14 days.



Tan Thiam Chai and Hafiz made the first inking on the wall.



Employees from various departments colouring the Wall of Colours.



Dato' Sri Robin Tan signing on the Wall of Colours.



Teamwork and creativity by Berjaya Corporate office employees shown on the Wall of Colours.

EMPLOYEE ENGAGEMENT ACTIVITY - BODY COMBAT

What can you do, if you are caught by a stranger? Give him a side kick and jab cross and off you flee!

Group Human Resource & Administration organised a fun kungfu lesson with Syed, a professional body combat trainer on 28 February 2018, with the 25 participants burning up to 740 calories each.

This one hour Body Combat is the 6th group exercise in the list of Employee Engagement activities. The 1st group exercise was launched on 16 November 2016 and has since kept employees excited.



Participants doing some Jab Cross moves.



Participants of the Body Combat session with the trainer, Syed (front row, 5th from right).

7-ELEVEN THE FIRST RETAILER TO ACCEPT ONE2PAY MOBILE WALLET PAYMENT IN MALAYSIA

On 10 January 2018, 7-Eleven Malaysia became the first retailer to accept MOL AccessPortal Sdn Bhd's mobile wallet app called 'One2pay', at all 7-Eleven stores nationwide.

One of the key convenience factors of One2pay is barcode/QR code payment where merchants only need to scan the One2pay user's unique barcode/QR code for payment. To add funds, users can purchase One2pay top-ups at any 7-Eleven stores or through online banking.

The app offers mobile payment processing and money transfer functions and aims to replace the physical wallet with a mobile phone. It converts cash-based users to e-payment-based users, where e-money will be treated as a primary source of funds to purchase goods and services.

BERJAYA PROPERTIES RAISE FUNDS FOR ANIMAL SHELTER

One of the winners of the Pet Best Costume Contest.



In conjunction with the Year of the Dog, Berjaya Properties hosted a dog-friendly Chinese New Year open house at the Berjaya Property Gallery Penang on 18 February 2018, partnering with Penang Animal Welfare Society (4Paws) to help raise funds for the furry kids in their shelter.

During the event, valued guests brought along their furry kids to participate in the Pet Best Costume Contest and at the end of the contest, 3 selected winners walked away with special prizes. There was also a photo booth corner for the guests to have their family photo captured with their beloved pets by a professional photographer. The event was a meaningful one for everyone that day.

Kensington Gardens is Berjaya Properties' latest development situated at Penang Turf Club. It entails 26 acres of 69 guarded freehold bungalow lots surrounded by lush vistas and a pristine forest hillside. To ensure environmental sustainability, the development has been conceptualised with design features that complement the natural terrain and promote a wholesome lifestyle living concept.

For more information about Kensington Gardens at Berjaya Property Gallery:

Address: 88 Jalan Masjid Negeri, 11600 Penang

Tel: 604-658 2828

E-mail: property@berjaya.com.my

Website: www.berjayaproperties.com



A family having their photo taken with their pets.



One2pay now available at all 7-Eleven stores nationwide.

EVENTS AT BERJAYA TIMES SQUARE KUALA LUMPUR



“BLESSINGS, IN TIMES” 2018 CHINESE NEW YEAR PROMOTION

From 20 January to 4 March 2018, Berjaya Times Square Kuala Lumpur (“BTSKL”) celebrated the Lunar New Year by showcasing a heritage row of golden prosperity street and shop-lots themed “Blessings, In Times” at the Ground Floor Central. Bright and celebratory colours featured along the street brought up the joyous spirit of spring during the olden days and was one of the main photo attraction spots for the shoppers.



FIRE SAFETY AWARENESS CAMPAIGN

On 10 February 2018, Bomba organised a Fire Safety Awareness Campaign at the Boulevard Central in conjunction with the Chinese New Year (“CNY”) celebration. Activities held during the event included the launching ceremony, a blood donation drive, colouring contest, and a photography session.



#ILOVEUNITED 2018 KUALA LUMPUR

On 10 March 2018, Manchester United brought its popular #ILOVEUNITED fan party to Malaysia for the very first time, hosting a free live screening of its home game against Liverpool at The Boulevard. Manchester United’s ambassadors, Dwight Yorke and Denis Irwin together with club Legend, David May were present for the meet & greet session, sampling local culture and giving pre-match views and halftime analysis of the game. Supporters were also treated to live entertainment, giveaways and competitions which included the chance to win a once in a lifetime trip to Old Trafford.



RED PEOPLE “RED HOT YEAR” SHOWCASE

On 11 February 2018, Red People held their “Red Hot Year” showcase at the Boulevard Central to promote their CNY songs and introduce their CNY album and merchandise to the public. Profits from the album and merchandise sales was donated to the Malaysia Community Service Alliance (MCSA) Foundation. Booth activities were also conducted throughout the event.

7-ELEVEN MALAYSIA FRANCHISE PROGRAMME



7-Eleven Malaysia brings back its highly successful franchise programme for local entrepreneurs to become partners in managing its outlets which offer more than 2,200 products and services by rolling out its simplest and most affordable franchising package to date. The franchise programme requires only RM250,000 in investment from franchisees willing to operate and manage stores on a full-time basis, and is especially suited for unemployed graduates and strong entrepreneur-minded millennials as one gets an invaluable hands-on learning experience in managing their own business.

FIRST EVER SALE! & HAVE IT ALL CONTEST



7-Eleven Malaysia proudly presents its First Ever Sale in stores! Consisting of exclusive discounts up to 50% off on selected food and non-food items, shoppers can enjoy a whole month of fabulous deals on more than 70 products offered at all Peninsular Malaysia stores excluding Langkawi. On top of this amazing grand sale, shoppers who spend more than RM15 and above in a single receipt – not including in-store service payments, reloads and gift cards, are also eligible to be in the running to win cash prizes worth up to RM85,000 with the Have It All Contest.

7-ELEVEN MALAYSIA P40+ PROGRAMME



7-Eleven Malaysia introduced P40+, a programme targeted towards homemakers and housewives aged between 40 to 65 years old. With flexible working hours, above market average salary of RM7 per hour and the added convenience of working at a store near their home, this offer is ideal for those who want to earn extra income at their own time.

'ROBERT KUOK, A MEMOIR'

The book 'Robert Kuok, A Memoir' by "Sugar King" Robert Kuok created a hype in the market. Customers had to pre-order the books in order to get their hands on it, whereby BORDERS released 3 batches of the books right up to March 2018. Grab a copy now while stock lasts.



BORDERS' 'Robert Kuok, A Memoir' book promotion.



BORDERS' Valentine's Day promotion.

FENG SHUI & ASTROLOGY TALK AT BORDERS THE CURVE

Feng Shui is a combination of ancient art and science that was developed more than 3000 years ago. On 20 January 2018, BORDERS held a Feng Shui talk at BORDERS The Curve, conducted by Iverson Lee from Joey Yap Consulting. It was a great experience for the audience as they were able to check their own Feng Shui during the talk.



GETTING MALAYSIANS TO READ BOOKS

Feng Shui & Astrology Outlook for 2018 talk by Iverson Lee of Joey Yap Consulting Group.

BORDERS CELEBRATES THE YEAR OF DOG

BORDERS celebrated the Year of Dog with a lion dance performance at all BORDERS outlets and its headquarters. The lions presented a prosperity tray to BORDERS General Manager, Teoh Peng Hong, as a sign of good luck and prosperity. The crowd at the BORDERS outlets enjoyed the lion dance performance immensely.



BORDERS General Manager, Teoh Peng Hong (3rd from left) and staff of BORDERS after the lion dance performance.

VALENTINE'S DAY WITH BORDERS

In conjunction with Valentine's Day celebration, BORDERS gave away free red roses made of soap to customers who spent RM100 and above. The beautiful red roses were sponsored by Hallmark for this campaign. There were also a few bouquets of roses made of soap in limited edition colours for sale.

GREAT DEALS FROM BORDERS

BORDERS had a stationery sale in March which included well-known brands such as Staedtler and Faber Castell. BORDERS gave a 15% discount to members and 10% discount to non-members during the sale. Furthermore, Faber Castell provided a 20% discount in conjunction with their anniversary, exclusively for BORDERS customers. BORDERS also promoted women-related books in conjunction with International Women's Day.

BORDERS launched its first Book and Stationery Fair at Mesa Mall Nilai from 15 March to 6 May 2018, offering an array of products besides books and stationery, such as giftable and collectable items.



Faber Castell's 40th anniversary promotion.



BORDERS' stationery sale in March.



BORDERS' Books & Stationery Fair at Mesa Mall Nilai.

COSWAY PRODUCTS

Stainless Steel Vacuum Jug 89884 1.6 litres

Double-Walled Vacuum Insulated Stainless Steel Jug with High-Performance Temperature Retention Up to 12 Hours or More!

- **Keep Drinks Warm or Cold, Longer**
Superior vacuum insulation technology with copper coated glass lined inner wall to reflect heat and minimise heat loss. Great for keeping beverages hot and cold longer than standard jugs.
- **Drip-free, One-Touch Pour**
Leak-proof, and drip free spout, making one-handed pouring an ease.
- **Wide Mouth Opening**
Easy to clean.
- **Ergonomically-designed Handle**
Handle is purpose-designed for a comfortable and reassuring grip.



Stainless Steel Vacuum Mug with Strainer 89885SG/FP/IC 400ml

Excellent at Keeping Drinks Hot & Cold for Up to 6 Hours!
Great for home & office!

- **Convenient & Easy to Clean**
Comes with high quality removable strainer, excellent for brewing tea / herbal tea on the go. It's removable for easy cleaning.
- **Durable & User-friendly**
Made with high quality SUS304 stainless steel in both its exterior and interior for durability. The exterior always remains comfortable to touch especially if your drinks are piping hot!

Comes with a leak-proof cap and non-slip base to reduce accidental spills & splatters.

- **Handy**
Ergonomically designed handle for a comfortable grip.

- **Non-Slip Base**
- **Leak-proof Cap**
- **SUS304 Stainless Steel**

Available in 3 colours – Ivory Cream, Silver Grey and Fuchsia Pink.



KRR UNVEILS NEW FORTUNE CHICKEN MEAL

To celebrate the Chinese New Year season, Kenny Rogers ROASTERS ("KRR") introduced its Fortune Chicken Meal – a mouthwatering wholesome indulgence.

With the exciting combination of KRR's rotisserie chicken with a choice of Bulgogi sauce, a wildly popular sauce traditionally used for grilling beef, or Kimchi sauce, a sourish spicy chilli red sauce inspired by the Korean staple, the Fortune Chicken Meals were made available in a variety of meal options from RM15.50 onwards.

- 1) **Fortune Chicken Meal** – ¼ Chicken + 3 Side Dishes + 1 Kenny's Home-made Muffin
- 2) **Fortune Classic Meal** – ¼ Chicken + 2 Side Dishes
- 3) **Fortune OMG Meal** – 2 pieces of OMG Chicken + 3 Side Dishes + 1 Kenny's Home-made Muffin
- 4) **Fortune OMG Classic Meal** – 2 pieces of OMG Chicken + 2 Side Dishes
- 5) **Fortune Platter**** – ¼ Chicken + 2 pieces of OMG Chicken + 2 Side Dishes + 1 Kenny's Home-made Muffin

KRR also introduced the special Kimchi Macaroni fusion, topped with sesame seeds and the Orenji Splash, a drink made with sparkling lemonade and soft candied orange bits!

Guests could save up to RM23.40 with KRR's Take Me Home Package at only RM59.90 that came with one Kenny's Whole Chicken or six OMG Chicken with a choice of Bulgogi or Kimchi sauce, four Kenny's Home-made Muffins, two side dishes, a 1.5 litre Lemon Tea, and a i.Care Bag worth RM10.

KRR also joined hands with Traveloka for the "Fortune Saranghaeyo Contest – Win A Trip To Korea" where guests stood a chance to win lucrative prizes including a 4 Day 3 Night holiday to Korea, with a minimum spend of RM60 inclusive of any one of the Fortune Saranghaeyo meal options.

To participate, guests needed to take a selfie with their Fortune Saranghaeyo meal and post it on KRR's Facebook page with a creative caption telling why they would love to travel to Korea with Traveloka, with the #KRRMsia and #TravelokaMY hashtags.

18 lucky guests also stood to win consolation prizes of KRR vouchers worth RM200 each and 30 Traveloka discount vouchers worth RM15 daily via WeChat.

The contest period was from 1 February 2018 to 30 April 2018.



Thila Chandran, Senior Marketing Manager of Berjaya Roasters (M) Sdn. Bhd. (centre) presenting the new Fortune Saranghaeyo Meal with KRR team members.



Variety of Fortune Chicken meal options.

Fortune Saranghaeyo Contest.

RED HOT MEAL FOR 2 THIS NEW YEAR!

On 10 January 2018, Kenny Rogers ROASTERS ("KRR") welcomed the New Year with KRR's healthy annual tradition, the ROASTERS Eating Day ("RED") event for the 9th consecutive year. The event was held for three days from 10-12 January 2018.

RED is a way to remind the public to engage in healthy activities and keep to a well-balanced food intake. Also present at RED were the champions from all three categories of the 2017 Asia Pacific Championship - Malaysian Dodgeball Federation (MDF) who will also be playing at the 2018 Dodgeball World Cup in Madison Square Garden, New York.

The annual RED event is held on the second Wednesday of the New Year in all KRR restaurants nationwide. During the campaign period, guests were entitled to purchase a Red Hot Meal for 2 @ RM25 when they dine in KRR. For every purchase of the Red Hot Meal for 2, guests received KRR's limited edition Ang Pow with discount vouchers. KRR also gave out 3,500 sets of Classic Choice Meal through KRR's official Facebook page.



ROASTERS Eating Day was held from 10-12 January 2018 at all KRR restaurants nationwide.



Thila Chandran, Senior Marketing Manager of Berjaya Roasters (M) Sdn Bhd (front row, third from left), Muhamad Heidi bin Mohd Yusoff, Captain and Coach of Malaysia Dodgeball Federation (back row, third from left) with the KRR team and Malaysia Dodgeball Federation team at KRR's ROASTERS Eating Day.

STUDENTS GAIN FROM KRR MUFFINS@SCHOOLS PROGRAMME

In the first quarter of 2018, Kenny Rogers ROASTERS (“KRR”) had their Muffins@School programme at Smart Reader Kids Taman Maluri, Cheras, SK Jalan Bellamy and SK (P) Pudu 1.

The programme aims to raise the importance of healthy living as KRR believes in fostering healthy eating habits from a young age. KRR educates the students on the importance of a balanced diet and what a nutritional meal should consist of so that they can make good eating choices.



KRR team with the teachers and students of Smart Reader Kids Taman Maluri, Cheras.



Students of SK Jalan Bellamy listening attentively on the food guide pyramid and also food/snacks that are unhealthy or healthy.



Students of SK (P) Pudu 1 after an activity to identify the type of food for the categories on the food guide pyramid.

NEW KRR RESTAURANT OPENINGS



KRR Paradigm Mall Johor.



KRR SkyAvenue Genting Highlands.

KRR OFFERS HEALTHY GOODNESS ON-THE-GO!

In January, Kenny Rogers ROASTERS (“KRR”) reintroduced ROASTERS on the Move (“ROTM”), taking the restaurant’s healthy initiative a step further by making wholesome meals even more accessible to its guests.

With a meticulously crafted menu that features some of KRR’s crowd favourites like its signature rotisserie roasted chicken and OMG unfried fried chicken (the only unfried fried chicken in Malaysia) as well as grab-and-go snack items, ROTM is the ideal catering choice for various occasions like parties, company events, and outdoor carnivals.

As its name implies, ROTM is a restaurant on the move offering its guests a take-away or kiosk experience, where they can simply ‘grab and go’ wholesome lunches in a quick and convenient manner.

Operating out of a one-tonne truck equipped with a warmer, KRR ensures that its food is delivered and served at its intended freshness and hygiene to guests who can enjoy these wholesome meals from the comfort of their homes or offices.



ROASTERS on the Move.

STARBUCKS MALAYSIA CELEBRATES CHINESE NEW YEAR

On 27 February 2018, Starbucks Malaysia had a Chinese New Year (“CNY”) celebration at the Starbucks Support Centre, infused with the traditions of CNY and the heritage of Starbucks, both meaningful and joyous. Starbucks partners were also dressed up in red and gold to reflect the colours of celebration.

Upon arrival, partners were greeted with a wooden plaque with the characters “星巴克”, which is the Chinese name of Starbucks, as well as the year the first Starbucks store opened in Malaysia. The walk through in history culminated in the unveiling of two scrolls with the couplets reading poetically “风雨同路二十载，福星安康伴你来”， which reads ‘20 years of journey together, may fortune and blessings be with you always’.

There was also a willow tree, a favourite flower of the new year as well as the name of the featured coffee, Starbucks Willow Blend. The coffee blend was paired with dried mandarin zest in tea bags to signify ‘gold’. Starbucks partners enjoyed the celebration and interacted with one another through games and also the tossing of ‘yee sang’.



(From left) Berjaya Food Berhad’s former Executive Director, Dato’ Francis Lee; Berjaya Corporation Berhad CEO, Dato’ Sri Robin Tan; Starbucks Malaysia Managing Director Sydney Quays and Starbucks partners toasting to a good year.



Starbucks partners preparing the ‘yee sang’.

STARBUCKS LAUNCHES EXCLUSIVE SPECIAL EDITION CNY CARD

STARBUCKS LAUNCHES PREMIUM COFFEE BOX SETS

On 12 February 2018, Starbucks Reserve Malaysia launched Jamaica Blue Mountain in its stores; one of the world’s rarest and most exotic coffees. In conjunction with the launch, 60 unique sets of the premium coffee was made available within the Reserve stores, which included one 250g of Starbucks Reserve Jamaica Blue Mountain Whole Bean, two Starbucks Reserve Mugs (12oz), and one Starbucks Reserve Card (with 2 complimentary Tall handcrafted beverages rewards).



The exclusive special edition Starbucks Chinese New Year card.

In conjunction with the Chinese New Year (“CNY”) celebration this year, Starbucks Malaysia introduced a special edition card featuring an overall red transparent design with a gold plated coffee plant pattern. It comes with a matching card sleeve, which is perfect as a gift to loved ones over the festive season.

This one-of-a-kind Starbucks card is definitely a must-have for collectors. The CNY Special Edition card is available at selected Starbucks stores in Malaysia with a minimum reload amount, while stocks last.



The limited edition Starbucks Reserve Jamaica Blue Mountain box set.

STARBUCKS LAUNCHES NEW ALICE + OLIVIA COLLABORATION MERCHANDISE

On 17 January 2018, Starbucks Malaysia unveiled its exclusive range of merchandise featuring Stacey Bendet’s Alice + Olivia designs.

Designed exclusively for Starbucks, this year’s collection features Alice + Olivia’s signature “Staceface” with a pink makeover and ruby red hearts to complement Stace’s bold lips and big, round glasses; echoing the expressive and fun design philosophy of Alice + Olivia.

Called “Simply Show Some Love”, the collection features four limited edition pieces comprising the Alice + Olivia & Starbucks Double Walled Mug, Tumbler, Tote Bag and Bearista and are available at selected Starbucks stores in Malaysia, while stocks last. Fans of the collection were excited with the release and did not miss the chance to grab their favourite pieces to start off the year in style!



The “Simply Show Some Love” Alice + Olivia & Starbucks limited edition pieces.

STARBUCKS WINS 2 CATEGORIES AT THE ASIA HALAL BRAND AWARDS 2017

On 15 December 2017, Starbucks Malaysia won 2 awards for the categories Best Premium Roasted Coffee (Regional Brands) and Best Specialty Coffee Chain (Established Brands) at the Asia Halal Brand Awards 2017.

The award ceremony held at Shangri-La Hotel, Kuala Lumpur aims to recognise and promote prominent halal brands in Asia. It also honours halal brands from various sectors such as Food & Beverage, Hotel & Tourism, Beauty & Cosmetics, Healthcare & Medical, Toiletries, Fashion and Banking & Financial Services.

Starbucks is proud that the consistency of its partners' efforts has been recognised as it is not easy to maintain as a halal certified coffee brand for many years in the industry.



Starbucks partners' with the Best Premium Roasted Coffee (Regional Brands) award and the Best Specialty Coffee Chain (Established Brands) award.

STARBUCKS X HURU HARA GETS RENEWED FOR A SECOND SEASON

Starbucks is working with local television, 'HyppInspirasi' on the second season of 'HURU HARA', a talk show series featuring local celebrities sharing on their personal life, success stories or even gossips.

The talk show, hosted by famous local personalities, Ray and Haniff, will be filmed at Starbucks IOI City Mall Putrajaya every Friday from 23 February 2018 to 6 April 2018. Customers who dine at the store will be able to watch the show live.



A live recording of 'HURU HARA' at Starbucks IOI City Mall Putrajaya.

STARBUCKS MALAYSIA BARISTA CHAMPIONSHIP 2017

On 18 December 2017, Starbucks Malaysia crowned another barista for the best coffee craft showmanship and passion in coffee at the Barista Championship 2017.

The 5 finalists selected were Melissa, Ram, Farisha, Faizal and Isabel. Contestants were required to perform the Pour Over brewed coffee and tasting, Latte Art (Rosetta & Freestyle), and a Signature Espresso Beverage within 20 minutes.

The judges of the day were veteran coffee specialists from the coffee department, learning department and the operation department. Specific skills for success included engagement, beverage expertise, creativity, and the complexity / visual appeal of latte art.

Isabel, a store manager from Starbucks Reserve, Publika was awarded the first-place trophy, a special apron, flight tickets and accommodation to visit the newly opened Starbucks Roastery in Shanghai to immerse in coffee and Starbucks heritage.

Starbucks looks forward to recognising more passionate baristas as true artists.



Starbucks partners cheering for their favourite barista.



The Top 5 finalists (from left) – Faizal, Ram, Isabel, Farisha and Melissa.



Isabel receiving her trophy from Starbucks Malaysia Managing Director, Sydney Quays (right) and Coffee Specialist, Adi Faisals bin Norbasha (left).

STARBUCKS MALAYSIA CELEBRATES 19TH ANNIVERSARY!

Starbucks Malaysia celebrated its 19th Anniversary on 17 December 2017!

To celebrate this joyous occasion, an annual dinner was held for 400 Starbucks partners at a local equestrian indoor arena, with the theme 'Wild Wild West'.

Upon arrival, partners were greeted with a spacious hall decorated with western style decorations, along with a beautiful backdrop and props for photography. Daring partners also took up the challenge to become the 'Rodeo King' of the day.

The event started off with an opening act of country songs by the Marketing team, followed by a series of performances by partners from different districts, lucky draws and more. The highlight of the day was the announcement of promotions, year of service and award recognitions.

Partners were delighted with the event activities and took the opportunity to catch up with other partners at this occasion.



A Starbucks partner took up the challenge to be the 'Rodeo King'.



One of the performances by Starbucks partners.



Managing Director of Starbucks Malaysia, Sydney Quays leading the cake-cutting ceremony.

THE FIRST COFFEE CHAT SESSION FOR YEAR 2018

To start the year with a great cup of coffee, Starbucks Malaysia organised simultaneous Coffee Chat sessions on 20 January 2018 at three reserve stores - Starbucks The Gardens, Starbucks Publika and Starbucks Sunway Pyramid.

The sessions started off with a sharing of the Reserve store concept by the coffee masters, from the experience bar in the store to the overall interior decoration. Coffee masters then started to brew coffee while sharing more about the flavours, characteristics and stories behind the Sun Dried Uganda and Aged Sumatra beans. Each coffee master presented the coffee with their own choice of brewing method, and complementary food that paired well with the coffee.

Overall, the participants were delighted as they gained new knowledge about another Reserve coffee through the session. Starbucks looks forward to organising more Coffee Chat sessions especially at stores out of the city.



Coffee Chat at Starbucks Reserve The Gardens.



Participants of the Coffee Chat at Starbucks Reserve Publika.

STARBUCKS PARTICIPATES IN THE KUALA LUMPUR INTERNATIONAL HALAL EXPO 2018

On 13-14 January 2018, Starbucks Malaysia participated in the Kuala Lumpur International Halal Expo ("KLIHE") 2018 held at Mid Valley Exhibition Centre, which was a great opportunity to further emphasize on Starbucks Malaysia's halal certification.

As the demand for halal food & beverage, lifestyle products and services are growing bigger globally, KLIHE is one of the best platforms for the global halal industry to converge and promote halal brands, products, knowledge and awareness widely at an international level.

Starbucks Malaysia has strengthened its position in the halal industry in Malaysia with its recent win at the Asia Halal Brand Awards. During the expo, Starbucks Malaysia set up a booth to showcase its halal efforts and products. Recruitment consultants were also available to do one-on-one interviews with interested candidates.



(From left) Armani Media Group Berhad's Managing Director Dato' KK Chua; Starbucks Malaysia's Business Development Manager Tengku Ferry Widayat; Ministry of Science, Technology & Innovation's Deputy Minister YB Datuk Wira Dr. Abu Bakar Mohamad Diah and a Starbucks partner.



Starbucks partners at the booth.

OPENING OF NEW STARBUCKS STORES

In the first quarter of 2018, Starbucks Malaysia opened 3 stores – Starbucks Aman Jaya Drive Thru, Sungai Petani, Kedah; Starbucks Solaria Drive Thru, Penang and Starbucks Damansara City Mall (“DC Mall”), Kuala Lumpur.

Starbucks Aman Jaya Drive Thru is a spacious outlet with 4,628 sq ft and seating capacity of up to 129 pax indoor and 26 pax outdoor. The store features a long wood plank community table, glass windows and hand-drawn or hand-painted artwork inspired by the origins of coffee beans.

Starbucks Solaria Drive Thru, located close to the outgoing traffic from Penang International Airport, is one of the first stores that travelers will see as they leave the airport. With a space of 3,300 sq ft, the store is able to seat more than 100 pax. Besides the soffit above the bar with wood cladding and a mural of the Siren’s tail adorning the side of the store, a unique precision laser cut world map from a single sheet of metal and MDF board was also installed as the store’s centerpiece.

Starbucks DC Mall offers two levels of spacious indoor and outdoor seating areas flanked with concrete walls and wooden panels. The store is a reflection of the contemporary and nature inspired architecture of the mall’s interior and the surrounding of Damansara Heights. Starbucks presence at DC Mall, a lifestyle mall within the first integrated living development of its kind in the city, will be integral to the support of invigorating the nearby communities and businesses.



Starbucks Aman Jaya Drive Thru.



Starbucks Solaria Drive Thru, Penang.



Starbucks Damansara City Mall.

STARBUCKS RECEIVES HONOUREE MENTION FOR LIFE@WORK AWARDS 2017 BY TALENTCORP

Starbucks Malaysia emerged as an honouree mention for the LIFE AT WORK Awards 2017, organised by Talent Corporate Malaysia (TalentCorp).

The award honours employers with innovative workplace strategies that enable their employees to better integrate their work-life commitments, in response to evolving global trend and changing workforce demographics.

LIFE AT WORK honourees are trailblazers in their commitment and effort to promote better work-life integration, parent-friendly work environments, and to implement practices that better attract and retain talent.



June Beh, Director Of Partner Resources & Compliance, Partner Resources Organisation of Starbucks Malaysia with the LIFE AT WORK Honouree award.

WENDY’S EXTENDS ITS FRANCHISE AGREEMENT!

January 2018 marked a new beginning for Wendy’s Malaysia as it signed its new Master Franchise Agreement with Wendy’s International for another 10 fruitful years.

In the next 10 years, Wendy’s Malaysia aims to open an average of 5 new stores a year, making it to a total of 65 brand new stores in the next 10 years.

“We aim to be the next fast food giant to conquer the hearts of Wendy’s lovers here in Malaysia. Hence we want to bring Wendy’s to every state and make ourselves known to the rest of Malaysia,” said Saw Yung Sheng, General Manager of Wendy’s Malaysia.



Saw Yung Sheng receiving a plaque from Wendy’s Asia Pacific, European, Middle Eastern and Africa Managing Director, John Pain as a symbol of the signing of the new Master Franchise Agreement.



Wendy's Malaysia General Manager, Saw Yung Sheng with two Wendy's girls during the opening of the Wendy's outlet in Sabah.

1ST WENDY'S OUTLET IN SABAH

Adding to the 14 stores that Wendy's currently has, located in the Klang Valley, Penang and Johor, Wendy's opened its 15th store in Kota Kinabalu International Airport, Sabah.

This new outlet has a rustic yet modern theme to ensure patrons get a relaxing experience while enjoying a variety of Wendy's quality products. With a seating capacity of an average of 80 pax at a time, the outlet operates from 6am to 1am from Sunday to Thursday and 6am to 2am on Friday and Saturday.

In line with providing jobs for the local community, this store is solely manned by Malaysians who have been trained to maintain the quality and freshness of food and provide the Wendy's experience.



The look and feel of the Wendy's outlet in Sabah.

WENDY'S OPENS 2ND OUTLET IN GENTING HIGHLANDS!

23 December 2017 marked yet another auspicious day as Wendy's opened its second outlet in Genting Highlands.

Located on the 4th floor (Level T2C) of Genting Sky Avenue, this store comes with a brand new concept, featuring a mezzanine floor and a slide to inject a little fun and excitement for customers who dine at Wendy's Big Box.

With a seating capacity of 80 pax at a time, this store operates from 10am to 10pm daily.



The Wendy's team at Wendy's Sky Avenue all ready to serve their customers.



Wendy's Sky Avenue features a mezzanine floor and a slide for a little fun and excitement.

THE RETURN OF WENDY'S HAHA BURGER

Shrimp has always been a must have dish on every reunion table come Chinese New Year ("CNY"). This year, Wendy's brought back the popular Haha Burger in conjunction with CNY.

The Haha burger consists of deep fried chunks of shrimp loaded in a burger patty, topped with lettuce and tartar sauce all tucked in Wendy's signature glazed bun.

This year, Wendy's also introduced the iced peach tea to accompany the Haha burger at an auspicious price of RM11.88. As a bonus, customers were given a Wendy's ang pow packet with vouchers worth more than RM25.00 with every purchase of the Haha Burger combo.



Customers with their Wendy's ang pow packets with every purchase of the Haha Burger combo.



The Haha burger combo.

WENDY'S SIZZLING FIESTA

Everyone loves a little sizzle on their taste buds when it comes to food. Back by popular demand, Wendy's introduced their Chicken Sizzling Burger after a 2-year hiatus!

Juicy chicken thighs, coated in spicy seasoning topped with lettuce, tomato and crispy nachos all tucked in Wendy's signature glazed buns. The burger also comes in a combo with curly fries and an orange juice all for a price of RM12.90.



The Sizzler Combo consists of a Chicken Sizzling Burger, curly fries and orange juice.

VIP ACCESS FOR BERJAYA EMPLOYEES

To show appreciation for their constant support, Wendy's gives Berjaya employees a special treat and access to a one-day privilege on a monthly basis.

For the month of December, Berjaya employees were treated to a 'Buy 1 Free 1' Spicy Nuggets, and in January, it was a 'Buy 1 Free 1' Haha Burger.



VIP Access for December 2017 - Buy 1 Free 1 Spicy Nuggets.



VIP Access for January 2018 - Buy 1 Free 1 Haha Burger.



Shoppers at IPC Shopping Centre trying out the Chicken Sizzling Burger.

BERJAYA HOTELS & RESORTS INTRODUCES 'FLAVOURS OF BERJAYA' COOKBOOK

On 19 January 2018, Berjaya Hotels & Resorts ("BHR") introduced the 'Flavours of Berjaya' cookbook, a delectable compilation of more than 30 signature dishes by the chefs of BHR's properties around the world. In this limited edition cookbook, chefs share their secret recipes and fool proof cooking techniques that have been tested and perfected from their years of experience in preparing local favourites and international cuisines for BHR's discerning hotel guests.

'Flavours of Berjaya' is also a useful source of fundamental cooking methods. From learning how to make a simple appetizer to useful information such as nutritional value, this is a must-have cookbook. Some of the staple dishes featured are daging masak hitam, ayam masak ros and gulai tumis.

'Flavours of Berjaya' is available at major bookstores nationwide from April 2018 onwards, priced at RM45.



Berjaya Hotels & Resorts Chief Executive Officer, Hanley Chew, introducing the 'Flavours of Berjaya' cookbook.

ANSA BUSKERS PHOTO COMPETITION

On 17 December 2017, ANSA Hotel Kuala Lumpur ("ANSA") held a competition for the public to win a one-night stay in a deluxe room on their newly renovated floor.

Every Friday, Saturday and Sunday between 4pm-10pm, buskers perform for the public on ANSA sidewalk. Performances include "Statue" the mime, "Ayawan" the solo musician and "Chors" guitarist and singer act.

To enter the competition, participants were required to take a picture of the ANSA Buskers, and upload it onto Facebook or Instagram with the hashtag #ANSAKUALALUMPUR and #ANSABUSKERS. The picture with the most amount of likes and shares, won a free one-night stay.

The competition ended on 31 December 2017 with Yuzyusoff announced as the winner for her picture which obtained 100 likes on Instagram. She is thrilled to have won the competition and also looking forward for her stay at ANSA.



The winner, Yuzyusoff (centre) won a free one-night stay at ANSA Hotel.

BERJAYA HOTELS & RESORTS ACQUIRES TWO ATR 42 AIRCRAFT

Berjaya Hotels & Resorts ("BHR") recently acquired two ATR 42-500 aircraft to launch its own chartered air services from Subang Airport to Redang Island, where the hotel group has two resorts, namely The Taaras Beach & Spa Resort and Redang Island Resort.

The newly acquired aircraft will help to enhance regional air connectivity and reduce travelling time to the island. Currently, hotel guests have to take a direct flight to the airport in Kuala Terengganu, and another one hour of land transfer to the Merang Jetty, where it will require another one hour of boat transfer into the island. By using the ATR 42-500 aircraft, total travelling time can be reduced from four or five hours to one hour.

Hanley Chew, BHR's Chief Executive Officer said that the ATR 42 was selected because it is the right size of aircraft to take off and land on short runways. The airport runway on Redang Island is only 1,100 metres long, thus the ATR 42's capabilities on short runways are essential. The ATR 42-500 aircraft currently has a seating capacity of 42 seats, but will be refurbished and reconfigured to seat 36 passengers.

The first aircraft will be delivered in April, and the inaugural flight will take place in June. Flight tickets will be sold with all-inclusive resort packages from RM3,500 to RM5,000. In the future, BHR will also explore the opportunities to link Singapore to Redang Island. The aircraft will be operated by sister company, Berjaya Air.



The ATR 42-500 aircraft.

BERJAYA MAKATI HOTEL'S ANNUAL FIRE DRILL

With March being Fire Prevention Month, Berjaya Makati Hotel ("BMH") held a fire drill facilitated by the Bureau of Fire Protection and assisted by BMH's Security Department.

Hotel guests were encouraged to join the fire drill to obtain proper knowledge in dealing with unfortunate fire incidents. The activity started with a seminar in the morning followed by the actual fire drill. During this exercise, staff were given hands-on guidance on how to use the fire extinguishers.



A representative of the Bureau of Fire Protection briefing the participants on fire safety.



A staff of BMH learning how to use a fire extinguisher.

A VALENTINE'S EVENING WITH REGGAE ARTIST JUDY BOUCHER

Born in St Vincent and growing up in the Caribbean, Judy Boucher's musical career took a giant step when she released her album 'Can't Be With You Tonight'. The song reached No. 2 on the U.K. singles chart in 1987 and changed an ordinary country girl into an international entertainer by the end of 1987.

Berjaya Beau Vallon Bay Resort and Casino ("BBVB") hosted 'A Valentine Evening with Judy Boucher', which saw 1,100 Seychellois fans at the dinner and show.

Having recorded over 500 songs, she performed some of her internationally known tracks including Tears On My Pillow, Can't Be With You Tonight and You Caught My Eye. Boucher also expressed her gratitude to the people who have been very welcoming and that she also enjoyed her stay at BBVB.



'A Valentine Evening With Judy Boucher' event poster.

BERJAYA UC RECEIVES PERKESO RESEARCH GRANT

In January 2018, BERJAYA University College ("BERJAYA UC") obtained a research grant from PERKESO to explore the topic 'Event Risk Management in Small- and Medium-Sized Companies : Promoting Best Practices in Malaysia'. The research team was led by Associate Professor Dr Chung Jee Feen, Head of BERJAYA Centre for Institutional Research, Chairman of BERJAYA Research Management Committee and Editor-in-Chief of BERJAYA Journal of Services & Management. Other team members included Professor Dr Dileep Kumar Mohanachandranm BERJAYA Business School; Associate Professor Dr Antoon De Rycker, Head of BERJAYA UC School of Humanities & Social Sciences; and Pramekumar VNP Nair, Head of Occupational Health, Safety & Environment (OHSE).

In collaboration with the Asia-Pacific Centre for Events Management (APCEM) located at BERJAYA UC, a conference will be organised in July 2018 to address these themes and to collect valuable first-hand information from major industry players and academic experts.

Organising an event (a press conference, an in-company team-building programme or an open day) looks easy and straightforward enough. However, anecdotal evidence suggests that injuries, damage to property, reputational harm and financial loss are risks that may create real problems for Malaysia's many small and medium-sized enterprises (SMEs).

Though these local businesses account for a substantial number of events, these events are often organised at short notice with little in-house expertise, systematic planning, proper risk assessment and management. One of the side-effects of inadequate event risk planning is the growing number of PERKESO benefit claims, putting pressure on this vital public service.



(From left) Assoc. Prof Antoon Gewijde H. De Rycker, Associate Professor Chung Jee Fenn and Pramekumar VNP Nair receiving the PERKESO Research Grant.

BERJAYA UC AT STAR EDUCATION FAIR 2018

On 6 January to 7 January 2018, BERJAYA University College ("BERJAYA UC") participated in the Star Education Fair 2018 at KLCC Convention Centre. BERJAYA UC received queries from both students and parents who were keen to find out more about the programmes and scholarships offered by the college.



Staff of BERJAYA UC attending to queries by interested parents and their children.

BERJAYA BUSINESS SCHOOL'S B. TALK SERIES

Dr. Dominic Page, Head of Business School, University of South Wales gave a talk on "Challenges in Managing People; Global Mobility and Multinational Corporations" under BERJAYA Business School's B.Talk Series. During the session, Dr. Dominic shared on attaining the right skills and attitudes in business education and how to identify opportunities to expand the country's market growth.



Dr. Dominic Page (front row, fourth from right) together with students from BERJAYA UC at the B.Talk Series.

BERJAYA UC CNY CELEBRATION

The Faculty of Culinary Arts, BERJAYA University College (“BERJAYA UC”) joined the Chinese New Year festivities at Berjaya Times Square mall early this year by opening a booth selling cookies, egg tarts, Swiss rolls and fruit infused teas provided by Tea Drop.

At the same time, the School of Hospitality headed by Kit Thong together with event management lecturers and students decorated BERJAYA UC’s city campus with beautiful red tapestries featuring both Chinese and Peranakan inspired motifs.



Lecturers from the School of Tourism at a photo corner of the Chinese and Peranakan inspired decoration.



Mae Ho (in green) posing with the students and staff of BERJAYA UC after tossing the yee sang.

TEA DROP FOUNDER VISITS BERJAYA UC

On 25 January 2018, Ashok Dias, Founder of Tea Drop, Australia visited BERJAYA UC and inspired the attendees with his passionate talk on blending interesting ingredients for the ultimate tea sensory experience. His drive in sourcing fresh tea leaves from around the world and bringing it to table in the shortest amount of time to ensure freshness and flavour amazed everyone. He ended the talk with the saying, “If you put your heart to it, anything is possible.”



From left ; Pilar Palma, Ronald Willie Binati, Ashok Dias, and Chang Thi.

VISITORS AND GUESTS OF BERJAYA UC

Each month, BERJAYA University College (“BERJAYA UC”) receives a number of visitors and guests who visit them for a tour of the city campus and also to enjoy a meal at BERJAYA UC’s teaching restaurants, mainly Upper East Side Café and Samplings on the Fourteenth.

Some of the recent visitors include Chief Minister of Yangon, Myanmar; Provincial Government of Wuhan, China; King Abdulaziz University, Saudi Arabia; Seikei University, Japan; and Chief Jungma High School and Wonkwang University, South Korea.



Executive Director cum CEO Madam Mae Ho (front row, 2nd from right) and Vice Chancellor Emeritus Professor Walter Wong (front row, 4th from right) welcoming the delegates from the Provincial Government of Wuhan, China.

CURRICULUM REVIEW WITH UTM AND UPM

The School of Tourism welcomed external examiners from Universiti Teknologi Malaysia (UTM) and Universiti Putra Malaysia (UPM) for a curriculum review of two programmes - Diploma in Tourism & Travel Management and Bachelor of Tourism Management (Hons).



External Examiners Assoc Prof Sridar Ramachandran from UPM (3rd from right) and Prof Amran Hamzah from UTM (4th from right) together with BERJAYA UC management during the Curriculum Review.

SBBS' ANNUAL DINNER

On 19 January 2018, SaigonBank Berjaya Securities JSC ("SBBS") celebrated their annual dinner with everyone dressing up in traditional costumes. Staff from different ethnicity wore their ethnic costumes to stand a chance to win Best Dressed Male and Female Costumes. There were also staff performances and a lucky draw.



Joel from ITL Vietnam (second from left) won the Best Male Costume while Hong (wearing Northern Vietnam, 1st from right) won the Best Female Costume.

CHAP GOH MEI WITH MALAYSIA BUSINESS CHAMBER VIETNAM

SBBS sponsored a table at in the Malaysia Business Chamber Vietnam's annual 'Chap Goh Mei' dinner. SBBS' VIP customers were invited to the event to foster closer relationships as well as rewarding SBBS' best performing brokers and their VIP customers.



Performing brokers and their VIP clients: SBBS Deputy General Director Lim Shiu Beng (2nd from left), CEO Josephine Yei (3rd from left), Aaron Yeoh from Shop & Go (2nd from right) and Deputy General Director Tran Manh Hung (1st from right).

SBBS IN VIETNAM INVESTMENT REVIEW

Josephine Yei, CEO of SBBS was invited to write an article of her view on Vietnam during Tet season (Lunar New Year). Her article was published in the Vietnam Investment Review's ("VIR") special edition dated 12 February - 25 February 2018.



Josephine's article in VIR's special edition.

INTERNATIONAL WOMEN'S DAY

On 8 March 2018, SBBS celebrated International Women's Day in the office with each female staff receiving a slice of cake, followed by a tea party in the afternoon contributed by the staff union fund.



The female staff of SBBS.

U MOBILE PUTS MUSIC CENTRESTAGE WITH NEW POSTPAID PLAN

On 23 January 2018, U Mobile kicked off 2018 by announcing an addition to its Unlimited Grooves campaign. Apart from supporting performances by international acts, the telco showed its appreciation of local music by adopting 3 home-grown acts, namely Kyoto Protocol, Masdo and Bil Musa.



U Mobile's Unlimited Hero P79.

The adoption will see U Mobile fund passion projects selected by the music acts in the course of the year, such as a new album production, the making of a music video, and a tour across Malaysia and possibly the world.

U Mobile revealed that customers of the new Unlimited HERO P79 will enjoy 6 months of rebates on Spotify Premium in addition to unlimited data for music streaming via Music-Onz™ and unlimited data for video streaming via Video-Onz™. This is the best plan yet for one's entertainment needs!

For those who love social media, U Mobile has also launched postpaid HERO P68 that offers customers unlimited data for Facebook, Instagram, Twitter, WhatsApp, WeChat and Facebook Messenger.

Both postpaid plans, Unlimited HERO P79 and HERO P68, are available at all U Mobile stores nationwide.

U MOBILE INTRODUCES 2 NEW UMI PLANS

From 16 January 2018 onwards, U Mobile prepaid customers get to enjoy free 30-day JOOX VIP subscription, high speed internet and unlimited data for WhatsApp and WeChat with the new UMI 36 and UMI 26 plans. They will also enjoy unlimited data for music streaming via Music-Onz.

For little as RM36 a month, UMI 36 customers will enjoy 7.5GB of high speed internet, 7.5GB to stream videos via Video-Onz, plus unlimited data to stream on YouTube from 2am to 10am daily. Customers who subscribe to UMI 26, will enjoy 2.5GB of high speed internet as well as 2.5GB for video streaming on Video-Onz. In their respective price range, both plans offer the highest data quota in the prepaid market!

When paired with the Unlimited Power Prepaid pack, the plans also offer unlimited data for Facebook, Instagram and Twitter via App-Onz*.

To find out more about these plans, visit www.u.com.my/prepaid/UMI.



U Mobile's new UMI 36 prepaid plan.

LUCKY U MOBILE CUSTOMERS WATCH FLEET FOXES AND THE XX LIVE!

As sponsors of Upfront Arena presents: Fleet Foxes and Upfront Arena presents: The xx in Kuala Lumpur, U Mobile held an Instagram contest to reward its customers with free tickets to both concerts. To win the tickets, customers had to showcase their creative side by leaving a comment featuring certain key words. Ten winners were chosen and were rewarded with a pair of tickets each to both shows.

At the concerts, U Mobile customers enjoyed perks such as quicker access into the venue via the U Mobile Express Lane, exclusive merchandise and a free drink courtesy of U Mobile.



Upfront Arena Presents: Fleet Foxes Live in Malaysia at KL Live on 16 January 2018.



Upfront Arena Presents: The xx Live in KL at MITEC (Malaysia International Trade & Exhibition Centre) on 25 January 2018.

U MOBILE LAUNCHES COUNTRY'S FIRST TELCO ASSURANCE

U Mobile launched its first telco assurance product, GOLIFE, on 26 February 2018 where customers may apply, subscribe and manage their life insurance coverage entirely via their mobile phone.

U Mobile will be providing their prepaid and postpaid customers with a 2-month complimentary subscription of GOLIFE 5, one of the two life mobile microinsurance products available from U Mobile.

Other than GOLIFE 5, subscribers can opt for GOLIFE 10 which offers coverage of up to RM76,000 at a premium of RM10 monthly.

The key features of GOLIFE are:

- Simple online registration – Click & be protected immediately (just ONE health declaration)
- Highly affordable – From as low as RM5 per month
- Pay-as-you-go insurance – no fixed commitment (subscribe & unsubscribe anytime)
- 60-Day satisfaction guarantee – Unsubscribe within first 60 days and get full refund

The minimum application age for the GOLIFE plans is 18 years and the maximum application age is 45 years.

The complimentary subscription of GOLIFE 5, which is valued at RM5 per month, provides customers with insurance coverage of up to RM18,000 for death or total permanent disability (TPD), and insurance coverage of up to RM36,000 for death or TPD if it is due to specific infectious disease such as dengue fever, chikungunya fever, malaria, Japanese Encephalitis, Avian influenza or Zika virus.

Customers who are selected to receive the 2-month complimentary subscription of GOLIFE 5, will receive a notification via their MyUMobileApp.

To find out more about the plans, visit www.u.com.my or the MyUMobile app.

How to subscribe to GOLIFE? 4 simple steps to secure yourself



U MOBILE ANNOUNCES NEW APPOINTMENTS TO SENIOR MANAGEMENT TEAM

On 19 February 2018, U Mobile introduced its new Chief Information Officer ("CIO"), Neil Tomkinson and Deputy Chief Technology Officer ("DCTO"), Woon Ooi Yuen.

Neil joins U Mobile from MTN Next!, a telecoms multinational based in South Africa which operates in 22 countries and has an annual turnover of USD14 billion. He was responsible for leading the development and implementation of MTN Group's Global's back office transformation strategy. Neil replaces Tan Chen Sen who was U Mobile's CIO for the past 5 years.

With the increased spectrum allocation and ongoing 3G RAN share exit, U Mobile is doubling up its efforts on the network front with Woon coming on-board as DCTO. He joins the telco with two decades of related experience with companies such as Total Access Communication (Dtac) in Thailand, DigiTelecommunications, Malaysia as well as Ericsson, Malaysia. Woon will be working together with the current Chief Technology Officer, Too Tian Jen, to oversee and roll out U Mobile's robust network expansion strategy with the goal of making U Mobile the leading telco for customer experience.



Neil Tomkinson



Woon Ooi Yuen

JOY GARDEN SEMENYIH OLD FOLKS HOME VISIT

On 27 January 2018, Cosway (M) Sdn Bhd ("Cosway"), organised a visit cum 'gotong royong' in conjunction with the upcoming Chinese New Year ("CNY") season at the Joy Garden Semenyih Old Folks Home with the theme "Let's Spread Love" CNY Gotong Royong 2018.

The 'gotong royong' headed by Cosway's Executive Director, Dr Alice Lee, along with 60 staff, started at 9.00am with cleaning of the foyer and the rooms, installing new lightings, gardening, landscaping, fence repair followed by decorating the whole home with Chinese New Year decorations. Shelves were installed in one of the rooms and it was made into a storage and display room. All the senior citizens were also treated to a day of a relaxing foot spa, food and entertainment.

ADCAS Lifescience Sdn Bhd, a wellness clinic of advanced personalised health, an associate of the Berjaya Group, provided free health checks and medical consultation to the citizens.

The staff and residents were treated to breakfast by Simply Green Salad and lunch by Restaurant Rasa Utara. The staff also performed dances and sang their hearts out to the senior citizens, accompanied by live music.

Overall, the 'gotong royong' visit succeeded in bringing cheer to the senior citizens while instilling in the staff the need to be conscious and sensitive towards other members of society who would highly appreciate the extra care, attention and love.



Cosway and ADCAS staff with the residents of Joy Garden Semenyih Old Folks Home.

ARTS AND CRAFTS WITH PUSAT JAGAAN ASNAF BARAKH

In conjunction with International Creativity Month, 7-Eleven Malaysia conducted an arts and crafts activity for the children at Pusat Jagaan Asnaf Barakh, Ampang, Selangor on 29 January 2018. 7-Eleven Malaysia also distributed goodie bags to the children, consisting of various snacks and beverages to help alleviate the community's operational expenses.

Pusat Jagaan Asnaf Barakh is a non-profit organization that houses children from low-income families. Founder Haji Yusof Noor has actively supported the underprivileged, and was inspired to extend his efforts to helping families who were struggling financially after learning about their circumstances.



Marketing General Manager of 7-Eleven Malaysia, Ronan Lee (centre); Founder of Pusat Jagaan Asnaf Barakh, Haji Yusof Noor (2nd from top left); volunteers from 7-Eleven Malaysia and NGOHub Asia with children from Pusat Jagaan Asnaf Barakh.

7-ELEVEN KEEPS THE ELDERLY COMPANY FOR CNY

On 28 February 2018, 7-Eleven Malaysia celebrated Chinese New Year with the elderly at Charis Senior Citizen Home, Pudu and prepared a feast for them. 7-Eleven Malaysia also distributed daily necessities such as cream crackers and cereal drinks as well as red packets to the residents. Charis Senior Citizen Home was founded by Rev. Leong Ka Meng in 1997, and the organisation was formerly a walk-in centre whereby free meals and provisions were offered to the elderly who are underprivileged, homeless, abandoned or those who have lost contact with their family. From 2004 till now, they have expanded their services by opening up a shelter to house these forgotten individuals.



7-Eleven Malaysia staff with the residents and caretakers of Charis Senior Citizen Home.

BERJAYA PHILIPPINES JOIN HANDS WITH BUDDHIST TZU CHI FOUNDATION PHILIPPINES

Berjaya Philippines group of companies ("Berjaya Philippines group"), joined hands with Buddhist Compassion Relief Tzu Chi Foundation Philippines ("Tzu Chi Foundation Philippines") during an assembly of officers and staff of Berjaya Philippines group held in Berjaya Makati Hotel. Representatives of Tzu Chi Foundation Philippines did an audio visual presentation introducing who they are and how they reach out to people in need such as conducting humanitarian efforts across the country. They imparted Master Cheng Yen's Still Thought, "Giving is not the sole right of the rich but of anyone with a sincere and loving heart."

At the event, Berjaya Philippines group presented a donation amounting to PHP300,000.00 in support of Tzu Chi Foundation Philippines' efforts to help the less fortunate members of society. Berjaya Philippines Inc. Executive Director, Tan Eng Hwa, handed over the cheque to Tzu Chi Foundation Philippines CEO, Henry Yuñez.

Compassionate relief, which is the literal meaning of Tzu Chi, is an international non-profit organisation founded in 1966 by Dharma Master Cheng Yen in Taiwan has been contributing to better social and community services, medical care, education and humanism. In the Philippines, the Foundation was inaugurated on 8 November 1994 to carry out the mission of helping the poor and people affected by natural disasters.



(From left) Olga Vendivel, Josephine Chan, Henry Yuñez of Tzu Chi Foundation Philippines receiving the mock cheque from Tan Eng Hwa, Annie Mariñas, and Kathy Salgado of Berjaya Philippines group.



Officers and staff of Berjaya Philippines group listen to the presentation by Tzu Chi Foundation Philippines and heeded the call to give and share their blessings for the implementation of the foundation's missions.

BERJAYA TIMES SQUARE HOTEL GIVES BACK TO SOCIETY

On 28 February 2018, the Sales and Marketing team of Berjaya Times Square Hotel, Kuala Lumpur ("BHTKL") organised a visit to Dhalia Elderly Care Centre located at Taman Halimahton, Old Klang Road. Representatives from other departments such as Human Resources, Finance, Front Office and Engineering also joined the visit.

Upon arrival at the centre, BTHKL staff were divided into teams to paint the exterior and interior walls of the home, tidy the rooms and fix curtain railings and curtains to ensure a more comfortable space and adequate amenities were provided for the elderly residents.

The BTHKL staff mingled with the residents to get to know them better and shared stories. They then tossed yee sang, and enjoyed a delicious lunch prepared by BTHKL.

For more information or donation enquiries for Dhalia Elderly Care Centre, do contact 019-389 2155.



BTHKL staff painting the walls of Dhalia Elderly Care Centre.



The residents and BTHKL staff tossing yee sang.

BTHKL STAFF SPREAD LOVE TO THE CHILDREN OF RUMAH PERLINDUNGAN NUR HATI

In January 2018, 31 Berjaya Times Square Hotel, Kuala Lumpur ("BTHKL") staff from various departments visited Rumah Perlindungan Nur Hati, Ampang.

BTHKL staff divided themselves into groups and proceeded to clean, change new fans, paint the walls and also did maintenance works throughout the home. The home houses 32 children and 14 teenagers who were either victims of abuse or abandoned by their families at a young age.

Zack Zahid, the caretaker of the home briefed the team on the challenges and faced by the home. The day ended with lunch prepared by BTHKL and a birthday celebration for the children.

For more information or donation enquiries of Rumah Perlindungan Nur Hati, do contact Zack Zaid at 011-3231 3138.



BTHKL staff installing new fans.



BTHKL staff with the caretakers and children of Rumah Perlindungan Nur Hati.

BERJAYA MAKATI HOTEL EXTENDS GOODWILL TO PUBLIC SCHOOL STUDENTS

Berjaya Makati Hotel ("BMH")'s solid commitment bound by compassion continues as it held its quarterly Corporate Social Responsibility (CSR) event on 23 January 2018 for the enthusiastic pupils of Porta Vaga Elementary School in Cavite City.

Department heads and associates of BMH participated in a feeding programme and provision of hygiene kits to the 369 students.

Porta Vaga Elementary School is a small scale public entity located in Cavite City with a few number of rooms to accommodate the pupils. The school may not be at its best condition; but the students were genuinely welcoming.



Staff of Berjaya Makati Hotel with Porta Vaga Elementary School's students.



Representative from Porta Vaga Elementary School presenting the Certificate of Recognition to the Department heads and associates of Berjaya Makati Hotel (in green).

PROJECT S.S.S.

In conjunction with Singer's 112th year anniversary, Singer would like to instill the passion of sewing in everyone through Project S.S.S. which stands for Singer! Sew Bear! Sew Easy!. The project also has a CSR objective to engage with local communities and encourage them to sew personalised bears from their own clothing as a gift to their loved ones. The initiative aims to produce 1,000 'Singer Sew Bears' to be given to local communities. Some of the benefits of sewing include saving money, it's a 'green' activity, reduces stress, brings sweet memories and instills a sense of achievement.



YB Dr. Hj Zaini B. Hj Abu Bakar ADUN Nusajaya, Gelang Patah, Johor (in white) together with Singer's South Region Team visiting Hospital Sultan Ismail, Johor Bahru for Project S.S.S.



Singer's Sabah Region Team presents the 'Singer Sew Bears' to the children of Rumah Anak Yatim & Asnaf As Sakinah.

KRR WARMS THE HEARTS OF SENIOR CITIZENS

In March, 47 residents of Ann's Care Centre were greeted by Kenny Rogers ROASTERS ("KRR") team members in a heart-warming Chinese New Year ("CNY") celebration with Food Aid Foundation.

The elderly folks were entertained throughout the event with a myriad of fun activities by the KRR team members, starting off with a lively karaoke sing-along session where everyone chanted and hummed from classic to popular favourites. The senior citizens were then serenaded with a familiar folk song by P.Ramlee, Dengar Ini Cerita.

KRR also prepared a special Yee Sang tossing. To further add to the merriment, the elderly folks were given red packets and a KRR goodie bag consisting of balanced and wholesome food.

To culminate the event, the elderly folks and caretakers were treated to a Kenny's Quarter Lite Meal and bottled water.



Berjaya Roasters (M) Sdn Bhd Senior Marketing Manager, Thila Chandran presenting a Kenny's Quarter meal to a resident.



Berjaya Roasters (M) Sdn Bhd Director of Operations, Daniel Lee, distributing goodie bags to the residents.



The KRR team celebrating the festive season with the caretakers and residents of Ann's Care Centre.

KRR FULFILLS CHILDREN'S CHRISTMAS WISHES

On 22 December 2017, 22 bright smiles were created in Siddharthan Care Centre when Kenny Rogers ROASTERS ("KRR") team members made a visit to the home for their annual Wishing Tree campaign. The 13th installment of the campaign aims to fulfill the wishes of more than 1,800 children from 59 non-government organizations (NGOs) across Malaysia.

The campaign has been an especially rewarding experience for KRR team members as every smile made is something that fuels them to continue this very special programme every year. KRR also contributed KRR meals throughout the year, in line with their efforts to provide basic necessities such as wholesome meals for the needy.

To date, the KRR Community Chest Wishing Tree initiative has fulfilled more than 20,000 simple yet meaningful wishes.



KRR team and the children doing the Chicken Dance.



The children enjoying Kenny's Home-made muffins after the activities.



(Third row from right): Thila Chandran, Senior Marketing Manager of Berjaya Roasters (M) Sdn. Bhd. (in red) with the KRR team members and children from Pusat Jagaan Siddharthan celebrating Wishing Tree!

BERJAYA SUPPORTS THE ESUM ESSAY WRITING COMPETITION 2017

On 10 March 2018, Dato' Zurainah Musa, Executive Director of Berjaya Corporation Berhad ("BCorp") presented the Awards to the winners of the ESUM Essay Writing Competition 2017 at an event held in Wisma Bernama, Kuala Lumpur. BCorp sponsored the competition with a contribution of RM15,000.

The annual competition organised by the English Speaking Union of Malaysia ("ESUM") was opened to all Malaysian students between 13 to 19 years old. Held in conjunction with the United Nations International Year of Sustainable Tourism for Development, the competition with the topic, 'Making Malaysia, Asia's Top Tourist Destination' drew some 250 entries and was judged based on good grammar, sentence structure and creative ideas.



Dato' Zurainah Musa (centre) presenting a certificate of award and cash prize to the winner. Looking on is the Deputy Chairman of ESUM, YM Raja Tan Sri Dato' Seri Arshad Raja Tun Uda (left).



Dato' Zurainah Musa (centre) together with YAM Tunku Dara Tunku Tan Sri Naquiah Tuanku Ja'afar (third from the right), Chairman of ESUM, YM Raja Tan Sri Dato' Seri Arshad Raja Tun Uda (third from the left), Deputy Chairman of ESUM and the winners of the ESUM Essay Writing Competition 2017.

STARBUCKS' SUPPORT CENTER PARTNERS 'GIVE GOOD' AT ST. MARY NURSING HOME

With the spirit of 'Give Good' during the holiday season, 26 partners from Starbucks' support center gathered on a Saturday morning to visit and bring joy to the St. Mary Nursing Home, located in one of the busiest neighborhoods in the Klang Valley.

Upon arrival, all partners were separated into 8 different groups and were 'assigned' to a group of residents to foster communication and better engagement. The session started off with an ice-breaking session, followed by a series of engagement activities, such as mini games and singing.

Before ending the session with a great lunch, each partner wrote their best wishes on a paper cup ornament for the elderly and hung them on the Christmas tree.

It was a meaningful and fun session for the partners to interact and bring joy to the residents of the home.



Residents and caretakers of St Mary Nursing Home and Starbucks partners enjoyed the day.



Starbucks partners getting to know the residents of the home.



A Starbucks partner assisting a resident to hang a paper cup ornament on the Christmas tree.