

BCORP WELCOMES JALIL RASHEED AS GROUP CEO



On 16 March 2021, Berjaya Corporation Berhad (“BCorp”) announced the appointment of Abdul Jalil bin Abdul Rasheed as the new Group CEO of BCorp.

Jalil Rasheed was formerly the President & Group CEO of Permodalan Nasional Berhad (PNB), Malaysia’s national unit trust manager. Jalil brings with him 18 years of investment and business leadership experience, having worked in the UK, USA, Malaysia & Singapore with the global investment firms, Aberdeen Standard Investments and Invesco Limited. Besides investment experience, Jalil also brings with him many years of experience in working with large corporations and Boards on corporate governance and instilling operational effectiveness and excellence.

Going forward, the new Group CEO will be working together with BCorp Chairman Tan Sri Dato’ Seri Vincent Tan and Dato’ Sri Robin Tan as an Executive Committee, who together with the contributions of the Board members will be involved in all strategic decision making and planning the future business direction of the BCorp Group. The new appointments were made to transform BCorp into an institutionalised corporation, managed by professionals. Jalil’s mandate will be to re-look at BCorp’s corporate structure, optimise financial and human resources, improve synergies and efficiency, enhance corporate governance and transparency, streamline the various Group businesses to create and enhance shareholder value and to transform BCorp into a high performing organisation.

On 5 April 2021, Tan Sri Dato’ Seri Vincent Tan announced that he has resigned from his position as Executive Chairman of BCorp. He remains on the BCorp Board of Directors as Non-Executive Chairman. This is in line with his vision to transform the BCorp Group into an institutionalised corporation, managed by professionals.

HIGHLIGHTS

- 1 BCorp Welcomes Jalil Rasheed as Group CEO
- 2 Sports Toto Chinese New Year Ang Pow Donation Campaign
- 3 7-Eleven Malaysia Celebrates its Platinum Putra Brand Awards 2020
- 4 Starbucks New Store Openings
- 5 Starbucks Malaysia Receives AMCHAM Award
- 6 CSR Programmes to Provide Aid to the Needy Affected by COVID-19

SPORTS TOTO CNY ANG POW DONATION CAMPAIGN 2021

On 22 February 2021, Sports Toto Malaysia ushered in the Year of the Ox by kick starting its 34th annual Chinese New Year Ang Pow Donation Campaign. A total of 118 old folks’ homes were chosen for this campaign, which benefited 4,660 senior citizens residing at these homes.

The launching of the campaign was graced by Nerine Tan, Chief Executive Officer of Sports Toto Malaysia Sdn Bhd at Pusat Jagaan Little Sisters of the Poor in Kuala Lumpur. Due to the COVID-19 pandemic where most of the beneficiaries belong to the high-risk group, a public donation campaign was not conducted this year.

Each home received cash donations ranging from RM2,500 to RM10,000, as well as shopping vouchers worth RM1,500 to RM5,000.



EDITOR'S NOTE

Welcome to the first 2021 issue of the Beritajaya!

The first quarter of 2021 had been an eventful one, with our sense of normalcy being disrupted once again when the Government announced the second Movement Control Order ("MCO") on 13 January 2021. Looking back, we have spent over a year in various stages of quarantine; wearing masks, working from home and staying socially distanced have all become the new normal.

The month of March 2021 also marked the start of a new chapter for Berjaya Corporation Berhad ("BCorp") with the appointment of En. Abdul Jalil Bin Abdul Rasheed as the Group CEO. Jalil Rasheed brings with him 18 years of investment and business leadership experience. The appointment also comes together with the promotion and re-designation of Dato' Sri Robin Tan as Executive Deputy Chairman. We warmly welcome Jalil Rasheed to the Berjaya family and extend our heartfelt congratulations to Dato' Sri Robin Tan on his promotion.

Amidst this pandemic, certain business sectors within the Group have withstood the disruptions relatively well and have even expanded their business activities. We would also like to take this opportunity to congratulate Starbucks Malaysia for receiving the American Malaysian

Chamber of Commerce ("AMCHAM") Cares Recognition Award for the 3rd consecutive year and 7-Eleven Malaysia for winning its 6th consecutive Platinum Putra Brand Award.

Through it all, the BCorp Group of companies continued to extend a helping hand to the needy communities and protect the environment, albeit through slightly different means. The Group continued to provide relief for the B40 families, charitable organisations, and individuals in need of food, medical supplies, and other support to help them get through these difficult times. Other initiatives such as the Let's Help Charity Project was introduced to assist non-profit organisations to raise funds through the sale of kampung eggs, Bengali bread, and face masks, while the Recycle for a Good Cause initiative and regular beach clean-up activities at Redang and Langkawi Islands were carried out to raise awareness and protect the environment.

As we mark one year of pandemic life, let's remain positive and vigilant to win the fight against COVID-19. Until then, please take care and write us at corpcomm@berjaya.com.my with your feedback and story ideas.

Stay well.

Performance of Companies for the 2nd Financial Quarter Ended 31 December 2020 (unaudited)

Company	Revenue 3 Months Ended 31 December 2020 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 December 2020 (RM'000)	Revenue 6 Months Ended 31 December 2020 (RM'000)	Profit/(Loss) Before Tax 6 Months Ended 31 December 2020 (RM'000)
Berjaya Corporation Berhad	1,940,643	35,875	3,884,266	46,758
Berjaya Land Berhad	1,474,414	24,487	2,929,668	47,482
Berjaya Sports Toto Berhad	1,233,940	95,412	2,579,804	196,859
Berjaya Food Berhad	174,097	16,787	354,819	33,776
REDtone Digital Berhad	40,111	9,489	76,314	17,435
Berjaya Assets Berhad	43,946	(11,681)	94,709	(16,855)
7-Eleven Malaysia Holdings Berhad	591,417*	13,659*	2,537,564**	63,979**

* 4th Financial Quarter ended 31 December 2020

** 12 months ended 31 December 2020

LAUNCH OF NEW WORLD CAPITAL ADVISORS MALAYSIA

On 18 March 2021, Berjaya Corporation Berhad ("BCorp") announced that it has entered into a partnership with New World Capital Advisors Limited ("NWCA"), a leading London-headquartered merchant banking and investment company to establish New World Capital Advisors Sdn Bhd ("NWCA Malaysia").

NWCA is the advisory and merchant banking division of New World Group ("NWG"), which has over USD2.5 billion of group asset under management and acts as a fiduciary to institutional and sovereign capital across the asset management, technology and venture capital verticals. NWCA is a recognised Export Champion by the UK Government's Department for International Trade.

NWCA Malaysia will be focusing on providing advisory services including mergers and acquisitions, strategy and operations advice to diversified businesses, corporations, and institutional investors in Malaysia as well as neighboring countries where they have a presence.

The NWCA Malaysia team will comprise professionals led by Lena Tan, a veteran deal maker and investor with over 30 years of experience in the financial services industry in Asia, Europe and the US. Most recently, Lena Tan was the Chairman of 7-Eleven Malaysia and Singer Malaysia. She is currently a Director at 7-Eleven Malaysia Holdings, Razer Fintech Holdings, Berjaya Fintech, Berjaya Retail and Berjaya Credit.

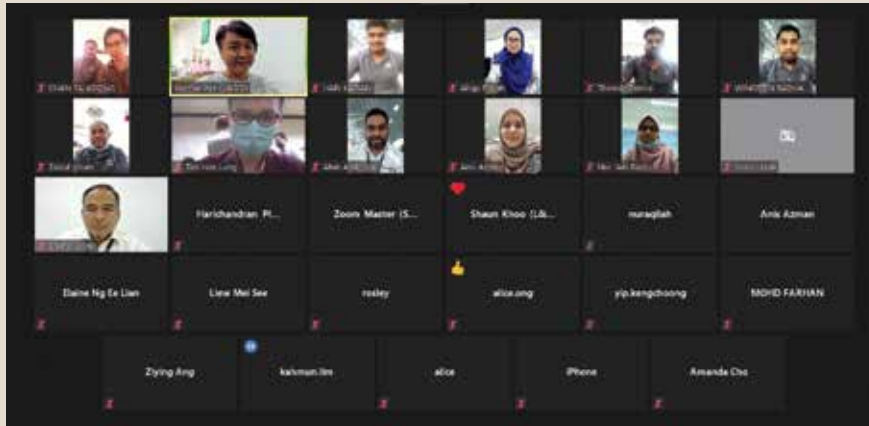
Lena Tan will take helm as the Chairman and Managing Director of NWCA Malaysia to lead the business. Furthermore, in her capacity as a Board Member of NWCA, Lena Tan will expand the group's footprint in Malaysia and neighboring countries.



MARCH ORIENTATION FOR NEW EMPLOYEES

On 8 March 2020, the Learning & Organisational Development (“L&OD”) team of Group HR conducted the first Virtual Employee Orientation of 2021 via Zoom. The orientation was joined by 26 new colleagues from Berjaya Corporate Office & Property Division, Sports Toto Malaysia Sdn Bhd, and Berjaya Auto Alliance Sdn Bhd.

The virtual orientation covered various topics, including the background of Berjaya Group, Employee Value Proposition, Employee Engagement, Code of Conduct, the Employee Self-Service (ESS) System, Performance Appraisal Process, and Safety and Security.



Staff members of SBBS Securities at the new office.

BERJAYA EXECUTIVE DEVELOPMENT PROGRAMME GRADUATION



Group photo of the B.EDP batch VI graduates.

On 25 February 2021, Group Human Resource & Administration Division (“Group HR”) hosted a virtual graduation ceremony for 28 Executives who have completed their 8-month learning journey under the Berjaya Executive Development Programme (“B.EDP”). The graduates were from Amita Berjaya Sdn Bhd, Berjaya Roasters (M) Sdn Bhd, Berjaya Sampo Insurance Berhad, Berjaya Starbucks Coffee Company Sdn Bhd, Bloyalty Sdn Bhd, JL Morison (Malaya) Sdn Bhd, REDtone Telecommunications Sdn Bhd, Sports Toto Malaysia Sdn Bhd, Sports Toto Fitness Centre Sdn Bhd, and Berjaya Group Corporate Office.

The graduation ceremony was attended by Grace Chan, Senior General Manager of Group HR together with 50 guests across the Group. The graduates received a Certificate of Completion for both the B.EDP and Level 1 of the Toastmasters Pathways Learning Experience.

Special awards were given to 6 graduates who have shown exemplary performance in the respective categories throughout the programme:

- a) Overall Excellence: Mohamad Syafik Bin Abd Halim, Berjaya Roasters (M) Sdn Bhd
- b) Emerging Leader: Lian Wen Jie, Sports Toto Malaysia Sdn Bhd
- c) Best Team Player: Koay Ming Chiek, Berjaya Starbucks Coffee Company Sdn Bhd
- d) Avidity: Jamal Bin Mohamed Sapari, Berjaya Roasters (M) Sdn Bhd
- e) Best Learning Attitude: Richard Ooi Chin Oung, Property, Sales & Marketing
- f) Best Presenter: Ivy Know Han Xin, Berjaya Starbucks Coffee Company Sdn Bhd

CHINESE NEW YEAR JOINT MEETING

On 25 February 2021, in conjunction with Chinese New Year celebrations, Berjaya University College Toastmasters Club ("BUCTMC") held its first bi-lingual joint meeting with Kepong Mandarin Toastmasters Club. The meeting was conducted in both English and Mandarin, where the speakers took turns to speak their respective languages. During the meeting, some even took up the challenge to speak in Mandarin instead. It was a fun and fruitful meeting which was concluded with both Club Presidents dressed as the God of Prosperity, handing out e-ang pow to winners of a lucky draw conducted during the meeting.



BUCTMC and Kepong Mandarin Toastmasters Club members enjoying their first bi-lingual joint meeting.

BUCTMC SCORES AT AREA P6 SPEECH CONTESTS

On 7 February 2021, 3 members from BERJAYA U.C. Toastmasters Club ("BUCTMC") participated in the International Speech and Evaluation Contests for Area P6.

Wong Min Zhi of Corporate Communications Division participated in the International Speech Contest while Mohd Syairoz of Strategic Relations Division participated in the Evaluation Contest. Desmond Soon of Berjaya Starbucks Coffee Company Sdn Bhd took part in both the contests.

Congratulations to the BUCTMC participants and Mohd Syairoz for winning first place in the Evaluation Contest and advancing to the Division P level contest.

International Speech Contest

- 1st place : Jayachandran Narayan (Royale Premiere Toastmasters Club)
- 2nd place : Liew Tiam Foo (Prudential Toastmasters Club)
- 3rd place : Ravinder Kaur (Royale Premiere Toastmasters Club)

Evaluation Contest

- 1st place : Mohd Syairoz (BERJAYA U.C. Toastmasters Club)
- 2nd place : Jayachandran Narayan (Royale Premiere Toastmasters Club)
- 3rd place : Sara Rizal (Prudential Toastmasters Club)



Mohd Syairoz of Strategic Relations Division giving his evaluation speech to the test speaker.



STARBUCKS NEW STORE OPENINGS



KL East Mall, Kuala Lumpur.



United Point, Kuala Lumpur.



Quayside Mall, Selangor.



Damansara Avenue, Kuala Lumpur.



Skudai RNR, Johor.

FIRST COFFEE SEMINAR IN MALAYSIA



On 9 Jan 2021, Starbucks launched its Coffee Seminar programme to provide a coffee educational experience which explores the different facets of coffee, including origin, production, to tasting notes and flavours. This programme, hosted by Ayesha Dahalan, Starbucks Malaysia's coffee specialist, is open to all customers and helps reinforce Starbucks as a leading coffee brand in Malaysia.

Since its launch, the seminar has helped more than 30 participants discover their favourite coffee and taste profiles. The current programme covers the core coffee line up across the Starbucks roast spectrum. It also showcases food pairings to demonstrate the different flavours of coffee.

Ayesha Dahalan, Starbucks Malaysia's Coffee Specialist during a Coffee Seminar session.

STARBUCKS MALAYSIA RECEIVES AMCHAM AWARD FOR THE THIRD TIME

On 24 November 2020, Starbucks Malaysia received the American Malaysian Chamber of Commerce (“AMCHAM”) Cares Recognition Award for the 3rd consecutive year. The AMCHAM Cares Award is coordinated by AMCHAM and recognises companies in the AMCHAM network which have raised awareness towards CSR and corporate citizenship throughout the year. Starbucks Malaysia was recognised for its commitment to contribute to Malaysian society through sustainable business operations which creates long-term economic and social value. Throughout 2020, Starbucks Malaysia alongside AMCHAM has been the host of various virtual webinars, which covers topics like its signing stores, disabilities in the workplace, and mental health awareness.

Her Excellency Kamala Shirin Lakhdair, former U.S. Ambassador to Malaysia presenting the AMCHAM Award to Sydney Quays, CEO of Berjaya Starbucks Coffee Company, and Rina Siew, CSR Managers of Starbucks Malaysia and Brunei.



MY AMCHAM CARES 2020

STARBUCKS LAUNCHES NEW MILK OPTION

In light of the growing plant-based milk trend, Starbucks Malaysia launched its macadamia milk option as a new addition to their menu in January 2021. The move follows the company’s global initiative to be a resource positive company, where macadamia milk joins three other alternative milk options currently available at Starbucks outlets, namely, soy, almond, and coconut. With the positive response from customers, Starbucks is aiming for the launch of its oat milk next month.



Ayesha Dahalan, Starbucks Malaysia’s Coffee Specialist during a Coffee Seminar session.

STARBUCKS BRUNEI CELEBRATES 7TH ANNIVERSARY

On 16 February 2021, Starbucks Brunei celebrated its 7th anniversary with a special coffee meet session among the Bruneian partners via Instagram Live. The 45-minute session included a highlight of all the current store managers at Starbucks Brunei and also a tour of the first store in Brunei, Starbucks Mabohai Mall. The Coffee Meet session was hosted by Starbucks partners, Nurul, Meena and Saiful, where they discussed about Starbucks’ milestones.

The session also included a Q&A session, in which Starbucks partners from Malaysia and all over the world joined in to discuss and share their thoughts. The session was also a much-needed respite for many, and gave many partners an eye into how different countries may be handling or coping with the COVID-19 pandemic. Apart from the Coffee Meet session, customers were also treated to gifts and in-store promotions.

Starbucks Brunei staff members during the 7th Starbucks Brunei celebrations.



HAPPY 'NIU' YEAR DOUGHNUTS



Krispy Kreme introduced 3 new doughnuts for Chinese New Year, the Lucky Coin, Ah Man Go, and Cheongsam Banoffee.

KRISPY KREME CHOCOMANIA



Krispy Kreme's Chocomania features the Snickers and Bueno doughnuts.

KRR E-WALLET AND ONLINE DELIVERY OFFERS

In the first quarter of 2021, Kenny Rogers ROASTERS ("KRR") offered several e-wallet offers through Touch N Go and Shopee Pay. KRR also offered promotions through its online delivery partners, FoodPanda, GrabFood, and Hungry for customers who preferred to dine in their own homes.



Touch N Go – The Goal Hunter programme, January 2021 offer.



Touch N Go – The Goal Hunter programme, February 2021 offer.



Take Away Tandoori Whole Chicken for only RM26 with Shopee Pay.



Offer via FoodPanda from 6 January to 2 March 2021.



Offer via GrabFood from 18 January to 7 February 2021.



Offer via Hungry until 17 January 2021.



KRR's Kenny's Kitchen Inspirations Marinated Tandoori Chicken.

MARINATED TANDOORI CHICKEN @ KENNY'S KITCHEN INSPIRATIONS

Kenny Rogers ROASTERS has introduced the new Marinated Tandoori Whole Chicken into its range of Kenny's Kitchen Inspirations "Frozen-Ready to-Cook" products. The product line-up include:

- Marinated Tandoori Whole Chicken @ RM30 each (Normal Price: RM35 each)
- Marinated Whole Chicken (Original / Black pepper) @ RM30 each (Normal Price: RM35 each)
- Golden Vanilla Muffin Mix (1kg) @ RM25
- Chocolate Lava @ RM7 each

Get a FREE 13.5" ceramic rectangle plate worth RM18.90 when you purchase Kenny's Kitchen Inspirations "Frozen-Ready to-Cook" products at <http://krr.alacarte.my/> (with min purchase of RM30 in a single receipt. While stocks last)



KRR's Old Traditions, New Flavours promotional poster.

OLD TRADITIONS, NEW FLAVOURS

Kenny Rogers ROASTERS' specially marinated boneless Classic Chicken Chop, cooked to golden perfection and served with special gravy is a truly timeless classic we all know and love.

Now you can truly cherish these five exclusive meal options with your family and friends:-

- 1) Classic Chicken Chop Meal (RM24.90) - Tender Classic Chicken Chop cooked to golden perfection and served with special gravy & 3 side dishes of your choice.
- 2) Classic Chicken Chop Soup Meal (RM26.90) - Tender Classic Chicken Chop cooked to golden perfection and served with special gravy, 1 side dish of your choice & a heartening bowl of KRR's Mushroom & Chicken Soup.
- 3) Classic Chicken Chop Lite Meal (RM21.90) - Tender Classic Chicken Chop cooked to golden perfection and served with special gravy & 2 side dishes of your choice.
- 4) Classic Chicken Chop Rice Meal (RM20.90) - Tender Classic Chicken Chop cooked to golden perfection and served with special gravy & 1 bowl of Aromatic Rice.
- 5) Classic Chicken Chop Rice Family Feast (RM88.80) – 4-pcs tender Classic Chicken Chop cooked to golden perfection and served with special gravy, 2 bowls of side dish of your choice, 1 Golden Wedges Classic and 1 bottle of 1.5L Coca-Cola® Rasa Asli.

Complete your meal with Mix Fruitale, a no-sugar-added refreshing mixture of dragon fruit juice with kiwi & apple, priced at RM9.90.

You can also choose from a range of Classic Chicken Chop combination meals exclusively on delivery platforms by ordering online through GrabFood, FoodPanda, DeliverEat.my and EASI Delivery.



THE LUNAR OX STARBUCKS CARD

Celebrating the auspicious Lunar New Year in 2021, Starbucks Malaysia launched its locally designed Lunar Ox Starbucks Card. It features a gold foil printed Ox in its centre, which is inspired by the popular Chinese art of paper cutting (Jian Zhi). The main feature of the card is the Chinese idiom etched within the Ox, “前程似锦” which means, to wish someone a bright future and great success.

The Lunar Ox Starbucks card.

INTERNATIONAL MEATLESS DAY 2020

In conjunction with International Meatless Day, Berjaya Corporation Berhad, in collaboration with the Malaysian Meatless Day Campaign Committee ran an awareness campaign that encouraged employees of the Berjaya Group to pledge to go meatless for 1 day on 25 November 2020. Berjaya Youth also ran a similar campaign targeting members of the public to pledge to go meatless on the same day.

Berjaya Café also offered pledgers a “Buy 1 Main Meal Free 1 Main Meal” deal, which was valid from 12:00pm to 8:00pm.



International Meatless Day 2020 campaign poster.

SBBS RELOCATES TO NEW LOCATION

In July 2020, SaigonBank Berjaya Securities (“SBBS”) moved to its new office at Savico Invest Office Building. The new location is located within the financial district of Ho Chi Minh City alongside many financial institutions. SBBS employees now enjoy a comfortable, modern and spacious workspace.



Staff members of SBBS Securities at the new office.

YEAR-END PARTY AT SBBS

On 29 January 2021, SaigonBank Berjaya Securities (“SBBS”) organised a year-end party for staff members at Stix Restaurant. A number of awards were given out on that day, including a long-service award and excellent staff award.



Josephine Yei, Chief Executive Officer of SBBS awarding Minh Tien Pham, Risk Manager of SBBS the long-serving award for being with the company for more than 10 years.

7-ELEVEN MALAYSIA CELEBRATES ITS PLATINUM AWARD WIN

7-Eleven Malaysia was once again recognised as one of the most trusted brands on 5 February 2021 when it received the Platinum Award in the retail category at the Putra Brand Awards 2020. This marked 7-Eleven Malaysia's 6th consecutive win for the Putra Brand Award since 2015. The win was an exemplification of customers' trust and confidence in the brand, solidifying its position as the top retailer.



7-Eleven Malaysia wins Platinum Award in retail category at Putra Brand Awards 2020.

7-ELEVEN MALAYSIA WINS CSR AWARD FOR 4 CONSECUTIVE YEARS

On 17 December 2020, 7-Eleven Malaysia was awarded the "Company of the Year" award in the retail category for the year 2020, making this their 4th consecutive win in the prestigious Sustainability & CSR Malaysia Awards since its inception in 2017. The annual award is the result of a joint effort between CSR Malaysia publication and Corporate Sustainability & Responsibility Malaysia Welfare Society, together with the support of the Ministry of Women, Family, and Community Development.



Ronan Lee (left), 7-Eleven Malaysia's General Manager of Marketing receiving the award from Lee Seng Chee, CSR Malaysia's Managing Editor and Co-Chairman at Vivatel Kuala Lumpur.

LIMITED EDITION PEPSI X BLACKPINK AT 7-ELEVEN



7-Eleven Malaysia released a limited edition Pepsi featuring four members of the popular K-pop group, BLACKPINK, in four different attractive designs adorned with the portraits of Jennie, Lisa, Jisoo, and Rosé. **Pepsi x BLACKPINK 400ml** was available for a limited time at all 7-Eleven stores in Peninsular Malaysia at a special introductory price of RM2.00 per bottle until 7 March 2021.

The limited edition Pepsi x BLACKPINK Pepsi bottles.

LAY'S CNY EDITION POTATO CHIPS

In conjunction with Chinese New Year celebrations, Lay's launched its limited edition packaging series, featuring 6 different flavours: lime, Mexican chicken tomato, Texas grilled BBQ, Italian red meat, American classic, and cucumber. Each pack featured a unique design for Chinese New Year and was available at selected 7-Eleven stores in Peninsular Malaysia at RM4.90 each.



Lay's Chinese New Year edition potato chips.

BOOTS NOW AVAILABLE AT 7-ELEVEN

The UK's No.1 skincare brand, Boots, is now available in selected 7-Eleven stores. Products include Boots vitamin C brightening selection, Boots cucumber series, Boots Korean sheet mask collection, Boots hair & body products, and Boots sun protection range. Prices start at RM6.90 across all product variants.



Over 40 products under the Boots brand are available exclusively at 7-Eleven stores.

7-ELEVEN MALAYSIA USHERS IN CNY WITH AMAZING DEALS

Elevate the festive mood with 7-Eleven's Oxpicious New Year promotions and bring home your favourite snacks and daily essentials. Be sure to grab Chinese New Year must-haves such as Loke Kee Arrowhead Chips, Mister Potato Chips, Thumbs Groundnut, and many more.

On top of that, enjoy ONG-some "Buy 2 Save More" deals on your favourite snacks and drinks such as Lay's Assorted 48-52g, Hershey's Nuggets Cookies 'n' Creme 28g, Yeo's Assorted 350ml and Coca-Cola Assorted 500ml, among others – valid from 1 February until 7 March 2021.



A range of Chupa Chups personal care products.

HELLO KITTY “VISIT MALAYSIA” COLLECTIBLES

7-Eleven Malaysia has teamed up with Sanrio to launch its collectable premium loyalty programme, Hello Kitty VISIT MALAYSIA collectible tins.

This one-of-a-kind collection comes in 30 adorable designs, each featuring an iconic place of interest which represents all states and federal territories of Malaysia. Customers will be rewarded with a sticker for every purchase of RM5 in a single receipt at any 7-Eleven Malaysia outlets from 8 March until 2 May 2021. A bonus sticker will be rewarded if the purchase includes a partner product from Goodday, Mentos, 100Plus, P&G, Nestle, and Mi Sedaap. A Hello Kitty VISIT MALAYSIA collectible tin is redeemable for free with a total of 15 stickers. Alternatively, customers can also purchase a collectible tin at RM9.90 with only 8 stickers.



Hello Kitty VISIT MALAYSIA collectible tins.

GLORIOUS SPRING TIME 2021 CHINESE NEW YEAR PROMOTION



Berjaya Times Square Kuala Lumpur (“BTSKL”) ushered in the Year of the Ox with Chinese New Year decorations at BTSKL’s Ground Floor Central. Shoppers were treated to a dazzling display of lights, accompanied by the Prosperity Red Lantern, which is a symbol of brightness and wealth. BTSKL offered 5 designer ang pow packets as part of its Chinese New Year redemption campaign, where lucky winners stood to win 4 sets of the Opulence ang pow packets through the Spot & Count the Oxen social media contest. Shoppers were required to post and comment with the correct number of Oxen, and were required to utilise the #BTSKLOpulence hashtag.

Decorations at BTSKL’s Ground Floor Central.

CHUPA CHUPS PERSONAL CARE PRODUCTS

Chupa Chups personal care products are now available at 7-Eleven Malaysia! Widely known for its lollipop and confectionery products, Chupa Chups’ first foray into personal care products include hand and nail creams, body lotion, and shower gel. Available exclusively at selected 7-Eleven stores in Peninsular Malaysia.



A range of Chupa Chups personal care products.

STFC IS BACK

Sports Toto Fitness Centre (“STFC”) is back! In compliance with the new SOP issued by Kementerian Belia Dan Sukan and Majlis Keselamatan Negara, all entry into the club must be by appointment only. Don’t forget to call us at 03 2148 2626 to prebook your slot 24 hours ahead of time. Total club capacity at any time remains at 50 pax until further notice.



Interior of Sports Toto Fitness Centre.

PRODUCTS FROM COSWAY



1. NN NUTRIFOL

Nn Nutrifol is a nutritional supplement packed with natural ingredients, each dose containing a mix of fish cartilage extract (providing 150mg collagen), tocotrienol and Vitamin E. Supports hair growth, reduces hair loss, strengthens hair shaft, reduces breakage, enhances shine and thickness, improves scalp conditions.

Natural, clinically tested and proven nutrients for your hair follicles:

- Protein M+ (Fish cartilage extract) – provides building blocks for stronger hair during hair active growth phase
- Natural Tocotrienols and Vitamin E – improves hair density by lowering oxidative stress on hair follicles

2. L'ÉLAN VITAL ROUGE SHINE LIPSTICK 3.3G

Nothing completes a look like lipstick with a luminous intensity and satiny shine. L'Élan Vital Rouge Shine's lip-caring formula protects your lips while giving you a mesmerising pout every time and perfect for any occasion. Available in 6 luscious colours. Create voluptuous, luscious lips with this spectacular high-shine lipstick.

Benefits:

- Voluptuous glide-and-go
- Vibrant colour does not bleed, migrate or feather
- Excellent adherence and comfort
- Made from deeply moisturising and antioxidant-rich ingredients like avocado oil, pomegranate seed oil, aloe vera extract, sunflower seed oil, vitamin A & C
- Satiny shine finishing
- Vibrant colour does not bleed, migrate or feather

3. L'ÉLAN VITAL ARCH CONTOURING BROW PALETTE (1.15G X 3)

Sculpt the ultimate bespoke brow look with this sleek brow and contouring compact. The L'Élan Vital Arch Contouring Brow Palette's pigmented formulation blends effortlessly to give your brows and facial contours the full glam treatment.

- Primes, shapes and defines brows
- Comes with three light-to-dark shades that mimic the gradual ombre effect of natural brows. Works great for nose contouring too
- Velvety-smooth, long-lasting colour and definition

4. L'ÉLAN VITAL ROUGE SHINE LIPSTICK 3.3G

L'Élan Vital Rouge Shine's lip-caring formula protects your lips while giving you a mesmerising pout every time. Perfect for any occasion. Available in 6 luscious colours.

- Satiny shine finishing
- Voluptuous glide-and-go



- Vibrant colour does not bleed, migrate or feather
- Excellent adherence and comfort

- a) 92320 Fuchsia Pink
- b) 92321 Poppy Red
- c) 92322 Burnt Orange
- d) 92323 Pink Mauve
- e) 92324 Nude Pink
- f) 92325 Rosy Pink

5. DIGNITÀ KISSABLE POTION DUO "YOUR LIP'S MAGIC SPELL"

Get endless ways to light up and amp-up your makeup looks with the Dignità Kissable Potion Duo. This versatile 2-in-1 kit features the duo you need for luscious lips, from subtle to vibrantly opaque, ideal for taking your look from day to night effortlessly.

Be spoilt for choice with 4 wearable variants, Molek, Kaseh, Sayang and Chantek. Each uniquely-named variant consist of one tutti-fruity scented lip vinyl and one vanilla scented lip cream encased together in a chic packaging.

- a) Sayang
- b) Kaseh
- c) Chantek
- d) Molek

6. DESIGNER COLLECTION PERFUME OIL 17ML

Chic Passion - A fruity, floral blend that is a perfect marriage of passion fruit, peony and vanilla orchid notes.

Missy Gorgeous- An enticing fruity-floral and sweet scent that blends blackcurrant, candied apple, Egyptian jasmine, Chantilly Musk and sandalwood notes.

- a) Chic Passion
- b) Missy Gorgeous

7. DIGNITÀ ALICE WALLET ON CHAIN

Dignità Alice Wallet on Chain is ideal for its practicality and will soon be the accessory you will be reaching out for!

- Crafted from the anti-scratch Premium Saffiano Leatherette
- Comes with a detachable and adjustable chain strap, provides great interior & adorn with Dignità's exclusive hardware
- Versatile & multi-styling wallet on chain

- a) Charcoal
- b) Mulberry

BHR INTRODUCES THE LET'S TRAVEL AGAIN PASS

On 5 March 2021, Berjaya Hotels & Resorts ("BHR") introduced its Let's Travel Again Pass ("LTA Pass") to encourage domestic tourism. With BHR's LTA Pass, travellers can enjoy instant discounts of up to RM200 on room bookings, or purchase stay vouchers for as low as RM100 for future stays. The LTA Pass campaign ran till 12 April 2021, with bookings valid for stays until 31 December 2021.



The Let's Travel Again Pass by BHR.

UPCOMING OFFERS AND PACKAGES AT THE TAARAS BEACH & SPA RESORT

On 1 April 2021, The Taaras Beach & Spa Resort introduced new room packages. Available for couples, families, friends, and divers, the packages feature new inclusions, such as food and beverage credit worth RM300 nett per day, daily recreational activities, sunset cocktail sets with canapes, and resort merchandise.



The cliff premier suite at The Taaras Beach & Spa Resort.

ACES HOTEL OPENS ITS DOORS TO MEDIA FAM TRIPS

On 16 December 2020, ACES Hotel Kuala Lumpur, which is located on the 5th floor of Kota Raya Complex opened its doors to guests. The brand-new hotel offers a vibrant and cosy stay experience to travellers, with 68 rooms which were thoughtfully designed to optimise space with smart storage solutions like ceiling mounted clothes rail and a functional writing desk.

On 30-31 December 2020 and 7-8 January 2021, ACES Hotel Kuala Lumpur invited micro influencers and bloggers to experience the newly opened hotel. The micro influencers include Malaysia Backpackers, MyTravellicious, Dhiya Aizat, Syafiqah Hashim, and Ramble & Wander. During their stay, they were treated to a tour around Kuala Lumpur, which included attractions like Petaling Street, Pasar Seni, River of Life, Kwai Chai Hong, and Bangunan Sultan Abdul Samad.



ACES suite at ACES Hotel Kuala Lumpur.



The media with staff of Berjaya Hotels & Resorts.

BERJAYA MAKATI HOTEL'S CLIENT APPRECIATION

On 4 March 2021, the Sales and Marketing team of Berjaya Makati Hotel travelled to Cavite for a visit to MMS Maritime Services. Tokens of appreciation which included trays of party food, multi-pocket bag organisers, and 2021 calendars were given to representatives of MMS Maritime Services to show appreciation for their continuous support throughout the COVID-19 pandemic.

Representatives from MMS Maritime Services together with the Sales and Marketing Team of Berjaya Makati Hotel.



PROFESSIONAL ATHLETES AT ANSA OKINAWA

In conjunction with Okinawa's annual professional sports camp training, ANSA Okinawa Resort was selected to be the official accommodation on 25 January 2021 for teams utilising the Uruma City sports field and dome as their training ground. The resort hosted 3 teams for a month, consisting 160 athletes.

Due to the COVID-19 pandemic, precautions were taken to ensure the safety of the athletes and staff members, as well as to cater to the increased number of guests. The teams gave positive feedback towards the resort's ability to cope with the increased demand for food.



Banners welcoming the teams of professional athletes at ANSA Okinawa Resort.

MEDIA FOOD REVIEW AT BERJAYA TIMES SQUARE HOTEL

On 17 March 2021, Berjaya Times Square Hotel, Kuala Lumpur ("BTHKL") invited 30 members of the media from mainstream news and magazine agencies, digital marketing agencies, KOLs and celebrities to sample BTHKL's buka puasa buffet offerings. Dishes included marinated whole lamb, briyani, Kedah curry fish head, assam pedas and many more Malay dishes. This year's Ramadan buffet will feature a classic 60s theme where guests can listen to their favourite artists from the 60s while enjoying a wide spread of Malay dishes.



Media friends at the BTHKL buka puasa food review.

GOPAYZ "FU DAO" CHINESE NEW YEAR CAMPAIGN

GoPayz, the universal standalone e-wallet developed by U Mobile celebrated Chinese New Year with its 'Fu Dao' (福到, meaning "luck has arrived") campaign. As part of the campaign, every user who gifts an e-angpow to family and friends using the Peer-to-Peer (P2P) transfer feature on the app between 25 January to 28 February 2021 stands a chance to win 1-year free subscription of Golnsure Personal Accident insurance, RM18 GoPayz credit, or both.



Promotional poster for GoPayz "Fu Dao" Chinese New Year Campaign.

U MOBILE PARTNERS WITH LENOVO

U Mobile partnered with Lenovo to bring the latest Lenovo Tab M10 HD (Gen 2) with unlimited data from as low as RM0.99 sen. This exclusive promotion is applicable with selected Unlimited HERO and Giler Unlimited postpaid plans.



U Mobile's Lenovo Tab M10 HD (Gen 2) promo.

ULTRA UNLIMITED WIRELESS BROADBAND FROM AS LOW AS RM48

U Mobile introduced a new range of broadband plans to cater to its customers' changing connectivity needs. The Ultra Unlimited Wireless Broadband consists of 4 plans, starting from as low as RM48 for the WB48 study plan, followed by the WB68 Work Plan, WB88 Work & Play Plan, and the WB128 Max Plan.

All new and existing U Mobile customers who are subscribed to Giler Unlimited GX68, Unlimited HERO P79, P99, or P139 postpaid plans will receive a 50% discount of all WB plans.

The U Mobile WB88 Work & Play Plan.

KEY INDUSTRY LEADERS GATHER TO DISCUSS THE MCO

On 18 March 2021, Berjaya University College ("BUC") organised the Relook, Restrategise, Revitalise ("RE") Virtual Forum, titled "Bounce Into the New Norms and Beyond", the discussion covered the impact of COVID-19 on the tourism and hospitality industry. Over 260 attendees from 7 countries took part in the virtual forum, which was supported by Asia Pacific Centre for Events Management ("APCEM"), Pacific Asia Travel Association Malaysia Chapter (PATA), Business Events Council of Malaysia ("BECM"), Malaysian Association of Convention & Exhibition Organisers & Suppliers ("MACEOS"), Arts, Live Festival and Events Association ("ALIFE") and Business & Major Events Academic Council ("BMEAC"). A donation of RM1,200 was made to Uncle Kentang Charity Organisation under all the speakers names.

In his opening address, Alan Pryor, the Chairman of the BECM said, "To revive and revitalize our industry is a shared responsibility, having our own important role to play in creating a stronger and resilient supply chain. We really hope we are approaching a time where these uncertainties will be behind us and the pent-up demand for traveling, meeting and entertainment will supersede the supply. We need to start looking forward in order to advance mutual recovery goals".



Opening address by Alan Pryor, Chairman of BECM.



Donation of RM1,200 to Uncle Kentang Charity Organisation by the speakers of the virtual forum.

STARBUCKS RAISES FUNDS FOR AUTISM AWARENESS

On 24 February 2021, Starbucks Malaysia held an official handover ceremony with The National Autism Society of Malaysia for funds raised through an online auction of Starbucks Reusable Hot Cups. The cups were personally drawn by Luqman Hakim, an autistic artist based in Malaysia who was part of the now viral tweet of the Starbucks cup with a hand drawn portrait of Malaysia's Director-General of Health, Tan Sri Dato' Seri Dr. Noor Hisham.

Each cup features a unique design, highlighting key personnel who have been a part of the national fight against COVID-19, namely, the Royal Malaysian Police, emergency health workers, the Malaysian Civil Defense Force, firefighters, and also delivery drivers. The minimum bid for each cup started at RM20 in an online auction on Facebook lasting 48 hours. The highest bid for one of the cups reached over RM200.



Mock-check presentation ceremony for RM3,500 for The National Autism Society of Malaysia.

REIGNITING THE SPIRIT OF READING

Starbucks partnered with Friends of Mankind for "The Book Effect" project which is aimed at establishing community libraries and to distribute books to underprivileged children and refugees.

The project was first launched in August 2019, where a collection of baskets was placed in more than 52 Starbucks stores around the country. By December 2020, Starbucks Malaysia exceeded its goal of collecting 10,000 books. This was done organically through public donations, partner initiatives, and also with the assistance of Affin Bank Berhad, which prompted employees in all its branches to donate more than 3,000 books.



Sydney Quays, CEO of Starbucks Malaysia (right) and Rina Siew, CSR Manager of Starbucks Malaysia (left) during the launch of The Book Effect project.

MAKING A DIFFERENCE THROUGH GOODS FOR GOOD



On 14 December 2020, Starbucks Malaysia launched their "Goods for Good" campaign in appreciation of frontline medical and emergency staff members in Malaysia. From 14 December until 27 December 2020, RM2 went to MERCY Malaysia with every purchase of Starbucks' merchandise. The donation was aimed at providing mental health support for frontliners, particularly Mental Health and Psychosocial Support ("MHPPS") consultation sessions through MERCY Malaysia's Psychological First Aid ("PFA") hotline.

The MERCY Malaysia Psychosocial Support Helpline is a non-clinical service for members of the public which started when the MCO first took place in March 2020. It aims to provide mental and well-being support for individuals affected by the pandemic.

Starbucks tumbler for the Goods for Good campaign.

U MOBILE PROVIDES FREE INTERNET FOR B40 GROUPS

U Mobile provided free internet to residents in 12 Program Perumahan Rakyat ("PPR") locations across the nation as a part of its COVID-19 relief efforts. The free internet access was open to all residents but was especially useful for students as it was tailored for productivity and learning purposes. This was part of a joint industry initiative which kicked off in January 2021 and ran till 30 April 2021.

U Mobile also sponsored connectivity and devices to frontliners and B40 students in need, and contributed a total of RM800,000 to IMARET and MERCY Malaysia.

No.	State	PPR
1	Wilayah Persekutuan, Kuala Lumpur	PPR Seri Pantai
2	Wilayah Persekutuan, Kuala Lumpur	PA Jln Hang Tuah
3	Wilayah Persekutuan, Kuala Lumpur	PPR Seri Anggerik
4	Wilayah Persekutuan, Kuala Lumpur	PPR Pekan Kepong
5	Wilayah Persekutuan, Kuala Lumpur	PA Seri Perak
6	Wilayah Persekutuan, Kuala Lumpur	PPR Perkasa
7	Kedah	RPA Alor Malai I
8	Pulau Pinang	PPR Taman Manggis
9	Pulau Pinang	Mak Mandin Hijau
10	Johor	Rumah Flat Jalan Haji Ismail Hassan, Kluang
11	Melaka	RP Ujong Pasir
12	Melaka	PPR Kg Padang

Locations of the 12 PPR under the initiative.

THE GIFT OF KINDNESS AT BTKL

The Gift of Kindness CSR campaign by BTKL on 5 February 2021 aimed at helping needy communities by supplying daily necessities during the COVID-19 pandemic. In conjunction with the Chinese New Year celebrations, BTKL donated daily necessities to Rumah Charis to help alleviate their burden.



Caption.

COLMAR TROPICALE SUPPORTS THE MALAYSIAN ASSOCIATION FOR THE BLIND

In January 2021, to empower individuals afflicted with visual impairment, Colmar Tropicale supported the Malaysian Association for the Blind ("MAB") by offering full-time employment to blind masseurs at the resort. Visitors and guests are welcome to support their massage services at Colmar Tropicale.



The MAB shop at Colmar Tropicale.

A LIGHT OF HOPE FROM BERJAYA PENANG HOTEL

On 1 March 2021, Berjaya Penang Hotel staff members distributed over a hundred packets of nasi lemak and fried bee hoon to the homeless and needy at House of Hope Community Centre at Ayer Itam, Penang to help alleviate their burden during the COVID-19 pandemic.



Food distribution underway at House of Hope Community Centre.

CHARITY DONATION DRIVE BY BERJAYA PENANG HOTEL

Berjaya Penang Hotel ("BPH") organised a charity donation drive to encourage members of the public and companies to give back to the community. Dato' Dr. Thomas Chee and Datin Ani contributed a total of 230 packets of packed food to the homeless and needy community around several streets of Penang, as well as to the pupils of Maahad Tahfiz Al Ahmad Darul Quran. BH Line Dance and Taiji Group also distributed 100 packs of nasi lemak and roti jala to students and teachers of Sekolah Kebangsaan Bayan Lepas 2. The distribution exercise was conducted on 3, 6, and 11 March 2021 where all the food items were prepared and handed out by staff members of BPH.



BPH staff members distributing nasi lemak.

GOTONG-ROYONG AT BERJAYA LANGKAWI RESORT

Between January and February 2021, staff members of Berjaya Langkawi Resort came together for a *Gotong-Royong* session to ensure that the resort remains clean and safe for all guests and associates. A total of 40 staff members were a part of this activity, which was held in line with BHR's Clean & Safe commitment.



Working hand in hand to ensure the safety and hygiene of guests and associates.

7-ELEVEN MALAYSIA EMPOWERS YOUNG ADULTS WITH SPECIAL NEEDS

On 11 December 2020, 7-Eleven Malaysia in collaboration with its partner NGOHub contributed baking equipment to Stand Pie Me, a social enterprise under Persatuan STAND which sells fresh pies. A majority of their employees are autistic adults, and the organisation provides training, employment, and mentorship to young adults with special needs.



(Left to right) Chun Wah Hoo, NGOHub's Managing Director, together with Sarjit Singh, Stand Pie Me's Chairman, and Ronan Lee, 7-Eleven Malaysia's General Manager of Marketing.

EMPOWERING DISABLED COMMUNITIES THROUGH #BUATBAIKTOGETHER

7-Eleven Malaysia's annual CSR initiative, #BuatBaikTogether concluded on 11 January 2021 where over RM1.5 million worth of essential supplies, comprising food and non-food items, and medical supplies were collected. The contributions were distributed to over 200 charity homes and NGOs nationwide. The #BuatBaikTogether campaign also successfully raised RM5,000 for CSR partner, Damai Disabled Person Association Malaysia through the contribution of RM0.10 sen for every purchase of selected partner brands at 7-Eleven outlets.



7-Eleven Malaysia's representative (center) presenting a mock cheque to Murrugeswaran Veerasamy (second from right), the president of Damai Disabled Person Association Malaysia and its committee members at Persatuan Damai Disabled Person Association Malaysia.

7-ELEVEN MALAYSIA PROVIDES AID TO CHILDREN'S HOMES

On 29 January 2021, 7-Eleven Malaysia, together with its partner, NGOHub came to the assistance of a number of charitable homes for less fortunate children, providing essential items and food supplies to homes impacted by the on-going pandemic.



Abang Arizuan Abang Arabi (left), Rumah Aman Children's Home Manager receiving the contributions from 7-Eleven Malaysia's representative.

7-ELEVEN BRINGS CNY JOY TO SENIOR CITIZENS

In conjunction with Chinese New Year celebrations, 7-Eleven Malaysia and NGOHub came together to spread festive joy to senior citizens at Pertubuhan Kebajikan Orang Tua Xiao Xin. During the visit on 25 February 2021, 7-Eleven Malaysia distributed biscuits, instant oats, canned goods, beverages, and mandarin oranges.



7-Eleven Malaysia handing over essential items and food supplies to Pertubuhan Kebajikan Orang Tua Xiao Xin.



BEACH CLEAN-UP AT TELUK DALAM, REDANG ISLAND

On 2 March 2021, employees of the Taaras Beach & Spa Resort employees initiated a clean-up of a public beach at Teluk Dalam Besar. The quarterly initiative is aimed at ensuring the cleanliness of Redang Island to protect the ocean and marine life.

Three lorry loads of rubbish were collected, consisting of plastic, polystyrene, rubber, and wood. The Taaras Beach & Spa Resort strives towards environmental preservation, encouraging local villagers and school children to participate in their clean-up activities as well.



Collected waste being loaded into a lorry for disposal.

LET'S HELP CHARITY PROJECT

The Let's Help Charity Project is a monthly initiative to support self-sustaining non-profit organisations, SEMOA, and the Association of Social Services and Community Development of Gombak Selangor ("PSPK") to help fund education and skills training programmes for single mothers and orang asli children.

Products available include kampung eggs, Benggali bread, and batik face masks.



Staff members collecting the purchased items.



COVID-19 FOOD AID

From January to March 2021, Berjaya provided food aid to more than 4,000 families who were affected by the COVID-19 pandemic. Grocery distribution activities were carried out at various locations around Klang Valley.

Food aid for needy families at Kuala Langat, Selangor.

RECYCLE FOR A GOOD CAUSE CONTINUES



The Recycle for a Good Cause programme continues to provide aid for those in need through the collection of recyclables despite interruptions due to CMC0. The Recycle for a Good Cause programme, which was launched on 18 September 2020 is aimed at providing aid to the needy with the proceeds raised from the collection of recyclables. Proceeds were channelled to Taiwan Buddhist Tzu-Chi Foundation Malaysia.

Recyclables collected in March 2021.