



BERJAYA

BERITA JAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 4, 2017

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BCORP CONTRIBUTES RM500,000 TO PENANG FLOOD RELIEF EFFORTS



Tan Sri Dato' Seri Vincent Tan (centre) presenting the contributions to Dato' Dr. Ahmad Faizal Perdaus, (fourth from left) and Sio Hee Kang (fifth from right), accompanied by Dato' Sri Robin Tan, CEO of Berjaya Corporation Berhad (third from left) and the representatives from Mercy Malaysia and Tzu Chi Malaysia.

On 23 November 2017, Tan Sri Dato' Seri Vincent Tan ("TSVT"), Executive Chairman of Berjaya Corporation Berhad ("BCorp") presented contributions of RM250,000 each to Mercy Malaysia and Taiwan Buddhist Tzu Chi Foundation Malaysia ("Tzu Chi Malaysia") in support of their respective flood relief efforts in Penang. Dato' Dr. Ahmad Faizal Perdaus, President of Mercy Malaysia and Sio Hee Kang, Deputy CEO of Tzu Chi Malaysia were on hand to receive the contributions at a mock cheque presentation ceremony at Berjaya Times Square Hotel Kuala Lumpur. Also present were representatives from Mercy Malaysia and Tzu Chi Malaysia.

Commenting on BCorp's contribution, TSVT said, "Our hearts go out to those who were affected by the recent floods in Penang. Mercy Malaysia and Tzu Chi Malaysia were swift to respond in the wake of the floods and have been rendering a lot of assistance in various ways to help the communities who were affected. We hope that our contribution will be able to help them continue with the good work which they are doing in Penang."

TSVT, through his Better Malaysia Foundation, and BCorp have been supportive of the various charitable initiatives of Mercy Malaysia and Tzu Chi Malaysia over the years, and have contributed a total of RM4.45 million to Mercy Malaysia and RM3.15 million to Tzu Chi Malaysia to date.



Tan Sri Dato' Seri Vincent Tan, Executive Chairman of Berjaya Corporation Berhad.

TAN SRI DATO' SERI VINCENT TAN RETURNS TO BERJAYA CORPORATION BOARD

On 1 November 2017, Tan Sri Dato' Seri Vincent Tan Chee Yioun, Founder and Adviser to the Berjaya Corporation group of companies, returned to Berjaya Corporation Berhad ("BCorp") as Executive Chairman.

Dato' Sri Robin Tan has relinquished his position as Chairman of BCorp and he remains as the Chief Executive Officer of the Company.

CEO's Message

I am pleased to welcome Tan Sri Dato' Seri Vincent Tan ("TSVT"), our Founder and Adviser, back to Berjaya Corporation Berhad as Executive Chairman, effective 1 November 2017. TSVT started his first business venture way back in 1972 during his early twenties with a car dealership and a construction equipment company while still pursuing his full-time occupation as a life insurance sales agent. With TSVT's more than four decades of entrepreneurial experience and his unwavering commitment to the Group, I have no doubt that he will be able to take the Berjaya Corporation group of companies to even greater heights.

During the quarter, our Group has continued to expand its businesses and win a few more awards. Congratulations to the respective businesses who have garnered award wins! I would also like take this opportunity to thank each and every employee in the Group for their hard work and dedication throughout the year. It is through their collective efforts that the Group is able to flourish and obtain recognition and accolades.

I am heartened by the empathy of our employees who have participated in the CSR efforts carried out by various companies within the Group. Notably was the Berjaya Youth Rise Against Hunger meal-packing event in October 2017 which saw more than 400 employees and their family members and friends contributing their time and effort in packing 100,000 meals for needy communities.

As we move into the New Year, I would like to encourage you to have a growth mindset as you pursue your new goals for the year. While we may already be proficient in our respective areas, rethinking and innovating certain processes as well as learning new skills and trying new ideas will be able to help us improve our levels of productivity and efficiency. Embrace 2018 with vigour and enthusiasm. I wish you all the best for the year ahead.

Dato' Sri Robin Tan



Performance of Companies for the 2nd Financial Quarter Ended 30 April 2018 (unaudited)

Company	Revenue 3 Months Ended 31 October 2017 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 October 2017 (RM'000)	Revenue 6 Months Ended 31 October 2017 (RM'000)	Profit/(Loss) Before Tax 6 Months Ended 31 October 2017 (RM'000)
Berjaya Corporation Berhad	2,185,831	(153,459)	4,384,513	(91,206)
Berjaya Land Berhad	1,613,915	(95,906)	3,215,820	3,665
Berjaya Sports Toto Berhad	1,383,712	96,082	2,855,541	213,599
Berjaya Media Berhad	8,345	(2,522)	18,469	(3,995)
Berjaya Food Berhad	160,778	9,512	315,168	18,269
REDtone International Berhad	29,093	1,576	59,326	2,783
7-Eleven Malaysia Holdings Berhad	563,121*	19,203*	1,640,862**	43,940**
Berjaya Assets Berhad	79,933***	(3,776)***	-	-

*3rd Financial Quarter ended 30 September 2017

**9 months ended 30 September 2017

*** 1st Financial Quarter ended 30 September 2017

BERJAYA'S FOUR SEASONS HOTEL KYOTO AWARDED THE 'REGGIE SHIU DEVELOPMENT OF THE YEAR AWARD'

Berjaya Hotels & Resorts is honoured to announce that Four Seasons Hotel Kyoto, its joint venture hotel in Japan, has won the Reggie Shiu Development of the Year Award in the Hotel Investment Conference Asia Pacific ("HICAP"). The award was presented at the 28th annual HICAP on 20 October 2017 at the InterContinental Hong Kong.

The Reggie Shiu Development of the Year Award recognises the single development of the year, representing accomplishments in a variety of ways including overcoming challenges to completion, scale, innovation, quality, performance, and return on investment. This award is named after Reggie Shiu, formerly from the Accor Asia Pacific and a pioneer of the regional hotel industry. Finalists in the Reggie Shiu Development of the Year Award category also included Alila Fort Bishangarth (Jaipur, India) and Bawah Island (Anambas Archipelago, Indonesia).

Prior to winning the Reggie Shiu Development of the Year Award, Four Seasons Hotel Kyoto had also won the prestigious Hospitality Design Awards from the Hospitality Design Magazine for 'Guestroom' and 'Spa' in Upscale/Luxury hotel category on 7 June 2017.



BHR CEO Hanley Chew with the Reggie Shiu Development of the Year Award.

BERJAYA ADVANCED LEADERSHIP PROGRAMME BATCH II GRADUATION

On 29 September 2017, 20 participants of the Berjaya Advanced Leadership Programme Batch II ("B.ALP II") finally graduated from a 14-month leadership development programme.

Group Human Resource & Administration ("Group HR & Admin") division congratulates all graduates for successfully completing the 6 Learning Modules, 2 online assessments, 3 individual assignments, a reading assignment and team project and 2 project presentations to the Talent Council.

This comprehensive leadership development programme was carefully structured to benefit the employees of Grade A and B. Besides classroom learning, they were tested on their project management skills, leadership agility and team cohesiveness. We would like to thank the management of Cosway (M) Sdn Bhd, Berjaya Roasters (M) Sdn Bhd, Berjaya Times Square Hotel Kuala Lumpur and Sports Toto Fitness Centre for the opportunities given to our participants to experience real business case projects.

The Best Project Team was the Cosway Team, comprising 6 members, Cheyanne Koh, Senior Operations Manager, Berjaya Starbucks Coffee Company Sdn Bhd (Project Team Leader); Amy Ng, Senior General Manager, Group Accounts & Budgets, Berjaya Corporation Berhad; Low Chang Wen, General Manager (Software & System Support), Sports Toto Malaysia Sdn Bhd; Phan Kie Fat, Assistant General Manager, KUB-Berjaya Enviro Sdn Bhd; Stanley Lum, Head of Department, Information Technology, Inter-Pacific Securities Sdn Bhd; and Wong Ee-Coln, General Manager, Property Projects, Berjaya Land Berhad.

This customized leadership development programme provided graduates with more management and leadership skills which are useful in the workplace.



(From left) Stanley Lum; Grace Chan, Senior General Manager of Group Human Resource & Administration; Amy Ng; Winson Gene Ong, General Manager of Cosway (M) Sdn Berhad; Dato' Sri Robin Tan, CEO of Berjaya Corporation Berhad; Cheyanne Koh; Wong Ee-Coln; Low Chang Wen and Phan Kie Fat.



Graduates of the B.ALP II (3rd & 4th back row) together with Dato' Sri Robin Tan, their immediate supervisors, programme consultants, members of Group Human Capital Committee and Talent Council.

BERJAYA CORPORATION BERHAD WINS TWO AWARDS AT THE MALAYSIA HR AWARDS 2017

On 9 November 2017, Berjaya Corporation Berhad (“BCorp”) won the Employer of Choice and HR Leader awards at the Malaysia HR Awards 2017 by the Malaysian Institute of Human Resource Management (“MIHRM”).

BCorp was named the gold winner in the Employer of Choice category at the event held at Grand Dorsett Subang for its continuous commitment towards the development of its human talents.

At the same ceremony, Grace Chan, Senior General Manager, Group Human Resource & Administration division was named gold winner in the HR Leader category which recognises individual professionals who have made an outstanding contribution to human resource management.



Grace Chan (centre) and Group Human Resource team sharing the proud moment on stage with Aresandiran J. Naidu, President of MIHRM (8th from left) and Suresh Thiru, CEO of SEEK Asia (back row, partly hidden).



Grace Chan receiving the HR Leader of the Year award.

3RD HR SYNERGY MEETING

Group Human Resource & Administration (“Group HR & Admin”) division hosted the 3rd HR Synergy Meeting on 14 November 2017 at Berjaya College. The meeting was jointly organised with the Malaysian Institute of Human Resource Management (“MIHRM”), and was also an inaugural meeting of a series of industry tea talks featuring local HR experts. About 50 HR heads and managers from Berjaya’s subsidiaries together with representatives from MIHRM and other external companies attended this meeting.

The guest speaker, Laurence Yap, Head of HR from Dexon Electrical Engineering Sdn Bhd delivered an insightful presentation on how HR can be transformed into effective business partners. Yap is a winner of many HR awards in Malaysia and Asia and has over 20 years of HR professional experience. He has worked with several multinational companies such as Paypal (Asia Pacific), First Solar (Asia Pacific), Western Digital Media and Pfizer.

The meeting continued with a presentation by Grace Chan, Senior General Manager, Group HR & Admin division on the winning submission of the prestigious “Employer of Choice” Award.



Laurence Yap giving his insight on ‘How HR can be a strategic business partner’.



Presentation on Employer of Choice Award by Grace Chan.

BERJAYA UCH TOASTMASTERS CLUB CELEBRATES 3RD ANNIVERSARY

22 October 1924 is a special date for Toastmasters as it was the date when Toastmasters International was established in Santa Ana, California, USA. After 93 years, this non-profit organisation is still standing strong, nurturing more than 352,000 men and women across 141 countries to be better communicators and leaders.

Berjaya UCH Toastmasters Club shares the same anniversary date as Toastmasters International as it was chartered on 22 October 2014. This year marks the 3rd anniversary with many success stories, summarised in the diagram below.



Members and guests at the 3rd Anniversary Celebration cum Halloween Party.



ACHIEVEMENTS

- | Term 2014 / 2015 | Term 2015 / 2016 | Term 2016 / 2017 |
|---|--|---|
| <ul style="list-style-type: none"> ❖ 1st YLP ❖ 1st Speechcraft ❖ 1st 2 Competent Communicators (Prittam Dutta & Jacky Tor) | <ul style="list-style-type: none"> ❖ 1st Area Humorous Speech Contest Champion & winner at the Division P level contest (Yap An Ni) ❖ 1st Area Evaluation Contest Winner (Harizah Faiz) ❖ 1st Area International Speech Contest Champion & winner at Division P level contest (Ong Mei Lin) ❖ 1st Area Table Topics Contest Winner (Patricia Yap) ❖ 2nd YLP | <ul style="list-style-type: none"> ❖ 1st Area Director (Mohd Syairoz) ❖ Area Humorous Speech & Evaluation Contests winner (Harizah Faiz) ❖ 1st Division International Speech Contest Champion & District 51 winner (Shaun Khoo) ❖ 3rd YLP |



Group HR & Admin division wishing all employees of Berjaya Corporation Berhad a very peaceful and auspicious Deepavali.

KOLAM DECORATION ACTIVITY

In celebrating Deepavali, Group Human Resource & Administration ("Group HR & Admin") division gathered employees at the corporate office to prepare 2 auspicious kolams on 6 October 2017.

It was an eye-opening experience for most employees as they learned to design the kolam and colour rice to fill the lotus kolam which was placed at the cafeteria, and the peacock kolam at the West Wing reception for the whole month of October 2017.

Kolam are thought to bring prosperity to homes. They come in different designs, inspired by magical motifs and abstract designs blended with philosophic and religious motifs and may include the sun, moon, zodiac, fish, birds and other Mother Nature images to symbolise the unity of man and nature.



The lotus kolam (left) and the peacock kolam (right).



Employees of Corporate Office and Sports Toto Fitness Centre working on the lotus and peacock kolam.

BERJAYA UCH TOASTMASTERS CLUB – YOU ARE THE BEST!

In Berjaya UCH Toastmasters Club, all members are treated equally, regardless of their position in the Group.

Throughout the year, the Toastmasters deliver speeches and play meeting roles in a friendly Toastmasters Club meeting environment. In return, they receive helpful evaluation for their speeches and role plays. By completing their speeches, they help the Club to achieve its Education goal - a major component in the Distinguished Club Program ("DCP"). Berjaya UCH Toastmasters Club managed to score 9 out of 10 DCP goals for the term 2016/2017 and was awarded the President Distinguished Club status.

In addition, the club's Immediate Past Area P1 Director, Mohamed Syairoz, ACB CL was awarded the Select Distinguished Area Award. As the Area Director, Mohamed Syairoz led 5 Toastmasters Clubs for the 2016/2017 term. His commendable leadership was proven as he produced 1 Distinguished Club (at least 5 DCP goals achieved) and 3 President's Distinguished Club (at least 9 DCP goals achieved) for the 2016/2017 term.

The President's Distinguished Club Award and Area Select Distinguished Award was presented to the Club and Mohamed Syairoz, ACB CL respectively at the Semi Annual Conference (SAC) at the Bayview Hotel Georgetown Penang on 24 November 2017.

Congratulations!



CY Chung, ACB ALB, Immediate Past President, (4th from right) receiving the President's Distinguished Club Award trophy from Johnson Tang, DTM, District 51 Immediate Past District Director (4th from left). Club members attending the conference shared this proud moment together with the Senior District Officers.



Mohamed Syairoz, ACB CL, Immediate Past Area P1 Director, (right) receiving the Area Select Distinguished Award trophy from Johnson Tang, DTM, District 51 Immediate Past District Director (left).

MY BERJAYA UCH TOASTMASTERS EXPERIENCE



Dawn Chiew, CC
President
Jul'17 – Jun'18

My Toastmasters experience is enriching and fulfilling. My confidence level during public speaking and leadership grew as I immerse myself into carrying out the roles in the programme's leadership track and delivering speech projects. The friendship cultivated and fostered over time has provided the necessary social support for me to go far.

As the chartered member of our Club, I was honoured to serve as the Secretary alongside the Chartered President, Mohamed Syairoz. I progressed to be the Club Vice President Membership and Club President in just 3 years. As the Club President and together with the EXCO, we aspire to continue the legacy of achieving the President Distinguished Club award. It is not just the destination, but also the journey of enhancing our people skills that matters.

I am glad, I am a Toastmaster!



Patricia Yap, ACB
Vice President Education
Jul'17 – Jun'18

Since I started my intriguing journey as a toastmaster, I have experienced the amazing impact of champion communication on stellar leadership!



CY Chung, ACB ALB
President
Jul'16 – Jun'17

One of my big speaking fears was my mind going totally blank in front of a group at my work place. I have learned and improved my public speaking skills during my 3 years journey, in a friendly and flexible toastmasters club like Berjaya UCH.

7-ELEVEN CELEBRATES 3RD CONSECUTIVE WIN IN THE PUTRA BRAND AWARDS

7-Eleven Malaysia ("7-Eleven") celebrated its third consecutive win in the Putra Brand Awards' Retail category during the awards dinner ceremony at Majestic Hotel, Kuala Lumpur. The attainment of the award marks yet another achievement for 7-Eleven as it represents the acknowledgement for brand excellence in the country from consumers. Organised by the Association of Accredited Advertising Agents Malaysia (4As), the Putra Brand Awards is one of the highest regarded recognition for brand excellence in Malaysia, where the nation's preferred brands are decided by Malaysian consumers.



Star Media Group Executive Editor, Brian Martin; 7-Eleven Malaysia Deputy CEO, Hishammudin Hasan; and 4As Council Member, Khaidi Kamaruddin.

LET'S ZUMBA WITH GROUP HR & SPORTS TOTO FITNESS CENTER

Group Human Resource & Administration ("Group HR & Admin") division and Sports Toto Fitness Centre ("STFC") collaborated in organising the most anticipated fitness event – Zumba! A total of 30 participants joined this mid-intensity dance fitness session, held on 26 October 2017.

The Zumba session was led by Lily, a trained Zumba instructor from Fitness First Gym. The session provided a total body workout for participants as it combined all elements of fitness – cardio, muscle conditioning, balance and flexibility. Combined with lively dance music, staff were pumped-up and moving to the beat. Look out for more Zumba sessions coming your way!



Participants enjoying the Zumba session.



Lily (with cap) and the participants of the Zumba session.

7-ELEVEN'S LATEST JUSTICE LEAGUE MAJIG™ COLLECTION

7-Eleven Malaysia ("7-Eleven") launched its loyalty programme, Justice League MAJIG™ collection, featuring iconic Justice League characters as Superman, the Man of Steel; Batman, the dark knight of Gotham City; Wonder Woman, the Amazonian warrior princess; and many others. This magical collection is available exclusively at 7-Eleven stores nationwide from 12 December 2017 to 5 February 2018.

In continuing the company's long-standing corporate practice of giving back to the community, 7-Eleven also collaborated with its CSR partner, The National Autism Society of Malaysia ("NASOM") on Share Your MAJIG™ programme. Customers only need to share a photo of their redeemed MAJIG™ with the hashtags #NASOM, #JLMAJIG, and #7ElevenMY, and RM7.00 will be donated to the NASOM to support people with autism as well as to raise further awareness among the public.



7-Eleven Malaysia Deputy CEO Hishammudin Hasan and NASOM Vice Chairman Dato' Chuah Chong Wah.

7-ELEVEN BAGS MULTIPLE AWARDS IN 2017 DRAGONS OF MALAYSIA AWARDS

7-Eleven Malaysia received 5 prestigious awards during the 2017 Dragons of Malaysia Awards dinner ceremony. The awards consist of a Gold and Silver for Best Brand Loyalty Campaign; and three Bronzes for Best Social Media or Word of Mouth Campaign; Best Brand Building and/or Awareness Campaign; and Best Cause, Charity Marketing or Public Sector.

Since 2000, the PMAA Dragons of Asia has recognised the best agencies and clients across all countries in Asia Pacific on results-driven marketing communications. In 2012, the Dragons of Asia launched the Dragons of Malaysia and winners are awarded Gold, Silver & Bronze Dragon Trophies for their respective category.



Orion Social Media Founder & CEO, Shanker Joyrama and Marketing General Manager, Ronan Lee with the awards they won at the 2017 Dragons of Malaysia Awards ceremony.

BORDERS HOSTS STAR WARS: THE LAST JEDI DO

On 28 October 2017, BORDERS The Curve hosted a Star Wars: The Last Jedi fun-filled and fun-packed event. Various activities were organised such as Kids and Adult Colouring Contest, Kids and Adult Cosplay Competition, Star Wars Character Walkabout and Lightsaber School and Performances.

RM2,000 worth of prizes sponsored by Hallmark Malaysia and cash vouchers from BORDERS Malaysia were given out that day. Everyone had a pleasant surprise as they were given goodie bags to bring home.



Kids and adults dressed up in their favourite Star Wars characters for the cosplay competition.

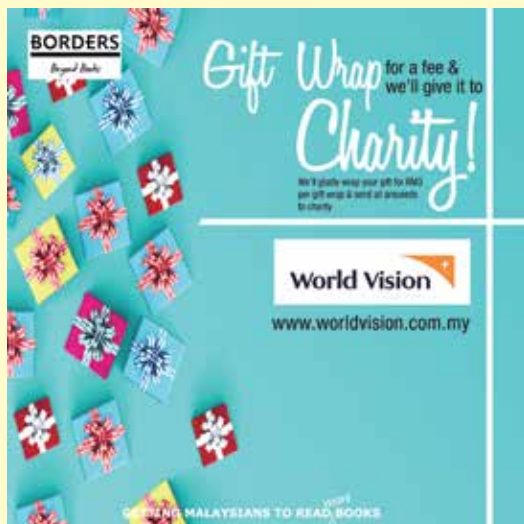
BORDERS PRESENTS PRIZES TO CREATIVE WRITING COMPETITION 2017 WINNERS

On 25 November 2017, BORDERS held a prize-giving ceremony for winners of its Creative Writing Competition 2017. The competition, held from 17 July 2017 – 17 September 2017, by BORDERS and PrepWorks received a total of 250 entries. A total of RM5,000 worth of prizes were awarded to all winners.

A talk on 'How To Write Better Creative Stories' was also held for the public. Pre-registered participants, who are students, were able to attend BORDERS' Creative Writing Workshop for free. It was a one-to-one session with the tutors for participants to address their concerns and doubts on creative writing.



Winners of the Creative Writing Competition 2017 with representatives from BORDERS and PrepWorks.



CHARITY GIFT WRAPPING AT BORDERS

This Christmas, BORDERS collaborated with World Vision Malaysia in supporting education for impoverished children in Mukim Tulid, Sabah through a charity gift wrapping activity at all BORDERS outlets.

From 17 November 2017 – 7 January 2018, RM3.00 was charged for every gift wrapping service with the funds proceeding to the charity cause.

EVENTS AT BERJAYA TIMES SQUARE KUALA LUMPUR



THE HUES OF DIWALI

From 6 October to 22 October 2017, a 400 square feet creative colourful art work designed by students of Malaysian Institute of Art (MIA) was displayed at Ground Floor Central for its Deepavali celebration, 'The Hues of Diwali'. Various performances were also held during the celebration period to entertain shoppers.



ANGELA ZHANG WORLD PROMO TOUR 2017 - MALAYSIA

A concert promo tour for Angela Zhang, organised by IMC Live Group Malaysia, was held on 14 October 2017 to promote her upcoming concert in Stadium Merdeka. Angela Zhang is a Taiwanese singer and actress, and has more than 500,000 followers on Facebook and 87,700 followers on Instagram.



22nd INTERNATIONAL ENGLISH CHESS AND 6th CHINESE CHESS COMPETITION FOR THE DISABLED

On 22 October 2017, the Lions Club of Kuala Lumpur Central organised the 22nd International English Chess and 6th Chinese Chess Competition for the Disabled at Lower Ground West. The competition aimed to generate public awareness about this special group of people who possess positive attitudes.



GUARDIAN WIN A HOME MAKEOVER CONTEST

Guardian Health and Beauty Sdn Bhd launched a contest known as "Win a Home Makeover Contest" from 6 July 2017 – 7 September 2017 with the finale on 2 November 2017. A total of 50 finalists were selected for the finale and they were required to compete in a series of quiz and skill tests to determine the grand prize winners.



SPALDING 3X3 STREETBALL CHALLENGE 2017

On 19 November 2017, the Spalding 3X3 Streetball Challenge 2017, organised by W.O.S. World of Sports (M) Sdn Bhd was held at The Boulevard.



PRISCILLA ABBY PROMO TOUR

Organised by WebTVAsia, Priscilla Abby's promo tour was held on 25 November 2017 to promote her upcoming mini concert at KL Live. Priscilla Abby is a rising Mandopop EDM star who sang multiple million hit song covers on YouTube.



ENTHRALLING CHRISTMAS

Berjaya Times Square Kuala Lumpur presented an Enthraling Christmas theme in conjunction with the Christmas celebration from 25 November 2017 to 2 January 2018. A gigantic mechanical sleigh was placed at Ground Floor Central as a seasonal attraction for the shoppers. The mall also organised various activities such as performances, gift redemption, and a contest during the festive season and invited 25 children from Persatuan Rumah Sayangan to share a memorable Christmas together.

PRESCHOOLERS BENEFIT FROM KRR MUFFINS@SCHOOLS PROGRAMME

On 6 October and 26 October, Kenny Rogers ROASTERS ("KRR") had their Muffins@School programme at Smart Reader Kids Bandar Bukit Jalil and Smart Reader Kids Selayang Jaya respectively.

The programme is designed to spread the importance of healthy living through a 'Healthy Me, Happy Me' workshop as KRR believes in fostering healthy eating habits from a young age. During the workshops, KRR educates the students on the importance of a balanced diet and what a nutritional meal is so that they can make good eating decisions.



KRR team with the teachers and students of Smart Reader Kids Bandar Bukit Jalil.



KRR team with the teachers and students of Smart Reader Kids Selayang Jaya.



KRR's mascot made an appearance at the preschools.

KRR NEW RESTAURANT OPENINGS

On 13 October 2017, Kenny Rogers ROASTERS ("KRR") opened KRR Awana SkyCentral, the first walk through concept restaurant in Malaysia. The restaurant has a seating capacity of 81 pax both indoors and outdoors.

To provide a quicker ordering approach, KRR Awana SkyCentral offers KRR's best sellers such as Kenny's Roasted Chicken, OMG Chicken, Chicken Macaroni Cheese, Beef Bolognaise Spaghetti, Kenny's Home Made Muffins, Country Style Chicken Soup, Chocolate Fudge Cake to name a few.

Here, KRR provides plastic gloves for their guests to enjoy their OMG Chicken to the fullest. The best way to eat the OMG Chicken is with the 'The Way I Like It' sauces which are Spicy Gilerrr, Honey BBQ and Smoked BBQ.

On 24 November 2017, KRR also opened a new restaurant located at Berjaya Waterfront Complex, Johor Bahru.



KRR Awana SkyCentral.



KRR Berjaya Waterfront.

KRR PROMOTIONS



RED Hot Meal for 2 @ RM25.40.

Through the fourth quarter of 2017, Kenny Rogers ROASTERS (“KRR”) had several promotions. In October, there were the Buy 1 Free 1 Kenny’s Chicken & Pasta Meal, RED Hot Meal set for 2 @ RM25.40 and OMG Chicken & Soup Meal for 2 @ RM25.00.

In November, KRR had a Kenny’s Chicken & Pasta Meal at RM5.00 promotion with every purchase of Kenny’s Chicken & Pasta Meal; Upsize to Half Chicken at RM5.00; Perfect Duo Meal for 2 @ RM30.00 and Berjaya Day’s Buy 1 Free 1 Kenny’s Chicken & Garden Meal.

In conjunction with the year-end festive season, KRR also introduced festive muffins with 3 different flavours – Vanilla Rainbow, Banana Choc and Vanilla Choc. Free ½ dozen festive muffins were given with every purchase of 2 Kenny’s Chicken & Pasta Meal.



Berjaya Day’s Buy 1 Free 1 Kenny’s Chicken & Garden Meal.



Festive Muffins – Vanilla Rainbow, Banana Choc and Vanilla Choc.

WISHING TREE INITIATIVE CONTINUES TO FULFILL WISHES



The wishes of the children on the Wishing Tree at a Kenny Rogers ROASTERS restaurant.

Kenny Rogers ROASTERS (“KRR”) continued their tradition of fulfilling the wishes of underprivileged children in their annual Wishing Tree campaign. This year sees its 13th installment of the campaign where more than 2,000 children from 51 non-government organisations (NGOs) across Malaysia will have their ‘Wishing Cards’ displayed in all KRR restaurants.

To date, the KRR Community Chest Wishing Tree initiative has fulfilled more than 19,000 wishes and KRR is motivated to expand their efforts to bring smiles to the underprivileged and also grateful to the public for playing a huge part in fulfilling the wishes and making a difference in the children’s lives.

The campaign ended on 7 January 2018.

AWARD HAT TRICK FOR KRR



The KRR team and their Social Media Excellence Award (Corporate Social Responsibility category).

Kenny Rogers ROASTERS (“KRR”) bagged the Social Media Excellence Award (“SMEA”) for the third year in a row, this time in the Corporate Social Responsibility (CSR) category presented in a glitzy event as part of the Malaysia Social Media Week 2017.

The award honours individuals and organisations who have demonstrated a proven track record of accomplishments in the social media arena.

As part of this culture, KRR has initiated several new CSR campaigns and continued to use social media as an integral tool to effectively engage with stakeholders in its campaigns.

KRR actively responds to and engages with fans online by organising contests and community service campaigns such as the ROASTERS Eating Day (RED), which promotes healthy living while advocating the importance of a balanced and nutritious diet.

In addition to the “22 Deliciously Healthy Years” campaign which was launched last year, KRR introduced several new CSR campaigns this year including “Muffins @ Schools” programme to promote a healthy diet and lifestyle in schools, and “Jom Ta-pau” to reduce carbon footprint among KRR patrons.

In conjunction with this award win, on 22-26 November 2017, KRR offered 2 sets of Kenny’s Chicken & Pasta Meal for RM23.50 as a thank you to all their customers who have been supporting them.

KRR OFFERS VALUE-FOR-MONEY OMG MEAL OPTIONS

Food lovers can now rejoice as Kenny Rogers ROASTERS (KRR) continues its affordable and wholesome meal choices with the latest OMG Majestic Meal!

The outrageous, mouthwatering, and guiltless (OMG) chicken is marinated with signature herbs and delicately seasoned in a special batter to give it a rich flavourful crunch. The chicken is cooked in a special way for a guiltless dining experience.

From RM9.90 onwards, the OMG Majestic Meal consists of 1 piece OMG Chicken + Majestic Rice + 100PLUS (single serve). The Majestic Rice is cooked with spices and a variety of vegetables accompanied by the Triple Beans Salad, a colourful mix of beans topped with freshly diced vegetables and drizzled with sweet honey mustard dressing. This meal was available until January 2018.

Guests can also enjoy the Classic Choice Meal and OMG Chicken Meal served with 100PLUS (single serve) at RM14.90 and RM16.90 respectively during this limited period.

Give KRR’s special ‘The Way I Like It!’ sauces a try with flavours ranging from Smoked BBQ, Honey BBQ, and Spicy Gilerrr... to tickle your taste buds!



The OMG Majestic Meal promotion.

STARBUCKS WINS ASIA CORPORATE EXCELLENCE AND SUSTAINABILITY AWARD

Starbucks Malaysia has won the 'Top Companies to Work for in Asia' Award in the Sustainability category at the Asia Corporate Excellence & Sustainability Awards ("ACES Awards") 2017 held on 26 October 2017 at InterContinental Hotel Singapore.

Organised by MORS Group, the Top Companies to Work in Asia Award is presented to companies that take on a people centric approach and demonstrate a strong commitment towards employee empowerment and enrichment. Winning companies typically demonstrate advocacy for investment in people, recognition and retention, improving employee job satisfaction, practice fair communication, and promote work life balance. While demonstrating a low attrition rate, winning companies also feature a great pool of talents and have a practice of knowledge sharing among employees and stakeholders.

This victory was made even sweeter as CEO of Berjaya Food Berhad, Sydney Quays, was also presented the only 'Eminent Leaders in Asia' award. The award recognises exemplary individuals leading mega businesses for a decade or more with the right attitude towards the business and the determination and grit to achieve success.



June Beh, Director of Partner Resources & Compliance of Starbucks Malaysia receiving the Top Companies to Work for in Asia award from Shanggari B, CEO of MORS Group (left) and Dr Jayanthi Desan, Managing Director of Synergio.



Sydney Quays, CEO of Berjaya Food Berhad receiving the Eminent Leaders in Asia award from Shanggari B, Dr Jayanthi Desan and Andrew Bryant, Managing Director of Self Leadership Institute (right).

STARBUCKS RECEIVES THE PUTRA BRAND AWARD 2017

On 2 November 2017, Starbucks Malaysia was announced as one of the top brands in the Restaurant & Fast Food category of the Putra Brand Awards ("PBA") 2017, popularly known as the People's Choice Award.

PBA is the premier brand awards in Malaysia and it is the only brand award of, by and for the brand managers and owners. For PBA 2017, 6,000 consumers were the judges through the Putra questionnaire which evaluates the brands' performance based on four main factors; their impression of the brands, their intent to purchase products of the brands, their preferred choice of the brands, and the brands, which they would recommend to their friends.

Starbucks Malaysia is honoured to receive the award as the recognition is truly a testament to the quality of work that has been done over the years. The award also signifies the trust Starbucks has built with its consumers since they opened 19 years ago and Starbucks aspires to set the brand from others via the exceptional Starbucks Experience created in its stores every day.



Starbucks team with their Putra Brand Award.

STARBUCKS' NEW KIOSK CONCEPT STORE AT MASJID JAMEK LRT STATION

On 7 September 2017, Starbucks Malaysia introduced a new kiosk concept store at the Masjid Jamek LRT station. The kiosk concept store is 226 sq ft with no seating capacity and only carries bite-sized snacks and usual size beverages as the store is designed to cater for grab-and-go customers.

The store design features an artwork integrated with multiple hand-cut shapes forming part of the larger canvas of Starbucks' coffee farming landscape which was created into an illuminated backdrop facing the main road of the station.

Currently, there are about 30 Starbucks stores accessible via public transport.



Starbucks Masjid Jamek LRT station.

CELEBRATING INTERNATIONAL COFFEE DAY WITH SURIAFM

In conjunction with International Coffee Day, SuriaFM collaborated with Starbucks Malaysia on a series of activities to celebrate this special occasion.

On 29 September 2017, SuriaFM's morning crew invited Starbucks' Coffee Ambassador, Ayesha Dalahan to share her knowledge and information about coffee. After the on-air session, Ayesha and the morning crew proceeded to a nearby Starbucks store to conduct the Latte Art Challenge, guiding the announcers on how to make a heart shape on their latte.

The challenge was broadcasted live via SuriaFM's Facebook for listeners to view and several lucky listeners who were nearby were invited for a breakfast session at the Starbucks store.

SuriaFM's Roving Team later surprised a lucky listener at his office with complimentary coffee and a visit by Amy Mastura, Malaysia's well-known actress and singer.



Starbucks Ambassador, Ayesha demonstrating to SuriaFM's morning crew how to create a heart shape on their latte.



Starbucks' partners, SuriaFM crew and Amy Mastura (in orange) at a Starbucks store.

EDIBLE GARDEN AT STARBUCKS DRIVE THRU KOTA KEMUNING

On 12 October 2017, a total of 14 partners and 4 Kota Kemuning residents joined in on an edible garden activity held at Starbucks Kota Kemuning lead by District Manager Azilah, Store Manager Kay, and Edible Garden Specialist, Ridhuan.

The session started off with a coffee tasting and a mini workshop conducted by the partners. At the workshop, residents from Kota Kemuning learnt how to do soil mixture using Starbucks used coffee grounds and how coffee grounds are beneficial to plants. Partners also guided the residents on how to harvest and propagate lemongrass and turmeric.

With the help from partners and the residents, okra and eggplant were planted in addition to the existing varieties of lemongrass, turmeric, lime, curry, pandan and aloe vera. In total, the 14 partners and 4 residents contributed 45 community service hours!



The edible garden activity started with a coffee tasting and mini workshop.



A resident harvesting lemongrass.

STARBUCKS CELEBRATES MID-AUTUMN FESTIVAL WITH CUSTOMERS

During the Mid-Autumn Festival, Starbucks held a 3-hour long event at 8 selected Starbucks stores around Malaysia to express their appreciation towards customers who have been supporting Starbucks mooncakes. A cut-out coupon was attached with the Starbucks Exclusive 2017 Mooncake gift set and customers were required to redeem it for the invitation cards at Starbucks The Curve, Kuala Lumpur; Starbucks Setia City Mall, Selangor; Starbucks Tesco Melaka, Melaka; Starbucks Tanjung Tokong, Penang; Starbucks Sunway Tambun, Ipoh; Starbucks Aeon Bukit Indah, Johor Bahru; Starbucks Plaza Merdeka, Sarawak; and Starbucks Suria Sabah, Sabah.

During the event, customers enjoyed several activities such as Starbucks Lantern Riddle, Starbucks Lantern Making Contest, Origami and Kirigami Craft, Starbucks Teavana and Mooncake Tasting, Starbucks Lantern Parade and a lucky draw.

Starbucks also served their exclusive mooncakes, which included new flavours such as Green Tea Key Lime, Roselle Blueberry and Peanut Butter Brownie.

Starbucks Exclusive 2017 Mooncake gift set consist of 4 pieces of mooncakes and 2 units of specially designed 4oz mugs in vibrant coloured boxes.



The Starbucks exclusive mooncakes – Peanut Butter Brownie, Green Tea Key Lime and Roselle Blueberry.



Customers and their children all ready for the Starbucks Lantern Parade.



Children making kirigami maple leaves and origami rabbits using paper.

STARBUCKS CAREER CARNIVAL AT UKM



Students at the Starbucks booth.



Students trying their luck in the Starbucks Pyramid Cup game.

Starbucks Malaysia joined in as a partner with Universiti Kebangsaan Malaysia's ("UKM") Integrated Internship and Career Day to engage with more than 800 future generation workforce on 22 November 2017.

The objective of this collaboration was to reach out to the youth, and promote Starbucks as a career choice to the millennials. Students were able to obtain advice and guidance from the consultation booth if they were interested in an internship or building their career with Starbucks.

There were also mini games booths such as 'Pick The Bean', 'Starbucks Pyramid Cup', and 'Excellent!' which aimed to inspire the participants in terms of team work, logical thinking and problem solving. Each team was also given a 'game passport' as a score card to note down the scores from each game session. By the end of the event, the best teams that achieved the highest scores received exclusive Starbucks merchandise as a reward.

STARBUCKS INTRODUCES THE STARBUCKS DIWALI 2017 CARD

'Diwali' or better known as Deepavali, is a celebration of the 'Festival of Lights' – an auspicious festive celebration by the Hindus around the world. This Diwali season, Starbucks Malaysia introduced the exclusive Starbucks Diwali 2017 card, crafted with a combination of patterns, layers and shapes of geometric designs inspired by the traditional patterns of Rangoli and peacock.

Rangoli is a form of art crafted using coloured rice or sand with flower petals and is usually decorated on the floor in the living room or courtyard. It is believed that it also brings good luck to the family. The peacock is a symbol of grace, joy, beauty and love, is the national bird of India and it is widely featured in various temples, poetry and arts.

During this Diwali, Starbucks also introduced a limited-time only special savoury – Tandoori Chicken Roll. IT is a flaky Danish filled with savoury like tomatoes, onions, shallots, ginger and aromatic tandoori chicken, and it is best paired

with Starbucks Sumatra coffee as well as other coffee-based beverages. During the promotion period from 17-19 October 2017, customers who brought their Starbucks Diwali 2017 card enjoyed special discounts off their food and beverage.



Starbucks' Diwali special, the Tandoori Chicken Roll.



The Starbucks Diwali card.

FIRST STARBUCKS RESERVE CONCEPT STORE OPENS IN JOHOR BAHRU

Starbucks Malaysia brought an unprecedented coffee experience to all coffee lovers in the Southern region with the opening of its first Starbucks Reserve® in Paradigm Mall, Johor's largest regional mall located in the heart of Skudai district.

The store is 2,217 sq ft with an internal seating capacity of 85. Featuring a modern and an elevated interpretation of the brand which resonates with the Reserve® Concept, the materials and pattern used in designing the store highlights the Reserve coffee, alongside local artisan Malay architecture and textiles.

This is also the first Starbucks Reserve® store that offers the Black Eagle espresso machine in Malaysia.



The Starbucks Reserve® store in Paradigm Mall, Johor Bahru.



Berjaya Food Berhad CEO, Sydney Quays and the Starbucks team during the opening of the Starbucks Reserve® store in Johor Bahru.

STARBUCKS TEAMS WITH HOPE WORLDWIDE MALAYSIA TO AID PENANG FLOOD VICTIMS

In November 2017, the northern region of Malaysia was affected by serious floods due to non-stop heavy downpour, causing water levels to rise as high as 10-12 feet.

Starbucks Malaysia teamed up with Hope Worldwide Malaysia ("HOPEww"), and the Penang State Assemblyman for Kebun Bunga, to distribute coffee, tea and bread to affected flood victims at Jalan Lumba Kuda in Bukit Gantang, Penang after the flood subsided. CSR Manager, Rina Siew, led the team together with the help from Penang District Manager, Yen and 4 other store partners.



Starbucks Malaysia and Hope Worldwide Malaysia worked together to distribute coffee/tea (top) and bread (bottom) to the Penang flood victims.

WENDY'S INTRODUCE SPICY NUGGETS & FROSTY SERIES

For a limited time only, nugget lovers can now enjoy Wendy's Spicy Chicken nuggets which comes with a Happy Dip, available in Smoky BBQ flavour or Satay Peanut flavour.



Spicy Nuggets with Happy Dips.

Wendy's also recently introduced their Fun with Frosty Series where one can enjoy a Frosty Milkshake for only RM8.00 or a Frosty Shake for only RM5.50.



Frosty Milkshake for RM8.00.



Frosty Shake for RM5.50.

The promotions are available for a limited time only.

NEW KID'S MEAL FROM WENDY'S

On 28 October, in conjunction with National Children's Day, Wendy's launched the Wendy's Kids Meal® which comes with a main, a side, a drink and also a special 'treat' from RM8.50.

Among the food items to choose from are delicious healthy corn, a hearty bowl of Bubur Sunrise, fried to perfection Fried Chicken and golden crispy tater tots.

The Wendy's Kids Meal® box is also unique as a section of the box can be detached to make a Wendy's face mask, keeping the children busy while parents enjoy their meal at Wendy's kid-friendly outlets.

Wendy's had an introductory promotion whereby with every purchase of RM20 and above inclusive of a Wendy's Kids Meal®, customers received a set of limited edition colour pencils with a sharpener.

On the launch day, Wendy's invited 30 children from Rumah Amal Asyura to Wendy's Berjaya Times Square to have a first hand experience in packing their own Wendy's Kids Meal®. Wendy's also gave away free Wendy's Kids Meal® to the first 100 children at all outlets nationwide.



Patrons receiving a free Wendy's Kids Meal® from Wendy's staff.



Wendy's Malaysia General Manager Saw Yung Sheng and Wendy's Malaysia District Manager Alfian helping the children from Rumah Amal Asyura to pack their Wendy's Kids Meal®.



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

WENDY'S CELEBRATES FOUNDER'S WEEK WITH THE OPENING OF WENDY'S IPC SHOPPING CENTRE

Wendy's Founder's Week is usually celebrated during the third week of November where employees across the franchise take time to celebrate its tradition, history and culture and to also renew their commitment to Wendy's heritage and values as an organisation.

On 17 November 2017, employees of Wendy's Malaysia donned white shirts and red ties, the iconic dress code of their founder, Dave Thomas which they called 'Dress Like Dave' Day.

On this day, Wendy's Malaysia also opened Wendy's IPC Shopping Centre, a store that stands out from the rest due to its unique colour and design to cater for families as it has a kids' playzone area. Located on the 1st Floor of IPC Shopping Centre, this store seats 93 pax.

In conjunction with both events, Wendy's also invited 15 children from Rumah Hope to experience the new design and concept of their brand new store, embracing Dave's core values – Give Something Back.



Wendy's Malaysia team doing the 'Dress Like Dave' Day.



Wendy's IPC Shopping Centre.



Wendy's Malaysia team and the children from Rumah Hope at the kids' playzone area.

WENDY'S OPENS 1ST DRIVETHRU IN MALAYSIA

Wendy's has launched its first drivethru store in Penang, Malaysia and the first in Asia.

The Wendy's Juru store located along the North-South highway after the Juru toll, is a two-storey store with a seating capacity of 100 pax at a time. Wendy's Juru serves breakfast from 7.30am with scrumptious meals such as Wendy's King's Platter, Queen's Platter and few others. The store has an al-fresco dining area, opens up to 2.00am and has free wifi for patrons.

In conjunction with the opening, Wendy's offered some month-long promotions such as the free Egg Sunrise and White Coffee promotion for the first 100 cars to drivethru on 23 August 2017; free apple pie with every large combo purchase; free White/Black Coffee for breakfast (7.30am-11.00am); and 5 pieces of Wendy's fried chicken at RM15. Wendy's also offered 15 pieces of chicken nuggets at RM10 from 11.00pm to 2.00am till 23 September 2017.



The exterior and interior of the Wendy's Juru store.



Wendy's Malaysia General Manager Saw Yung Sheng (front row, fourth from left) and the team at Wendy's Juru store.

WENDY'S OPENS TWO STORES IN JOHOR BAHRU

On 28 November 2017, Wendy's opened its first store in Paradigm Mall, Jalan Skudai Johor Bahru, marking the 12th Wendy's store in Malaysia.

This new store has a rustic, yet modern theme for a relaxing experience, while enjoying a variety of quality products from Wendy's menu. With a seating capacity of an average of 100 pax at a time, the store operates from 10.00am to 10.00pm daily.

In line with providing jobs for the local community, this store is solely manned by Malaysians.

On 15 December 2017, Wendy's opened a second store located in Berjaya Waterfront Complex, Stulang Laut, Johor Bahru.

In conjunction with its opening, Wendy's gave out free Chicken Mushroom Melt to the first 100 customers and free teh tarik all day long. Apart from that, patrons could purchase 5 pieces of fried chicken for only RM15.00 between 12.00pm-2.00pm and 6.00pm-8.00pm.



Lucky Wendy's lovers received a Wendy's tote bag during the opening of Wendy's Paradigm Mall, Johor Bahru.



Wendy's Girl made an appearance during the opening of both stores in Johor Bahru.



The look and feel of the new Wendy's Paradigm Mall, Johor Bahru.



Patrons enjoying their meal at Wendy's Berjaya Waterfront Complex.

VIP ACCESS FOR BERJAYA EMPLOYEES

The smallest appreciation comes in any form. To show appreciation for the constant support, Berjaya employees were given a special treat and access to a one-day privilege on a monthly basis.

For the month of October, Berjaya employees were treated to a 'Buy 1 Free 1' Beef Up Combo which has a Beefanator, cheesy wedges and lemonade.

Meanwhile for November it was a 'Buy 1 Free 1' Cheesemas Combo.



October's Buy 1 Free 1 Beef Up Combo.



November's Buy 1 Free 1 Cheesemas Combo.

HAVE A MERRY CHEESEMAS AT WENDY'S

For Christmas, Wendy's Merry Cheesemas promotion featured the delicious Mushroom Melt Supreme – a one of a kind burger consisting of Wendy's signature square beef patty topped with a slice of cheese, cheesy mushroom sauce and crispy chicken strips, tucked in between Wendy's signature glazed buns.

For those who prefer chicken instead of beef, Wendy's serves the Chicken Mushroom Melt Supreme with a pan seared juicy chicken breast.

The combo price started from RM14.90 served with curly fries and Minute Maid Refresh orange juice during the promotion period.



The Merry Cheesemas promotion.

THE TAARAS BEACH & SPA RESORT OPENS EARLY FOR THE LUNAR NEW YEAR

Normally closed during the monsoon season from November and reopening in March the following year, the Taaras Beach & Spa Resort, Redang Island opened early in February 2018 for guests to enjoy its warm hospitality during Chinese New Year.

In conjunction with its opening, guests who check in between 15 February to 15 March 2018 will enjoy a 15% discount off the normal room rates for the Garden Deluxe and Hill Deluxe rooms and a 18% discount off the normal room rates for the Cliff Bay Twin rooms or Cliff Bay Suites.

For more information on the packages and promotions, please visit: www.thetaaras.com/packagelink



Aerial view of The Taaras Beach & Spa Resort.

CELEBRITY CHEF MELVYN LEE VISITS BERJAYA UC

Celebrity Chef Melvyn Lee, best known for his cooking travelogue show "Accidental Chef", visited BERJAYA University College ("BERJAYA UC") recently and gave an inspirational talk to the university college's young aspiring chefs.

Chef Melvyn known as the "Asian Food Soldier" is an artiste at King Kong Media Production. He is not just a TV personality but a bona fide chef that worked his way up from being an apprentice at an Italian restaurant and subsequently honed his culinary skills in the kitchens of renowned Al Forno and Il Lido restaurants. He believes that food should be unpretentious, so he uses ingredients sourced locally or around the region. It was a great pleasure to have Chef Melvyn Lee drop by, give a talk and do an interactive tasting of various types of honey available in the market.



Chef Melvyn Lee (front row, 6th from left) with the students of BERJAYA University College during his visit.

MID-AUTUMN FESTIVAL CELEBRATION AT BERJAYA UC

BERJAYA UC had an International Student Gathering at its student lounge to celebrate the Mid-Autumn Festival. Students and staff enjoyed assorted mooncakes, played various games and had many other fun activities.



BERJAYA UC staff and students with lanterns during the Mid-Autumn Festival.

WORLDCHefs MALAYSIA GLOBAL YOUNG CHEF CHALLENGE 2017 WINNER

The WorldChefs Malaysia Global Young Chef Challenge 2017 took place in BERJAYA UC and contestants from various hotels and culinary schools participated in this challenge. BERJAYA UC student, Mong Zhi Ling took part and won the Championship, defeating industry professionals and students alike. She will be representing Malaysia in Munich for the finals in 2018.



Mong Zhi Ling receiving her award from Cheah Swee Hee, President of Malaysia Association of Hotels.

HONOURS SEMINAR SERIES

Honours Seminar Series is a series of seminars organised periodically by BERJAYA School of Hospitality & Tourism to engage the students with insights from the hospitality & tourism industries. Invited guests from various industry partners included Mohd Syairoz, Assistant General Manager of Berjaya Corporation Berhad; Dominic Bosco, Director of Engineering, Grand Hyatt Hotel Kuala Lumpur; Hazri, Public Relations Manager and A&R of Atilia Haron; Ahmad Faizul, Group People & Culture Executive, AirAsia; Dennis Ong, Operations Manager #RAKANKL; and Joa James of JoA Productions.



Mohd Syairoz, Assistant General Manager of Berjaya Corporation Berhad gave a presentation on 'Why Event Protocol Matters' as well as the system of rules governing event management affairs in Malaysia



Ahmad Faizul sharing on the unique corporate culture and working environment in AirAsia.

BREAST CANCER AWARENESS CAMPAIGN

School of Tourism - Eco Adventure Tourism (E.A.T.) organised a Community Day to promote a healthy lifestyle among students and staff of BERJAYA UC on breast cancer. The National Kidney Foundation and Breast Cancer Welfare Association provided a free health screening. Students and staff participated in a bra design contest themed 'Craft for a Cause' to show their support for breast cancer awareness which was held at the Retail Pavilion. Winners enjoyed attractive prizes sponsored by XIXILI.

411 GRADUATES AT BERJAYA UC'S CONVOCATION 2017

On 4 November 2017, BERJAYA UC's graduating class of 2017 comprising 411 students, received their scrolls from Vice Chancellor Emeritus Professor Walter Wong. To quote Catherine Pulsifer, "Graduation is a time of completion, of finishing, of an ending, however, it is also a time of celebration of achievement and a beginning for the new graduate." BERJAYA UC is proud to see its graduates move on to the next chapter of their lives and wishes them the best in their future endeavours.



BERJAYA UC's graduating class of 2017.

ALUMNI FORUM SERIES 5

BERJAYA UC invited three young and talented alumni for their Alumni Forum Series 5. Marshall Pang Cheng Kim, a student of Bachelor of Hospitality Management who is now working as a Senior Account Executive at CommTech innovative Group Sdn Bhd; Wenzie Chong, a student of Diploma in Culinary Arts who works as a group chef with her brother who is the Director of Sakura Kristal Group of Companies; and Choong Kah Wai, a student of Bachelor in Event Management who currently is a Certified Agent of Financial Life Partner of Great Eastern Life Insurance.

The students had a great session with the alumnus who shared their inspiring success stories and their working experiences.



(From left) Marshall Pang Cheng Kim, Wenzie Chong, Choong Kah Wai and Suresh Raj Muhmurti, MBA graduate of BERJAYA UC.



Students and staff of BERJAYA UC, representatives of National Kidney Foundation and Breast Cancer Welfare Association during the campaign.

BERJAYA UC WINS RAWR AWARD

BERJAYA UC was awarded for Outstanding Performance in the TAITRA MICE Taiwan Destination Marketing Contest 2017 at the rAWr Awards 2017 on 9 November 2017 at Sunway Putra Hotel Grand Ballroom.

The rAWr Awards is a recognition and tribute to outstanding achievements in the Meeting, Incentive, Convention and Exhibition (Business Events) industry in Malaysia.

rAWr stands for Recognising Award Winning Results and is a joint initiative between Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS). rAWr Awards made its debut by recognising industry players in year 2013. This biennial award presentation is judged by a panel of independent industry experts within the Asian region.



The BERJAYA UC team at the rAWr Awards 2017.

B-TALK SERIES

B-Talk Series is a series of forums organised by BERJAYA Business School to educate the students on entrepreneurial skills and business ethics with business leaders sharing their insights, experiences and tips on how to succeed in the business world. In November, two honourable guests, James Loke, CEO and Executive Director of TANGS, Malaysia, who is also Deputy President of Malaysia Retailers Association (MRA) and Suraya Kulop, Director and Programme Coordination of SME Corporation Malaysia were invited for the forum.

Loke discussed on the topic 'Retailing Journey & Contemporary Retail Issues' while Suraya shared her thoughts on 'Launching a Business: In Today's Environment'. Both talks were greatly appreciated by the students as they gained valuable knowledge on modern business trends and how to navigate the complex business world in today's global marketplace.



James Loke, CEO & Executive Director of TANGS, Malaysia presenting on 'Retailing Journey & Contemporary Retail Issues' during the B-Talk Series.

TASTE NZMY BLOGGER ENGAGEMENT COMPETITION

Taste NZMY Blogger Engagement Competition organised by the New Zealand Trade and Enterprise in collaboration with Greenlea, Whittaker's, Griffin's, Fonterra, Karihome, Spring Sheep, NZ Natural, Kapiti, Leaderbrand, Eco Store, Pic's Peanut Butter, CHIA, Easiyo and Meadow was held at BERJAYA University College ("BERJAYA UC") on the 25 November 2017. Invited bloggers worked in pairs to come up with one appetizer and one main course using New Zealand Mussels from Tally's and a Beef (supplied by Greenlea).

Prior to the competition, Chef Krishnan conducted a cooking demo using the ingredients to show the bloggers the importance of proper mise-en-place, the techniques used in cooking and shared tips on basic kitchen safety, including handling knives. Chef Suliza and Chef Vincent judged the bloggers based on preparation, cleanliness, wastage, presentation and taste. Winners from both the morning and afternoon sessions were announced immediately after the event and they took home goodie bags filled with New Zealand products.



Chef Suliza, Chef Vincent and Chef Krishnan with the bloggers of Taste NZMY Blogger Engagement Competition.

PATA TOURISM CAREER FAIR

BERJAYA UC's Event Management students and lecturers helped out in the event coordination for PATA Malaysia Chapter (PMC) supported by the Ministry of Tourism and Culture Malaysia on 10 November 2017 at Berjaya Times Square Hotel.

The PATA Tourism Career Fair with the theme, 'Today's Talent, Tomorrow's Success' has benefited BERJAYA UC students as they were able to experience hands-on coordination of a real-life event. It also gave opportunities for the students to look forward towards internships and their future careers.



BERJAYA UC's Event Management students and lecturers at the PATA Tourism Career Fair.

U MOBILE AND KNIGHTSBRIDGE RESOURCES LAUNCH TRAQKID

On 1 November 2017, U Mobile Sdn Bhd ("U Mobile") and Knightsbridge Resources Sdn Bhd ("Knightsbridge Resources") launched TraqKid, Malaysia's first mobile-based child tracking kit that provides end-to-end support for parents so that they may be proactively updated on their children's whereabouts when they opt for the service. It also enables parents to seek seamless emergency assistance from TraqKid's call centre and responders from Community Policing Malaysia should the need arise. TraqKid is made possible with a U Mobile SIM card that is enabled with a SIM-based location service technology.

TraqKid is available for pre-order from 1 November 2017. Subscription starts from RM58 monthly with U Mobile. Upon registration, there is an upfront fee of RM36 for Personal Accident Insurance. For more information, please log on to www.traqkid.my



(From left) U Mobile Sdn Bhd Chief of Marketing, Jasmine Lee; Women, Family and Community Development Minister, Datuk Seri Rohani Abdul Karim; Traqkid Advisory Board chairman, Tan Sri Musa Hassan; and Knightsbridge Resources chairman, Kuan Chee Heng at the launch of TraqKid.

LUCKY U MOBILE CUSTOMERS GET TO WATCH G-DRAGON LIVE!

As sponsors of the sold-out G-Dragon 2017 World Tour Act III: 'Moment of Truth The End' in Kuala Lumpur on 17 September 2017, U Mobile gave away 70 tickets to customers who creatively showed their passion via Instagram!

Five grand prize winners went home with three pairs of VIP tickets and a pair of soundcheck passes while 20 consolation prize winners won a pair of U Mobile Zone tickets each.



G-Dragon 2017 World Tour Act III.

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UNBEATABLE UNLIMITED MOBILE EXPERIENCE WITH UNLIMITED HERO POSTPAID P99

On 29 November 2017, U Mobile launched Unlimited HERO P99, its latest postpaid plan. At just RM99 per month, customers will enjoy unlimited data with no speed cap, free 30GB data for hotspot or for sharing with up to 3 'Share 20' member lines as well as unlimited local calls to all networks.

In short, Unlimited HERO P99 customers will no longer have to worry about how much data they are using to stream, browse, social share or chat as everything is unlimited!

To find out more about the plan, visit www.u.com.my/postpaid/unlimited-hero

U MOBILE AT ED SHEERAN LIVE IN KUALA LUMPUR!

On 14 November 2017, U Mobile's booth at Ed Sheeran Live in Kuala Lumpur was the place to be while waiting for the English singer to go live. The kaleidoscope picture wall, U Mobile charging station and freebies such as the 'Shape of U' pins and bottled water were a hit with concert goers.



U Mobile's charging station.



U Mobile's booth providing freebies.



The kaleidoscope photo booth.

IPHONE X ARRIVES AT U MOBILE

U Mobile announced its offer of the iPhone X, the future of the smartphone, featuring a revolutionary new design with a stunning all-screen display. Customers were able to pre-order iPhone X from 17 November 2017 at www.u.com.my, as the phone would be in stores starting 24 November 2017.

U Mobile now offers Apple's latest products including the new generation iPhone 8 and iPhone 8 Plus. For complete pricing details, please visit www.u.com.my/store.



Apple iPhone X.

SELFIES FOR ICE CREAM AT U MOBILE'S #UNLIMITEDFLAVOURS FOOD TRUCK

On 24 November 2017, U Mobile held its first Unlimited Flavours campaign in Johor Bahru, with the aim of bringing their customers even closer to their passion for food. U Mobile's very own #UnlimitedFlavours truck was parked at Iskanival Kool at Puteri Harbour, Johor Bahru and during the outdoor carnival, participants could 'pay' for their ice-creams via selfies! Up to 2,800 selfies were taken in exchange for the #UnlimitedFlavours ice cream.



U Mobile's #UnlimitedFlavours Food Truck.



Happy customers paying their ice creams after 'paying' with selfies.

THE NEW U MOBILE WECHAT GO TRAVEL SIM

On 5 December 2017, U Mobile announced its partnership with WeChat to launch the U Mobile WeChat Go SIM. This new prepaid SIM will offer tourists from China unlimited data to enjoy social messaging on the WeChat app and free Lingcod TV subscription whilst having unlimited data to stream over 100,000 hours of high-definition movies, documentaries, and educational content out of China.

The new U Mobile WeChat GO SIM is the only WeChat Go cobranded prepaid SIM in the country and it is packed with other value-added services including 1GB of free roaming data for Singapore, Thailand and Indonesia and 60 minutes' worth of IDD calls to China or calls made in Malaysia.

Guests were also treated to Musang King durians and unlimited flavours featuring iconic dishes from Singapore, Thailand and Indonesia to mark its services with the neighbouring countries.

For more information, please visit <http://u.com.my/plans/data-services/wechatgo>.



(Clockwise from far left) WeChat representative Lionel Sim, U Mobile CEO Wong Heang Tuck; U Mobile CMO Jasmine Lee and WeChat representative Nancy Zhou at the party.



Fresh Musang King durians were the heroes of the party.



The party took place at Tiffin Food Court, a warehouse turned into an event space.

SBBS ATTENDS DINNER HOSTED BY DATO' SRI NAJIB TUN RAZAK

SaigonBank Berjaya Securities JSC ("SBBS") welcomed the visit of Prime Minister of Malaysia, Dato' Sri Najib Tun Razak to Danang, Vietnam who attended the APEC Leaders Meeting from 7-11 November 2017.

The Prime Minister's office hosted a dinner for Malaysian companies operating in Vietnam on 11 November 2017 at Sheraton Hotel, Danang. SBBS CEO, Josephine Yei, attended the dinner together with other Malaysian corporations and the Malaysian Ambassador in Vietnam.

During the dinner, Dato' Sri Najib Tun Razak provided an update on the growth and achievement of Malaysia and also encouraged the Malaysian corporations to continue their efforts in achieving the best performance in Vietnam.



Dato' Sri Najib Tun Razak (seated, second from left) and wife, Datin Sri Rosmah Mansor (seated, third from left) hosted a dinner for Malaysian corporations in Vietnam attended by SBBS CEO, Josephine Yei (standing third from the left).

SBBS CHRISTMAS LUNCH

On 22 December 2017, SBBS organised a Christmas lunch to show its appreciation to the staff for the year's performance. Staff of International Lottery & Totalizator Systems, Inc (ILTS) were also invited for the lunch. It was a fun gathering for all with the delicious food and gift exchange.



Staff of SBBS and ILTS at the Christmas lunch.

MAZDA'S CX-5 RENEWED, REFINED AND PERFECTED

Bermaz Auto Berhad announced the arrival of Mazda's most technologically advanced model - the all-new Mazda CX-5 - in October 2017. In addition to getting a visually dynamic new look inside and out, the multi award-winning Mazda CX-5 benefits from even more advances in Mazda's SKYACTIV Technology, as well as industry-leading safety features that will further define the globally popular Crossover model.

The new Mazda CX-5, refined to an ultimate expression of Mazda's KODO: Soul of Motion, is presented with a bold, sophisticated and elegant new look. The exterior has been redesigned for a bolder and more dynamic stance to express the feeling of acceleration in one movement. In terms of interior, Mazda introduces a more symmetrical dashboard layout that focuses on driver orientation. The commander console is elevated, surrounding the lower body for better ergonomics, and sense of toughness, stability and control.

Leading the safety features is G-Vectoring Control (GVC), the essence of Mazda's SKYACTIV-VEHICLE DYNAMICS. GVC is an active safety technology that works harmoniously with the driver. It ensures the vehicle controls its dynamics on an extremely minute level, not capable by drivers themselves, so that driving efficiency is significantly improved.

Another safety feature is Mazda's i-ACTIVSENSE. This is a series of advanced safety technologies which make use of detection devices such as milliwave radars and cameras. They include technologies that enhance incidence-free motoring by helping the driver to recognize potential hazards, and pre-crash safety technologies which help to avert collisions or reduce their severity in situations where they cannot be avoided.

The new Mazda CX-5 is available in SKYACTIV-G 2.0L, SKYACTIV 2.5L and SKYACTIV-D 2.2L; all SKYACTIV-DRIVE 6-speed automatic with Manual Shift Mode. The 2.0L and 2.5L are only available in 2WD, and the 2.2L is available in 2WD & AWD. Selling price for the 2.0L starts from RM134,205.50, 2.5L from RM160,596.70, and 2.2L from RM164,179.10 (all prices OTR without insurance). The new Mazda CX-5 is available in 8 colour choices: Soul Red Crystal*, Machine Grey*, Snowflake White Pearl*, Deep Crystal Blue, Sonic Silver, Meteor Grey, Jet Black and Arctic White. (*Premium Colours will require additional RM 2,000)



From left to right: Independent Director of Bermaz Auto Berhad - Loh Chen Peng, Executive Director of Prima Merdu - Dato' Amer Hamzah, Executive Director of Bermaz Auto Berhad - Dato' Francis Lee, General Manager of ASEAN Business Office, Mazda Motor Corporation Japan - Susumu Niinai, Former Director and Senior Managing Executive Officer in charge of R&D, Mazda Motor Corporation Japan - Hiroataka Kanazawa, Managing Executive Officer of Mazda Motor Corporation Japan - Hiroshi Inoue, CEO of Bermaz Auto Berhad - Dato' Sri Ben Yeoh, and CX-5 Program Manager, Product Division of Mazda Motor Corporation Japan - Minoru Takata at the launch of the all-new Mazda CX-5.



WHEN LUXURY AND PRACTICALITY MEETS – MAZDA'S NEW CX-9

In November 2017, Bermaz Auto Berhad introduced the new Mazda CX-9 to the Malaysian market.

As befitting a premium flagship model of an energised and globally-acclaimed carmaker, the new Mazda CX-9 is a dynamic showcase of engineering innovations and classy human-vehicle interaction, with an outstanding list of safety features - Active, Passive and Proactive - presented in a stunning new body.

The Mazda CX-9 Skyactiv-G 2.5 Turbo features the world's first Dynamic Pressure turbo with a 4-3-1 exhaust manifold that delivers instantaneous and linear torque and smooth seamless power. Exhaust Gas Recirculation (EGT) cooling system reduces combustion temperature, giving both improved efficiency and fuel economy. The maximum power of the car is rated at 17kW/5000 rpm while its maximum torque is a phenomenal 420Nm/2000rpm.

The Mazda CX-9 has also received positive reviews, garnered much accolades and won many awards, including the 2016 World Car of the Year Top Ten Finalist, and Australia 2017 Wheels COTY.

The new Mazda CX-9 Skyactiv-G 2.5L Turbo is available now in 2WD and AWD. The selling price for 2WD is RM 281,449.70 and AWD is RM 297,349.70 (OTR without insurance). The model is available in 5 colour choices which are Machine Grey*, Snowflake White Pearl*, Deep Crystal Blue, Sonic Silver, and Jet Black. (*Premium Colours)



From left to right: Director of Bermaz Auto Berhad – Dato' Abdul Manap, Executive Director of Prima Merdu - Dato Amer Hamzah , CEO of Bermaz Auto Berhad – Dato' Sri Ben Yeoh, GM of ASEAN Business Office, Mazda Motor Corporation Japan - Mr Susumu Niinai, GM of Marketing of Bermaz Auto Berhad - Ms Lee Ai Hoon, Managing Executive Officer of Mazda Motor Corporation Japan - Mr Hiroshi Inoue, and Executive Director Of Bermaz Auto Berhad – Dato' Francis Lee at the launch of the new Mazda CX-9.



The new Mazda CX-9.

SPORTS TOTO FITNESS CENTRE – LET'S BE FIT

"Being fit is a MUST, not a WANT"

Improving our fitness is good for our heart, lungs, bones, muscles and joints. It lowers our risk for falls, heart attack, diabetes, high blood pressure, obesity and some cancers. We can sleep better, keep our mind sharp besides doing more physical activities with energy.

Many of us find it difficult to maintain a healthy lifestyle whilst giving our best in pursuing our career and personal goals. Some of us even neglect our health, thinking that we are still young and fit. This could be a myth that dampens our physical and emotional well-being.

How do we cast away this myth? Let's try to Pause, Plan and Play.

Pause:

- Let's have an easy check on our Body Mass Index (BMI). Are we in the healthy BMI range of 20 -25?
- Were we panting and having leg sore while climbing up the stairs?
- Can we still fit into our favorite jeans?

Plan: Let's plan to,

- Exercise for at least 3 times a week with each session last for a good 30 minutes of non-stop physical activity and movement.
- Have a balanced diet.
- Have sufficient sleep of 7 – 9 hours daily.

Play: Let's play,

- At the park. This could be brisk walking and jogging.
- At the gym. This could be using the workout equipment, coached by the personal trainers and doing group exercises ranging from endurance to speed activities.

Well, you can always count on us to help you pause, plan and play.

Come, visit us at Sports Toto Fitness Centre and explore the benefits of exercises together.



Jonathan Anthony Tan, Club Manager of Sports Toto Fitness Centre.

7-ELEVEN BRINGS POSITIVITY TO THE COMMUNITY



Marketing General Manager Ronan Lee (standing, 6th from left) with his team and the residents of Positive Living Community.

On 6 October 2017, 7-Eleven Malaysia visited Positive Living Community ("PLC") in Batu Arang, Selangor and helped the community to clear old supplies from their storage room, while NGOHub Asia assisted by weeding and preparing the soil for an empty land that will be used to plant vegetables. 7-Eleven Malaysia and NGOHub Asia spent time with the residents and distributed goodie bags containing provisions such as biscuits, snacks, dairy products, energy drinks and body shampoo.

PLC is a shelter home which houses people rejected by society or have become homeless due to AIDS and HIV. They provide support to homeless patients who were recently discharged from hospitals; as well as others who want to overcome drug or alcohol addiction.

PGMC'S HEALTH TALK ON CANCER

Philippine Gaming Management Corporation ("PGMC") invited MEDICard, the company's health care provider, to conduct a lecture on health talk providing information, general causes and prevention on cancer.

Dr. Dennis Macalinao, MD mentioned that cancer is one of the leading causes of mortality in the world today. In the Philippines, cancer is the fourth leading cause of death among Filipinos. It is developed when the body cells grow into cancer, making it difficult for the immune system to eliminate. The risk of developing cancer is due to what we eat, how much we exercise, and how well we deal with stress. The lecture specifically expounded on breast, prostate and colon cancer, their risk factors, how to lower the risks and the latest modalities of treatment.

Dr. Macalinao explained that cancer is preventable and taught the staff the various screening and assessments on how to detect the disease. With simple lifestyle changes, keeping track of what we consume, continuing healthy habits and setting up a good mental attitude are just simple ways of keeping a healthy lifestyle.

Vice PResident Tan Eng Hwa stressed the importance of maintaining a healthy lifestyle and said that PGMC supports work-life balance that is why lectures such as this are being conducted and the company has provisions for staff to have sports and leisure activities.



Dr. Dennis Macalinao, MD speaking to the PGMC officers and staff led by Tan Eng Hwa (seated, with jacket).

BERJAYA TIMES SQUARE HOTEL BRINGS CHRISTMAS CHEER TO UNDERPRIVILEGED CHILDREN

In December 2017, Berjaya Times Square Hotel, Kuala Lumpur and The Giving Bank brought Christmas cheer to the children from Rumah Keluarga Kami, Destiny Starting Point and Agape Home to Berjaya Times Square Hotel for a Christmas celebration session.

50 children from the three homes were promptly greeted by BHR CEO, Hanley Chew and Area General Manager, Mondic Mecja upon their arrival. They then proceeded to Berjaya Times Square Theme Park for a few hours of indoor fun rides. The children together with their caretakers then enjoyed a scrumptious Christmas buffet lunch while the balloonist from The Giving Bank entertained them with some balloon making. A few local celebrities such as Wilson Tan and Dewi Liana were present to spend time with the children.

The hotel pastry chef, Chef John and his team prepared a special treat for the children where each child received a freshly baked gingerbread man and decoration tools to decorate their own gingerbread man. Guided by Chef John and other hotel associates, the children had a blast customizing their own gingerbread man.

The highlight of the day were the teddy bear and gift giving session by Santa Claus. In the spirit of International World Teddy Bear Day and Christmas, Berjaya Times Square Hotel, Kuala Lumpur wanted to spread the happiness of a huggable furry friend to the children in need. The teddy bear tag was hung on the Christmas tree at the hotel lobby for guests to purchase a teddy bear for the children. All 50 children received a teddy bear due to the generosity of the hotel guests. The event ended with a cake cutting ceremony for all the December babies from the three homes.



The hotel pastry chefs guiding the children decorating their Gingerbread man.



The hotel team with the children from Rumah Keluarga Kami, Destiny Starting Point and Agape Home.

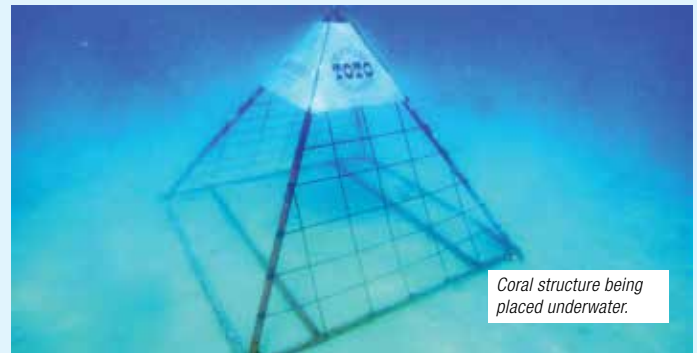
TIOMAN ISLAND CONSERVATION DAY 2017

In October 2017, Berjaya Tioman Resort held the Tioman Island Conservation Day ("TICD") to restore the beauty of the sea and to preserve the splendid sanctuary of Tioman Island. The event took place from 20-22 October 2017 with a total of 130 participating divers from Malaysia and Singapore as well as 30 members of the media and sponsors. Representatives from Reef Check Malaysia, Jabatan Taman Laut and seven dive operators from Malaysia and Singapore were also present to show their support towards the event.

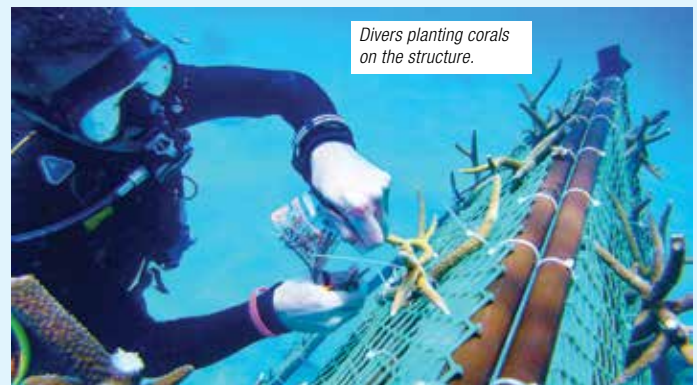
TICD is an annual CSR event started in 2010 with continuous commitment and support from PADI Project Aware, dive centres and enthusiastic divers from around the region and members of the media. The participants of TICD comprise of both divers and non-divers from all over Malaysia and Singapore. This year, TICD extended the project parameters by providing a bigger area of conducive environment for corals and marine life through the submergence of two units of coral nursery tables and five coral structures to further encourage the growth of coral reefs.

The non-diver participants played an active role in helping out the divers to build the coral structures and coral nursery tables before the divers submerged it underwater to plant the coral. The non-divers also helped out with the land conservation activities such as beach clean-up and tree planting. A total of 40 coconut trees have been planted around the resort's area.

On 11 October 2017, the Executive Chairman of Berjaya Corporation Berhad, Tan Sri Dato' Seri Vincent Tan submerged a bus structure as part of the resort's effort to enable the corals to grow better and attract more marine life to the area. 20 divers took part in this event. The bus was deployed at the artificial reef area, which is located approximately 200 meters from the resort's dive centre.



Coral structure being placed underwater.



Divers planting corals on the structure.



Non-diver participants building the coral structures together.

STARBUCKS SIGNING STORE PARTICIPATES IN FUND RAISING EVENT

On 22-23 October 2017, deaf partners from Starbucks Signing Store participated in a fund raising event at Bangsar Village I for the Society for the Severely Mentally Handicapped, Selangor and Wilayah Persekutuan ("SSMH"). Starbucks had a booth retailing seasonal Starbucks Frappuccino and Starbucks Signing Store merchandise. During the two days, a percentage of the total sales were donated to SSMH.

SSMH is a voluntary welfare organisation established in 1984 and provides rehabilitation facilities to children and youths with severe mental and physical (multiple) disabilities. Following this objective, a day care and training centre was set up in June 1985.



Starbucks' booth at Bangsar Village I in support of the Society for Severely Mentally Handicapped, Selangor and Wilayah Persekutuan fund raising event.



Starbucks' deaf partners at the booth.

470 BERJAYA VOLUNTEERS PACK 100,000 MEALS FOR NEEDY COMMUNITIES



(From left) Judy Tan, Senior General Manager of Corporate Communications division, Berjaya Corporation Berhad; Dato' Zakaria Abdul Hamid, representative for Malaysia Red Crescent Society; Dato' Sri Robin Tan, CEO of Berjaya Corporation Berhad; Jeffrey Gerard Perera, Managing Director of MyKasih Foundation; Tiki Keh, President of Rise Against Hunger Malaysia; Evan Hau, General Manager, Alliance Chin Refugees and Dodo Chow, Kinabalu South Rotary Club representative.



14 packing stations for all the volunteers.



Berjaya volunteers rejoicing after packing 100,000 meals.

On 28 October 2017, Berjaya Youth ("B.Youth") organised more than 470 volunteers to help pack 100,000 meals at the 4th Berjaya Youth – Rise Against Hunger meal packing event held at Berjaya Times Square KL. The event aptly coincided with World Food Day, which was observed on 16 October 2017 with the aim to promote worldwide awareness and action for those who suffer from hunger and for the need to ensure food security and nutritious diets for all.

The volunteers, made up of about 430 Berjaya staff and their family and friends, and the remaining being the youths who signed up on Berjaya Youth's Facebook page, worked in 2 shifts and were assigned to 14 packing stations. Each meal pack consisting of rice, soy, dehydrated vegetables and 21 essential vitamins and minerals were handled with care and hygiene during the packing process, in order to maintain the food quality. Prior to handling the ingredients, the volunteers were required to sanitize their hands and wear a pair of medical gloves and a hair net.

This meal packing exercise was made possible with the monetary contribution of RM100,000 from Berjaya Cares Foundation. The packed meals were handed over to the beneficiaries - Malaysia Red Crescent Society (RM30,000 worth of meals) where RM20,000 worth of meals were distributed to those affected by the Penang floods; Rotary Club of Kota Kinabalu South (RM40,000 worth of meals) to the flood victims in Kota Belud, Sabah as well as the poor communities in the interior of Sabah; MyKasih Foundation (RM20,000 worth of meals) for needy Orang Asli communities in some parts of Peninsular Malaysia; and Alliance Chin Refugees (RM10,000 worth of meals) who need a continual flow of meals for their 7 schools and clinic operation.

It was truly encouraging to have witnessed the volunteers working together to contribute their time and effort towards such a meaningful cause. The Berjaya Youth team wishes all participants many more fulfilling volunteering experiences to come and all the best in their respective endeavours. A very big THANK YOU to all!