

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 1, 2015

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RM20.08 MILLION DONATED TO 79 CHARITABLE ORGANISATIONS AT 5TH BERJAYA FOUNDER'S DAY

On 28 March 2015, the 5th Berjaya Founder's Day celebration was once again held at Berjaya Times Square with Tan Sri Dato' Seri Vincent Tan ("TSVT") and his foundation, Better Malaysia Foundation and Berjaya Cares Foundation contributing a total of RM20.08 million to 79 charitable organisations. This year's contributions were given to charitable organisations that support community, education, health causes, local performing arts, environmental awareness, international humanitarian aid, and animal causes.



TSVT and Dato' Sri Robin Tan together with the beneficiaries at the 5th Berjaya Founder's Day.

The theme for the 5th Berjaya Founder's Day 2015, 'Let's Go – Plant a Seed of Love' encourages every individual, especially the youth, to take a step forward in volunteerism and contribute their time, skills and talent towards a good cause and make a difference within their communities.



TSVT, Dato' Sri Robin Tan and the royal guests at the giant dragon cake cutting ceremony.

Among the distinguished guests present at the event were members of the royalty which included Sultan Selangor, Sultan Sharafuddin Idris Shah Alhaj ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj and Sultanah Pahang, Sultanah Hajjah Kalsom.

Chairman and CEO's Message

It is heartening to note that the first quarter of the year has been an eventful and successful one.

Our 5th Berjaya Founder's Day celebration was once again held at Berjaya Times Square on 28 March. This year, our founder, Tan Sri Dato' Seri Vincent Tan and Berjaya contributed a total of RM20.08 million to 79 charitable organisations. I am truly proud of our contributions towards different segments of society and support of many different causes which include education, medical, animal welfare, environmental conservation, local performing arts and international humanitarian aid. I believe our contributions will make a difference in the lives that we touch. Berjaya Founder's Day is also dedicated to all Berjaya staff in appreciation of their hard work and contributions to the Group, and our family day carnival saw approximately 20,000 staff and their families enjoying the food and games at the 50 booths set up by the various Berjaya subsidiaries. I would like to congratulate and thank every one of

the organizing committee, as well as the operating companies and their teams for all the effort put in to make the event a great success.

Our food & beverage businesses have been expanding rapidly through store expansions and innovative marketing campaigns. Kenny Rogers Roasters has been aggressively expanding internationally through franchising and joint ventures. In this quarter, they have successfully opened 3 new outlets in Indonesia. The Group's other food franchise business, Papa John's Pizza is expanding beyond the Klang Valley, and recently opened its 2nd store in Melaka. This is testament to the fact that Papa John's Pizza has been gaining popularity among the Malaysian public.

Other businesses which have been expanding internationally are our motor business. Bermaz has launched the Mazda2 SKYACTIV, which has been well-received by the public.



With a great start to the year, let us continue the momentum and make the 2nd quarter a fruitful one.

Dato' Sri Robin Tan

Performance of Companies for the 3rd Financial Quarter Ended 31 January 2015 (unaudited)

Company	Revenue 3 Months Ended 31 January 2015 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 January 2015 (RM'000)	Revenue 9 Months Ended 31 January 2015 (RM'000)	Profit/(Loss) Before Tax 9 Months Ended 31 January 2015 (RM'000)
Berjaya Corporation Berhad	2,210,479	1,129,204	7,271,559	1,757,460
Berjaya Land Berhad	1,471,470	81,347	4,291,200	336,142
Berjaya Sports Toto Berhad	1,328,127	151,334	3,826,151	415,257
Berjaya Media Berhad	13,295	(5,138)	42,609	(3,168)
Berjaya Food Berhad	133,482	12,633	248,434	184,191
Berjaya Auto Berhad	388,761	66,171	1,405,534	223,672
7-Eleven Malaysia Holdings Berhad	481,124*	25,629*	1,893,104**	89,302**
Berjaya Assets Berhad	106,122***	48,417***	203,454****	58,260****

* 4th Financial Quarter ended 31 December 2014 ** 12 months ended 31 December 2014 ***2nd Financial Quarter ended 31 December 2014 ****6 months ended 31 December 2014



Dato' Sri Robin Tan presenting the Coffee Table Book, 'Growing the Legacy of Care' to TSVT.

During the event, the second edition of the Coffee Table Book inspired by TSVT's philosophy of giving was also launched. Titled 'Growing the Legacy of Care', the book chronicles his success and contributions towards the many charitable causes which TSVT and Berjaya have supported in the last 5 years. The book also pays tribute to the founder, staff and volunteers of the many charitable organisations that Berjaya has supported for their altruistic contributions.



Berjaya Founder's Day was also dedicated to all Berjaya staff for their continuous support and dedication towards the Group. More than 20,000 staff and their families attended the family day carnival at Berjaya Times Square which had more than 50 food and games booths, as well as 35 charitable organisations' booths which provided insight and awareness of their respective causes. There was also a giant dragon cake which stood majestically at the Ground Floor Central. The 50 metre dragon cake was awarded the Longest Dragon Chocolate Cake by the Malaysia Book of Records. 15,000 pieces of the cake were distributed to members of the public that day.



Tan Sri Dato' Seri Vincent Tan receiving the award from Tan Sri Datuk Danny Ooi, Founder of Malaysia Book of Records for the Longest Dragon Chocolate Cake.



15,000 pieces of the cake were distributed to the public to spread and share the joy.



Members of the public getting a piece of the chocolate cake.



A couple enjoying their cakes.



Deputy CEOs of Taiwan Buddhist Tzu Chi Foundation Malaysia, Mr Sio Kee Hong and Mr Song Quek Khian, representing Dharma Master Cheng Yen to receive the award from TSVT.

TSVT also awarded The Better Malaysia Foundation Personality of the Year Award 2015 to Dharma Master Cheng Yen, who established the Buddhist Compassion Relief Tzu Chi Foundation in 1966. Under Master Cheng Yen's leadership, the Tzu Chi Foundation has grown into an international Buddhist charity organisation recognised for its relief efforts. Today, Tzu Chi Foundation has presence in over 50 countries worldwide with more than 80,000 trained and certified volunteers.



Glitter painting of TSVT done by a speed-painting artist on stage as a surprise birthday presentation to TSVT.



Inspirational talks by actorpreneur Razif Hashim, beatbox champion Cody 'Coex' Foo and LiteFM's radio presenter Davina Goh.



The lucky draw winners with BCorp Executive Director, Dato' Hajjah Zurainah.



Lydia Shahira Adanan posing with her all new Mazda2 SKYACTIV Grand Prize.

The much anticipated Lucky Draw for the staff concluded the day's programme with total prizes worth more than RM120,000. Lydia Shahira Adanan from Cosway was the lucky winner of the Mazda2 SKYACTIV Grand Prize valued at RM85,000. Nageswary A/P Murugan won the 2nd prize which was a MacBook Pro 15" with Retina Display (2.8GHz) and Marzuki Bin Abdul Manaf brought home the 3rd prize, a Samsung 55" UHD LED TV.



The Berjaya Times Square Theme Park was popular with the crowd with long queues for the various rides.



An NGO at their booth with their items on sale.



One of the NGO booths offering free medical check-up.



Employees tendering their vouchers at various booths.



TSVT packing a rice meal at the Stop Hunger Now booth.



Borders sold books during BFD 2015.



TSVT looking at a make-shift bed for natural disaster victims.



The crowd at the F&B stalls.



TSVT and Dato' Sri Robin Tan with the children of SEMOA Children Home.



Berjaya Youth team promoting their merchandise.



An NGO staff promoting their items at the booth.



Employees grabbing the sales items at a booth.



TSVT visited the various NGO booths on the 10th Floor.



A game of Simon Says at the children's activity area.



Children trying their luck at a game of Musical Chairs.



Borders' spelling bee contest.



Children's activity with a clown.



Papa John's Pizza's pizza eating competition.



Colour Match.



The only female contestant for the Papa John's Pizza Eating competition.



Happy Bird.



Coconut Bowling.



Berjaya University College of Hospitality booth promoted their courses and initiatives.



BCARD booth conducted membership sign-ups.



B.Youth booth promoted upcoming campaigns, conducted volunteer sign-ups and had a photo booth.



A TRUE INSPIRATION TO MALAYSIANS “REASONS FOR HOPE”, a talk by Dr. Jane Goodall

“What you do makes a difference and you have to decide what kind of difference you want to make.” – Jane Goodall



On 30 January 2015, Dr Jane Goodall paid a visit to Malaysia to launch Roots & Shoots Malaysia which is a humanitarian and environmental youth programme founded by Dr Goodall herself back in 1991. During her visit, about 2000 Malaysian youths and adults were given an exceptional opportunity to be in the presence of this world-renowned primatologist, ethologist and UN Messenger of Peace when she gave an inspirational talk titled “Reasons for Hope” at Berjaya Times Square Hotel KL. This event was made possible through the collaborative efforts between Roots & Shoots Malaysia and Berjaya Youth (B.Youth).

During the talk, Dr. Goodall painted a captivating narrative about her adventurous journey as a young woman who left her home in London at the age of 23 to pursue her dreams, after being inspired by the tales of Tarzan and Dr Doolittle that she had read as a child. Dr. Goodall is widely recognized for her 55-year study of social and family interactions of the wild chimpanzees in the Gombe Stream National Park in Tanzania. From then on, her advocacy on behalf of chimpanzees and the environment started to grow, raising huge awareness from all quarters for the causes. Today, Dr. Goodall focuses on giving inspiring talks and speaking on behalf of endangered species, particularly chimpanzees and encouraging people to do their part to make the world a better place for people, animals and the environment.

Despite being 81 years of age, Dr. Goodall still actively travels the world for 300 days a year to share her passionate views on environmental and humanitarian issues. She also encouraged her audience to take little steps to better the world, as the collective effort from millions would have a larger impact. She hopes that her visit would inspire more people, especially youths, to join the green movement and have a more positive outlook on our planet’s future. “The best thing to do to save the environment is to raise awareness among the public on the role each one has to play,” said Dr. Jane Goodall.

Apart from the talk, there were also various booths set up at the foyer of the ballroom.

BERJAYA ADVANCED LEADERSHIP PROGRAMME (B.ALP) GRADUATION

Congratulations to all the 36 participants!



Berjaya Advanced Leadership Programme Graduation – 21 January 2015.

“Some people drink from the fountain of knowledge, others just gargle” - Robert Anthony, Academia

The thirst for knowledge is something we should all have, especially in today’s business environment. Upskilling ourselves is no longer a choice as it gives us the opportunity to upgrade our professional worth.

The Group Human Resource Division began its search for talents across divisions and operating companies since year 2013. It was not an easy journey to gather a pool of talents from mid-level management for the first ever B.ALP. A total of 36 passionate participants invested their time and efforts to develop their leadership skills.

Looking back at the one-year programme, the learning curve was steep enough to strengthen the leadership skills as well as understand themselves better through various psychometric tests, assignments and team projects. The participants had the opportunity to present their projects to the Talent Council as well.

On 21 January 2015, a graduation ceremony was held at Manhattan VII & VIII, Berjaya Times Square Hotel Kuala Lumpur.

We were honoured to have the presence of Berjaya Corporation Berhad Chairman/CEO, Dato’ Sri Robin Tan, Talent Council members, Executive Directors and Heads of Group Functions/Operating Companies to witness the graduation ceremony.

BERJAYA EXECUTIVE DEVELOPMENT PROGRAMME (B.EDP)

B.EDP is the first development programme customised for Grade C employees of Berjaya Corporation group of companies. The programme focused on building self-leadership as well as preparing the participants for higher responsibility. The B.EDP was launched on 7 April 2015, with 2 intakes, i.e. 29 April 2015 and 14 May 2015.

BERJAYA UCH TOASTMASTERS CLUB

Enhancing Communication and Leadership Skills through Toastmasters



BERJAYA UCH Toastmasters Club members in action.



BERJAYA UCH Toastmasters Club EXCO 2014/2015

From left to right: Mohamed Syairoz (President), CY Chung (Sergeant At Arms), Dawn Chiew (Secretary), Ong Mei Lin (Vice President Education), Shakira Lee (Treasurer), Sharon Teo (Vice President Membership), Jacky Tor (Vice President Public Relations).

Often in the workplace, it takes years to learn the ropes of being an effective leader through trial and error. Management gurus advise us to get our own mentors for guidance. To those of us who can get one, we cannot deny the value of such a relationship. For those who are still searching for a mentor and an avenue to hone our leadership and communication skills, Toastmasters Club provides a viable option to achieve this goal.

Since 1924, more than 4 million people around the world have become more confident speakers and leaders because of their participation in Toastmasters International, a world leader in communication and leadership development. Today, it has 313,000 strong membership. These members improve their speaking and leadership skills by attending one of the 14,650 clubs in 126 countries that make up the global network of meeting locations (www.toastmasters.org).

Toastmasters is a structured learning programme which comprises two tracks: Communication and Leadership. It adopts the experiential learning by doing approach which builds on sustainable public speaking skills that translate to greater self-confidence.

These benefits of joining Toastmasters are now made available to all staff of the Berjaya Corporation group of companies and students of BERJAYA University College of Hospitality. The BERJAYA UCH Toastmasters Club was formed on 22 October 2014. Since its inauguration, the club has been actively meeting on every second and fourth Thursday of the month in BERJAYA University College of Hospitality. The club has received favourable reviews from invited external general evaluators, including its members being described as 'diamonds in the rough'. This is an encouraging testament of the potential of the club to nurture future public speakers poised to take on the international speech contests organised by Toastmasters.

The BERJAYA UCH Toastmasters Club meets every second and fourth Thursday of the month in BERJAYA University College of Hospitality, Level 11 West, BTS from 6pm – 8.30pm. Non-members are welcome to join as guests.

CHINESE NEW YEAR CELEBRATION AT BUKIT JALIL SALES GALLERY

Berjaya Golf Resort Berhad held its annual lunar New Year open house at its Bukit Jalil Sales Gallery on 1 March 2015 to welcome the Year of the Goat. It was a colourful, joyous occasion where many visitors were treated to an energetic lion dance performance and enjoyed a variety of delicious refreshments.

These yearly open houses serve as a chance for us to celebrate the festivities together and introduce to our potential home owners our Bukit Jalil projects, as well as to share with them the sales incentives that are being offered during the Chinese New Year period.

To know more about our Bukit Jalil properties, please visit our Sales Gallery @ Bukit Jalil on Saturday and Sunday between 10am to 4pm.



Group photo of the team at the Bukit Jalil Sales Gallery.

BERJAYA LAND AT STAR PROPERTY FAIR

It was the first time that Berjaya Land Development Sdn Bhd joined the four-day Star Property Fair 2015 which was held at the Sunway Carnival Mall and Sunway Convention Centre in Seberang Jaya, from 12 to 15 March. Visitors to The Star Property Fair 2015 could find the best residential and commercial properties as well as informative talks and exciting activities all under one roof.

During this property fair, a 'Legacy Home Package' was specially offered to the booth's walk-in customers who showed their interest in the company's fine bungalow land development – Jesselton Villas. Several customers were impressed with the overall concept and duly arranged a site visit in order to have a clearer picture on how to design and build their dream bungalows on the spacious bungalow lots set within a lush enclave.

Jesselton Villas is located next to the prestigious Penang Turf Club. The upscale 58-acre freehold project is split into bungalow lots measuring between 5,000 and 10,000 sq ft. One can express their individuality with bespoke homes reflecting their lifestyles and personalities, and create a legacy for future generations of the family to come. Jesselton Villas is flanked by the affluent neighbourhoods of Jesselton Heights, Western Gardens and Pulau Tikus, and in close proximity to key amenities like shopping malls, hotels, private hospitals and international schools. More importantly, there is dual accessibility to the enclave via Jalan Brook and Jalan Batu Gantung, while the Penang Bridge, ferry terminal and Penang International Airport are all within 25 minutes' drive away.



A staff attending to the questions posed by the customers.

EVENTS AT BERJAYA TIMES SQUARE



1: AN ILLUMINATING LUNAR NEW YEAR

From 19 January – 5 March 2015, Berjaya Times Square Kuala Lumpur invited all shoppers to usher the dawn of Spring with auspicious greetings. Standing majestically at 28.5 feet, wise words from the I Ching, "San Yang Kai Tai" was brought to life as a carving of rocky mountains that houses three goats at the Ground Floor. Signifying the arrival of spring when the yang element (positive energy) is at its strongest, the goat is synonymous with vitality, courage, and intelligence – a trio of characteristics that bring out the best in mankind.



2: "GOAT" LUCK MOBILE TRUCK LAUNCH

On 17 January 2015, NTV7 hosted a mini Lunar New Year Carnival at The Boulevard with a specially designed truck as the main attraction. They also launched Media Prima's unique Lunar New Year miniature goats during the roadshow and public get entertained with oneFM and 8TV artistes' appearances and stage activities. Berjaya Times Square Kuala Lumpur was the official venue sponsor for this event.



3: MEET & GREET ROB LEE

On 8 February 2015, legendary football star, Rob Lee was in Berjaya Times Square for a meet and greet session with ardent football fans. During the session, Lee shared his wealth of experience and professional knowledge with the fans.



4: GENIE PROMO TOUR IN MALAYSIA 2015

On 18 January 2015, Taiwanese artiste, Genie Chuo was in Berjaya Times Square to meet her fans and to promote her new album.



5: MEET & GREET EMMANUEL PETIT

On 22 February 2015, French heartthrob, Emmanuel Petit who has enjoyed a spectacular career in football came to Berjaya Times Square for an intimate Meet & Greet session with fans.

PRODUCTS FROM COSWAY

BRINKERS

Dark Chocolate - Indulgent, velvety smooth spread with premium, rich dark chocolate

Hazelnut & Milk Duo with Chocolate - Perfect balance of hazelnut, chocolate and milk. Kids' favourite!

Hazelnut Chocolate - Creamy, classic hazelnut and chocolate spread.

Perfect with toast, pancakes, waffles, biscuits and great as a dip with fruits, nuts and vegetable sticks!

Great for baking and making cheesecakes too!



COLOR BRIDGE ROASTED BUCKWHEAT SEAWEED

- Made with golden buckwheat and roasted seaweed.
- The combination of the golden buckwheat & roasted seaweed yield a delightful and exquisite taste in every bite!
- An excellent snack choice for kids and adults.
- Trans-fat free and cholesterol-free.
- No added flavouring, colouring and preservatives.
- Suitable for vegetarian.
- Crispy, crunchy and less oily.

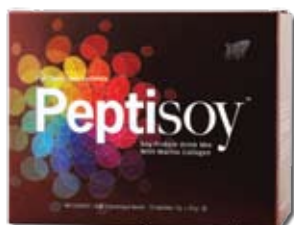
Comes in 2 delicious flavors, Original flavor & Sesame.



PEPTISOY™

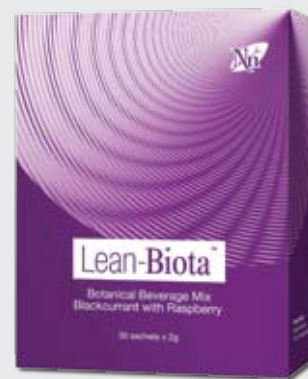
Utilising breakthrough proprietary technologies, Peptisoy™ is an exclusive Japanese formulation that delivers more than your regular protein supplements can provide.

Peptisoy™ is formulated by Fuji Oil of Japan – a premier researcher and manufacturer with over 20 years of experience in soy based peptides. Fuji Oil is also recognized by Japan's Ministry of Economy, Trade and Industry for its technological commitment.



Nn Bio-Balancer™

- Provides a wide spectrum of more than 60 ionic minerals and trace minerals.
- Efficiently replenishes the body's supply of essential minerals and balances your body for noticeable health improvements e.g. better energy levels, improved sleep, enhanced bowel movements, healthier weight levels and much more.
- Exceptionally high level of free magnesium ions- a highly absorbable form of magnesium.
- Highly effective - Peristaltic gut movement can be felt in as fast as 30 minutes!



Nn Lean-Biota™

- Contains a well researched, naturally derived blend of blackcurrant and raspberry grown in the lush region of Dijon, France with high bioactives (polyphenols and ketones)
- Utilizes nanotechnology-based delivery system for enhanced absorption and efficacy.
- Healthier body weight and increased overall health as a result!

Bio-Balancer™ & Lean-Biota™

- Bio-Balancer™ with free ion magnesium, rebalances your body system, resets the body's metabolism and eliminates waste from the gut while Lean-Biota™ with blackcurrant and raspberry bioactives, cuts sugar and modulates your gut.
- This powerful combo addresses the persistent issues that prevent effective weight control.
- Best taken on an empty stomach!

QUINOASURE™

– *the First 100% Pure, Organic Instant Quinoa Powder*

Reap the Benefits of Quinoasure™ today!

- Good source of soluble and insoluble fibre.
- High in prebiotics oligosaccharides (FOS) and inulin for better gut health.
- Wholefood source of vitamins and minerals including Vitamin Bs, E, iron, magnesium, zinc, calcium, manganese, phosphorus with better bioavailability.
- Balanced and complete source of protein, includes all 9 essential amino acids.
- Especially high in lysine and tryptophan for better immune health and healthy sleep pattern.
- Rich in complex carbohydrates for better weight management and energy levels.
- Contains healthy fats, Omega 3, 6 & 9 and antioxidants.
- So gentle, so pure! Quinoasure™ is hypoallergenic and easily digested, making it an excellent nutritional food for those with food sensitivities and prone to allergies.



RADIOSHACK OPENS IN KL'S CHIC MALL

Avenue K, KL's trendy mall is RadioShack's latest choice of location for a stand-alone store. Situated on Level 2 and spanning a modest 900 sq ft., it targets both local and expatriate professionals and travellers alike who are seeking tech solutions to improve their lifestyle. The range of products in this store include audio-visual, fitness & health, PC & gaming, power and batteries and wireless and tablets.

Amongst the more sophisticated products and premium brands featured are the SONOS HiFi wireless speakers and audio components, Jabra speakers, Beats, Sony, and lots more.

Doors were opened on the weekend of 31 January 2015.



Kisses with Almond

white chocolate topping with chocolate sauce drizzle and a whole piece of Hershey's Kisses Almond.

Kisses Cookies and Cream

dark chocolate topping sprinkled with chipped Hershey's Kisses cookies and cream.

Chocolate Chips

white chocolate topping with chocolate sauce drizzle and mini chocolate chips.

KRISPY KREME PARTNERS HERSHEY'S FOR DOUGHNUTS

Beginning 16 March 2015, it's all about sweet kisses and chocolate at Krispy Kreme, Malaysia. The leading global doughnut brand partnered with leading international chocolate brand Hershey's to create 3 kiss-worthy, highly craveable doughnuts. 100 doughnuts were given away daily for a week to both Hershey's and Krispy Kreme fans.

Krispy Kreme® Doughnuts Made with Hershey's are available until 26 April 2015 at all of the 9 stores. The 3 **Made with Hershey's** variants are: Kisses with Almond, Kisses Cookies and Cream and Chocolate Chips.

KENNY ROGERS ROASTERS LAUNCHES THE NEW KRR CARD

(left) K.Reuben, Fiqrie, Esther, Deputy General Manager of Berjaya ROASTERS (M) Sdn Bhd, Arthur and Ruby presenting the new KRR Card.



On 15 January 2015, Kenny Rogers ROASTERS (KRR) introduced its KRR Card, a stored value card (prepaid card).

Among the first few to get their hands on the cards were Malaysian celebrities who celebrate healthy living –former participant of Fear Factor Selebriti Malaysia Season 1 who knows no fear, Arthur Tan; Malaysian national footballer, K. Reuben; beautiful rising star, Ruby Yap; and our very own bubbly radio personality, Fiqrie.

Guests may now obtain a KRR Card at all KRR restaurants nationwide and activate it with a minimum reload of RM20, which can be used to purchase food, beverages and merchandise in any KRR restaurant in Malaysia.

Each KRR Card can hold up to a maximum of RM500 credit value. KRR Card holders are also entitled to collect and redeem great rewards as well as benefits including cashless payments, extra bonus points, exclusive offers and birthday gifts!



GET YOUR LIMITED EDITION KRR MERCHANDISE AT ANY KRR RESTAURANT NATIONWIDE



On 11 February 2015, Malaysians may now get their hands on limited edition merchandise from Kenny Rogers ROASTERS (KRR). The exclusive merchandise include the KRR Card – a stored value card (prepaid card) and limited edition soup mugs.

Customers may purchase KRR's "My Rhythm of Life" limited edition soup mugs, which celebrate the diversity of Malaysia's culture and history, featuring iconic buildings, musical instruments, traditional games and traditional transportation in its designs as a gift for their loved ones.

The soup mugs come in a series of four, namely Rhythm of Cornerstone, Rhythm of Sound, Rhythm of Memory, and Rhythm of Wheels. Each series consists of uniquely designed soup mugs representing elements of Malaysian culture and history, (such as the takraw, gasing, congkak and wau which are depicted as part of the Rhythm of Memory series) at only RM9.90 each with any purchase at the restaurants.



Delegates of Miss Tourism International 2014 enjoying wholesome meals at Kenny Rogers ROASTERS.



The 62 delegates of Miss Tourism International 2014, dined at Kenny Rogers ROASTERS, Berjaya Times Square.



The KRR's staffs were all smiles as they host the bevy of beauties at the restaurant.

DAZZLING MOMENTS AT KENNY ROGERS ROASTERS

On 21 December 2014, Kenny Rogers ROASTERS (KRR) Berjaya Times Square was lit with glamour and grace when a bevy of beauties dined at the restaurant. The lovely visitors were none other than the 62 delegates of Miss Tourism International 2014, who were in town to participate in the Miss Tourism International 2014 World Final. The delegates were treated to a sumptuous spread of our signature healthy dishes, including our world-famous rotisserie roasted chicken, in line with our ongoing efforts to advocate a healthy lifestyle.

KENNY ROGERS ROASTERS OPENS 2 NEW RESTAURANTS IN SANDAKAN, SABAH



Harbour Mall, Sandakan, Sabah.



Prima Square, Sandakan, Sabah.

KENNY ROGERS ROASTERS CELEBRATES THE VICTORY OF MALAYSIA'S VERY OWN JUNIOR SQUASH TEAM WITH RED!



Malaysia Junior Squash Team Champions posing with their medals alongside KRR's mascot.

On 11 February 2015, Kenny Rogers ROASTERS (KRR) restaurant in Mid Valley Megamall was packed with a never-ending crowd in all shades of RED, accompanied by Malaysia's very own Junior Squash Team, which recently won the CIMB Foundation 17th Asian Junior Squash Team Championship!

The gold medal winners included Ng Eain Yow, Mohd Farez Izwan B. Mohd Mokhtar, Darren Chan Ti Lunn and Zoe Foo Yuk Han, who celebrated their victory at the sixth annual ROASTERS Eating Day (RED) event.

A sea of people dressed in red was seen congregating in front of all 100 KRR restaurants nationwide.

RED is held annually on a Wednesday of every New Year, to remind Malaysians on the importance of living a healthier lifestyle through well-balanced meals. On that day,

Malaysians who were clad in any shade of colour red enjoyed two RED Hot Meals for the price of one.



A full house as customers queue to enjoy KRR's great deal.

A BETTER LEAP FOR A BRAND NEW YEAR

Papa John's Pizza Philippines welcome the first quarter of 2015 with several new product launches. One of the new products was the family sized thin crust pizza launched on 1 March 2015, using the Thin, Light and Classic campaign.

This family sized thin crust pizza is available in all existing Papa John's pizza flavors and is available at all the 17 branches of Papa John's Pizza Philippines. A few new promotions were also launched to increase the transaction count, brand loyalty and product trial rate. Among new promotions were the Free Pizza Tuesday, Meal Deal for 2 and The Unli Pizza Tour 2015.

On Free Pizza Tuesdays, customers will get a free featured pizza (choice of Cheese Trio or Pizza Italiano) of the same size when they purchase any family or party sized pizza for dine in, delivery or take out transaction.

Papa John's Pizza Philippines opened its latest store, Papa John's Antipolo on 20 February 2015. The store is located at G17-G20 Emerald Square Plaza, Circumferential Road, Brgy. San Jose, Antipolo City.



RASA UTARA NOW AVAILABLE IN IOI CITY MALL

Rasa Utara is now open in IOI City Mall, Putrajaya, with its own exclusive satay dish, seasoned, skewered and grilled in its own unique way, providing a lush savoury taste, with a healthy portion per stick. (Only available in IOI City Mall, Putrajaya outlet).



Rasa Utara in IOI City Mall.



Satay exclusively served in Rasa Utara, IOI City Mall.



Starbucks' Affogato dessert in pistachio, vanilla and chocolate ice-cream flavours.

STARBUCKS MALAYSIA INTRODUCES STARBUCKS AFFOGATO

Elevate your Starbucks experience and embark on a journey of espresso bliss as Starbucks Malaysia invites customers to relish on the perfect espresso dessert.

Available beginning 30 January 2015, Starbucks Affogato is a delectable coffee-based dessert in 'Affogato Style', made from imported creamy ice-cream infused with Starbucks' signature Espresso Roast. Customers can choose from 3 ice-cream flavors – chocolate, vanilla or pistachio, which will then be topped with Starbucks' signature Espresso Roast and dusted with chocolate chips, chocolate sauce, caramel sauce or limited time offering condiments.

STARBUCKS BRUNEI OPENS THIRD STORE

Starbucks Brunei opened its third store in Brunei located at Jalan Tutong in the Brunei Muara District on 27 January 2015. This store will provide better access to coffee lovers who live around the area instead of having to travel to town.

In conjunction with the new store opening, customers were entitled to 30% off selected Starbucks merchandise.

The design concept of this store is Resort Modern featuring Semangkok woodwork (Semangkok – Tropical hardwood from Malaysia), with the wooden planks of the store made using recycled pallet wood (crate). The new store also features woven basket lights that are distinctive and refines the concept of this store. The store is 1,968 sq ft and can seat approximately 70 people.



Starbucks at Jalan Tutong, Brunei.



The interior design of the store with Semangkok woodwork.

INTRODUCING WARM MEALS AT STARBUCKS BRUNEI

On 14 February 2015, Starbucks Brunei hosted a dinner get together with media friends at Starbucks Drive - Thru Beribi to introduce the warm meals that are available at Starbucks.

The session began with a welcome note from Sydney Quays, Managing Director of Starbucks Brunei followed by an introduction on warm meals at Starbucks by Cheyanne Koh, Head of Operations. Friends from the media were able to taste five different dishes that evening - Chicken Lasagna, Baked Tuna Pasta, Chicken Fusilli, Beef Goulash Fusilli and Smoked Beef Mushroom Carbonara. It was a casual session with lots of conversation and interaction between our partners and media friends.



Sydney Quays, and Cheyanne Koh with the warm meal selections.



THE CHEFS

**THE CHEFS
@ BERJAYA
LANGKAWI
RESORT**

The CHEFS Signature Dishes.

Berjaya Langkawi Resort - Dayang Café.

The pleasure of dining, gathering and celebrating in Berjaya Langkawi Resort was taken to a whole new level with the introduction of The CHEFS (Cuisine, Hospitality Experience & Food Showcase) programme in February 2015. Featuring seven of the resort's main culinary aces as the focal point of the food galore at the resort, the programme brings together an eclectic mix of illustrious expertise by each of the chefs to create exclusive culinary experiences on the island.

Riding on the conversion of the resort's favourite Malaysian-styled dining outlet, Dayang Café into an all-buffet dinner outlet, The CHEFS programme hikes up the fervour for guests with a live showcase of their culinary skills. Amidst the extensive variety and the vibrantly flavoured daily themes, this new buffet offering includes seven specialty dishes by the seven experts. Defining each day of the week, these exclusive selections make up the 'Chef's Signature Dish of the Day' and render a brand new treat for guests every night.

Heading the team of culinary experts at Berjaya Langkawi Resort is Executive Sous Chef, Loke Boon Seng, and under his purview, the six other chefs in The CHEFS programme are individually in charge of running the day-to-day operations at resort's main dining outlets.

Berjaya Langkawi Resort is the second property from the Berjaya Hotels & Resorts brand to launch The CHEFS programme after Berjaya Times Square Hotel, Kuala Lumpur inaugurated this gastronomical showcase in December 2012.

SPORTS TOTO-FTKLAA CROSS COUNTRY 2015

Sports Toto Malaysia Sdn Bhd (Sports Toto) has become the title sponsor of the 30th annual Federal Territory Amateur Athletic Association (FTKLAA) cross country run held in collaboration with the FTKLAA and Kuala Lumpur City Council.

Before the race, runners were treated to an aerobic session for warming up by Sports Toto Fitness Centre. Booths were set up at the carnival-like event, offering Seiko products, Jollibean drinks, Kenny Rogers Roasters muffins, 100 plus drinks and also fun games from Sports Toto. Quiz and lucky draws were also conducted by emcee, David Low to jazz up the event.

Cash prizes totaling RM11,950 were given to the top 5 finishers in each category and 22-year-old Thevan Rajoo from Negri Sembilan, the fastest runner for the men's senior (18 years old and above) category, spent only 39 minutes and 11 seconds to complete the 10.7km course.

The inaugural Sports Toto-FTKLAA Cross Country 2015, held on 25 January 2015 at Padang Merbok, Kuala Lumpur, had attracted over 1,500 running enthusiasts from all walks of life. The run was flagged off by Sports Toto general manager (Finance & Admin) Tung Kai Shek.

The event was divided into 9 categories for men's senior and junior veteran (10.7km); women's senior, men's senior veteran, women's veteran, men's junior and women's junior (6.7km); as well as kids' run for boys and girls aged between 9 and 12 years old (3km).



The sponsors: Sports Toto Malaysia, Jollibean, 100Plus and Sports Toto Fitness Centre.



The winners of the various categories.



Sports Toto also conducted mini activities for runners and their families.





Team Malaysia to Bocuse d'Or Finale 2015: from left, Markus Dybwad as Coach, Kenneth Loke as Candidate, Leong Wei Ming as Commis.

TEAM MALAYSIA COMPETES AT BOCUSE D'OR FINALE 2015

A total of 24 countries were represented in what is considered the toughest cooking competition in the world, the Bocuse d'Or Finale in Lyon, France. Chicago-based Grant Achatz of Alinea, a 3-Michelin star restaurant served as honorary president of Bocuse d'Or 2015 jury.

Perennial powerhouse Norway won the gold with 1662 points and for the first time, USA went up the podium winning the silver with 1653 points. The bronze was won by Sweden with 1610 points. Japan took home the special fish prize, and Finland was awarded the best meat platter and top Commis. Kenneth Loke, Malaysia's candidate finished with 1274 points.

Kenneth has prepared for the competition for almost 2 years. He has been through two selections, the first one to become Malaysia's official candidate, the second one representing the country in the regional competition, the Bocuse d'Or Asia Pacific Selection. In Shanghai, he came in 3rd and won Malaysia a place in Lyon where he now has secured Malaysia its best placement in the competition's history.

Kenneth presented the Malacca Chicken Rice using rice dumplings for the competition.



The meat platter : roasted guinea fowl breast "2500" with rice dumpling "Malacca Chicken Rice"; guinea fowl sausage confit leg with 6 spice innards served with Sarawak black pepper sauce; leek and potato mosaic, sweet potato, chestnut and truffle.

ENGLISH HOLIDAY CAMP

The BERJAYA University College of Hospitality (BERJAYA UCH) School of Liberal Arts held its inaugural English Holiday Camp for secondary school students on 14 – 17 December 2014, in the city campus located in Berjaya Times Square.

The objectives of the camp were to inculcate spirit of teamwork and leadership of participants, to train participants to communicate effectively in English, to think critically, to be creative, and to develop problem solving skills. The camp also aimed to assist the young generation in discovering their talents and potentials thereby helping them to identify their future goals.

During the 4 days 3 nights camp, participants were engaged with various activities planned by the lecturers and students of the School of Liberal Arts. The most favoured activity was 'The Explorace', where participants in teams raced against each other within Berjaya Times Square. The team faced challenging activities which required fast thinking, conceptual skills, and critical thinking skills to solve mind-boggling puzzles and brainteasers in order to complete 'The Explorace'.

At the final day of the camp, all participants performed their team dance for the audience which included their parents and family.



Participants of the English Holiday Camp with their 'Hero' and 'Villain' poses.

AWARD-WINNING MAZDA2 ARRIVES IN MALAYSIA

The all-new Mazda2 is now in town! With a winning combination of performance, fuel economy, safety and Mazda's patented driving fun, the Mazda2 features the full range of ultra-efficient SKYACTIV Technology underneath a stunning KODO - Soul of Motion design that is bursting with energy.

Although it was just introduced recently, the all-new Mazda2 was already named Japan Car of the Year 2014-15 and received the 2014 Golden Steering Wheel Award, the highest automotive accolade in both Japan and Europe.

Mazda2's outstanding design vibrancy earned the Good Design Gold Award 2014 from The Japan Institute of Design Promotion. Applauded time and again for its outstanding value and unwavering reliability, more than 2.4 million Mazda2 cars have been sold globally since it was first launched in 1996. With this new generation, Mazda is bringing another exciting interpretation of the supermini to Malaysia.

Mazda2 Hatchback



BERJAYA UCH BRINGS NEW EDUCATION EXPERIENCES TO MYANMAR

BERJAYA University College of Hospitality (BERJAYA UCH) recently ventured out to Yangon, Myanmar to conduct a series of event management workshops titled "Dazzle the World with the Flawless Fashion Show Execution". The workshop was conducted by Kit Thong, the Head of BERJAYA UCH School of Tourism and a specialist in event management.

This specialized workshop was designed as an interactive platform to provide participants with the basic knowledge in organizing a variety of fashion shows starting from planning to stage execution. Participants from various backgrounds and ages attended the workshop which gave them an opportunity to design a mock-up fashion show stage. All the participants did exceedingly well as evidenced by their imaginative creations. Beaming with confidence at the end of the workshop, the participants commented that they found the workshop informative and useful as the knowledge and skills gained can be immediately applied into the workplace. The workshop was also broadcasted on Myanmar's YV Channel MRTV4.



The workshop was also broadcasted on 28 Jan 2015 on Myanmar's YV Channel MRTV4.



Kit Thong, the head of BERJAYA School of Tourism conducting the workshop.

BERJAYA UCH SEMINAR SERIES

BERJAYA University College of Hospitality (BERJAYA UCH) with its unique teaching paradigm called the 'BERJAYA Immersion Methodology' focuses on bridging the gap between theory and practice, providing experiential learning opportunities to the students that are essential to real life practices. With close relationship with the industry partners, BERJAYA UCH frequently invites professionals who have been there and done that, into the classrooms to provide the students with up-to-date insights from the hospitality, services, tourism, events and business industries.

Here are some of the seminars hosted in BERJAYA UCH during March 2015:



5 March 2015

Seminar Title: Insights into Leisure Sales in the Hotel Industry.

Guest Speaker: Leonard Lee (Director of Sales - Leisure, Malaysia National Sales Team, Starwood Hotels and Resorts).



10 March 2015

Seminar Title: PIDM's Roles and Function in Promoting and Contributing to Public Confidence Towards the Stability of Malaysia's Financial System.

Guest Speaker: Mr Afeiz Abdul Razak, Chief Risk Officer and General Manager, ERM Perbadanan Insurans Deposit Malaysia (PIDM).



12 March 2015

Seminar Title: Plan Your Career Goals.

Guest Speaker: Mr Tiki Shabudin, Co-Founder of The Gameswork.

VISUAL MERCHANDISING CHALLENGE 2015 AT BERJAYA UCH

Visual Merchandising Challenge 2015, organised by the BERJAYA Business School, concluded recently with the participation of eight teams, all working in pairs. The competition was held at the city campus of BERJAYA University College of Hospitality (BERJAYA UCH) and is the first of its kind to be organised by the BERJAYA Business School.

Participating students consisted of first and final year students taking up retail and business programmes. Students were briefed thoroughly on the rules and regulations one week before the competition and final briefing was given an hour before the commencement of the competition. During the briefing participants were advised of the theme and for an added twist, the props, which were provided for, were only revealed on day of competition. The students were given 20 minutes to put up a display.

"The purpose of this competition is to provide students with a platform to apply theory to practice and to expose them to the practicality of the retail/business environment," said Assoc. Prof Dr. Chin Sze Kim, Head of BERJAYA Business School.

"This would also generate opportunities for students to exhibit creativity and innovativeness in displaying dynamic ideas for businesses," she added. "I hope with through this competition, we are able to demonstrate to students that they can get thoroughly involved and learn at the same time and that business studies are not just all theory but very much a hands-on practice."



Group photo of winners, participants and judges.



First Prize Winner:
Team Black; Cyril Albancia Misare and Farrah Athirah Binti Abdullah.



Second Prize Winner:
Team Double L; Lim Huee Chynn and Lee Zi Qin.



Third Prize Winner:
Team ABC; Chin Jun Yi and Su Lai Yan.

BERJAYA SOMPO INSURANCE IS NOW MATTA'S OFFICIAL INSURANCE PARTNER

On 4 March 2015, a joint press conference announcing the partnership between Berjaya Sampo Insurance Berhad (BSIB) and MATTA was held together with Tourism Selangor and MATTA at MATTA's office in Kuala Lumpur.

BSIB had also set up a booth at MATTA Fair which was held from 13-15 March 2015 in PWTC and received an overwhelming response from the visitors. BSIB offers travellers a comprehensive travel insurance package for domestic and overseas trips with reasonable insurance premium for you and your family.

If you are interested to purchase or enquire about BSIB's Travel Care Insurance, please feel free to contact BSIB's Customer Service Hotline at Toll Free No. 1 800 889 933 (within Malaysia) Mon-Fri, 8.30am to 5.00pm.



CEO of BSIB, Dato' Patrick Loh (from left), BSIB Booth during Matta Fair, Chairman of MATTA, Mr. Jayakumar and Manager of Tourism Selangor, Khuzaimah Jamaluddin at the press conference.

ASEAN BUSINESS FORUM BY MATRADE

On 12 March, SBBS' CEO, Josephine Yei was invited by the Malaysia External Trade Development Corporation ("MaTrade") to Malaysia to attend the ASEAN Business Forum as a guest speaker and panelist for discussion. Other business representatives from Indonesia, Singapore, Thailand, Philippines, Vietnam, Cambodia, Laos and Myanmar also participated in the forum.



Group photo of panelists and moderator (from right), CEO of SBBS and representatives from Laos, Philippines, Cambodia, Vietnam, Myanmar, Thailand and Singapore.



CEO of SBBS, Josephine Yei (second left) at the panel discussion.

YEAR-END APPRECIATION PARTY FOR SBBS STAFF



Judges from SBBS and Mr. Ngo Dang Trieu, system vendor from AFE Solutions (1st right).



Four staff receiving 5 years-service award from the Deputy General Director, Mr. Lim Shiu Beng (from left) and Mr. Tran Manh Hung (far right) and CEO, Ms. Josephine Yei (2nd left).



Entertaining group performances by SBBS' employees.

SaigonBank Berjaya Securities JSC ("SBBS") organised a year-end party in 2014 as an appreciation to its 70 employees.

Long service award for 5 years service were given to Brokerage Director, Mr. Pham Minh Tuan, Broker, Ms. Le Phuong Thanh, Personal Assistant to General Director, Ms. Cao Thi Minh Dieu and Chief Accountant, Ms. Cao Thi Bao Le.

Aside from the awards presentation, employees from various departments had fun in their respective group performances. All the performances were judged by a group of judges formed by SBBS' department heads and a guest judge from system vendor, AFE Solutions.

"CHAP GOH MEI" GALA DINNER WITH SBBS' CLIENTS AND STAFF

On 7 March 2015, the Malaysia Business Chamber in Vietnam and the Singapore Group Business co-organized a "Chap Goh Mei" gala dinner. As a token of appreciation, SBBS supported the event as a table sponsor and invited clients and staff for the dinner.



Staff and clients of SBBS celebrated "Chap Goh Mei", the last day of Chinese New Year.

BERJAYA SOMPO INSURANCE UNVEILS ITS NEW LOGO

Berjaya Sampo Insurance Berhad (BSIB) has changed its corporate logo in January 2015 to reflect the standard corporate identity of Sampo Japan Nipponkoa Insurance Inc. globally.

In conjunction with the change of corporate logo, a brand campaign via various media channels was launched early this year to create public awareness.

BSIB, a strategic partnership between Berjaya Group and Sampo Japan Nipponkoa Group, is a leading general insurance provider in Malaysia. Bolstered by Sampo Group's strong global presence and world-class expertise and experience, BSIB has a business network which covers 22 offices and over 2,500 agents nationwide.

To know more about BSIB and their wide range of insurance products, please visit www.berjayasampo.com.my.



STARBUCKS MALAYSIA CONNECTING COMMUNITIES PROJECT: 'MENGKUANG' HOT CUP SLEEVE

Starbucks Malaysia launched the continuation of the Connecting Communities in Malaysia project which is a scalable community project that contributes to small villages through agriculture. Starbucks are committed to empowering local Malaysian communities to build a better tomorrow for communities across the nation.

This year, Starbucks will be in partnership with Craft CT 01 Enterprise located at Felda Chini Timur 01, Pahang (East Coast of Malaysia) in purchasing processed 'Mengkuang' leaves which are made into Mengkuang based products.

Mengkuang is a tropical plant in the screw pine genus. Commonly found in Malaysia near mangroves and in jungles, the leaves are commonly used in Malaysian handicraft.

The Starbucks Mengkuang Hot Cup Sleeves was launched on 23 February 2015 and is retailed in 50 selected Starbucks stores nationwide. Craft CT 01 was established on 18 September 2006 by 4 forerunners of Federal Land Development Authority (FELDA) with the aspiration to start a local Mengkuang craft based business.



Starbucks' Mengkuang Hot Cup Sleeves comes in a variety of colours.



Sydney Quays and Jane Goodall signing the plaque to officiate the Starbucks Malaysia Roots & Shoots Project.



Jane Goodall and Sydney Quays doing the tree planting activity.

THE LAUNCH OF STARBUCKS ROOTS & SHOOTS PROGRAMME IN MALAYSIA

Starbucks Malaysia is collaborating with Jane Goodall's Roots & Shoots Malaysia to embark on a unique initiative to encourage youth empowerment in a series of environmental and community projects.

The Starbucks Malaysia Roots & Shoots Project in Malaysia was officially launched at Starbucks Drive-Thru, Kota Kemuning on Friday, 30 January 2015 and was officiated by Sydney Quays, Managing Director of Starbucks Malaysia and Brunei along with world-renowned primatologist, conservationist, anthropologist and UN Messenger of Peace, Dr. Jane Goodall. The ceremony began with a welcome by Sydney followed by words of wisdom by Dr. Jane. They then proceeded with the signing of the plaque and a tree planting activity.

Programmes under this partnership include setting up and maintaining a Community Edible Garden at selected Starbucks stores, cultivating children's interest in writing through a Young Authors Programme, conducting IT classes for the children of Kampung Lubuk Jaya through an E-Learning Programme, reducing and diverting waste through the Bring Your Own Tumbler Programme and Grounds for Your Garden Programme.



Jane Goodall giving her speech.



27TH SPORTS TOTO CHINESE NEW YEAR ANG POW DONATION CAMPAIGN



The turnout at the 27th Sports Toto Chinese New Year Ang Pow Donation Campaign.



Datuk Chua Tee Yong (centre) presenting the mini hamper to a recipient in presence of Dato' Sri Robin Tan (second from right) and Vincent Seow (right).

On 5 February 2015, the 27th Sports Toto Chinese New Year Ang Pow Donation Campaign was officiated by Yang Berhormat Datuk Chua Tee Yong, Deputy Finance Minister II, in the presence of Berjaya Sports Toto Bhd Chief Executive Officer Dato' Sri Robin Tan and Executive Director Vincent Seow at Stadium Badminton Kuala Lumpur.

The campaign launched has been moved to the Stadium Badminton Kuala Lumpur as its usual venue, Kuala Lumpur Selangor Chinese Assembly Hall, was under renovation.

More than 2,500 senior citizens turned up at the campaign launch, including 200 invited senior citizens from 6 charity homes based in the Klang Valley.

On the same day, the donation campaign was also carried out in 7 other locations,

namely, Klang, Kajang, Ulu Yam, Ipoh, Bukit Mertajam, Penang and Sungai Petani.

The donation campaign was meant for needy senior Malaysian citizens aged 60 and above. This year, more than 16,000 senior citizens, regardless of race, benefitted from the donation campaign which covered 45 cities and towns from 5 - 12 February 2015. Each beneficiary received an ang pow and a mini hamper.

The Sports Toto Chinese New Year Ang Pow Donation Campaign was initiated in 1989. To date, the company has spent more than RM16 million for this campaign and benefitted over 300,000 senior citizens nationwide. The campaign has provided the company with an excellent platform of giving back to the society and it is a very effective means to help the needy senior citizens.

PAPA JOHN'S PIZZA'S CHARITY DRIVE FOR EAST COAST FLOOD VICTIM RELIEF FUND.

On 27 January 2015, Berjaya Papa John's Pizza made a contribution to The Red Crescent Society of Malaysia in support of the East Coast Flood Victim Relief Fund. Berjaya Papa John's Pizza hosted a special one week charity drive event at all its stores nationwide where a portion of all pizza sales for the whole week went towards restoring hope and lives of people and families, devastated by the recent East Coast floods.

A total of RM7,500 was contributed towards the good cause.

(From left) Jayanthy, PR and Fund Raising Manager of Malaysian Red Crescent Society, Datuk Dr Hj Noordin Abdul Razak, Secretary General of Malaysian Red Crescent Society, Halim Bin Jarudi, Purchasing Manager of Berjaya Papa John's Pizza and Sua Yi Sheng, Brand Manager of Berjaya Papa John's Pizza.



BERJAYA TIMES SQUARE HOTEL, KUALA LUMPUR REACHING OUT TO THOSE IN NEED

Berjaya Times Square Hotel Kuala Lumpur kicked-off an East Coast Flood Relief Donation Drive in January 2015 as part of its monthly Corporate Social Responsibility (CSR) initiative. This project is aimed at assisting the flood victims in the East Coast and other affected areas in the country.

The Front Office department of the hotel took the initiative to collaborate with St. John's Cathedral, Kuala Lumpur to give a helping hand to the families impacted by the floods by setting up a donation drive. A Flood Relief Donation Drive was set up at Bronx 6, Level 14 of Berjaya Times Square Hotel on 5 and 6 January 2015. The donation drive collected useful items such as food, clothing, blankets, drinking water and school items and the response throughout the drive was overwhelming as the hotel associates and guests donated generously.

The donated items were sorted out by the associates and handed over to St. John's Cathedral, Kuala Lumpur on 7 January 2015 and were then channelled to the most affected areas according to needs.

Group photo of Berjaya Times Square Hotel, Kuala Lumpur's volunteer staff for the East Coast Flood Relieve Donation Drive.



Delivery of donation items to St. John's Cathedral, Kuala Lumpur (Flood relieve donation centre).



Dato' Sri Robin Tan presenting a mock cheque to MCA President, Dato' Seri Liow Tiong Lai.

BERJAYA DONATED RM300,000 TO MCA'S EAST COAST FLOOD RELIEF FUND

Berjaya Corporation group of companies ("BCorp") donated RM300,000 to MCA's East Coast Flood Relief Fund in aid of its crisis relief efforts in East Coast, Malaysia.

The mock cheque of RM300,000 was presented by Dato' Sri Robin Tan, Chairman and Chief Executive Officer of BCorp to MCA President, Dato' Seri Liow Tiong Lai at a ceremony in Wisma MCA, Jalan Ampang on 5 January 2015.

Apart from this, BCorp had also contributed a total of RM2.4 million to Persatuan Pandu Puteri Malaysia, Yayasan Wilayah Persekutuan and Pusat Khidmat Ahli Parlimen Pontian to help alleviate the suffering of the flood victims.

BERJAYA HOTELS & RESORTS STRENGTHENS ITS COMMITMENT TO CARING FOR THE ENVIRONMENT WITH NEW CSR CAMPAIGN – MANGROVE 4 LIFE

In February 2015, Berjaya Langkawi Resort in collaboration with Institute of Foresters Malaysia (IRIM), Malaysian Nature Society (MNS), and the villagers of Kuala Melaka, Kuala Teriang initiated the Mangrove 4 Life (M4L) campaign, as part of Berjaya Hotels & Resorts (BHR)'s Corporate Social Responsibility - LIVE & Care.

The campaign's three-day inauguration weekend held from 30 January to 1 February 2015 served as a local platform to strengthen efforts on the conservation of mangroves in the country as well as to educate people on the importance and significant contributions of these forests to the ecosystems. With IRIM's involvement and contribution of mangrove saplings for planting, this momentous effort was accomplished with the support of over

100 participants including staff of the BHR team, media, school children from Sekolah Kebangsaan Kuala Teriang and the folk from Kampung Kuala Melaka, Kuala Teriang.

Throughout the weekend event, a total of 424 young mangrove saplings were planted on the coastal shoreline of Kampung Kuala Melaka, Kuala Teriang where the Boxing Day Tsunami hit over a decade ago.

In addition to undertaking mangrove planting to protect the barren coastline at the tsunami-hit site on the island, M4L's emphasis included bringing the local community together to learn about and plant mangroves together as a team. The passion for this project was shared with 48 students aged 10 to 12 from the local school.



Group Photo of Mangrove 4 Life Workshop for Children by Malaysia Nature Society.



Mangrove planting by media, Berjaya Langkawi Resort's staff, village community and national service trainees.



Children guided on the methods to plant mangrove trees during the Mangrove 4 Life Workshop for Children.



(From left) Chris Niuh, General Manager - Berjaya Langkawi Resort presenting the Mangrove 4 Life Certificate of Appreciation to Haji Fadzil, Head of Village Fishing Community - Kuala Melaka, Kuala Teriang; Abel Nelson Nang, Group Director, Corporate Marketing & Communications - Berjaya Hotels & Resorts; Shafie, Committee Member of Village Fishing Community.

Conducted by Dr Evelyn Lim, MNS Honorary Secretary for Ecotourism and Conservation and co-facilitated by the media, the Mangrove Awareness Workshop for the school-going children fostered awareness on the importance of mangroves and conserving them through interactive and fun-filled learning activities. The students were also involved in a tree planting session where an additional 98 mangrove saplings were planted at Berjaya Langkawi Resort's mangrove site.

BUKIT JALIL GOLF & COUNTRY RESORT'S CNY CHARITY LUNCHEON

In conjunction with Chinese New Year, Bukit Jalil Golf & Country Resort ("BJGCR") held a charity luncheon on 28 February 2015 and invited 25 disabled children from Insan Welfare Society of Brain Injured Child ("PKKII") to join the celebration.

PKKII is an NGO which has been established for 15 years and cares for 45 children at their home, who are mainly suffering from intellectual disability such as Autism, Down Syndrome, Attention Deficit/Hyperactivity Disorder (ADHD) and others.



BJGCR's management team handing over the members' contribution to Ms Jacie Yeoh, Secretary of PKKII.

The children were treated to an acrobatic lion dance performance, followed by a fun-filled luncheon with the God of Fortune giving out mandarin oranges and sweets to the children.

During the event, BJGCR together with the club members also contributed some essential groceries and kind contributions to PKKII.



The BJGCR team with the children from PKKII.



One of the children from PKKII performed the legendary Michael Jackson's dance.



The acrobatic lion dance performance attracted the crowd's attention and spice up the event.

BERJAYA MANAGEMENT AND STAFF BRING CHEER TO ALLIANCE CHIN REFUGEES AND CHIN STUDENT ORGANISATION

On 29 January 2015, Berjaya Corporation Berhad (“BCorp”) Chairman and Chief Executive Officer, Dato’ Sri Robin Tan Yeong Ching, senior management and staff paid a visit to Alliance Chin Refugees (“ACR”) and Chin Student Organisation (“CSO”) in Kuala Lumpur.

ACR offers free medical treatment, education and skills training programme for Chin refugee children and adults, while CSO provides education opportunity to refugee children between the ages of 4 to 17 years old in five community education centres located at Imbi, Loke Yew, Cheras, Sentul in Kuala Lumpur and Puchong, Selangor.

Dato’ Sri Robin Tan is currently supporting 1-year rental payment for five community education centres under CSO totalling RM90,000 and Berjaya had also provided RM20,000 worth of nutritional meal packs for ACR in October 2014.

During the visit, Dato’ Sri Robin Tan presented ang pows to the children and volunteers of ACR and CSO. The children and volunteers were then treated to a healthy Kenny Rogers ROASTERS lunch.



Leigh Holford, a volunteer from Australia explaining to Dato’ Sri Robin Tan about the education programme provided to the refugee children by CSO.



Dato’ Sri Robin Tan distributing red packets to the children of ACR (left) and CSO (right).

Dato’ Sri Robin Tan with the children of ACR.



Berjaya staff delivering and distributing KRR meals to the children.



Andrew Laitha, Chairman of ACR, provides an overview about ACR and their activities.

BCorp Executive Directors, Freddie Pang (left) and Vivienne Cheng (right) with the children of ACR.