



BERJAYA

# BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 2, 2014

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



From left to right : Lena Tan Wai Foon - Non-Independent Non-Executive Director, 7-Eleven Holdings; Gary Brown - Deputy Chief Executive Officer, 7-Eleven Malaysia Sdn. Bhd; Shalet Marian - Independent Non-Executive Chairman, 7-Eleven Holdings; Tan U-Ming, Chan Kien Sing and Ho Meng - Non-Independent Executive Directors, 7-Eleven Holdings; and Muhammad Lukman Bin Musa @ Hussain - Independent Non-Executive Director, 7-Eleven Holdings.

## 7 -ELEVEN MALAYSIA HOLDINGS BERHAD MAKES DEBUT ON BURSA MALAYSIA SECURITIES BERHAD Malaysia's largest convenience store chain lists on the Main Market

On 30 MAY 2014, 7-ELEVEN MALAYSIA HOLDINGS BERHAD ("7-Eleven Holdings") listed on the Main Market of Bursa Malaysia Securities Berhad ("Bursa Malaysia"), and officially commenced trading under the stock short name SEM and stock code 5250. The convenience store chain is currently the largest in Malaysia in terms of number of stores with 1,583 outlets nationwide as at 10 April 2014.

Independent Non-Executive Chairman of 7-Eleven Malaysia Holdings Berhad, Shalet Marian said that 7-Eleven Malaysia's IPO was the largest IPO to be completed in Malaysia and the third largest international IPO in South East Asia at the time of listing.

7-Eleven will continue to open new stores and is targeting 600 new stores between 2014 and 2016.



## TAN SRI VINCENT TAN RECEIVES 'ICON OF MALAYSIA' AWARD

On 30 April 2014, Tan Sri Vincent Tan ("TSVT") received the 'Icon of Malaysia' Award for his achievements at the Malaysia Book of Records' Night of Achievers at One World Hotel, Bandar Utama.

Presented by Prime Minister Dato' Seri Najib Abdul Razak, the Malaysia Book of Records recognised TSVT as the founder of Berjaya Corporation Berhad ("BCorp") who through his entrepreneurial skills, leadership and a series of acquisitions and organic growth, transformed BCorp to what it is today, a diversified conglomerate listed on Bursa Malaysia. TSVT is not only a successful businessman, he is also a notable philanthropist who has contributed substantially to and partnered with various social and community projects.

Tan Sri Vincent Tan with the 'Icon of Malaysia' Award presented by Prime Minister Dato' Seri Najib Abdul Razak and Malaysia Book of Records Founder, Datuk Danny Ooi (left).

# Chairman and Ceo's Message

In the 2nd quarter of the year, 7-Eleven Malaysia Holdings Berhad made its debut on the Main Market of Bursa Malaysia Securities Berhad on 30 May 2014, becoming the largest IPO to be completed in Malaysia at the time of listing.

Our property division launched 2 prestigious projects to the public in May 2014. The Ritz-Carlton Residences Kuala Lumpur consists of 287 luxury service suites managed by the Ritz-Carlton brand in the heart of Kuala Lumpur's golden triangle, while the Jesselton Villas in Penang comprises 208 exclusive freehold bungalow lots on a prime piece of land, next to Georgetown's largest natural green lung.

The Group continued to receive accolades and awards. Tan Sri Dato' Seri Vincent Tan ("TSVT") received the Icon of Malaysia Award from Malaysia Book of Records for his entrepreneurial skills in raising the Berjaya Corporation group of companies to what it is today, as well as for his philanthropic efforts. Our food and beverage companies, Kenny Rogers Roasters ("KRR") and Starbucks Coffee Malaysia (Starbucks") were awarded the BrandLaureate Brand of the Year Award for Best Brand in F&B - Rotisserie Roasted

Chicken, and Best Brand in F&B - Coffee respectively. KRR now has 97 restaurants in Malaysia, and a total of 91 outlets in Indonesia, Philippines, China, Singapore, Bangladesh, Brunei and Cambodia. Starbucks has more than 170 outlets nationwide, including 14 drive-thru outlets in Selangor, Johor, Penang, Perak and Pahang, and opened its first outlet in Brunei in February this year.

On the CSR front, it is heartening to note that our employees have been actively involved in various CSR projects undertaken by their respective companies. A number of companies visited various hospitals and charitable homes to spread cheer to the patients and residents. Starbucks partners organised a number of green projects within their respective districts, while Kenny Rogers Roasters raised RM65,000 at their 10th annual Roasters Chicken Run, which will be contributed towards impoverished urban families through the Little Yellow Foundation. At the Group level, Berjaya Cares Foundation and Better Malaysia Foundation contributed RM200,000 towards providing free prosthetic limbs to amputees through Limbs for Life Prostheses Centre, RM250,000 to IJN Foundation's Heart Patient Fund, and another RM1.2 million to 47 charities in Johor, all through TSVT's pledges during BFD 2014.

As we move into the second half of 2014, I would like to urge you to continue to work hard to achieve your company's targets and goals for the year. Whilst there may be many challenges on the global front, it is my hope that we will continue to persevere well and stay ahead of the competition.

**DATO' ROBIN TAN**



## Performance of Companies for the 4th Financial Quarter Ended 30 April 2014 (unaudited)

Company	Revenue 3 Months Ended 30 April 2014 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 30 April 2014 (RM'000)	Revenue 12 Months Ended 30 April 2014 (RM'000)	Profit Before Tax 12 Months Ended 30 April 2014 (RM'000)
Berjaya Corporation Berhad	2,473,795	(103,474)	8,633,355	491,081
Berjaya Land Berhad	1,557,172	109,463	5,012,093	518,020
Berjaya Sports Toto Berhad	1,358,848	99,570	4,340,862	500,245
Berjaya Media Berhad	13,083	(1,039)	58,715	2,972
Berjaya Food Berhad	36,554	5,001	148,193	25,022
Berjaya Auto Berhad	394,975	64,410	1,448,873	181,583
Berjaya Assets Berhad	106,543*	34,525*	312,932**	80,607**

\* 3rd Financial Quarter ended 31 March 2014

\*\* 9 months ended 31 March 2014

## Gala dinner organised by the Malaysian embassy in Vietnam



Left : Dato' Robin Tan and Josephine Yei with Minister of International Trade and Industry, Dato' Sri Mustapa at the gala dinner.



Left : Dato' Aznil (Ambassador of Malaysia in Vietnam), Prime Minister of Malaysia, Dato' Sri Mohd. Najib and wife, Datin Seri Rosmah greeted by Josephine Yei (standing).

From 3 April to 6 April 2014, our Prime Minister of Malaysia, Yang Amat Berhormat Dato' Sri Mohd. Najib bin Tun Haji Abdul Razak visited Hanoi, Vietnam. During the four-day official visit, a dinner was organised by the Malaysian Embassy to foster closer relations with Malaysians who are working and living in Vietnam. Our Chairman and CEO of Berjaya Corporation Berhad, Dato' Robin Tan and CEO of SaigonBank Berjaya Securities, Josephine Yei were at the dinner.



## Dato' Robin Tan Attends Business Dialogue in Vietnam



Prime Minister of Malaysia, Dato' Sri Mohd. Najib (second from left) chaired the business dialogue session.

On 5 April 2014, a business dialogue session between Malaysian and Vietnamese business leaders was organized by the Malaysia Trade Commission. The session was chaired by the Prime Minister of Malaysia. Dato' Robin Tan represented Malaysia and initiated the first statement by welcoming the Vietnamese business leaders for bi-lateral business co-operation.



Left : Nguyen Hoai Nam (Berjaya Group of Vietnam) with Dato' Robin during the business dialogue session.

## BCorp and BToto to undertake computerized lottery system business in Vietnam

On 12 May 2014, Berjaya Corporation Berhad ("BCorp") and Berjaya Sports Toto Berhad ("BToto") announced that following a bidding process, BCorp has been selected as the most suitable party to undertake the investment, procurement, installation of equipment and operation of a computerized lottery system for Vietnam ("Vietnam Lottery Business") in cooperation with Vietnam Lottery Company ("Vietlott") under a Business Cooperation Contract.

BCorp will undertake the Vietnam Lottery Business via Berjaya Gia Thinh Investment Technology Company Limited ("Berjaya GTI"), a company incorporated in Vietnam. Berjaya GTI is 51%-owned by Berjaya Lottery Vietnam Limited ("BLV"), a company incorporated in Labuan. BLV is in turn 80%-owned by BCorp and 20%-owned by BToto.

BCorp and BToto will make the necessary announcements once the Business Cooperation Contract has been executed.



## Media Preview of The Ritz-Carlton Residences Kuala Lumpur



Dato' Francis Ng, CEO of Berjaya Land Berhad and Dato' Zurainah Musa, Executive Director of Berjaya Corporation Berhad looking at the Ritz-Carlton model display.

On 8 May 2014, Wangsa Tegap Sdn Bhd, a wholly-owned subsidiary of Berjaya Corporation Berhad held a media preview at the development site for The Ritz-Carlton Residences Kuala Lumpur. Located strategically at the junction of Jalan Sultan Ismail and Jalan Ampang on a 2.7 acres of freehold land, The Ritz-Carlton Residences occupies one of the towers of Berjaya Central Park, a landmark development comprising two exclusive 48-storey towers.

The Ritz-Carlton Residences, Kuala Lumpur consists of 287 residence suites with unit sizes ranging from 1,023 sf to 4,284 sf, with the average selling price of RM2,500 psf. The total gross development value of the project is RM1.18 billion and is targeted to complete in June 2015.

Artist impression of The Ritz-Carlton Residences.

(Continued on page 4)



## Berjaya Land Launches Sale of Jesselton Villas



Berjaya Land staff explaining Jesselton Villas to potential buyers.

On 10 May 2014, Berjaya Land Development Sdn Bhd launched its exclusive freehold bungalow lots at the Berjaya Property Gallery, Penang.

More than 200 people turned up at the launch. Jesselton Villas is located on a prime piece of land, in a guarded enclave and with only 208 bungalow lots ranging from 5,100 sf to 10,000 sf in size, and cradled in the serenity of nature as it is next to Georgetown's largest natural green lung.



Artist impression of the infinity swimming pool at Sky Lobby.

The interior of the residence suite's show unit.



All units are designed in a deluxe and sophisticated style with an emphasis on space and comfort and is furnished with designer wardrobes, centralized ducted air-conditioning, custom-made kitchen cabinets with luxurious kitchen appliances and fully fitted bathrooms. The service suites will be managed by the world renowned Ritz-Carlton brand, providing five-star luxury living complete with personalized services such as 24-hour concierge and housekeeping services, planning and coordinating special occasions and events, vacant home care management and in-home pest control services. Other exclusive owners-only privileges are the security system and lifestyle facilities at Sky Lobby which includes a residence club lounge, outdoor terrace, infinity swimming pool, gymnasium, private spa, meeting room, function room and tennis court.

(Continued from page 3)

## Berjaya Sanhe and Berjaya Great Mall of China Hosts First Inaugural Dinner



A dance performance by the employees.



Dato' Francis Ng with the winners of the lucky draw.



Mr Rayvin Tan presenting a token of appreciation to a business partner.

In the first quarter of 2014, Berjaya Sanhe Real Estate Co. Ltd and Berjaya Great Mall of China hosted their first inaugural annual dinner. Among those who attended the dinner were Dato' Francis Ng, Chief Executive Officer of Berjaya Land Berhad; Rayvin Tan, Executive Director of Berjaya Corporation Berhad and CEO of Berjaya China, and Wong Ee-Coln, General Manager of Berjaya Land Berhad.

About 100 Berjaya staff and 50 business associates were at the event. Not only did the staff put up a great line up of performances, the contractors also performed during the dinner. The night ended with a lucky draw which offered a grand prize of RMB5,000.

## Sports Toto National Sales Workshop



Mr. Steve Chen (front row, centre) with the participants of the Sports Toto National Sales Workshop.

On 20 to 22 May 2014, Sports Toto held a National Sales Workshop for the sales managers of Sports Toto at Berjaya Waterfront Hotel, Johor Bahru.

Mr. Steve Chen of Learning and Development, Group Human Resource was invited to conduct a half day session with the participants on the topic 'Leader in You'. The interactive session allowed the managers to understand and develop skills on how to be a good leader and also on team management.



Participants in a problem solving activity where they are required to untangle themselves to form a circle without letting go of each others' hands.



Participants doing an activity on understanding their vision.



# Berjaya Youth Short Film Competition is back! Here is YOUR chance to 'Tell Us a Good Story'!

Do you have an important story to tell the world? A story that can change people's lives and encourage a positive point of view? The annual Berjaya Youth Short Film Competition (BYSFC) 2014 has been launched for the fourth year and is open to Malaysian youth aged 18 to 25. It is a platform for youth to share their inspiring stories based on this year's themes which are Culture, Eco, Inspiration and Youth.

Prizes worth more than RM80,000 in total will be given away with the Grand Prize being RM30,000 cash and a Mac Pro Quad Core with 27" LCD Display worth RM12,798. Submission closes on 24 September 2014.

Twenty workshops were held at various colleges and universities and guest speakers who are from the industry such as Datuk Paduka Suhaimi Baba, film director; Ah Niu, director; Yuri Wong, Creative Director of The Factory Music; Maurine Noone, Director of Think Tank; and several others.

The finals to judge the winning entries will be held on 20 November 2014 at Berjaya Times Square Hotel, Kuala Lumpur.

For more information, visit <http://berjayayouth.com/moving-into-it-4th-year/> or [www.facebook.com/berjayayouth](http://www.facebook.com/berjayayouth) to stay updated!



A group shot with students from KDU University College at the end of the BYSC Roadshow session.



Yuri Wong, Creative Director, The Factory Music speaking to students from IACT College.



Students at ALFA International College at BYSC 2014 Roadshow.



Maurine Noone, Owner of Director's of Think Tank sharing his experience and insights on film-making with students from Taylor's University.



Judy Tan, Berjaya Corporation Head of Corporate Communications with one of the quiz winners at the BYSC Roadshow.



Joanne Soo, Corporate Communications Executive with one of the quiz winners at the BYSC Roadshow.



TP Lim, producer of the film Firestorm sharing his insights at BYSC Roadshow.



Ah Niu, director, singer and actor sharing his experience at BYSC Roadshow at Tunku Abdul Rahman University College.

(Continued on page 6)



## 7-Eleven Malaysia Collaborates with BCard to launch loyalty card

On 5 June 2014, 7-Eleven Malaysia Sdn. Bhd. introduced a points-based loyalty programme to reward its customers. The new 7-Eleven card powered by BCard, offers BCard points for purchases made, which can then be accumulated and redeemed for rewards.

With this partnership, 7-Eleven Card holders can now collect and redeem rewards at over 1,200 existing BCard partner merchant outlets including prominent lifestyle brands such as Caltex, Starbucks, Chatime, Kenny Rogers, Agoda, Borders and more.



From Left : 7-Eleven Malaysia Executive Director, Mr. Tan U-Ming and Director of B Loyalty, Mr. Gary Yeoh presenting the mock-up card.

(Continued from page 5)



Bernie Chan, model and actress sharing her experience at BYSFC Roadshow in Asia Pacific University (APU).



Students from Universiti Tunku Abdul Rahman, Damansara Jaya listening attentively to the emcee during the roadshow.

## 7-Eleven Malaysia expands its in-store services with MOL



From Left : Incomm International Senior Director of Global Development Mr. Simon Osgood, 7-Eleven Malaysia Deputy CEO, Mr. Gary Brown and TNGSB Chief Operating Officer, Ph. Farilla Abdullah upon signing their respective understandings.

On 28 May 2014, 7-Eleven Malaysia Sdn. Bhd. began offering Touch 'n Go reload services nationwide and concurrently, it entered into a joint distribution agreement with Incomm for the roll-out of Point-of-Sale Activated (POSA) gift cards. Both these services were rolled out in partnership with MOL, 7-Eleven's strategic partner and technology provider for in-store payment services.

This is the first ever POSA gift card launched by any retailer in Malaysia and demonstrates the unmatched strength of 7-Eleven Malaysia in attracting the combined partnership capabilities of Incomm and MOL.

## 7-Eleven Malaysia introduces the Bolario Bear Collection in conjunction with FIFA World Cup



The twelve Bolario Bears for redemption.



From left to right : Tan U-Ming - Executive Director; Gary Brown - Deputy Chief Executive Officer; Y. Bhg. Dato' Sr. Zaharin Md. Arif - Acting President Chairman of Finance, Development & Planning of Malaysian Zoological Society and En Rosly @ Rahmat Ahmad Lana - Vice President Chairman of Administration & Human Resource.

On 5 May 2014, 7-Eleven Malaysia proudly showcased its latest loyalty programme by officially launching the Bolario Bear Collection at Zoo Negara, Kuala Lumpur. In anticipation of the football fever, 7-Eleven Malaysia collaborated with Xclusive Promotion to create this exclusive range of collectibles for redemption.

The Bolario Bear range consists of 12 different characters, 11 of which represents top football nations and come with their own personalized jerseys and national icons of the country featured.

7-Eleven Malaysia collaborated with Zoo Negara whereby for each Bolario Bear redeemed, RM0.10 would be channeled to Zoo Negara's Malayan Sun Bear Conservation and Education Fund.

To meet today's expectations in providing convenience to customers; 7-Eleven Malaysia opts to stay close to its customer's heart by staying true to its motto, **Always There for You.**

## NEW PRODUCTS FROM COSWAY AND COUNTRY FARM ORGANICS

### 1) Organic Yogurt Yums - Mixed Berry & Organic Yogurt Yums - Peach

100% Organic Nutritious Snack for Toddlers

- Made with real organic yogurt and fruits
- Contains organic inulin - a prebiotics which helps support the growth of beneficial bacteria in the digestive system
- High in calcium
- High in protein
- Suitable for children aged 12 months and above
- Delicious and nutritious snack that melts instantly in your toddler's mouth
- 100% natural with no artificial preservatives, additives, flavours and colours



### 2) CFO Organic Soybean Powder & CFO Organic Black Soybean Powder

Nutritious Organic Soybean Powder

- Made from 100% good-quality organic soybeans
- Uses latest de-hull extraction techniques to remove skin of soybeans (which may contain purine, bacteria, dirt and dust, etc.) for product safety.

100% Pure Soy Goodness

- High in protein (plant based), helps in tissue building and growth
- Naturally contains soy isoflavones (antioxidant)
- Excellent dairy alternatives - suitable for those who are lactose intolerant and vegans.



### 3) CFO MANUKA HONEY UMF® 10+ & CFO MANUKA HONEY UMF® 15+

UMF® - A Quality Trademark Protecting Your Rights as a Consumer

Genuine UMF® manuka honey must comply with all five of the following criteria:

- 1) It has the UMF® licensee's name and number on the label.
- 2) UMF® clearly stated on the front label.
- 3) It is packed and labeled in New Zealand.
- 4) It is from a New Zealand company licensed to use the UMF® trademark by UMF Honey association
- 5) It has a rating of UMF 5 or more.



### 4) Organique Baked Organic Potato Snacks

Irresistible organic, healthy, crispy potato crisps for guilt-free indulgence!  
Oven-baked, not fried!

Each serving has only 105 kcal!

- Oven-baked at low temperatures to maintain great flavour & nutrients
- Good source of dietary fibre
- Cholesterol and trans-fat free
- No MSG added
- Certified gluten-free



### 5) CFO Certified Organic Peanut Butter

Enjoy the taste of home-made peanut butter with Organic Peanut Butter - it makes a healthier, delicious PB & Jelly sandwich or for your baking!

- Trans-fat free
- Cholesterol-free
- Free from hydrogenated fats
- Peanuts are a source of niacin, needed for the release of energy from protein, fats and carbohydrate.

Creamy or crunchy, our organic peanut butters are definitely different from conventional peanut butters!



### 6) NQ 120/80 Symbiosal®

A Patented Sea Salt Formulation for Better Health!

- Unrefined natural sea salt - higher content of mineral elements such as potassium, magnesium and calcium compared to refined salt
- Chitosan - Angiotensin Converting Enzyme (ACE) inhibitor.
- Just stir ¼ - ½ tsp into drinking water and juices or sprinkle over fruits, fries, or even add into the batter when baking.



Get a free blood pressure test & consultation today at Cosway Farmasi stores!



## Events at Berjaya Times Square



01



02



03



04



05

### 01: UNLOCK IN 60 SECONDS

From 26 May until 21 September 2014, shoppers who spend RM200 in no more than 2 receipts of the same day get to redeem 60 seconds in a room full of keys and a locked vault at Malaysia's First Gamers' Vault, Ground Floor Central, Berjaya Times Square. By unlocking the vault with the right key, the shopper can walk away with RM200! Once the RM200 is won, other shoppers who qualify for the redemption on the same day will receive a mystery gift as a token of appreciation and the cash prize resets to RM200 for the next day. To elevate the excitement, the cash prize accumulates on a daily basis until it is retrieved!

### 02: COCA COLA COLLECTORS FAIR 2014

On 10 May 2014, The Coca Cola Collectors Fair 2014 gathered more than 60 passionate Coca Cola collectors nationwide to display their personal collections of

memorabilia at Berjaya Times Square. The collectors also traded and sold the collections which were on display to the visitors. Supporting activities such as recycling booths, free beverages and many more were also scheduled throughout the whole day to make this an unforgettable event.

### 03: AIRASIA BIG MOBILE TRUCK

On 21-22 June 2014, the global AirAsia BIG Loyalty Programme (BIG) with their new slogan, 'Earn BIG Points and fly free' shared their moment with the shoppers of Berjaya Times Square with three fire-engine-red trucks. Besides signing up and educating new members of their services, they also gave away BIG Points, hosted interactive games and even had flash mobs to engage, reward and unite the audience.

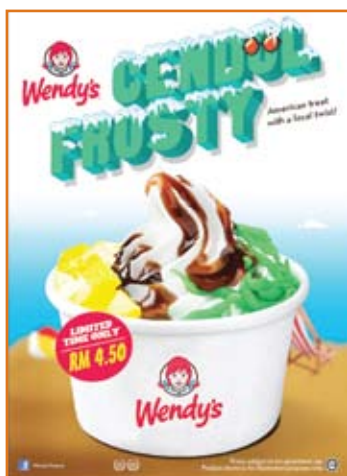
### 04: ALIEN HUANG NEW ALBUM PROMO TOUR

On 5 April 2014, Taiwanese artiste, Alien Huang attended "The 4th Global Chinese Golden Chart Awards" held in Malaysia and Rock Records took this opportunity to organise a meet and greet session to promote the young star's latest album to his loyal fans in Malaysia. Berjaya Times Square was the proud venue sponsor for this promo event.

### 05: "CLEAR AND REXONA THE GREATEST GAME"ROADSHOW

On 30 May to 1 June 2014, "Clear and Rexona The Greatest Game" roadshow was held to create awareness and promote Clear and Rexona products which keep users fresh and comfortable, dispel odor and also prevent skin dampness. Interactive games and exciting activities were carried out during the event to keep the audience entertained and impressed.

## Wendy's Cendol Frosty



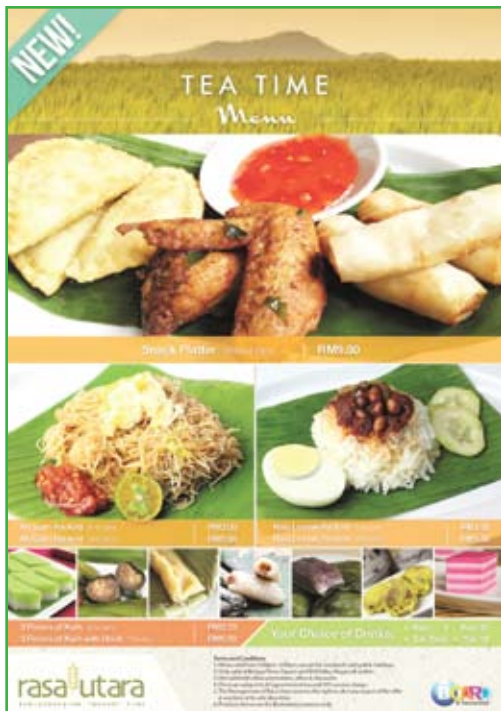
Introducing our new sweet treat - Cendol Frosty! Available for a limited time only, so drop by and satisfy your sweet tooth today!

## Wendy's Rendang Deluxe - Chicken/Beef

Smothered in thick, aromatic Rendang Sauce, Wendy's all-new Rendang Deluxe-Chicken comes with hand-breaded spicy chicken fillet warm oven-toasted bun and wholesome lettuce. The Rendang Deluxe-Beef is also available and its patty is made of 100% Australian beef.







**Have Tea Time at Rasa Utara Today!**

With our new Tea Time Menu, customers can enjoy authentic, traditional-style Nasi Lemak or Mi Siam packets, complete with tea or coffee. For those who want to share, the Tea Time Snack Platter, consisting of curry puffs, *popiah* and fried chicken wings is ideal. For those with a sweet tooth, we also have traditional *kuih-muih*, which comes in a set of 3 pieces of *kuih* served with coffee or tea. The Tea Time menu at Rasa Utara is available from 3.00p.m to 6.00p.m daily.



**Highlight of the Month - Kuey Teow Goreng**

This month's highlight shines upon a very popular northern dish, *Kuey Teow Goreng*. Amidst the clanging of the *kuali* and sizzling smoke, our chefs will freshly prepare *kuey teow*, stir-fried with our special mixture of soy sauces, cockles and bean sprouts, and topped with an egg, sunny side up. At RM8.80, this dish provides customers with a culinary treat at a distinctly affordable price.



Ms Esther Woo (standing, centre) and her team with the Best Brand in F&B – Rotisserie Roasted Chicken award.

**Kenny Rogers ROASTERS and Starbucks Malaysia Awarded The BrandLaureate Best Brands Awards 2013-2014**



Mr Sydney Quays (centre) received the award from Asia Pacific Brands Foundation President, Dr. K.K. Johan.

On 30 May 2014, Kenny Rogers ROASTERS (“KRR”) and Starbucks Malaysia were awarded The BrandLaureate Brand of the Year Award 2013-2014 for Best Brand in F&B - Rotisserie Roasted Chicken and Best Brand in F&B - Coffee respectively during the gala dinner held at The Majestic Hotel.

Deputy General Manager of Berjaya Roasters (M) Sdn Bhd, Ms Esther Woo received KRR’s award. This is the fourth consecutive year that KRR has won the award. Starbucks’ award was received by Managing Director of Starbucks Malaysia & Brunei, Mr Sydney Quays.

Both KRR and Starbucks received a 24K gold-plated trophy and certificate.



## Kenny Rogers ROASTERS introduces New Additions to the Family

The new additions include:

- 1) Cheezy Bowl - the classic Macaroni & Cheese combined with chicken steak
- 2) Spicy Asian Pasta Salad - a bowl of Spiral pasta, capsicum, carrot, cucumber, pineapple dressed in exotic spice-infused dressing
- 3) Kenny's Chicken & Pasta Meal
- 4) Kenny's Chicken & Soup Meal (a choice of Mushroom Chicken Soup OR Kenny's Chicken Porridge)
- 5) Chicken Marinara Spaghetti
- 6) Texas/ Island/ Vegelicious Tortilla Wrap Meal - choice of three different Tortilla wraps with Classic Garden Salad, Mushroom Chicken Soup and Kenny's Home-made Muffin
- 7) Kenny's Chicken Porridge - silky smooth porridge served with KRR's rotisserie-roasted chicken chunks, garnished with crunchy croutons, shredded carrot, zesty ginger and a sprinkle of fresh spring onions

Alongside with the introduction of the new menu, KRR is also offering the Lite Up Your Lunch\* promotions. The 5 hot-from-the-oven combinations\* feature East Meets West (Kenny's Quarter Chicken & Kenny's Chicken Porridge), House Favorite (Kenny's Quarter Chicken & 2 side dishes), Healthy Greens (Classic Garden Salad & Mushroom Chicken Soup), Italian Delight (Pasta & Mushroom Chicken Soup) and La Mexicana (Toasted Tortilla Wrap & Mushroom Chicken Soup). These unique offerings are definitely a great choice during your break on a hectic day! *\*while stocks last!*



Kenny Rogers Roasters representatives introduces the new menu.



Kenny's Chicken & Soup Meal (a choice of Mushroom Chicken Soup or Kenny's Chicken Porridge).



The Tortilla Wrap Meal.

## Kenny Rogers ROASTERS Opens 5 New Restaurants

Kenny Rogers ROASTERS ("KRR") recently opened 5 new restaurants at:

Encorp Strand, Selangor



KLIA2, Selangor



Jaya Shopping Centre, Selangor



Segamat, Johor



Alor Star Mall, Kedah



## Starbucks Malaysia Launches 1st Community Edible Garden in Malaysia

On 20 April 2014, Starbucks Malaysia partnered with Malaysia Agriculture Department to develop Malaysia's 1st Community Edible Garden located at Starbucks Drive-Thru Kota Kemuning.

More than 60 residents from Kota Kemuning alongside 60 Starbucks partners participated in the event which took place within the surroundings of Starbucks Drive-Thru Kota Kemuning, transforming it into an edible garden. 20 housewives attended the "mint" planting workshop at the Starbucks outdoor seating area while the others got wet and dirty from planting the herbs outside. More than 9 different herbs were planted, such as, lime, lemon grass, curry leaves, chilly, screw pines and mint.



Residents of Kota Kemuning and Starbucks partners who participated in the event.



Residents and Starbucks partners working together in planting the edible garden.

## Starbucks Malaysia Launches Community Computer Centre and Landscaping Project

In conjunction with its 15th Anniversary in Malaysia, Starbucks Malaysia initiated its Connecting Community Project in April 2013. Starbucks collaborated with Malaysia Agriculture Department to purchase bananas from farmers in Kampung Lubuk Jaya, Kuala Selangor. The bananas were used to develop banana based products to be sold at all Starbucks stores in Malaysia. 15% of purchases using the Starbucks Card will be transferred to this project to build a computer center for the children of Kampung Lubuk Jaya.

In April 2014, Starbucks Malaysia launched the Community Computer Centre in Kampung Lubuk Jaya with more than 150 residents, 70 partners, 60 customers and business partners.

Sydney Quays, Managing Director of Starbucks Malaysia officiated the centre with Permatang assemblyman Sulaiman Razak, Cikgu Aejis, head of the village and Kathy Lee, Executive Director of HOPE WorldWide. HOPE WorldWide manages the computer center, organizes computer classes and e-learning activities with the help of volunteer customers from Starbucks.

In addition, Starbucks Malaysia initiated a landscape project at the Community Computer Centre in Kampung Lubuk Jaya with more than 200 participants involved. All plants were sponsored by Starbucks business partner, Beauty Land. More than 300 plants were planted.



Children of Kampung Lubuk Jaya receiving lessons.



Starbucks partners planting the landscape greenery.



From left: Representative from Ministry of Agriculture; Kathy Lee, Sydney Quays, Sulaiman Razak and Cikgu Aejis cutting the ribbon to officiate the centre.



## New Starbucks Stores Opening

Starbucks Malaysia recently opened 5 new stores at:

Burger Houz, Ipoh



The Encorp Strand, Petaling Jaya



The Main Place, Subang Jaya



Nu Sentral, Kuala Lumpur



Wisma Scope International, Kuala Lumpur

## Starbucks-Nikon Photo Contest Captures 'Green Kuala Lumpur' Culture

In collaboration with Berjaya Starbucks Coffee Company, Nikon Club Malaysia once again embarked on another truly unique initiative for its members in conjunction with Visit Malaysia Year 2014. The endeavor took the form of an ongoing photo contest run over three quarters in 2014 with the winning photographs to be displayed at selected Starbucks outlets.

The Q2 theme of "Green Kuala Lumpur" which ran from 5 April to 5 May 2014, leveraged on the colour green. Participants were called on to submit photographs capturing unique spaces, people or objects, rendering their interpretation of the colour in Kuala Lumpur using creative and innovative ways.

More than 400 entries were received during the contest from hopefuls vying for the grand prize worth more than RM4,000! The winning entries, along with those of other participants will be permanently displayed at Starbucks Coffee, Empire Shopping Gallery, where a prize giving ceremony was also held on May 31, 2014.

Veteran Nikon Club member Chai Tak Sun took home the grand prize of a Starbucks hamper worth RM1000, a year's supply of Starbucks Coffee and a Nikon D3300 with kit lens 18- 55mm. Agos B. Alwi was crowned first runner-up and was presented with a Starbucks hamper worth RM700 and a Nikon J1 with 10mm lens. Meanwhile, second runner-up Ritzuan Bin Salim walked away with a Starbucks hamper worth RM500 and a Nikon Coolpix P330. Consolation prizes of Starbucks Hampers and Nikon merchandise totaling up to RM2,400 were awarded to participants in 4th through 10th placing.



Shortlisted images among the 400 entries displayed on the wall.



Top 3 winners holding their winning photographs alongside Starbucks and Nikon representatives.



The unveiling of the top 3 winners of the competition



## Starbucks now serving at Precint 4, Putrajaya

Starbucks is now brewing at Malaysia's Attorney General's Chambers (AGC) in Precint 4, Putrajaya. The community in Putrajaya can now enjoy their favourite Starbucks beverage without having to travel out of the neighborhood.



Managing Director of Starbucks Malaysia & Brunei, Mr. Sydney Quays (left) assisting Yang Berbahagia Tan Sri Abdul Gani Patail (middle) to make his first cup of Caramel Macchiato.

## CEO of SaigonBank Berjaya Securities JSC awarded one of the Top 50 Business Women in Asia Pacific

The Women Leaders Forum in Asia Pacific 2014 was held in Ho Chi Minh City, Vietnam on 8 March 2014. Chief Executive Officer of SaigonBank Berjaya Securities JSC ("SBBS"), Ms. Josephine Yei was awarded as one of the Top 50 Business Women in Asia Pacific.

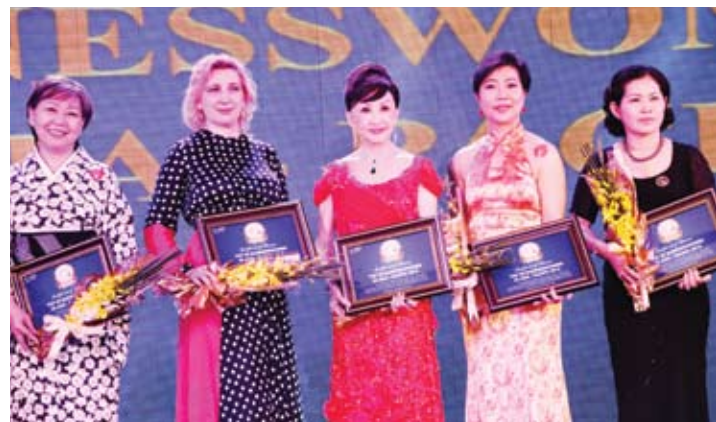
She was also invited to be the moderator for the conference themed "Opportunities and Challenges for Business Women". The conference was attended by nearly 200 participants from different countries in the Asia Pacific region.



Josephine Yei (right) participated as the moderator for the Women Leaders Forum in Asia Pacific 2014.



Group photo of the award recipients.



Josephine Yei (second from right) awarded as one of the Top 50 Business Women in Asia Pacific.

## Global Business Challenge organised by CIMA in Vietnam

On 3 June 2014, CIMA organised the Global Business Challenge Vietnam to select a finalist group amongst the 90 university participants to represent Vietnam at the global challenge in Mumbai. Josephine Yei, CEO of SBBS, was invited as a panel judge for the finals.



Josephine (second from the left) is one of the panel judges for the 2014 CIMA Global Business Challenge.



Josephine (seventh from the right) standing together with other panel judges and top five finalist groups.



## Berjaya Makati Hotel Supports Visit Malaysia Year 2014

In April 2014, Berjaya Makati Hotel, Philippines rendered its support to Malaysia Tourism Board's "Visit Malaysia Travel Sale" at the Maybank Civic Center in Bonifacio Global City in Taguig.

The special event was in line with the "Visit Malaysia 2014" campaign, a global initiative to boost tourism in Malaysia. This year's campaign also offered specially-packaged flights and tours to Kuala Lumpur and other destinations around Malaysia, such as Miri, Langkawi and Kota Kinabalu.

The event was graced by prominent personalities like socialite Tessa Prieto-Valdes, national rugby player Chris Everingham, TV presenter Rovilson Fernandez, and Federation of Filipino-Chinese Chambers of Commerce and Industry Inc. President Alfonso Siy.



VIP and guests at the Visit Malaysia Travel Sale.

## Living A Truly Malaysian Ramadan

In conjunction with Ramadan this year which also coincided with Visit Malaysia Year 2014, Berjaya Times Square Hotel, Kuala Lumpur proudly offered its customers a diverse choice of Malaysian cuisine at its Big Apple Restaurant.

Centered around the theme of 1 Malaysia, the *buka puasa* menu highlighted many popular dishes from all the states of Malaysia. Seven different menus were presented alternately throughout the Ramadan season, which offers an outstanding variety of over 200 choices of dishes and features 14 signature dishes representing each state respectively.

Among the featured popular state dishes in Malaysia are *Solok Lada, Kelantan; Satay Kajang, Selangor; Daging Gulai Kawah, Selangor; Pajeri Nenas, Kedah; Kari Kepala Ikan, Pulau Pinang; Rendang Tok, Perak; Masak Lemak Telur Itik, Negeri Sembilan; Ayam Pongteh, Melaka; Ikan Asam Pedas, Johor; Ikan Patin Tempoyak, Pahang; Ketupat Sotong, Terengganu; Nasi Bukhari, Wilayah Persekutuan Kuala Lumpur; Sayur bersos Tiram, Sabah and Manok Pansoh, Sarawak.*

Ayam Pongteh, Melaka

Nasi Bukhari, Wilayah Persekutuan Kuala Lumpur

The unique Manok Pansoh, Sarawak



The famous Satay Kajang, Selangor

Ikan Patin Tempoyak, Pahang

## BERJAYA UCH Signs MoU with Government of Malaysia to provide Education and Training

BERJAYA University College of Hospitality ("BERJAYA UCH") recently signed a Memorandum of Understanding ("MOU") with the Government of Malaysia, represented by the Ministry of Higher Education ("MOHE"). The memorandum places emphasis on joint cooperation in the areas of education and training, including the collaboration to provide industrial training placement and employment to the students of the Community College (Malay: Kolej Komuniti).

Administered by MOHE, the Community College system in Malaysia provides a wide range of vocational and technical post-secondary education courses within the Malaysian Qualifications Framework (MQF). Disciplines covered include accounting, architecture, construction, engineering, entrepreneurship, hospitality, personal services, multimedia production, and visual arts.



Ms Mae Ho receiving the MoU from YBhg Datuk Dr Madinah Binti Mohamad, Secretary General, Ministry of Education Malaysia (MOE) during the opening ceremony of Pekan Community College. The event was officiated by Prime Minister Dato' Sri Najib Razak.



## Fundraising Dinner by BERJAYA UCH and Bocuse d'Or Academy Malaysia A Huge Success

*Award winning Chefs and industry experts presented an indulgent 5-course dinner with wine pairings*



*Chefs behind the dinner: (from left to right) Sascha Schneider, Nur Mohammad Zahar, Sergio Maria Calzolari, Ludwig Gaisbauer, Antoine Rodriguez, Chlov Wee Soo Ling, Federico Michieletto and Jochen Kern.*

*Master Cheese Maker Sergio Maria Calzolari presenting an exquisite selection of cheeses to the guests.*

BERJAYA University College of Hospitality ("BERJAYA UCH") and Bocuse d'Or Academy Malaysia brought together award-winning Chefs for an evening considered as one of the best culinary experiences of 2014.

The contingent of notable experts was headed by Chef Federico Michieletto, President of Bocuse d'Or Academy Malaysia (Director of Culinary Arts and Affairs, Marini's on 57) together with award-winning Chefs Jochen Kern (Director of Culinary Arts, BERJAYA UCH), Chef Antoine Rodriguez (Executive Chef, Le Meridien Kuala Lumpur); Pastry Chef Chlov Wee Soo Ling (Marini's on 57), Nur Mohammad Zahar (Sous Chef, Prime Restaurant, Le Meridien Kuala Lumpur) and other industry experts. German Delicatessen CEO Ludwig Gaisbauer and Master Cheese Maker Sergio Maria Calzolari presented an indulgent 5-course dinner with wine pairings recommended by Ronald Willie Binati, the President of the Sommeliers Association of Malaysia (SOMLAY).

Proceeds from the dinner went towards the training of Malaysia's candidate, Chef Kenneth Loke, for the prestigious competition Bocuse d'Or Asia Pacific Selection 2014.



## World Barista Champion 'Chills Out' at BERJAYA UCH

Organised by Dankoff Coffee Specialist Sdn Bhd, 2013 World Barista Champion Pete Licata presented a 2-day coffee seminar at BERJAYA University College of Hospitality ("BERJAYA UCH"). The seminar, held on 15 and 16 April 2014, was attended by more than 300 industry experts, including professional baristas, coffee/tea suppliers and students.

Participants of the seminar also witnessed the first launching in Malaysia of the *Victoria Arduino - Black Eagle VA388* espresso machine and *Nuova Simonelli - Mythos One on demand grinder*. Pete wowed the crowd with his barista skills using these two top notch innovations.



*Pete Licata*

## 'Europe Uncovered' Cookbook launch at Samplings on the Fourteenth

On 9 May 2014, the Delegation of the European Union to Malaysia introduced a cookbook titled 'Europe Uncovered: A Journey in 28 Dishes' at the fine dining restaurant of BERJAYA UCH, inspired by the love for good food shared by both Europe and Malaysia.

The book is a collection of traditional recipes, festivals and trivia from the 28 EU Member States. It is produced in collaboration with the EU Member States' embassies in Malaysia as well as locally-based European chefs.



*Mr Alessandro Paolicchi (left) presenting the 'Europe Uncovered' cookbook to Chef Jochen Kern (centre) and Chef Nathalie Aberfeuille.*



## “From Our Land to Your Table”

BERJAYA University College of Hospitality (“BERJAYA UCH”) and New Zealand Trade and Enterprise collaborated on several cooking demonstrations using exceptional ingredients from New Zealand such as King Salmon, New Zealand lamb and gourmet cheeses to celebrate the third annual New Zealand Week in Malaysia.

As part of the collaboration, Ms Nadia Lim, winner of Masterchef New Zealand who is a dietician by profession, conducted a tour of the city campus on 24 March 2014 to view the students’ handiwork as well as sharing her experiences in the culinary industry.



New Zealand Master Chef Season 2 winner, Ms Nadia Lim.



Nadia Lim with the chefs and students of BERJAYA UCH.



Chef Jochen Kern, Director of School of Culinary Arts at BERJAYA UCH, demonstrating a New Zealand Lamb dish.



Nadia Lim showing her cookbook to food bloggers.

## BERJAYA UCH Offers More Seats for Special Education Needs Students for 2014

As of last year, BERJAYA University College of Hospitality (“BERJAYA UCH”) was selected to be part of the Public-Private Partnership (“PPP”) programme based on the infrastructure available for Special Education Needs (“SEN”) students and the ability to provide industry placements and internships upon graduation. The success of the 2013 programme led to the procurement of additional 71 seats from BERJAYA UCH for 2014. The students will be taking up Diploma in Patisserie and Certificate in Food and Beverage. Of these, 53 are in Klang Valley and 18 in Penang.

Among the 16 students that graduated from the programme, 5 of them were offered full-time employment in Starbucks and 1 at InterContinental Hotel Kuala Lumpur. Also 1 student was offered a part-time position in Kenny Rogers Roasters Restaurant and 1 with Golden Screen Cinemas.



Tengku Nurul Azian Tengku Shariman (centre); Freddie Pang, Executive Director of Berjaya Corporation (centre left); Mae Ho (centre right); with the graduates of SEN Vocational Programme.

## Students of BERJAYA UCH Serve Wesak Day Devotees

On 12 May to 13 May 2014, 75 students and 4 lecturers of BERJAYA UCH celebrated Wesak Day by helping to cook and served more than 6,000 devotees at the Chempaka Buddhist Lodge, Petaling Jaya.



BERJAYA UCH team at Chempaka Buddhist Lodge, Petaling Jaya.



## 'The Queen of Hearts' Celebration by Kelab Darul Ehsan

On 11 May 2014, Kelab Darul Ehsan ("KDE") celebrated Mother's Day together with their guests at their very own Mother's Day Hi-tea Buffet themed 'The Queen of Hearts'. The celebration was held at Duyong Restaurant to show appreciation and love to all beloved mums.

Guests who attended the hi-tea buffet not only enjoyed a sumptuous meal but also participated in the games and contests that were specially planned for all the mothers and their families. Some of the highlight activities of the day were the Mum Catwalk Contest, *Musang Berjanggut* Contest, *Gwiyomi* for kids, Onion Peeling Contest and Most Glamorous Mum Contest. The smiles and laughter from the guests made this an unforgettable Mother's Day!



The winners rejoicing with their prizes!



Mr. Abdul Rahman Mat, Golf & Sports Manager of KDE presenting the prize sponsored by Cosway to one of the winners.

## Mother's Day Brunch at Bukit Jalil Golf & Country Club

Bukit Jalil Golf & Country Resort ("BJGCR") organised a brunch session on Mother's Day.

Themed 'Penang Food Galore', the brunch featured mouth-watering signature dishes from Penang including the famous *Char Kuey Teow*, *Lo Bak* and *Prawn Mee*. During the 5-hour session, games and a simple hair demonstration by Solaio Salon Spa helped to excite the crowd and made it a day to remember for everyone.



A guest and her mother during the brunch.



Games and interaction session with the crowd during the brunch session.

## Bukit Jalil Golf & Country Resort - Raya Open House Buffet Promotion

In conjunction with Hari Raya Aidilfitri 2014, Bukit Jalil Golf & Country Resort ("BJGCR") introduce the Raya Open House Promotion starting from 1 August 2014 to 31 August 2014. The promotion included a buffet menu and also live stall choices.



## theSun Editorial Excellence Awards

theSun's Business Desk swept the top two prizes of the Editorial Excellence Awards for the first quarter (January-March 2014) held on 28 May 2014. Assistant Business Editor, Rupinder Singh took the first prize for his exclusive MH370-related report 'Etiqa is the lead local insurer for MAS'.

Second prize went to business journalist, Eva Yeong for her report 'Quick Profits' on investors who block-buy properties.

Three writers were also awarded Special Mention Awards - Charles Ramendran for his report 'RM10m heist', S.Indra Sathiabalan for 'Going for the Best' and Anansa Jacob for 'Her Heart in the Ocean'.

Besides the editorial team, two layout artists, Zainal Abidin and Kogulan Ayappan received the Special Mention Awards for their creative designs.

The awards were presented by Managing Editor, Freddie Ng. The winners received prizes in the form of book vouchers courtesy of Borders (first prize RM300, second prize RM200 and Special Mention prizes RM100 each).



The winners with their prizes: (From left) Kogulan Ayappan, S.Indra Sathiabalan, Eva Yeong, Rupinder Singh, Anansa Jacob and Zainal Abidin.



## THE NEXT GREAT DRIVE HAS ARRIVED. THE ALL-NEW MAZDA3 SKYACTIV

On 19 March 2014, Bermaz Motor introduced their all-new attractive looking Mazda3 at a launch ceremony in 1 Utama.

The event was attended by Dato' Seri Ben Yeoh, Managing Director of Bermaz Motor, Mr. Yuji Nakamine, Director & Senior Managing Executive Officer of Mazda Motor Corporation; Dato' Amer Hamzah, Executive Director of Prima Merdu; Mr. Hidesuke Takesue, Deputy General Manager, Global Sales & Marketing Division of Mazda Motor Corporation and Mr. Masaya Kodama, Mazda3 Programme Manager.

Building on its award-winning predecessor, the all-new Mazda3 sets out to do no less than being a car that actually interacts with its owner on several levels. It is a top quality means of transport, delivering an unmatched combination of performance, fuel efficiency and functionality.

The new Mazda3 also features the full range of lightweight SKYACTIV technology and optimizes the latest adaptation of Mazda's KODO design for a compact size and agility.

For more information, please log on to [www.mazda3.com.my](http://www.mazda3.com.my)



From left: Mr. Masaya Kodama, Dato' Seri Ben Yeoh, Mr. Yuji Nakamine, Dato' Amer Hamzah and Mr. Hidesuke Takesue.



Dato' Seri Ben Yeoh presenting a token of appreciation to Mr. Yuji Nakamine.



The all-new Mazda3 SKYACTIV that adapts the KODO design theme is truly a head turner from every angle.

## U MOBILE AND EDOTCO INK STRATEGIC AGREEMENT FOR NETWORK EXPANSION

U Mobile telco partnered with edotco, Southeast Asia's first independent communications infrastructure services company on 19 May 2014, to accelerate network rollout and improve customer experience. The collaboration will see edotco leasing tower site space whilst providing power and site maintenance for the sites. This will enable U Mobile to expand its network reach expeditiously to more territories across the nation, bringing U Mobile's high speed mobile internet experience closer to consumers.



Wong Heang Tuck, CEO of U Mobile (standing, left) and James Maclaurin, Group CEO of edotco (standing, right) witness Too Tian Jen, Chief Technology Officer of U Mobile and Hadi Helmi Sooria, Country Manager of edotco Malaysia signing the Master Infrastructure Services Agreement between U Mobile and edotco Malaysia.

## U MOBILE BRINGS PEOPLE CLOSER THIS HARVEST FESTIVAL

U Mobile gave East Malaysian consumers more reasons to stay connected and rejoice during Hari Gawai and Pesta Kaamatan season, as the telco ran a 8-week campaign to reward its subscribers through the "Lucky 30" and "Borneo Quest" contests. The rewarding activities were part of U Mobile's aggressive initiatives to gain greater market share in the region.

The aptly-titled Lucky 30 contest was set to pleasantly surprise every 30th U Mobile prepaid subscriber in the region who topped up a minimum of RM30 by rewarding them with RM10 top-up credit while the Borneo Quest contest offered a greater set of prizes as it required U Mobile prepaid subscribers in East Malaysia to register via U Mobile's official Facebook page to participate. Upon successful registration, each user earned 10 points with the option of earning an additional 20 points, should they successfully invite 50 Facebook friends to join in the fun. Points for the Borneo Quest contest were generated through successful prepaid Top Up transactions, where 30 points were awarded for every RM30 top-up, 50 points for every RM50 top-up, and 100 points for every RM100 top-up. The Top 20 users with the highest points consequently appeared on the official U Mobile leaderboard and the Top 6 highest points were handsomely rewarded as monthly winners.

Attractive prizes up for grabs included brand new ZTE V817 phones and travel vouchers worth RM1,500.





## ROAM FOR FREE ACROSS ASIA WITH U MOBILE

u.com.my

**ROAM FOR FREE IN ASIA**

Get **FREE INTERNET ROAMING** every day with U Mobile Postpaid Plans.

FREE 1st IN MALAYSIA INTERNET ROAMING

Terms and conditions apply.

Live connected mobile

U Mobile launched its FREE Internet Roaming Service while travelling across Asia for its postpaid customers on 15 May 2014, becoming the first telco to offer such a service.

Be it for business trips or adventurous escapades, U Mobile postpaid subscribers travelling to Cambodia, Hong Kong, Indonesia, the Philippines, Singapore, Thailand and Taiwan can now enjoy FREE 50MB of high speed mobile internet EVERY DAY. Instead of searching for free WiFi hot spots for internet access, U Mobile customers can now attend to their business emails and share their special moments instantly. Subsequent usage of data will be charged pay-as-you-use rates with a maximum of RM30 per day.

## THE BEST LOWEST DEAL FOR SAMSUNG GALAXY S5 AT UMOBILE

U Mobile officially launched the Samsung GALAXY S5 offering to the market on 25 April 2014 and it was definitely the best deal in town!

Through U Mobile's collaboration with Standard Chartered Bank Malaysia, customers were entitled to sign up for a Standard Chartered JustOne Platinum Mastercard along with the U Plus Plan to enjoy the much anticipated Samsung GALAXY S5 at only RM555 with NO upfront payment. For those who did not wish to apply for the credit card, the Samsung GALAXY S5 is available at RM999, which is the best and lowest deal in the market.



Jasmine Lee, our Chief Marketing Officer sharing about the special Samsung GALAXY S5 deal, highlighting the key features and benefits of the exciting offering.



(From left) Wong Heang Tuck, CEO of U Mobile, Jasmine Lee, Chief Marketing Officer (CMO) from U Mobile, Lai Shu Wei, Head of Brand & Marketing from Standard Chartered Bank Malaysia, Ahmad Ridzuan Samsudin, Head of Business Communications & Corporate Affairs from Standard Chartered Bank Malaysia, and Ng Loong Shyang, Vice President of IT and Mobile Communications from Samsung Malaysia Electronics.

## KAKAOTalk Malaysia Organises Private Meet-and-Greet with Malaysian Youtubers

KakaoTalk Malaysia organised 'Bringing You Together-Gether™', a private meet-and-greet with Malaysian Youtubers such as JinnyboyTV, Joseph Germani, Dan Khoo Productions, The Ming Thing and GRIM film on 23 April 2014 as a reward to daily users of the messenger application.

KakaoTalk Malaysia invited Malaysia's top YouTube channels to come together as part of their Plus Friends partnership programme to interact and hangout with their fans who are also loyal users of KakaoTalk.

The three-hour event saw personalities from each channel go on stage to share personal stories, offline processes of a video release and also gave advice to aspiring youth on pursuing what they love.

The event was supported by sponsors, Joey Yap Conference Centre, and Zalora.



Malaysian Youtubers at the 'Bringing You Together-Gether™' event.



## MOL Partners with InComm

MOL entered into an exclusive arrangement with Incomm, a leading prepaid product and transaction services company on 26 Feb 2014, to launch point-of-sale-activated ("POSA") gift card mall solutions in Southeast Asia.

MOL and Incomm are targeting a Q4 2014 launch with the first POSA cards to be available in Malaysia, Singapore and Thailand.

InComm's POSA technology allows retailers to activate prepaid cards at the point-of-sale, eliminating the risk and cumbersome control procedures required for maintaining an inventory of value-bearing cards. The technology also allows prepaid cards to be displayed for sale with a reduced risk of theft and shrinkage. Using the POSA technology, card issuers also have the valuable opportunity to leverage card design in marketing the cards.

## Tropicana Medical Centre - The FIRST Hospital Accredited with 4th Edition, Malaysian Hospital Accreditation Standards

On 27 May 2014, Tropicana Medical Centre ("TMC") was the first and youngest hospital in Malaysia to be accredited with the 4th Edition of 4 Years Malaysian Hospital Accreditation Standards ("MSQH") - highest accreditation standards by MSQH. During the event, YBhg. Assoc. Prof. Dr M.A Kadar Marikar, Chief Executive Officer of MSQH presented the accreditation certification to the Management of TMC.

Moving forward, TMC will embark on their expansion plan to increase the Hospital's capacity (medical and surgical specialties, and number of beds) to meet the growing needs of the patients in the young township of Kota Damansara and the surrounding neighbourhoods - Damansara Utama, Bandar Utama, TTDI, Sungai Buloh and around Tropicana area.



Professor Emeritus Dato' Dr. Khalid (third from left) receiving the Award from Assoc. Prof. Dr. M.A Kadar Marikar (second from left). Looking on are Dr. Soehardy, Dr. Wong, Ms. Erica and Dr. Soong.

## BJGCR Brought Cheer to Needy Family

Bukit Jalil Golf & Country Resort ("BJGCR") once again contributed through their yearly charity initiative, this time to Mr. Tan who suffers from life-time lung diffuse disease. Due to the treatment, Mr Tan has to be on oxygen all the time and faces difficulties in movements.

BJGCR's staff and members visited Mr. Tan and his family recently to provide support and cheer. The team brought along groceries, food and clothes and spent time with the family to share words of support. BJGCR would like to wish Mr. Tan a speedy recovery and expresses their gratitude to all the members for their generosity.



Group photo of BJGCR's staff and members with Mr Tan's family.



Mr. Tan's daughter receives a gift from BJGCR's Finance Manager, Ms. Esther Tan.

## Sports Toto's Raya Goodwill Visit to Government Hospitals

In conjunction with the Hari Raya season, a group of Sports Toto staff volunteers took the opportunity to visit two government hospitals in Kuala Kubu Bharu and Sg. Buloh, Selangor on Thursday, 26 June 2014 to spread festive cheer at the paediatric wards.

The group visited about 100 child patients and distributed money packets and goodie bags filled with stationery, soft toys and tumblers.

The Kuala Kubu Bharu Hospital also received a Singer rice cooker from Sports Toto. The rice cooker will be utilized to sterilize milk bottles for new born babies at the paediatric ward. Sports Toto's Communications Assistant Manager, Puan Sherifah Hanom handed over the gift to the ward matron during the visit.



Presentation of the Singer rice cooker to the paediatric ward matron at Kuala Kubu Bharu General Hospital.



Sports Toto staff volunteers with a child patient at the paediatric ward in Sg Buloh General Hospital.



## Sports Toto Shares Harvest And Gawai Cheer With The Underprivileged



Sports Toto staff with the children at the various non-profit organisations in East Malaysia.

In conjunction with the recent Harvest and Gawai festival celebrations, a team of Sports Toto staff and agents took the opportunity to visit some underprivileged children in East Malaysia.

They held fun-filled parties at Sarawak Children's Cancer Society in Kuching on 27 May 2014, Red Crescent Sunflower Centre in Miri on 13 June 2014, Sabah Cheshire Home in Sandakan and Association for Children with Special Needs in Sibul on 14 June 2014 as well as Bukit Harapan Children's Home in Kota Kinabalu on 15 June 2014, leaving sweet and memorable moments in the minds of some 200 children from the non-profit organizations.

Good food and fun activities were lined up during the visit to the Homes starting with a clown's magic show which thrilled the children immensely. The children were entertained by the clown's creative ways of making balloon sculptures. To jazz up the day, Sports Toto staff and agents came up with some fun games with small gifts to be won. They also distributed gifts and goodie bags to the children. The day was made complete with a sumptuous Kenny Rogers Roasters chicken meal and pizza.

Sports Toto also donated RM3,000 to each of the five non-profit organizations.



## Visit to Rumah Barkat in Johor Bahru

On 4 April, 50 Starbucks' partners organized a community service project at Rumah Barkat, a shelter to more than 100 children in Johor Bahru, Johor.

The main focus was to repaint the classroom walls and balcony walkway of the home. The newly repainted rooms will provide a clean and new environment which will allow the children to study well during their revision and class sessions.



Group photo of Starbucks' partners and underprivileged children at Rumah Barkat.

## Starbucks Malaysia and MBSA collaborate in Trees For Life 2014

On 24 May 2014, Starbucks Malaysia joined the Shah Alam City Council (MBSA – Majlis Bandaraya Shah Alam) in planting trees at the area surrounding the Shah Alam stadium.

Approximately 25 customers, 64 partners, and 150 volunteers from Universiti Teknologi MARA (UiTM), Sekolah Kebangsaan TUDM Subang, Malaysian Nature Society, Persatuan Belia Bersatu Shah Alam, Eco-Warriors & the staff of MBSA took part in the project – a total of 239 participants and a contribution of 1195 community service hours.

Starbucks Malaysia prepared a total of 450 packets of ground coffee for the volunteers to use. Geena took the opportunity to educate volunteers on composting and the uses of the ground coffee.

This event was a success and has increased the awareness of the locals to care for the environment; at the same time Starbucks Malaysia had the chance to build relationships with its partners, customers and the local community.



Everyone working together to plant a tree.



Certificate of Appreciation presented by Dato' Hj. Mohd Jaafar Mohd Atan, City Council Mayor of Shah Alam.





Volunteers repainting the walls surrounding the school. Volunteers painted decorative flowers on the wall.

## Community School Refurbish

Ninety five Starbucks partners from 3 districts (Suhairi, Effendi and Aryati) together with 25 customers and volunteers helped in refurbishing the community school in Batu Road, Kuala Lumpur. Located at the center of Kuala Lumpur, this is one of the oldest community schools in Malaysia.

All volunteers painted a mural on the brick wall, toilet area and also the canteen lobby while another group was assigned to develop landscaping at the entrance. Members of the Parents & Teachers Association provided lunch for all volunteers while Starbucks Malaysia served chilled iced coffee.

## RM65,000 Raised At 10th Roasters Chicken Run

On 18 May 2014, Kenny Rogers ROASTERS ("KRR") and Malaysians did it again as more than 3,600 runners of all ages came together on a beautiful Sunday morning at Sunway Lagoon for a charity run – the 10th ROASTERS Chicken Run event!

The event was graced by Sirje Lee, Malaysia's very own international celebrity and co-founder of Little Yellow Flower Foundation as well as Malaysia renowned composer and singer, Ms Yise Loo.

Funds from the ROASTERS Chicken Run 2014 will specifically go to the 'Nutrition, Lunch and Tuition' programme, targeted to benefit urban families living in poverty. Impoverished families living in urban areas still exist in Malaysia, many of which do not earn enough to support a wholesome diet for their children. KRR will also provide KRR wholesome meals once every two months for a year to the children under this foundation.

KRR will also be providing more reading materials and books to the "Reading Wonderland" programme under Little Yellow Flower. The Reading Wonderland is essentially a community library and information resource for underprivileged children to develop a love for reading and self-enrichment.



Sirje Lee (second from the right), receiving the mock cheque from Dato' Francis Lee (second from the left), Group Executive Director of Berjaya ROASTERS (M) Sdn Bhd; witnessed by Lee Siew Weng (far left), Senior General Manager of Berjaya ROASTERS (M) Sdn Bhd and Yise Loo (far right), artist volunteer of Little Yellow Flower Foundation.



Children participating in Chicken Run Race.



Prizes awarded to top 3 runners from one of the category.

## Preserving The Heritage of The Nation's Police Force - The Royal Malaysia Police Museum



Group photo of Berjaya Times Square Hotel's volunteer team together with the personnel of Royal Malaysia Police Museum.



Dato' Seri Mohamad Fuzi bin Haron and Mond Mejca kick-started the activity by stroking a paint brush on the exterior of the main museum building.



Volunteers had fun while working at the same time.

Berjaya Times Square Hotel, Kuala Lumpur initiated a corporate social responsibility activity with the Royal Malaysia Police Museum in April 2014 to help preserve and maintain the heritage of the police force.

Headed by the hotel's Safety & Security Manager, Capt Nik (R) Nik Musri B. Nik Mustapha, a team of 35 volunteers joined the big clean-up to contribute to this cause. The activities kicked-off with the hotel team cleaning the three antique military tanks on display at the

external landscape of the museum. The team also painted the surrounding garden area of the museum and specially prepared a new entrance signage for the museum to replace the existing one which had been in place since it opened officially in 1997.

Also present at the event was Dato' Seri Mohamad Fuzi bin Haron, Director of Management of the Royal Malaysia Police Headquarters and the General Manager of Berjaya Times Square Hotel, Kuala Lumpur, Mond Mejca.



## BERJAYA CARES FOUNDATION CONTRIBUTES RM250,000 TOWARDS IJN'S HEART PATIENTS FUND



Group photo with other sponsors.



Dato' Zurainah Musa handing over the mock cheque to Patron of IJN Foundation Datin Rosmah Mansor.

On 4 May 2014, Executive Director of Berjaya Corporation Berhad, Dato' Zurainah Musa handed a mock cheque of RM250,000 to IJN Foundation in support of the Heart Patients Fund during the annual charity concert by its ambassador, Dato' Sheila Majid at Shangri-La Hotel, Kuala Lumpur.

Also present were Sultan of Perak, Sultan Nazrin Shah, Patron of IJN Foundation, Datin Seri Rosmah Mansor, former Prime Minister, Tun Dr Mahathir Mohamad and wife, Tun Dr Siti Hasmah Mohamad Ali.

A total of RM843,120 was raised at the concert to financially assist the treatment and surgery cost of needy heart patients of the National Heart Institute.



Group photo with the guests of honour, patron and trustees of IJN Foundation.

## Tree Planting Day at Berjaya Great Mall of China

In conjunction with China's Youth Day on 4 May 2014, Berjaya China Great Mall Co. Ltd ("BGMOC") partnered with their main contractors, CSCEC and NSC for a tree planting activity participated by more than 200 people.

About 800 trees including Peach, Chinese Scholar and Platanus were planted around the Berjaya Great Mall of China site. This activity which was also a continuation of a smart partnership project between the companies, aimed to beautify the site, reduce dust pollution, and provide a better working environment to the workers.



Berjaya China Great Mall Co. Ltd employees at the tree planting activity.



Mr Chen Qi Ming (second from right) and Mr Mor Chun Lin (third from right) along with other employees planting the first tree.



## BERJAYA CONTRIBUTES RM200,000 TO PROVIDE FREE PROSTHETIC LIMBS TO POOR AND NEEDY AMPUTEES

On 14 June 2014, Berjaya Corporation Berhad (“BCorp”) Founder, Tan Sri Dato’ Seri Vincent Tan Chee Youn together with his sons, Chairman & Chief Executive Officer of BCorp, Dato’ Robin Tan Yeong Ching and Executive Director of 7-Eleven Malaysia Sdn Bhd, Tan U-Ming, and BCorp senior management and staff paid a visit to the Limbs for Life Prostheses Centre (“LFL”) at the Bandar Utama Buddhist Society in Petaling Jaya.

The centre which was established in October 2013 by the Bandar Utama Buddhist Society is the first and only prostheses workshop in Malaysia that provides free prosthetic limbs to the poor and less fortunate Malaysian amputees. Each limb is estimated to cost between RM3,000 to RM5,000 only, compared to the current market price of RM8,000 to RM15,000.

Better Malaysia Foundation and Berjaya Cares Foundation had pledged to contribute RM200,000 which will enable

the centre to give away between 40 to 70 prosthetic limbs depending on the type and level of amputation. The amount was committed during the Berjaya Founder’s Day celebration held on 22 February 2014 which witnessed a total contribution of RM25.6 million from Better Malaysia Foundation and Berjaya Cares Foundation to 90 charitable organizations.

LFL is working closely with The Prostheses Foundation of HRH The Princess Mother from Thailand which governs the transfer of technology in making these cost effective prosthetic limbs. The centre targets to give out 200 free prosthetic limbs in 2014 and will also offer to service, repair and maintain existing prostheses.

LFL relies on public donations to provide the gift of hope, mobility and new lease of life to the poor and less fortunate Malaysian amputees. All contributions are tax deductible.

If you wish to give these amputees a second chance in life, kindly collect the donation forms from Corporate Communications Department located at 12th Floor West Wing, Berjaya Times Square, No. 1 Jalan Imbi, 55100 Kuala Lumpur. (Tel: 03-2149 1645)



Various types of artificial limbs produced by LFL.



From right: Tan Sri Dato’ Seri Vincent Tan together with Dato’ Robin Tan and Tan U-Ming having a closer look at an artificial limb. On the left is Mr Chiam Swee Ann, Chairman of LFL.



Group photo of Tan Sri Dato’ Seri Vincent Tan, Dato’ Robin Tan, senior management of Berjaya and management & recipients of LFL.



Tan Sri Dato’ Seri Vincent Tan and Dato’ Robin Tan observing the recipients being fitted with new artificial limbs.

## BETTER MALAYSIA FOUNDATION CONTRIBUTES RM1.2 MILLION TO 47 CHARITABLE ORGANISATIONS IN JOHOR

Better Malaysia Foundation (“BMF”) and Tan Sri Dato’ Seri Vincent Tan (“TSVT”) gave away a total of RM1.2 million to 47 charitable organizations in Johor in a cheque presentation ceremony held at Berjaya Waterfront Hotel, Johor Bahru on 29 May 2014. The sum of RM1.2 million was committed during the 4th Berjaya Founder’s Day celebration held on 22 February 2014.

The mock cheques were presented by TSVT to representatives from the charitable organisations. The event was graced by the guest of honour, YAM Tunku Tun Aminah binti Sultan Ibrahim. Also present were Datin Rosni binti Omar, the wife of the Menteri Besar of Johor, Puan Asliza binti Ahmad, the wife of the State Finance Officer of Johor, Datin Zawiah binti Mohamed, the wife of the State Secretary of Johor and Madam Low Siew Beng, mother of TSVT.

Last year, TSVT contributed RM1 million to 35 charitable organizations in Johor selected by DYMM Tuanku Raja Zarith Sofiah.



Group photos with the beneficiaries.



Tan Sri Dato’ Seri Vincent Tan and YAM Tunku Tun Aminah presenting the mock cheque to one of the beneficiaries.