



Tan Sri Dato' Seri Vincent Tan Receives Lifetime Achievement Award and BrandLaureate Brand Icons Leadership Award

1. Tan Sri Dato' Seri Vincent Tan received the Lifetime Achievement Award from Tun Abdullah Ahmad Badawi, former-Prime Minister of Malaysia.
2. Tan U-Ming, Director of 7-Eleven Malaysia received The BrandLaureate Brand Icons Award 2011 on behalf of Tan Sri Dato' Seri Vincent Tan.

On 3 November 2011, Tan Sri Dato' Seri Vincent Tan received the Lifetime Achievement Award on leadership in National Philanthropy at The World Chinese Economic Forum. Jointly organised with the Asian Strategy and Leadership Institute (ASLI), this award is given in recognition of leadership, vision and excellence. On 9 November 2011, Tan Sri Dato' Seri Vincent Tan received The BrandLaureate Brand Icons Leadership Award 2011, for exemplary leadership in brandbuilding.



Berjaya Sports Toto Bags Top KPMG Shareholder Value Award 2011

On 16 October 2011, Berjaya Sports Toto (BToto) emerged as the overall winner of the KPMG Shareholder Value Award 2011 for generating the highest percentage of economic profit/invested capital (EP/IC) among the country's top 100 public-listed companies. It was also the top winner for the services sector category.

BToto has in the past won the services sector award six times but this is the first time that it has won the overall award.

The coveted awards programme recognises Malaysia's top companies in terms of shareholder value creation and is designed to promote corporate excellence through enhancing levels of disclosure and setting exemplary industry practices.

The award was presented by Mohamed Raslan Abdul Rahman, Managing Partner, KPMG Malaysia to BToto Executive Director, Vincent Seow at a ceremony in Kuala Lumpur recently.

Berjaya Sports Toto Bags The Billion Club Corporate Award 2011

On 12 July 2011, Berjaya Sports Toto (BToto) emerged as a winner of The Edge Billion Ringgit Club (BRC) corporate awards under the trading and services sector for the second consecutive year.

BToto received the award for the Most Profitable Company reflecting its return on Equity over 3 years, from 2008 to 2010.

This annual event recognizes companies with at least RM1 billion in market capitalization as at 31 March 2011 or RM1 billion in revenue for financial year 2010. To add further value, The Edge BRC awards top companies through the key measurements of shareholder wealth creation and profitability.



1. Vincent Seow, Executive Director of BToto received the award for Most Profitable Company
2. Vincent Seow, Executive Director of BToto received the BRC award from Dato' Seri Idris Jala, Minister in the Prime Minister's department.

CHAIRMAN'S STATEMENT

The third quarter of 2011 was indeed uplifting as our operating companies continued to show progress.

On the motor front, we saw the launch of the completely knocked-down (CKD) Chana ERA Star pick-up truck which is now locally assembled in Johor. In the retail area, Starbucks has launched its VIA Ready Brew coffee which brings convenience to coffee lovers on the move. Another launch we had this quarter, was the 42Mbps mobile broadband service by U Mobile. Residents in the areas of Klang Valley, Putrajaya, Cyberjaya, Seremban and Port Dickson will now have access to the fastest mobile broadband that is 3 to 5 times faster than any of the current market offerings.

The third quarter also saw two of our companies winning a few awards.

Berjaya Sports Toto (BToto) won three coveted industry awards. BToto was the overall winner of the KPMG Shareholder Value Award 2011 making it the first time that BToto has won the overall award. BToto was also the top winner for the services category and has been a sectorial winner for six consecutive years since the awards program was inaugurated in 2002.

BToto also emerged as a winner of the Billion Ringgit Club corporate awards organised by The Edge Malaysia under the trading and services sector for Most Profitable Company reflecting its return on equity over three years from 2008 to 2010.

My heartiest congratulations to the Management and Staff of BToto group for garnering the awards and making us all proud!!

Berjaya University College of Hospitality has won the coveted Monin Cup 2011 Championship! Our students swept the first, second and third places of the Cocktail category and second place of the Mocktail category. BUCH will also be hosting the Monin Cup Asia Competition in 2012.

BUCH also made history when one of our students won the highly coveted 'Most Outstanding Apprentice' award at the Culinaire Malaysia 2011 competition. This is the first and only university college to have won this award since its inception in 1993. Kudos to our BUCH students who have done us proud!!!

The Group has done much in the area of CSR. This quarter saw the official launch of the NKF-Berjaya Resource Centre, the first of its kind in Malaysia. The resource centre acts as a focal point for all kidney patients, students and researchers to obtain and access information related to kidney diseases.

Other CSR activities for the quarter include the 41 scholarships given via the Sun-MAPCU (Malaysian Association of Private Colleges and Universities) Scholarship Fund 2011, flood mitigation and drainage improvement works at the Malaysian Down Syndrome Association Centre funded by KUB-Berjaya Enviro, The Edge-Bursa Malaysia Rat Race and home visits amongst many others.

As we now enter into the final quarter of 2011, 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 in the global front, Berjaya will continue to endeavour in all its undertakings.

Tan Sri Dato' Seri Vincent Tan Chee Yoon



Performance of Companies for the 1st Financial Quarter Ended 31 July 2011 (unaudited)

Company	Revenue 3 Months Ended 31 July 2011 (RM'000)	Profit Before Tax 3 Months Ended 31 July 2011 (RM '000)
Berjaya Corporation Berhad	1,787,757	390,397
Berjaya Land Berhad	1,001,025	94,760
Berjaya Sports Toto Berhad	845,810	130,107
Berjaya Media Berhad	13,590	655
Berjaya Food Berhad	20,117	3,843
Berjaya Assets Berhad	353,998*	365,953*

* As at 30 June 2011



On 15th October 2011, Dato' Robin Tan and Dato' Francis Lee visited the site of Kenny Rogers ROASTERS first store in Shenzhen, China. This store is scheduled to open soon. It is located in the CBD core area, adjacent to Shenzhen International Conference and Exhibition Center, surrounded by several A Grade offices and five 5-star hotels at Futian District, Shenzhen.

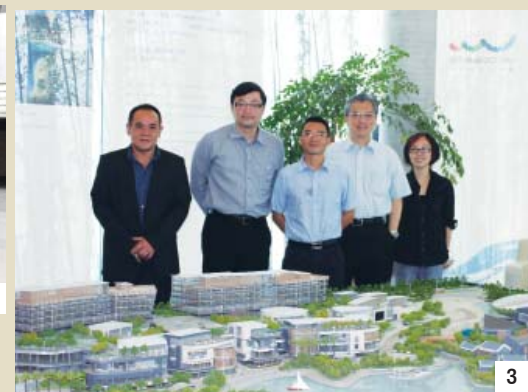
CEO Visits China's Kenny Rogers ROASTERS Outlets



1. (From left) Dato' Francis Lee (CEO of Berjaya Food), Mr Wong Ming Lai (Fly Asset Trading (Shenzhen) Co., Ltd - General Manager), Dato' Robin Tan (CEO of Berjaya Corporation), Mr Mel Wen (Fly Asset Trading (Shenzhen) Co., Ltd. - Retail Leasing Director), Mr Roy Chua (KRR Shenzhen - Managing Director), Ms Cissy Yang (Fly Asset Trading (Shenzhen) Co., Ltd - Retail Leasing Manager)

2. Dato' Robin Tan and Dato' Francis Lee on a site tour accompanied by Mr Mel Wen.

3. (From left) Mr Roy Chua (KRR Shenzhen - Managing Director), Dato' Robin Tan, Mr Lin Kai Hua (OCT BAY - Vice President), Dato' Francis Lee, Ms An (OCT BAY - Business Director)



On 15th October 2011, Dato' Robin Tan and Dato' Francis Lee also visited another site in Shenzhen, OCT Bay, located at Futian District Shenzhen.

New Products From Cosway



1 AutoMax Interior Cleaner & Protectant

Cleans, Restores & Protects Car Interior

A premium water-based formula that instantly restores your car interior to a like-new look, even while you are on the go! Easy to apply and dries quickly!
Cleans - Mild yet effective cleaning agents effectively remove dust, dirt and fingerprints without damaging surfaces.

Restores - Advanced silicone emulsion absorbs instantly into surfaces, creating a rich, high-gloss and non-greasy finish.

Protects - Anti-static property prevents dirt and dust attraction, making car interior stays clean longer. Superior UV guard protects surfaces from cracking, discolouration, fading and harmful UVA/UVB.

Suitable for both interior and exterior surfaces made of vinyl, rubber, plastic and finished leather.

- Leather Seat
- Trim
- Door Panel
- Bumper

2 Bioglo Red Ginseng Facial Scrub

A Scrub That Does It All!

Face off your tired, dreary skin with just a drop of this wonder scrub.

Loaded with crushed walnut shells, it gives a sensationally rich scrubbing feel minus the harshness. Power-packed with Korean Red Ginseng and 12 herbal extracts, it instantly perks up your skin and leaves it tenderly soft, incredibly silky and supple to the touch.

Its scent so divine that you'll love to use it everyday!

The Restorative Power of Korean Red Ginseng

Korean Red Ginseng takes 6 years to mature before the roots are harvested and steamed in a special brew to retain its full potency.

Renowned as a medicinal herb, its antioxidant and restorative properties help boost cell renewal and repair for healthy, youthful skin.

Experience the visibly Dramatic Difference!

- Dull, thick skin **EXFOLIATED!**
- Dead skin cells **REMOVED!**
- Impurities, oil & sebum **CLEARED!**
- Skin pores **UNCLOGGED!**
- Whiteheads & blackheads **REDUCED!**

3 Concentrated & Full Spectrum Organic Cordyceps

Inigorates Vital Energy, Relieves Cough, Reduces Phlegm, Restores Health & Well-Being

Each capsule provides 250mg of Tru-Cordyceps™, a full spectrum, organic Cordyceps sinensis from Aloha Medicinals Inc, USA.

- 350% more potent compared to the previous Oriyen Cordyceps formula.
- DNA profile matches that of wild Cordyceps. Non-GMO or genetically modified.
- Certified organic - USDA & EU Certificated Organic.
- Cultivated using patented technology that subjects growing Cordyceps under extreme low temperature and low oxygen levels, to replicate the conditions found during the growing season in Nepal and Tibet at 18,000 feet elevation.
- Suitable for vegetarians - not grown on worms (like in the wild).
- Analysed for lead and more than 90 other heavy metals by USFDA certified third-party analytical labs.
- Contains natural Hydroxy-Ethyl Adenosine (HEAA) and other compounds like Cordycepin, Adenosine and Hydroxyethyladenosine HEA.

Recommended for all - the elderly and children over the age of 2, those who are recovering from illness or surgery, or after childbirth. Take it on its own, or add into soup or porridge.

4 Concentrated Kimchi & Kimchi Probiotics for Healthy Gut, Robust Immune Defenses & Svelte Figure

Kimchi is the pride of Korea - a cultural icon and national treasure. You've probably heard that "kimchi is good for health", "kimchi fights SARS", "kimchi prevents bird flu", "kimchi keeps Korean ladies slim", and "kimchi gives Korean ladies their flawless complexion", and wondered if there's any truth in it.

Well, all the claims of kimchi goodness have been proven in several published clinical trials. And now, you can experience the wholesome goodness of fermented kimchi in its most concentrated and effective form.

Oriyen Korean Kimchi Concentrate Powder is a mild-tasting powder that contains the goodness of natural nutrients in fermented kimchi with kimchi probiotics, in a convenient ready-to-take sachet. It is produced using Patented "Triple Coating" to protect the live kimchi probiotics from harsh actions of stomach acid and bile salt, allowing them a safe passage to the large intestines to exert their benefits.

Patented processing method to isolate viable kimchi probiotics and kimchi nutrients.

Each sachet = the goodness of 2kg fermented kimchi*

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★ **Enjoy great savings of up to 30% on various certified organic products.**

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We invite you to visit your nearest Country Farm Organics store now to enjoy affordable, healthy organic food!

You could find our stores in Shah Alam, Puchong, Petaling Jaya, Kepong, Klang, Batu Caves, Malacca, Ipoh, Johor Bahru, Bukit Mertajam, Penang and Singapore. Please visit our website for more details - www.countryfarmorganics.com.

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Super start to Silly Bandz Swap in Borders

BCorp buys full rights to the Borders brand in Malaysia

On 5 October 2011, Berjaya Corporation Berhad ("BCorp") acquired the licence to use Borders' trademark on perpetual basis from the liquidators of Borders Group Inc., USA. Berjaya Books Sdn Bhd., the franchisee for Borders since 2005, now owns the Borders trademark in perpetuity within Malaysia and has the unreserved right to operate both brick-and-mortar as well as internet-based retail businesses using that trade name.

Malaysia is now the only country in South East Asia where Borders still operates. This acquisition reflects BCorp's confidence in Borders' brand equity. The trendy bookstore chain currently has 6 outlets as well as 2 Borders Express stores. Berjaya, through Borders bookstores, fully commits to raising the bar for English literacy in Malaysia and aims to play a major role in the creation of a reading and thinking society.

There is also a growing share of sales from its loyalty card - The Borders Rewards Card. The card holders enjoy exclusive benefits and discounts on their purchases at Borders. An exclusive promotion on Haruki Murakami throughout October 2011 came with a chance to win a holiday in Japan travelling on Air Asia X Premium.

It was nothing but silly fun at the first Silly Bandz Swap hosted by Borders at their store in The Curve, Mutiara Damansara on Sunday 17th July 2011. Attended by some twenty children aged from three to seventeen, the event is an initiative of Borders to introduce this fad to a broader audience in Malaysia.



1. The children arranged their Silly Bandz on the table and swapped with one another as parents looked on.
2. Hurray! We have more different bandz now!

Much to the amusement of observing adults, the children were well familiar with the "characters" and were adept at negotiating; "OMG"s, "TTYL"s, unicorns, genies, hulks, guitars and surfer dudes were amongst those that changed hands. Several lucky draws were also made and the children later received a goodie-bag each sponsored by Starbucks and K-Zone.

Encouraged by the response and feedback from the children, Borders hosted another Silly Bandz Swap Day on Sunday, 21st August 2011.

Silly Bandz are silicone rubber bands that are formed into fancy shapes such as animals, objects, numbers and letters, they come in a myriad of colours and are usually worn as bracelet. Children can also use the different shapes of Silly Bandz to make up a story. According to reports one million packs of Sillybandz are sold a week. Not that silly after all.

ROALD DAHL MONTH AT BORDERS



1. The huge birthday card full of fans' greetings for Roald Dahl.
2. The team from Julia Gabriel Centre recited poems and interacted with the audience.
3. Children and parents alike enjoyed the performance on stage.

13th September 2011 marks the annual celebration of Roald Dahl Day, and the birthday of the well-known author. This year is even more significant as it marks a phenomenal fifty years since Roald Dahl's classic tale, James and the Giant Peach, was first published. Borders, in conjunction with its 'Raise a reader, raise a thinker' initiatives, celebrated the event with a month-long Roald Dahl promotion and interesting activities.

Roald Dahl's fans stood a chance to win a trip to Singapore for a family of four as well as Roald Dahl story collections in a contest which began on 10th September and ended on 31st October 2011.

Bangsar Village II featured a pop-up store in honour of Dahl and Borders will take prominence with his books, exclusive Dahl-themed activity sets such as 'Magical Mischief' and 'Terrible Tricks'. Other activities included the recitals of Roald Dahl's poems by the Julia Gabriel Centre team, Staedtler Fimo creative sessions by Dwen Ujang, a professional clay artist, and Roald Dahl Colouring Contest.



Time to salsa at KRR with its new Mexicano Baked Fish



KRR's latest offering in September - the Mexicano Baked Fish and the Fish N Mushroom Soup.

On 21 September 2011, Kenny Rogers ROASTERS (KRR) introduced the new Mexicano Baked Fish to its vast variety of menu. A succulent fish fillet, marinated in a special blend of herbs and spices, then baked to perfection. Generously topped with a mildly spicy salsa, this scrumptious KRR offering added an exotic Mexican touch.

The Mexicano Baked Fish is served with three choices of side dishes. It is a healthy meal with a well-balanced diet of lean protein. Fish N Mushroom Soup is recommended to those who are looking for a comforting starter. The creamy soup is packed with chunks of fish and mushroom, making it a hearty start to any meal.

For those who are looking for a heartier meal, KRR also offers KRR's famous Rotisserie-roasted chicken or the White Combo Delight meal pairs the Mexicano Baked Fish with a quarter chicken, three side dishes and a Kenny's home-made muffin.



The Unique and Exotic Balinese Feast at KRR



On 28 July 2011, Kenny Rogers ROASTERS (KRR) introduced a new exotic flavor of Kenny's Balinese Chicken inspired by the Balinese Cuisine in conjunction of the month of Ramadan. Available for a limited time only, the famous Kenny's ¼ Rotisserie Chicken is roasted to perfection and marinated in a special blend of herbs and spices with a hint of spiciness.

During the Ramadan season, KRR introduced ROASTERS Ramadan Reservation to allow customers enjoy a hassle-free break-fast with just three easy steps. Customers only need to call or walk-in to a KRR restaurant, confirm the dining time and order, and lastly pay the bill to get a pre-assigned table number.

To make Ramadan celebration more fun and convenient, Kenny Rogers ROASTERS delivery service was also available for selected KRR restaurants located in Klang Valley, Northern Region, Southern Region, East Coast, Sabah and Sarawak. For bigger parties, Kenny Rogers ROASTERS catering service was recommended in the Klang Valley, Penang, Perak and Johor.



Esther Woo, Senior Brand Manager (left) introduced the new Kenny's Balinese Chicken with a Balinese dancer.

ROASTERS Health Watch 2011 Finale - Mars Vs. Venus



After weeks of challenge and battle between the final 12 participants, the competition of the ROASTERS Health Watch (RHW) 2011 had finally reached the finish line on the finale event at Berjaya Times Square on 13 July 2011.

The final challenge - 'RHW 2011 Sporting Arena' challenge featured a circuit course which tested the participants' agility, strength and stamina. Participants had to complete all 6 challenges within the course as many times as they could in 8 minutes. Celebrity participants, Li Qiang and Rina Omar joined the fun as they worked alongside with their respective teams.

This year marked the sixth year of the RHW challenge. The winning team was judged based on their final results of their commitment throughout the challenge, the Body Mass Index (BMI), Body Fat Percentage, Waist to Hip Ratio, and the additional points attained through the two challenges.

The winning team, Venus, walked away with prizes worth about RM25,000. The runner up team, Mars were awarded with prizes worth RM10,000. Prizes included vouchers from Kenny Rogers ROASTERS, products from Celebrity Fitness, Gintell and Brooks.

1. All women winning team! The Venus team celebrating their victory with celebrity participant, Rina Omar.
2. Never give up! Mars team during the challenge test.

Kenny Rogers ROASTERS Bowling Tournament 2011

On 5 July 2011, Kenny Rogers ROASTERS (KRR) organized its annual bowling tournament. A total of 128 staff of KRR's team from nationwide participated in this tournament. The tournament is held annually to allow KRR's team to relax, have fun and also to hearten team spirit among team members.

The top scorer for the Men's category is Rahmat Sahab from Support Centre while Syafaras Mohamed who is also from Support Centre bagged the Top Scorer for Women's category. It was no surprise that Support Centre won the Team Champion for KRR Bowling Tournament 2011 with the top scorers in their team.



The team from Support Centre was top scorer in the tournament .

ROASTERS On The Move (ROTM)

Kenny Rogers ROASTERS introduced its first-ever mobile restaurant, ROASTERS On The Move (ROTM), which has the capacity of serving up to 200 guests. The fully equipped mobile kitchen celebrated its first anniversary since its official launch in September 2010.

With its "Park, Cook and Serve" concept, it is suited for outdoor public events which require outdoor catering. Since its launch last year, ROTM has had served various outdoor public events at carnivals, universities, media houses, outdoor corporate events and sporting events.

One of the major public events ROTM has served is the International Hot Air Balloon Fiesta in Putrajaya. It is now open for private functions bookings in Klang Valley. For inquiries, please call 03-2119 9888 or email to broasters@krr.com.my.



Papa John's Pizza Opens 11th Outlet in Plaza Shah Alam



The new 11th outlet of Papa John's in Plaza Shah Alam.

Papa John's pizza ensures a comfortable dining experience for its customers.

On 28 September 2011, Papa John's Pizza opened its 11th outlet at Plaza Shah Alam, one of the most prominent shopping malls in Shah Alam. Residents and visitors from the neighborhood can now enjoy high quality pizzas made from original hand-tossed, never-frozen dough, topped with fresh-packed tomato sauce, 100% mozzarella cheese, high quality meats and vegetables.

With 11 outlets opened to date, Papa John's Restaurants are located at Berjaya Times Square, IOI Mall New Wing, AEON Bukit Tinggi, Klang, Sunway Pyramid, AEON Bandaraya Melaka, AEON Mahkota Cheras, Tropicana City Mall, AEON Equine Park, Seri Kembangan, Jusco Alpha Angle and Lucky Garden Bangsar; and Plaza Shah Alam. Papa John's will also be expanding to KL Festival City Mall in Danau Kota, Setapak soon.

Customers can choose to dine-in, take-out or call for delivery. For special event catering, you can also enquire about our catering services at Papa John's Pizza. Business hours start from 10am – 10pm.

Let's Fiesta with Wendy's® Pasta!



Wendy's® introduced the yummy-licious Fisilli pasta dishes that will drive taste buds wild on 30 August 2011! Enjoy your scrumptious pasta doused with Mushroom melt creamy cheese sauce and real mushroom or even the rich and meaty Chili. You could even top it with spicy or grilled chicken.

Shrimp Salad Temptation – So good it can get you hooked!

Featuring our mouthwatering Shrimp Salad – the great combination of fresh greens and crispy breaded shrimp! Be spoilt for choice with our extensive selection of salad using the freshest hand-cut vegetable, delicious toppings and the finest ingredients.

Quench your thirst with F&N Fruit Tree Lychee juice for just RM1.50 with any purchase of Wendy's® salad range. Definitely an ideal, balanced and delicious meal for you!



SHRIMP SALAD TEMPTATION
So good it can get you hooked!

ADD RM1.50*

Fruit Tree Lychee Juice

RM1.50 (incl. GST)

* valid with purchase of any salad

Now try some REAL FRIES!

Real fries don't fall far from the potato. So Wendy's® all-new natural-cut fries stick close to their roots for a taste as real as it gets.

Let's face it – everybody's got fries. Wendy's® has got something special. Naturally-cut from whole Russet potatoes, cooked skin-on in 0 gram trans-fat oil until golden brown and served up hot and crispy with a sprinkle of sea salt for a taste as real as it gets. You've had fries. Now try some Real fries.



NEW

A NATURAL-CUT ABOVE

Let's face it—everybody's got fries. Wendy's® has got something special. Naturally-cut from whole Russet potatoes, cooked skin-on in 0 gram trans-fat oil until golden brown and served up hot and crispy with a sprinkle of sea salt for a taste as real as it gets. You've had fries.

Now try some Real fries.



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Wendy's® Restaurant Locations
Sunway Pyramid • IOI Mall • Jaya One • Jalan Sultan Ismail • Mont' Kiara
Giant Kota Damansara • Aeon AU2 • Berjaya Times Square



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Product shown is for illustration purposes only.



Mooncake Tasting Event for media

As mid-autumn festival falls in the month of August, Starbucks Malaysia took the opportunity to celebrate Mooncake Festival in advance with the media in July. The mooncake tasting event was held at Starbucks Bangsar Village 2, Kuala Lumpur and Starbucks E Gate, Penang, on 22 July 2011 and 27 July 2011 respectively.

14 representatives from mainstream publications and online media attended the exclusive celebration with Starbucks. They are from Malaysia Best Food Portal base, Foodsion Magazine, Sin Chew Daily, Guang Ming Daily and NSTP.

It was a fun sharing and relaxing time for the media to mingle and taste the Starbucks' special flavoured mooncakes. A box of mooncakes was given to everyone as a gift for them to cherish the celebration of mid-autumn festival with their loved ones back home.

1. Delicious mooncakes comes with limited edition Starbucks' coasters.
2. Salleh, Marketing Manager explaining the types of flavours Starbucks' Mooncakes is offering.



Starbucks Frappuccino School is back for Malaysian Media!



On 27 July 2011, Frappuccino School is back again for the media! This time, it was held in Penang at Starbucks E Gate.

The four-hour event was filled with fun and excitement as participants from four established publications and online media namely Guang Ming Daily, Sin Chew Daily, NSTP, Foodsion Magazine and two bloggers representing Penang Food Portal and Foodtok.com learned to make their favorite personalized Frappuccino.

As the event highlight, media participants were given the chance to create their own Frappuccino recipe. The best recipe was rewarded with prizes worth up to RM200. Everyone was thrilled and had a great time.

1. Salleh, Marketing Manager (3rd left) briefing media participants on how to make their own Frappuccino.
2. Partner assisting CK (right), Food Review writer for NST & Penang Tourist International Portal in Frappuccino-making.

Starbucks VIA Ready Brew Launch



On 14 September 2011, Starbucks Malaysia launched VIA Ready Brew coffee at its store in Berjaya Times Square, Level 1. The media launch was meant to build excitement and momentum in the market.

The launch was attended by representatives from 17 media, namely NTV7 Bella, NTV7 The Breakfast Show, KOSMO!, Utusan Malaysia, Sarawak Tribune, Harian Metro, China Press, The Malaysian Reserve, The Sun, Red Tomato, Online Time Out KL, Hi Soing online media, Gaya Travel, KunangKunang, Mina & Queen, Food Digest Magazine and New Tide.

All certified VIA-Star partners hosted the event and provided a fun and exciting experience for the members of the media. Everyone took part in the VIA Ready Brew Taste Challenge, experimenting by using VIA Ready Brew with their favorite Vanilla ice cream and served them as Iced Vanilla Latte. They also get to taste the delicious savory Black Pepper Chicken in Turkish Bread and creamy moist Low Fat Apricot Yoghurt Crunch Cake. Aside from the taste challenge, they also introduced to the attractive VIA Ready Brew merchandise.

The Starbucks VIA Ready Brew brings convenience to coffee lovers on the move. Now they are able to enjoy their daily caffeine fix however and whenever they want!



1. Sydney Quays (center), Managing Director and team at the Starbucks VIA Ready Brew launch.
2. Starbucks partners explaining on the type of VIA Ready Brew merchandise available.
3. Siti Ayesha (left), Starbucks Malaysia Coffee Ambassador 2011 showing the journalists on how to make Iced Vanilla Latte from Starbucks VIA Ready Brew.

Launches of the Fastest Mobile Broadband Service in Malaysia (42 Mbps)

On 23 September 2011, U Mobile launched its 42Mbps mobile broadband service in the Klang Valley, Putrajaya, Cyberjaya, Seremban and Port Dickson. Residents in the said areas will now have access to the fastest mobile broadband that is 3 to 5 times faster than any of the other current market offerings. Subscribers can now enjoy ease of files transfer and streaming of high quality video to mobile devices and laptop either at a fixed location or on the go. U Mobile is making affordable this cutting-edge technology to the mass market by allowing customers to “rent” the 42Mbps modem with a low rental of RM20 per month.

For further flexibility, customers can opt from two data plans – the 5GB plan for a minimum of RM48 per month and or the 20GB plan for a minimum of RM108 per month. To ensure customer satisfaction, U Mobile offers a 7-day money-back guarantee with no additional charges.



1. Dr Kaizad Heerjee, CEO of U Mobile, introducing the brand new 42Mbps modem.
 2. (From left) Mr Zheng Bang, Asia Pacific President, ZTE Corp China; Dr Pang ShengQing, Senior Vice president, ZTE Corp China, Dr Kaizad Heerjee, Chief Executive Officer of U Mobile Sdn Bhd, TJ Too, Chief Technology Officer, U Mobile Sdn Bhd and Suresh Reddy, Chief Commercial Officer, U Mobile Sdn Bhd at the launch of the 42Mbps mobile broadband service.

“1Student 1Sport 1Malaysia Simultaneous Run” (“Larian Serentak 1Murid 1Sukan 1Malaysia”)

On 2 July 2011, U Mobile sponsored one of the government initiatives to promote healthy lifestyle among the Malaysian youth, “1Student 1Sport 1Malaysia Simultaneous Run (“Larian Serentak 1Murid 1Sukan 1Malaysia”)). The event saw the participation of over 4 million students from 10,000 schools in Malaysia who ran at the same time on the same day. This event was organised by the Ministry of Education and officiated by **Y.A.B. Tan Sri Dato’ Haji Muhyiddin bin Haji Mohd Yassin**, Malaysia’s Deputy Prime Minister and Education Minister at Dataran Perbandaran Taiping, Perak.



Dr. Kaizad presenting U Mobile’s mock SIM to the Deputy Prime Minister.

Students participating in the run.

More rewards and



with U Mobile

U Mobile delights its customers with more ‘bonUs’ rewards which includes discounts, vouchers and special packages, plus discounts at over 60 merchants in over 800 outlets nationwide such as Starbucks, Boost Juice, Kenny Roger’s Roasters, Purple Cane Tea Art Centre & Restaurant and up to 50% discounts off rack rates with Berjaya Resorts nationwide.

Customers of U Mobile will get redemptions from outlets under the Food & Beverages, Shopping & Retail, Entertainment, Travel & Accommodation as well as Other Merchants categories.

Opening of U Mobile’s kiosk in Tropicana City Mall

U Mobile officially opened a new kiosk in Tropicana City Mall, Petaling Jaya on 13 August 2011. The new bright orange outlook of the kiosk attracted many passer-bys and customers who patronized the kiosk on the day stood a chance to win fabulous lucky draw prizes comprising of BlackBerry Torch, Curve and Bold as well as ZTE Blade.



Official opening of U Mobile kiosk in Tropicana City Mall.

U Mobile taps into wider consumer market through partnership with Cosway

On 2 September 2011, U Mobile announced its partnership with a non-traditional distributor, Cosway (M) Sdn Bhd, in widening its distribution channel to more than 22,000 outlets nationwide. U Mobile top-ups and starter packs are now available over 800 Cosway stockists nationwide, including East Malaysia. This partnership will bring U Mobile closer to its new and existing customers and complement its other non-traditional distribution channels such as Singer, 7-Eleven and LH Sales & Marketing.



U Mobile Sdn Bhd Strategic partnership with Cosway (M) Sdn Bhd.



Mohd Razid Razali (right) receiving the BlackBerry Playbook from Dr. Kaizad Heerjee, CEO of U Mobile at U Mobile's Flagship store, in Berjaya Times Square.

UMobile's 1 Millionth subscriber

In August 2011, U Mobile marked a milestone with 1 million signed-up customers. It was indeed an achievement for U Mobile which was first launched in September 2007.

The lucky 1 millionth subscriber, Mohd Razid Razali, received U Mobile's latest device offering – BlackBerry Playbook, as a gesture of appreciation.

Introducing the Latest U Mobile Postpaid and Prepaid Broadband Plans

On 12 July 2011, U Mobile introduced its new broadband plans for prepaid and postpaid. The new broadband plans fetch the fastest download speed of up to 42Mbps, longest prepaid access of up to 30 days, lowest rates from RM1.33 a day and the largest data volume of up to 20GB. The prepaid bundle plan offers up to 5GB data allowance, a 30-day access and a free USB modem, for RM135.

Hard work and a little magic in theSun-1MDB Writing Competition

1. Choong Jay Vee receiving the Grand Prize in theSun-1MDB Writing Competition.
2. Judges, Kee (left) and Amir (right), with 2 of the winners.



A little bit of magic, a whole lot of imagination and even more hard work were the ingredients of the winning entry for theSun-1MDB Writing Competition, which concluded on 26 September 2011 with a prize-giving ceremony.

Lab technician Choong Jay Vee, 28, won the Grand Prize (RM5,000) for her entry, 'The Malaysian Magician', which tells the metaphorical tale of the first magician in Malaya, John Tan, but with a twist.

It was two-for-two for twins Tham Chui-Joe and Chui-Jun, 16, who walked away with the second and consolation prize respectively. Chui Joe's fictional story about two siblings having a debate over staying in Malaysia or migrating elsewhere, taking on the issues of brain drain and identity in the dialogue, won her the second prize (RM3,000).

A tale from the heart won Yong Wi Kwong the third prize of RM2,000.

His entry, 'Two Hearts, One Home', was a story straight from his own experience living and working away from Malaysia, but still calling Malaysia home.

Nine others also won consolation prizes of RM500 each for their entries, which tackled issues of race, migration, politics and food.

The competition, sponsored by 1Malaysia Development Berhad (1MDB), was held from June 1 to July 29 and had received more than 500 entries. It was aimed to encourage young Malaysians to express themselves and share what being Malaysian means to them in the most creative way possible. The panel of independent judges were writer and playwright Kee Thuan Chye, authors Daphne Lee and Amir Muhammad, and publisher and director Bernice Chauly.



KDE hosted the MKKM's Majlis Riang Riang with the former Queen

On 29 September 2011, Majlis Kanak-Kanak Malaysia (MKKM) had organized Majlis Riang Riang with almost 200 orphans and special kids from various homes. The event was launched by Her Royal Highness, Raja Permaisuri Agong, Tuanku Nur Zahirah. The children received 'duit raya' and goodies at the event. Besides having a great time, they also performed dances and songs for the audience.

Her Royal Highness, former Raja Permaisuri Agong, Tuanku Nur Zahirah accompanied by Ms Nerine Tan, Director of Berjaya Hotels & Resorts giving 'duit raya' to the children.



Kelab Darul Ehsan Hosts Ampang Jaya Resident's Society Carnival



Health test by Ampang Puteri Hospital nurses.



Dato' Seri Utama Dr. Rais Yatim, Minister of Information, Communications & Culture at the launching ceremony



Batik fashion show.

On 16 July 2011, the Ampang Jaya Resident's Society organized a carnival in which Kelab Darul Ehsan was the venue sponsor for this event. The carnival was launched by Dato' Seri Utama Dr. Rais Yatim, Minister of Information, Communications & Culture. Some of the highlights during the carnival were the 1Malaysia Coloring Contest for kids, traditional games, clay demonstration, batik fashion show, drums and artiste performances.

Berjaya Langkawi Resort Hosts Buka Puasa For Tourism Industry Players



In August 2011, Berjaya Langkawi Resort's breaking of fast event to commemorate the holy month of Ramadan drew some 380 corporate friends, tourism industry players and members of the media. Guests were treated to a scrumptious meal.

The resort extended an invitation to include 28 special students from SMK Tunku Putra. Accompanying the students were the school's senior assistant and four other teachers. The students were resplendent in their colourful 'baju raya' or Hari Raya outfits.

Among those present were Langkawi Development Authority's Tourism Division manager, Rosnina Yaakop and Environmental Planning and Development manager, Dr Noor Yazan Zainol, LADA Eco-Tourism Sdn Bhd manager, Mohd Karim Mohd Isa, Panorama Langkawi CEO, Ebi Azly Abdullah, Langkawi Craft Centre Director, Norizan Lob, Tropical Charters Sdn Bhd Executive Chairman, Dato Alexander and Chrystal Yacht Directors, Jamie and Ryoko Scott and Patrick Low and Aini Jantan from Langkawi Link. Hosting on behalf of the resort was the resort's General Manager, Graeme L. Dwyer.



1. Children from SMK Tunku Putra enjoying their buka puasa meal at Berjaya Langkawi Resort.
2. Some of the guests during the buka puasa event at Berjaya Langkawi Resort.



The team at Berjaya Manila Hotel, Makati City.

Berjaya Manila Hotel Holds 'BAYANIHAN'

In Rattling the Awareness of Team Spirit and Individual Responsibility

On 16 July 2011, Berjaya Manila Hotel located in the bustling central business district of Makati City, successfully mounted its second "Bayanihan" activity, whereby its employees sanitize the hotel premises as well as its vicinity at the corner of Makati Avenue and Eduque Streets.

"Bayanihan", the first of its kind to be hosted by Berjaya Manila Hotel, saw each of the hotel's employees holding brooms, mops and other cleaning equipment for a thorough cleaning activity in making sure the hotel appears dazzling, clean and comfortable for its guests.

Sporting identical T-shirts, the participating employees also extended the clean-up activity outside of Berjaya Manila Hotel. They enthusiastically swept the grounds of neighboring areas of Makati Avenue and Eduque Streets, picked the trash and tidied up the vicinity, which consequently resulted in a more appealing, attractive and spotless area, surrounding the hotel.

Berjaya Manila Hotel's "Bayanihan" clean-up drive hopes to instill the value of cleanliness – not only in one's personal space, but in the work area as well. It also aims to project good corporate image and encourage other associates of the hotel industry to emulate its initiative in embarking on their own Corporate Social Responsibility (CSR) initiative in their respective properties.

International Pencak Silat Championship Deputy Prime Minister's Cup 2011

Besides generating interest among Malaysian youth, this event was held from 16 to 20 September 2011 to discover new talents as well as to test the athletes' skills in the sport of Pencak Silat. This event also supported the government's call for growth in sports at local universities.

Pencak Silat Championship Deputy Prime Minister's Cup 2011 held at Berjaya Times Square





The Bold, Trendy and Stylish fashion showcase held at Berjaya Times Square.

I ♥ BTS: Bold, Trendy & Stylish Fashion Showcase

From 1 to 5 July 2011, Berjaya Times Square organized the Bold, Trendy and Stylish fashion showcase. It opened with a Gala Night on 1 July where invited guests were privy to a sneak preview of the brands parading their collections over the next two days. Celebrity emcee Soo Kui Jien, better known as Jien, livened the crowd while local fashionistas such as Serena C, Aisyah Sinclair, Sazzy Falak, and host Dennis Gan of 8TV Celebrity Chat graced the event with their signature glam and sassy styles. The showcase also featured lucky draws and exciting performances by electric violinist, songwriter and producer Dennis Lau, saxophonist Jimmy Sax and upcoming beat-boxer Shawn Lee.

This was followed by a weekend of fashion shows featuring 17 brands available in Berjaya Times Square, with Singer and Sports Toto Fitness Centre demonstrations and free classes for the public on Monday and Tuesday.

Organized in conjunction with this year's 1Malaysia Mega Sale Carnival from 15 June to 31 August 2011, Berjaya Times Square's campaign was themed 'I ♥ BTS'.



BTS Raya: Aidilfitri Brings Tides of Tradition

(1 August - 18 September)

The fasting month was celebrated nostalgically as Berjaya Times Square recreated a scene typical of coastal fishing villages, complete with attap kiosks which sold a myriad of Raya paraphernalia. Each weekend in August and September as well as the first three days of Raya saw many traditional performances and cultural dances take center stage at Ground Floor Central amidst the hustle and bustle of shoppers. Shoppers who spent a minimum of RM150 in no more than two receipts could also redeem an exclusive foldable shopping bag and decorative duit raya sleeves from 1 - 30 August.

Aidilfitri promotions at Berjaya Times Square



The Face Shop: Kim Hyun Joong Asia Promo Tour

On 22 August, fans thronged Berjaya Times Square to catch a glimpse of famous Korean artist and brand spokesperson for The Face Shop, Kim-Hyun-Joong, who was in town to officiate their new BB Cream product at The Boulevard and later, paid a visit to the outlet on 1st Floor.

Kim-Hyun-Joong, the brand spokesperson for The Face Shop.



The grand prize winner of the 'I Love BTS: Win Brilliant Toys by Spending' contest.

I ♥ BTS Winner Zooms Away in Mazda 2

Forty lucky shoppers who participated in the 'I ♥ BTS: Win Brilliant Toys by Spending' contest walked away with prizes totaling an astounding RM119,000 at the prize giving ceremony held at the Lower Ground Concourse on 22 September 2011. The contest which ran from 15 June to 31 August 2011 in conjunction with the 1Malaysia Mega Sale Carnival recorded an overwhelming 33,000 number of entries. The grand prize was a Mazda2.

The highlight of the event was the announcement of the grand prize winner, 35-year old housewife, Wong Mei Ling. Present to celebrate her win with her were her three children, husband, mother-in-law and sister-in-law. Exclaiming that the win was the biggest for her, Wong submitted over 30 entry forms after the initial purchase of an iPad at Berjaya Times Square's IT Centre by her husband.

During the Mega Sale period, shoppers were entitled to one contest form for every RM50 spent in the mall. They then had to guess the number of alphabets B, T and S that were contained in a structured container placed outside the Main Entrance.

Celebrating 1Malaysia Day in Vietnam

As Malaysians celebrated its 1Malaysia Day on 16 September 2011, the patriotic spirit continues in Vietnam as well. The Consulate General of Malaysia to Ho Chi Minh City (HCMC) and the Malaysia Business Chamber in Vietnam jointly organized a gala dinner reception in conjunction with the celebration of 1Malaysia Day, 54th Malaysia National Day and Hari Raya at the Equatorial Hotel at HCMC, Vietnam.

SaigonBank Berjaya Securities Joint Stock Company ("SBBS") sponsored a table for the event and invited its clients to join them at the gala dinner reception in the spirit of being truly Malaysian. SBBS' CEO, Josephine Yei, was the emcee for the event, appointed by the Consulate General of Malaysia to HCMC.

Also present were His Excellency Dato' Azmil Mohd Zabidi, Ambassador of Malaysia to Vietnam and Datin Karen Zabidi, Mr. Shazryll Zahiran, Consul General of Malaysia to HCMC, Mr. Le Hoang Quan, Vice Chairman of the HCMC People's Committee and the Consul General of 25 states in Vietnam. The event attracted more than 600 participants from Malaysia, Vietnam and other countries.



(Far left) Lim Shiu Beng, Brokerage Director of SBBS, also Vice President of Malaysia Business Chamber Vietnam (MBC), and Josephine Yei, CEO of SBBS (4th from left) with representatives of the ministries and associations from Malaysia.



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Berjaya Sampo's Annual Agency Convention 2011

Berjaya Sampo Insurance Berhad organized its annual agency convention 2011 in August and September 2011. The annual agency convention was held in two conventions separately for East Malaysia region and Southern & Northern region.

The first convention was held at Nexus Karambunai, Kota Kinabalu for the East Malaysia region from 19-21 August 2011. Meanwhile, the second convention was held at Awana Genting Highland, Pahang for the Southern & Northern region from 8-10 September 2011.

The East Malaysia region convention was attended by almost 60 agents from Bintulu, Kuching, Kota Kinabalu, Sandakan and Tawau. The Southern and Northern region convention was attended by almost 200 agents from 15 branches all over Peninsula Malaysia.

The agents were served with sumptuous meals and entertainment. During the conventions, Mr. Patrick Loh, Managing Director and CEO presented an uplifting opening speech commenting on the company's improved financial results. Awards were presented for the Top Ten Achievers for all the regions. He thanked all the achievers for their support and commitment throughout the years.

1. The East Malaysia region's team consisted of 60 agents.
2. & 3. The Southern and Northern region's team at Awana Genting Highland.

Chana ERA Star Launched

Changan Berjaya Auto Sdn Bhd launched its Chana ERA Star pick-up truck on 22 August 2011. The pick-up truck is now being locally assembled at Oriental Assemblers plant in Johor and the completely knocked-down (CKD) vehicle is expected to roll off in the fourth quarter of 2011. The company also aims to reach 40% localised parts within a year, after which it will begin exporting to Asean and other right-hand drive markets.

Targeting small and medium enterprises (SMEs), small traders and new business owners who require a cost-effective method of transporting their goods, the Chana ERA Star pick-up truck priced at RM33,688, comes with a basic steel body and five-speed manual transmission.

The truck is produced by Changan Automobile, which is ranked No 1 in China based on its total production of 1.1 million units in 2010. Changan Automobile is part of the China Changan Automobile Group, the fourth largest in China's automotive industry which produced 2.38 million units last year.



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1. Chana ERA Star pick-up truck
2. From left: Changan Berjaya Auto Sdn Bhd chairman Dato' Amer Hamzah Ahmad, Public Bank HP operations division General Manager Chew Han Kang, AmBank auto finance division General Manager Shaharudin Ismail and Dato' Tony Khor pose with a Chana ERA Star pick-up truck.

Outstanding students of BERJAYA University College of Hospitality won awards



For the 3rd quarter of 2011, the students of Berjaya University College of Hospitality (BUCH) have proudly won several prestigious awards in a few national and international level competitions, namely MLA Young Chef Pencil Box Culinary Challenge 2011, Monin Cup 2011 competition and Culinaire Malaysia 2011 competition.

Andrea Bakhita, a student of BUCH's Diploma in Culinary Arts won the bronze medal in the 'MLA Young Chef Pencil Box Culinary Challenge 2011'. For the first time, Meat & Livestock Australia (MLA) brought this internationally renowned competition to Malaysia. Held on 23 July 2011 at Taylor's University Lake Side campus, BUCH, University Technology Mara, Kolej Komuniti Selayang, and Taylor's University took part in this prestigious competition – featuring Australia's finest red meat, beef and lamb cuts. The candidates were evaluated based on the creativity of dishes, planning, work flow, hygienic work practices, culinary and presentation skills. The judges were impressed with Andrea's dishes.

BUCH swept the Cocktail Category by placing First, Second and Third place and also the Second place in

the Mocktail Category of the Monin Cup 2011 competition on 23 July 2011. Organized by Monin Asia and hosted by BUCH, Monin Cup 2011 competition saw 19 finalists from BUCH, Taylor's University, Nilai University College and INTI Laureate. Venod Rao, a BUCH Degree in Hospitality Management student, regained the Monin Cup Cocktail Crown this year with his sensational cocktail creation, 'Monin Sphered'. The Second prize went to Rachel Tan, wowing judges with her unique concoction of watermelon and basil, 'Sunset Sparkle'. Third prize winner Benjamin Chen presented an infused Japanese cocktail, "Tokyo Drift", with sake and Monin Fruit Puree which carries potent flavours and aroma.

BUCH made history when one of its students won the exclusive "Most Outstanding Apprentice" award at the Culinaire Malaysia 2011 competition – becoming the first and only university college to do so since the award's inception in the year 1993 – along with 8 Silvers, 9 Bronze medals and 2 Diploma certifications at the recent Food And Hotel Malaysia 2011 ("FHM 2011"). The "Most Outstanding Apprentice" award was won by Yong Chee Ken, a talented student of Diploma of Culinary Arts, who also led BUCH's team in the competition held from the 20 to 23 of September 2011 at the Kuala Lumpur Convention Centre. The competition is approved by the World Association of Chefs Societies ("WACS") as a national-level event.

1. Andrea Bakhita emerged as the 2nd runner-up in the 'MLA Young Chef Pencil Box Culinary Challenge 2011'.
2. Winners of the Monin Cup 2011 competition, (from left) Rachel Tan, Venod Rao and Benjamin Chen.
3. BUCH's students won various awards at the Culinaire Malaysia 2011 competition.



BERJAYA University College of Hospitality and Seamonkey Dive Centre signed a MOU

The signing of the Memorandum of Understanding (MOU) between BUCH and Seamonkey Dive Centre Sdn Bhd (SDC), an established and accredited five-star Scuba Diving instructor development centre, signalled the beginning of an advantageous collaboration that will enable graduates of both institutions to explore the depths of the ocean as part of their career path.

SDC will be able to leverage on BUCH's recognized success in quality programmes, integrate course developments to better suit global market needs, as well as streamline collaboration between both institutions by developing programmes within the niche areas of Dive Management, Dive Instruction, and Sustainable Hotel, Resort and Tourism Destination Management. Meantime, BUCH will also utilise the facilities and personnel from SDC to enable the best possible delivery of the subject matter.

This collaboration will result in the accredited programmes such as short courses, elective diplomas, and degrees under the School of Tourism, Arts and Culture Management at BUCH. With these courses, a graduate would be able to add value to their resumes and have a better edge over their competitors.



The management of BUCH and SDC are confident with the collaboration.

New Friendster Site Gaining Momentum in Asia



Friendster, was recently re-launched as a social gaming platform and is gaining momentum with increasing users and premium games. It has attracted more than half a million new users and now includes over 40 premium games since it was introduced to the public on 28 June 2011. The new site is aimed at bringing social games to young Asians and helping game publishers and developers tap the robust Asian gaming markets.

Since Friendster's re-launch, it saw increases on Monthly Active Users and Daily Active Users by 50% with more than 90% of the new users based in Asia. More than 10% of the users have purchased virtual credits in Friendster to help them better enjoy the games. As part of the re-launch, Friendster moved its business operations out of the U.S to Asia, operating mainly from three Asian countries namely Philippines, Malaysia and Singapore.

Jackcow Offers Great On-line Group Buy Discounts

JackCow is one of the fastest growing online group-buying websites that offers daily deals at 50-90% off on the best and most interesting things to eat, see and buy in Malaysia. JackCow, which made its first appearance online on 1 March 2011, is currently one of the major players in the Malaysian online group-buying market. JackCow.com is a new initiative by Forum Digital Sdn Bhd, a subsidiary of Qinetics Solutions Berhad.

JackCow is dedicated to bringing deals on a daily basis to the general public by offering great value in terms of heavy discounts while guaranteeing a minimum number of businesses for the merchant business partners. These daily discounts are usually offered by food and beverage outlets, spa and wellness centers and other travel and activities service providers, and the deals can only be enjoyed via purchasing coupons from JackCow.com.

With the launch of JackCow's newest product line deals named "Jack's Chest", physical products are also being offered by JackCow on a "free delivery to your doorstep" basis. JackCow has also started offering great travel deals such as 5-star accommodation packages to Bali, tour packages to Thailand and other exotic locations outside of Malaysia.

Various campaigns and contests are organized occasionally for the public to win prizes and have fun while gaining greater brand exposure. Roadshows and events are made much more memorable with JackCow's lovable and adorable mascot cow named "Jack". Through its "We Support Healthy Runs" campaign, JackCow can be found at nearly every major marathon around Malaysia, such as the Adidas King of The Road Challenge, the Siemens Run and the Standard Chartered Run. Past events hosted by JackCow include the "Pirates of the Caribbean: On Stranger Tides" movie premiere and the "One Day Pilot: Flying with JackCow" event where fans are able to pilot an aeroplane around Kuala Lumpur. To date, JackCow has gathered more than 50,000 Facebook fans (facebook.com/jackcowdeals) and this number is steadily growing.

1. "One Day Pilot: Flying With JackCow" event.
2. "Siemens Marathon" Run.
3. JackCow's Movie Premiere Night "Pirates of the Caribbean: On Stranger Tides" and the iPad contest winner.



MOL's Online Poll Series Unveils Insights into Social Gaming in Singapore

MOL created its first online poll series on Facebook and the online research revealed that there is a robust social gaming community among Facebook users in Singapore. Results also show that there are users who purchase game credits to enhance their gaming experience and status on their network. Although the use of virtual currencies in social gaming is still relatively new in Singapore as well as other parts of Asia, it is shown that there is potential for monetizing social gaming if there is more awareness created among the users.

The online research was conducted by MOL AccessPortal in Singapore between 20 June and 3 July 2011 using Facebook Polling Engagement Ads. The poll advertising investment created broad awareness among Facebook users in Singapore and resulted in 38.75 million impressions. From these impressions, there were a total of 71,105 actions which show the game players, type of games played and which games are played using virtual currencies.

Craig White, President of Global Operations at MOL Global mentioned that moving beyond traditional online advertising, social games' virtual currency is one of the most viable business models that have come along in the social network arena.

The Facebook page on the Social Gaming Poll Report.



MOL is now Thailand's leading online gaming payment provider

MOL AccessPortal announced its acquisition of 100% stake in Zest Interactive, Thailand's leading game distributor, at a press conference held in Thailand on 25 July 2011. This acquisition further strengthens MOL's positioning as a leading payment platform provider for online games, virtual worlds and social networks in Asia.

Following the acquisition, both MOL and Zest Interactive will provide a broader range of services through complementary products and stronger sales channels across Thailand.

"Thailand presents one of the most robust and fastest growing markets for online gaming in Southeast Asia over the next few years for MOL. Our growth in Thailand is driven by the increasing numbers of social gamers and players in the online games ecosystem such as telecommunications service providers, online game developers and distributors," explained Craig White, President, Global Operations of MOL Global.

Zest Interactive, a privately held Thailand-based games distributor and payment gateway company, has an existing network of over 40,000 physical payment channels including cybercafés and retail.



CEO Of MOL Thailand Preecha Praipattarakul, President of MOL Global Operations Craig White, CEO of Zest Interactive Paul Sarab

MOL participates in Social Media World Forum Asia

It was a great privilege for MOL to participate in the Social Media World Forum Asia held in Singapore on 1 September 2011 for the second consecutive year.

Craig White, President of Global Operations at MOL Global, was invited as one of the keynote speakers to give a presentation on how to use social media tools to monetize business models. Other panel speakers included leading social media key figures such as Thomas Crampton, Tak Miyaki and Paul Papadimitriou.

“It was definitely a great experience to be part of this conference because we are able to gather around professionals who have great experience in the new age of using social media to gain tangible revenue instead of just using traditional advertising to market a brand,” says Craig White. “It is definitely a great step for MOL to be able to speak about this topic as our company is always looking at ways to maximize monetization solutions via social media. The timing is perfect.”



Craig White, President of Global Operations at MOL Global, speaking at the Social Media World Forum Asia.



Semurni Kasih Campaign raised RM1 million for charity

In conjunction with the month of Ramadhan and Syawal 2011, 7-Eleven Malaysia organized its annual charity campaign called ‘Semurni Kasih’. The campaign ran for 35 days from 1 August till 4 September 2011 with participation from over 1,285 7-Eleven stores nationwide. The campaign managed to collect over RM828,000 in 35 days.

76 charitable organizations and over 100 individuals throughout Malaysia were named as the beneficiaries of the campaign. This year, 7-Eleven Malaysia will top up RM171,000 for a total collection of RM1 million in appreciation of the overwhelming support to the campaign.

7-Eleven stores from the 29 regions held the “Majlis Penyampaian Sumbangan Semurni Kasih” between 12 – 30 September 2011 in their respective regions, to celebrate the arrival of Syawal with the beneficiaries. Among the beneficiaries of this campaign were Positive Shelter Home in Cheras, Pertubuhan Orang Cacat Sarawak, Persatuan Kebajikan Orang-orang Istimewa Johor Bahru, and Perkim Alor Setar.



1. Semurni Kasih promotional poster
2 & 3. Presentation of gifts to the beneficiaries

KRR brought wholesome Raya joy to Rumah Bakti Nur Syaheera

In the spirit of Aidilfitri, the staff of Kenny Rogers ROASTERS (KRR) made a special house call to Rumah Bakti Nur Syaheera in Cheras on 9 September 2011. The KRR’s Jamuan Raya brought joy to both the children and the participated KRR staff as they celebrated the togetherness and joy for this festive season.

In line with KRR’s stance on wholesome eating and well-balanced meals, the KRR’s Jamuan Raya took on a ‘wholesome’ theme. There were about 25 children from the charity home treated with a wholesome Kenny’s Quarter Meal each and given goodie bags and ‘duit raya’ by KRR. Children also enjoyed themselves during the games session that inspired laughter, imagination and teamwork. They were separated in teams which represented the elements of a well-balanced diet such as, Grains, Vegetables, Fruits, Dairy and Protein. Aside from the fun, the game is also aimed at educating the children on wholesome eating habits.



1. Team members of KRR’s support centre with all the children from Rumah Bakti Nur Syaheera.
2. It’s game time - Squeeze, Pinch and Guess!
3. Children are waiting for their turn at the games.

Berjaya Brings Cheers to the children of Tara Bhavan

A group of senior management and employees from Berjaya visited the children of the Tara Bhavan Home in Jalan Ipoh, Kuala Lumpur on 23 September 2011. Headed by Dato' Robin Tan, CEO of Berjaya Corporation Berhad & Chairman of Berjaya Cares Foundation (BCF), the visit is one of BCF's on-going community programmes to reach out to the underprivileged.

During the visit, Dato' Robin Tan presented the Home with a cash donation of RM10,000, a Singer washing machine, two dry irons and groceries. Besides being treated to a sumptuous spread of Papa John's Pizza and Krispy Kreme Doughnuts, the children also received an 'angpow' each and a backpack with goodies inside.

Tara Bhavan was established in 1999 and provides shelter to orphaned, abandoned and abused children from destitute and broken families. Currently, the home houses 32 children, ranging from 3 to 17 years old.



1. Dato' Robin Tan and Berjaya staff celebrating the birthday of a few children at Tara Bhavan
 2. Dato' Robin Tan serving food to the children.
 3. A group photo with the children of Tara Bhavan Home.

Quarterly contribution to three charitable homes



1. A group photo with some of the children and old folk at Lotus Charity Care Centre.



2. The children and caretakers at the Ray of Hope Children's Home

For the 3rd quarter of the year, Berjaya and its employees contributed RM12,000 worth of needy items to three charitable homes, namely Lotus Charity Care Centre, PJ Caring Home and Ray of Hope Children's Home through Berjaya Cares Foundation.

Lotus Charity Care Centre received a heavy duty washing machine and groceries while PJ Caring Home received 20 units of double decker beds for their residents. Meanwhile, Ray of Hope Children's Home received food and household supplies.

In addition, Berjaya also contributed 15 units of used desktop computers to Lotus Charity Care's computer lab.

The Edge-Bursa Rat Race 2011

Berjaya supported The Edge-Bursa Malaysia Kuala Lumpur Rat Race held on 20 September 2011 by fielding a team of avid runners to participate in the annual charity event.

The team which comprised of Patricia Yap, Deti Affendi, Tee Ee Kia and Johari Isahak from Inter-Pacific Securities and Amanda Gabriel from Sports Toto Fitness Centre clinched the 5th spot in the Mixed Team category.

The well-publicized charity run which raised a total of RM1.93 million saw a participation of 151 teams and 90 CEOs from 84 local and foreign companies.

1. Group photo at the Edge-Bursa Malaysia Rat Race photo wall
 2. Get set, go! The race began!



Let's Be Fit Workshop

In an effort to promote health and well-being among our employees, Berjaya Cares Foundation in collaboration with Sports Toto Fitness Centre organized a "Let's Be Fit" workshop on 20 July 2011. Employees get to experience and choose between a low intensity midsection workout or a high intensity spinning exercise followed by a free consultation provided by the fitness consultants. A brief health talk was also conducted on the importance and valuable benefits resulting from regular exercise.



More energy put on test in the spinning exercise session.



Push up! Participants warming up for the session.



Employees getting some tips from the health talk.



Berjaya Times Square played host to 40 underprivileged children from Kompleks Anak Yatim Darul Kifayah.

Berjaya Times Square Brought Raya Cheer to Children

On 24 August 2011, Berjaya Times Square invited 40 underprivileged children from Kompleks Anak Yatim Darul Kifayah for a special day out in the complex. The children were treated to an exciting escapade at the Berjaya Times Square Theme Park, Stars Archery and spent time baking cookies at Berjaya Times Square Hotel, Kuala Lumpur under the tutelage of its chef before ending the evening with a sumptuous dinner at the Hotel. The children each received duit raya from Berjaya Times Square and a variety of goodies contributed by Borders and F.O.S while the home was presented a RM1,000 gift voucher, hampers from Cold Storage and a carpet from Crown Furniture & Carpets.

BERJAYA University College of Hospitality Go Green with the Environment!

BUCH is honoured to do its part in caring for the environment. In that spirit, BUCH was going green every Friday for the month of July 2011. Students and staff were encouraged to adopt a plant, recycle used items such as electronics, paper, boxes, plastics, and minimize usage on electricity and water.

"We are an all-rounded University College and we believe that as educators, we should impart and emphasize on the importance of saving the environment to all of our students," said Gigi Lim, Operations & Resources Director and Department of Student Services Advisor at BUCH.

To show support and create awareness for this cause, staff and students wore the colour green on every Friday in the month of July. Besides that, the shade of green could relieve stress and increase healing rate according to the psychology of colours. Researchers also found that the colour green can improve reading abilities. So going green is environmental and educational friendly after all!



BUCH staff in green to show their support to the Go Green Campaign.

BERJAYA University College of Hospitality - One Love, One Berjaya Charity Ambassador 2011

BUCH's students majoring in Event Management organized a series of charity events for their course module - "Event Project Work". The main event was the 'One Love, One Berjaya Charity Ambassador 2011' held on the 11th of July. This benevolent event saw 10 male and 10 female student finalists parading their talents on the stage. Nelly Chin, second year Hospitality Management student was announced as Miss Charity Ambassador 2011 while Andrew John Lim, first year Culinary Arts student was announced as Mr Charity Ambassador 2011 after the show. Both Mr and Miss Charity Ambassadors were overjoyed when they were announced as winners and most importantly, they now have a greater commission to contribute more to the society!

"The objectives of this event were to choose the most talented student ambassadors to represent BUCH in charity events held in the future, to boost students' confidence, to create awareness towards caring for HIV positive children and also to cultivate the practice of the Immersion Methodology among students and staff," said Mr. Shaun Liew Soon Yeow, the emcee of the event who is also a lecturer of the School of Tourism, Arts and Culture Management.

The students further organized three charity events to raise funds for a non-government charity organization namely "Keluarga Besar Norlina Alawi"(KBNA). KBNA focuses on the welfare of abandoned HIV children from Malaysia and Indonesia. The organization manages the children's daily living, education and medical treatments. The students of School of Tourism, Arts and Culture Management organized a charity bazaar on the 25th of June 2011. The bazaar saw about 50 stalls fully operated by BUCH students selling clothes, accessories, shoes, books, dolls, cosmetic products and food.



Mr and Miss Charity Ambassadors with the runner-ups of the competition.

NKF - Berjaya Resource Centre



Yeap Dien Wah from Singer Malaysia presenting a mock cheque to Chua Hong Wee, CEO of National Kidney Foundation of Malaysia



Representatives from Berjaya and NKF at the launch of the new NKF-Berjaya Resource Centre

The NKF-Berjaya Resource Centre was officially launched by Tan U-Ming, Executive Director of 7-Eleven Malaysia Sdn Bhd on 27 July 2011. The resource centre was made possible with funds raised by Berjaya Cares Foundation from the inaugural Berjaya Founder's Day event in February 2011 earlier.

Also present at the launch was Yeap Dein Wah, Managing Director of Singer Malaysia Sdn Bhd who presented a mock cheque of RM52,000 in support of 2 years' operational expenses for the resource centre.

Situated next to NKF's (National Kidney Foundation) head office at Section 14, Petaling Jaya, the resource centre act as a focal point for all kidney patients, students and researchers to obtain and access information related to kidney and kidney diseases besides providing skills training workshops for dialysis patients.

NKF LifeCheck Health Screening

For the second year running, Berjaya Cares Foundation in collaboration with National Kidney Foundation of Malaysia organized The NKF LifeCheck Health Screening at Berjaya Times Square on 21 and 22 June 2011. More than 200 people benefited from the two-day health screening campaign which comprised checks on blood pressure, urinalysis, body mass index, waist circumference, blood glucose, blood cholesterol and followed by counseling sessions. The free health screening is part of NKF's on-going education awareness initiatives on early detection and prevention of kidney disease.

Shoppers and staff attending the two-day NKF LifeCheck Health Screening campaign.



Checking on blood pressure



Urinalysis



Blood test

41 receive theSun-MAPCU scholarships worth RM4.5mil



1. Congratulations to the recipients of theSun-MAPCU 2011 Scholarship!

2. theSun's Managing Editor Mr ChongCheng Hai sharing a light moment with the guests.

The 41 recipients of theSun-MAPCU (Malaysian Association of Private Colleges and Universities) Scholarship Fund 2011 have much to relish having outdone more than 1,500 applicants to bag scholarships worth a total of RM4.5 million. The scholarships were presented by Deputy Higher Education Minister, Datuk Dr Hou Kok Chung, on 9 Aug 2011.

The scholarships are meant for financially deserving students with satisfactory academic record and co-curricular activities, giving them the opportunity to receive quality private education. A total 16 private colleges and universities are involved in this effort.

theSun's Managing Editor, Chong Cheng Hai, said that the company is honoured to partner and support MAPCU for the second year running to help lessen the burden of scholarship recipients and their parents.



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Flood mitigation and drainage improvement works at the Malaysian Down Syndrome Association centre

KUB-Berjaya Enviro (KBE) conducted flood mitigation and drainage improvement works at the Malaysian Down Syndrome Association Centre which is a learning centre for children with Down Syndrome.

The Malaysian Down Syndrome Association's premise at Jalan U-Thant, Kuala Lumpur has for many years experienced acute and repeated flooding in times of heavy rain. Due to the floods, the building and fittings of the centre suffered extensive damage. Apart from disrupting classes and activities, the situation is also a threat to the children's safety.

When the association sought assistance from KBE, the company gladly sponsored the flood mitigation and drainage improvement works for the centre. KBE's management, led by the Managing Director, Chock Eng Tah, visited the centre on July 25, 2011 to inspect the progress on the improvement works. The president of Malaysian Down Syndrome Association, En. Wan Mohd Hanizan b Wan Ramlan, also introduced the centre's activities during the visit.

1. Chock Eng Tah (centre) inspecting the progress of works at the centre.
2. The association's president, En. Wan Mohd Hanizan, briefing KBE's management on the centre's activities



Starbucks & HOPE: Outreach To Orang Asli Settlement In Tapah, Cameron Highlands

1. May (right), distributing stationeries to the children.
2. Starbucks participants and HOPE volunteer visiting one of the native aborigine hut.
3. Starbucks' partners poses in front of HOPE Free Mobile Clinic after the visit.



On 21 August 2011, Starbucks joined Hope Worldwide Malaysia on an outreach mission to the orang asli settlement at Tapah, Cameron Highlands. 14 partners led by May, District Manager of Penang, were welcomed with warm smiles and open arms. The group distributed supplies such as deworm medication, clothes, stationery and snacks to the children in the village.

The visit was an eye opener for the participants, seeing the living condition and obstacles faced by the orang asli in their daily lives due to the scarcity of water and electricity. It is a blessing for many who live comfortably in the city, where water and electricity is easily available. It was definitely a memorable and meaningful trip for all.

Starbucks EM "Mud Ball" Program



1. Starbucks' partners preparing the EM Mud Ball.
2. EM Mud Balls prepared by Starbucks' partners!
3. The Mud Balls are thrown into the Juru River.

On 31 July 2011, Starbucks' partners of Penang participated in a Penang state project named "A Million Apologies To Mother Earth". The event officiated by Deputy Chief Minister of Penang, Dr. Ramasamy, is an EM (Effective Microorganism) Mud Ball Throwing Project held at Juru river in Penang.

Effective microorganism breaks down the sludge and reduce the growth of algae in the sea. It utilizes naturally occurring, beneficial micro-organisms such as photosynthetic bacteria, lactic acid bacteria and yeasts to purify and revive nature. It is currently used in many countries around the world in water and sewage purification, improving recycled water and solving sanitary problems.



A total of 14 partners participated in support of loving Mother Nature. Great team work was shown as they rolled up their sleeves and get their hands dirty to make the mud balls.



Sports Toto National Charity Convoy 2011 Reaches Out To Children At East Malaysia

Making its way to East Malaysia, Sports Toto National Charity Convoy 2011 (NCC) continued its mission to cheer the needy children from 1-3 July 2011. The convoy visited 3 homes which are Bukit Harapan Trustees in Kota Kinabalu, Salvation Army Children's Home in Kuching and Methodist Children's Home in Sibiu.

Apart from donating RM5,000 to each home, fun parties and activities were also organized for the children.

Sports Toto National Charity Convoy was intended to bring memorable and beneficial experiences to the underprivileged children, while creating public awareness of the need to help the less fortunate children. This campaign was officially launched in early April this year.

Contribution to the Bukit Harapan Trustees in Kota Kinabalu under the National Charity Convoy 2011 campaign.



The Scomi KL Open Tennis Championship 2011 supported by Sports Toto.

Scomi KL Open Tennis Championship 2011

Sports Toto contributed RM20,000 to the Scomi KL Open Tennis Championship 2011 which was held at the National Tennis Centre & DBKL Tasik Titiwangsa Tennis Complex from 8 - 11 September 2011.

The Championship, organized by The Kuala Lumpur Lawn Tennis Association ("KLLTA") for the past 5 years, saw increasing interest from the competitive tennis community.

This 4-day event enabled tennis enthusiasts to come together to compete and watch the display of tennis prowess. This year, the tournament attracted more than 250 players including a strong foreign contingent from Indonesia and Thailand respectively.

Thailand's 15-year-old player, Pruchya Itsarow, won the Men's Open Singles category while Achiraya Sripom from Thailand won the Women's Open Singles category.

Launch of the Sin Chew Daily Basketball Championship

In an effort to promote healthy and sporting lifestyle in the community, Sports Toto collaborated with Sin Chew Daily in organizing the Sin Chew Daily Basketball Championship for the second consecutive year.

The championship was launched at Sin Chew Daily headquarters on 22 September 2011 with YB Senator Gan Ping Sieu, Deputy Minister of Youth and Sports being the guest of honour. Sports Toto Executive Director, Vincent Seow, represented Sports Toto at the ceremony.

During a media interview after the launch, Vincent Seow said he hope the company's sponsorship for this basketball event could drive the sports in Selangor, especially in the rural areas. Sports Toto wishes to continue working with Sin Chew Daily and Selangor Basketball Association in making this basketball championship an anticipated event for the local community, especially basketball enthusiasts.



Mr Vincent Seow with YB Senator Gan Ping Sieu (3rd from left) at the launch of the Sin Chew Daily Basketball Championship.

Breaking of fast with underprivileged children

On 9 August 2011, Sports Toto in collaboration with Bukit Kiara Equestrian & Country Resort (BKECR), once again hosted a breaking-of-fast session for about 140 underprivileged children from Baitul Mahabah Rumah Kasih Sayang, Rawang and Pertubuhan Jalinan Kasih, Cheras Kuala Lumpur.

Prior to breaking fast, the children enjoyed horse-drawn carriage rides and pony rides around the scenic equestrian park. They were then treated to a sumptuous dinner and dazzling performances by veteran local singers such as Zur Eda, Iknor Riza, Fredo and Azizul Khamis as well as an exciting magic show which completely mesmerized and amused the children.

Lastly, the children received 'duit raya' and gift packs handed out by Mr Vincent Seow, Executive Director of Berjaya Sports Toto Berhad and Tunku Masuri Jaafar, BKECR club manager. Berjaya Corporation Executive Director, Vivienne Cheng and several key management members were present to support the charity event.



Mr Vincent Seow and Ms Nerina Tan from Sports Toto sharing a light moment with the children.

Goodwill visit to hospital

On 2 August 2011, an entourage of Sports Toto staff with colleagues from Berjaya subsidiaries paid a goodwill visit to the pediatric wards of Hospital Tengku Ampuan Rahimah in Klang and brought Raya cheer to about 120 child patients at the hospital.

The entourage, led by Sports Toto communications manager Emily Tan, spent some light-hearted moments mingling with the children. Despite being physically unwell, most of the children visibly brightened up on receiving 'duit raya' and goodie bags comprising stationeries with colouring tools, a tumbler and a soft toy.

Sports Toto staff entertaining a child patient at the pediatric ward.

