

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 3, 2015

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

BERJAYA CELEBRATES TUN DR. MAHATHIR MOHAMAD'S 90TH BIRTHDAY WITH A NIGHT OF STARS

Berjaya Corporation Berhad's founder, Tan Sri Dato' Seri Vincent Tan and Chairman/CEO, Dato' Sri Robin Tan hosted a joint birthday celebration for Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah on 24 July 2015. Themed "A Night of Stars", the 90th birthday celebration revolved around movies from the 20s up to the current year. About 1,000 guests turned up for the celebration.



Group photo after the cake-cutting ceremony.



Tan Sri Dato' Seri Vincent Tan and Dato' Sri Robin Tan with the birthday couple at the photo booths.

Chairman and CEO's Message

Berjaya celebrated a few award wins in the 3rd quarter. Congratulations to Kenny Rogers Roasters, 7-Eleven Malaysia, and U Mobile for their respective wins at the 2015 Putra Brand Awards. Congratulations also to Kenny Rogers Roasters for winning the Social Media Excellence Award at the World Bloggers and Social Media Awards 2015, and 7-Eleven for winning the BrandLaureate Brand Excellence in Retail award. Berjaya Corporation Berhad received the Asia Best Employer Brand Award at the 6th Asia Best Employer Brand awards 2015. This award is certainly testament to our efforts in building a strong organization with innovative HR strategies and employee engagement initiatives.

The Mazda MX-5 was officially launched on 6 August 2015 in the Philippines and on 21 August 2015 in Malaysia. The 2-seater open-top roadster is the sixth model in Mazda's line-up of new-generation vehicles that feature the full range of SKYACTIV technology and KODO-Soul of Motion design. Its other features include a 6-speed automatic transmission, LED headlights and

tail lights, leather seats, Mazda Connect car connectivity system and a 9-speaker Bose keyless entry system.

Berjaya Youth collaborated with EcoCentric Transitions to build an edible garden at the Sivananda children's home in Batu Caves, Selangor. Besides being a meaningful pastime, the edible garden gives the children the opportunity to learn about sustainable living.

As part of its efforts in encouraging environmental conservation on Tioman Island, the Berjaya Group commenced its Shelter In The Sea For Marine Life project in July 2015 by laying concrete pipes on the Tioman Island seabed to propagate coral growth and in the long run, create a sustainable environment for marine life.

This quarter, in the spirit of caring and sharing, various Berjaya subsidiaries organised events and visits to spread Ramadhan cheer to the underprivileged communities.



As we enter into the final quarter of the year, continue to be dedicated in carrying out your duties and together, let us achieve all the goals we have set for the Group.

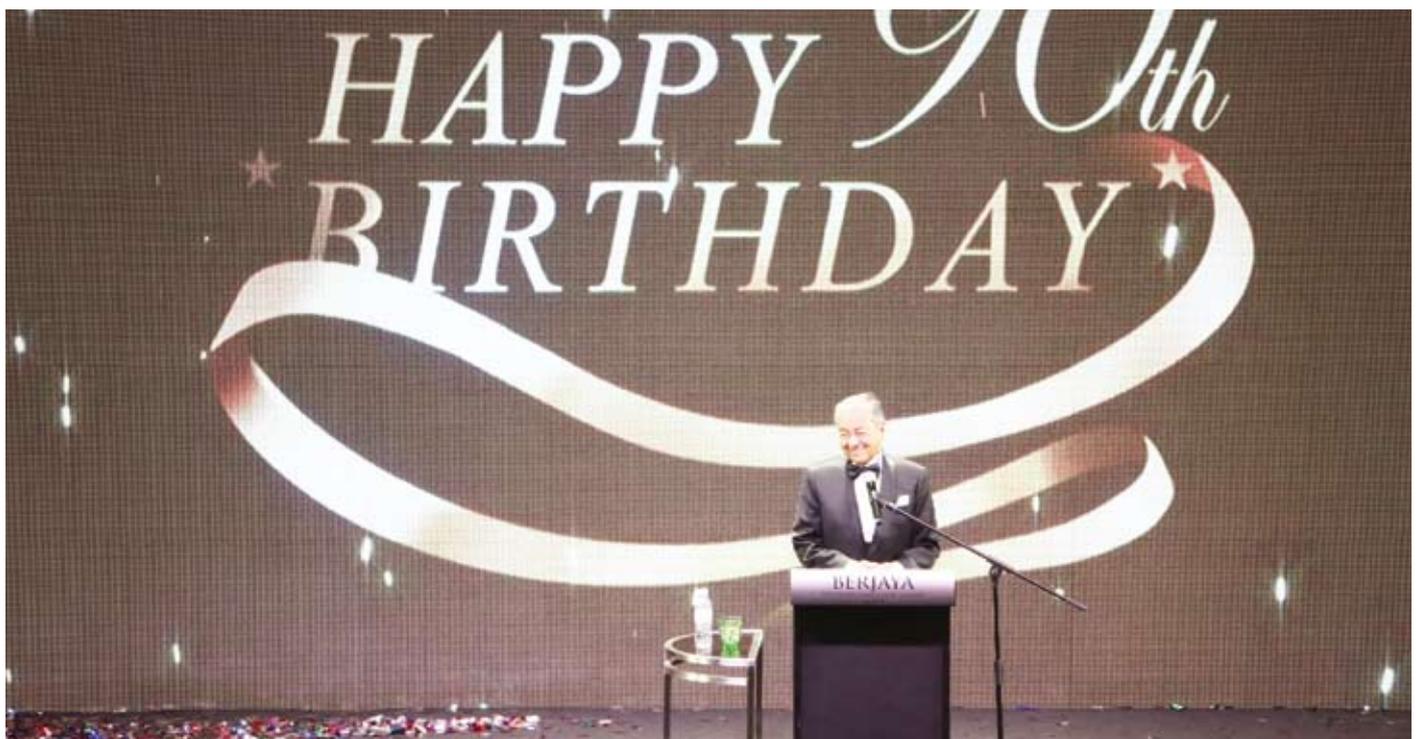
Dato' Sri Robin Tan

Performance of Companies for the 1st Financial Quarter Ended 31 July 2015 (unaudited)

Company	Revenue 3 Months Ended 31 July 2015 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 July 2015 (RM'000)	Revenue 9 Months Ended 31 July 2015 (RM'000)	Profit/(Loss) Before Tax 9 Months Ended 31 July 2015 (RM'000)
Berjaya Corporation Berhad	2,135,817	183,835	2,135,817	183,835
Berjaya Land Berhad	1,511,224	102,121	1,511,224	102,121
Berjaya Sports Toto Berhad	1,339,165	112,983	1,339,165	112,983
Berjaya Media Berhad	12,041	(988)	12,041	(988)
Berjaya Food Berhad	132,410	8,945	132,410	8,945
Berjaya Auto Berhad	512,545	73,539	512,545	73,539
7-Eleven Malaysia Holdings Berhad	482,321*	15,186*	987,312**	35,475**
Berjaya Assets Berhad	101,017***	24,788***	410,556****	109,739****

* 2nd Financial Quarter ended 30 June 2015 ** 6 months ended 30 June 2015 ***4th Financial Quarter ended 30 June 2015 ****12 months ended 30 June 2015

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Tun Dr Mahathir Mohamad giving his speech.

(continued on page 3)

(continued from page 2)



Berjaya senior management and their guests at the birthday celebration.

Some of the performances for the night included songs by Elvis Presley, P Ramlee and Saloma and ABBA.



Tan Sri Dato' Seri Vincent Tan presenting the DJI Inspire Drone to Tun Dr Mahathir Mohamad as a birthday gift.

ENTHUSIASTIC VOLUNTEERS JOIN HANDS WITH UNDERPRIVILEGED CHILDREN TO BUILD AN EDIBLE GARDEN

On the bright Saturday morning of 1 August 2015, Berjaya Youth led a group of 27 volunteers comprising 19 Berjaya staff and 8 external volunteers recruited through B.Youth Facebook for an edible garden build project at Sivananda Home in Batu Caves, Selangor. The project was built on an empty plot of land adjacent to the home measuring about 4,000 sq ft, with the help of 26 boys from the children's home and Ecocentric Transitions, a social enterprise dedicated to promoting sustainable living and environmental education.

The day started with all the volunteers and children being briefed by Nisha, co-founder of Ecocentric Transitions, before they were divided into teams to work on different sections such as setting up compost moulds using a concrete cylinder and worm compost using a plastic gallon bin; building garden beds for plant seedlings; building a nursery structure for seedlings and young shoots; building a garden trellis to support climbing plants; and a water tower for water harvesting.

The group planted young shoots of mangoes, bananas, papayas, ambarella, kangkung and lemon grass, as well as the seeds of sawi, bayam merah, spinach, okra and kailan.

It was truly a wonderful sight to see the volunteers and children working hard together despite the scorching hot sun to get their respective sections properly set up before the heavy downpour hit in the later part of the afternoon.

Berjaya Youth's mission for the edible garden project was to promote sustainable living, while inculcating a meaningful activity among the underprivileged children. From learning about decomposition of rotting organic materials to gardening and harvesting the produce later, this was a great educational experience for the children. Tending to the edible garden is undoubtedly a healthy pastime for the children at Sivananda Home who are aged 7 to 16. As for the volunteers, they have made a difference, no matter how big or small, in the lives of the children!

The Berjaya Youth team together with Ecocentric Transitions will be visiting Sivananda Home several times on a bi-monthly basis to check on the growth of the plants and vegetables.

It was a valuable engagement activity for all involved, especially the children of Sivananda Home who now have a new "playground" in the form of an edible garden.

Ready to go...



The edible garden site on an empty plot of land measuring about 4,000 sq ft.

Composting



After the composting process at the backyard, the compost was ready for the edible garden.



Volunteers being briefed on the process of making compost out of organic waste.

Garden beds



Learning the techniques of putting together the garden bed pieces.



Laying the seedlings.



Berjaya Youth volunteers and children of Sivananda Home celebrating the completion of the edible garden build project.

Berjaya Corporation Berhad (BCorp) was conferred the prestigious Asia Best Employer Brand Award at the 6th Asia Best Employer Brand Awards 2015. Hosted by the Employer Branding Institute and World HRD Congress & Stars of the Industry Group, with CHRO Asia as a Strategic Partner & endorsed by the Asian Confederation of Businesses, the awards ceremony was held on 12 August 2015 at the Pan Pacific Hotel, Marina Square, Singapore.

BERJAYA CORPORATION BERHAD WINS PRESTIGIOUS ASIA BEST EMPLOYER BRAND AWARD

BCorp, together with 4 other Malaysian organizations (Petronas, Air Asia, Celcom Axiata and Telekom Malaysia), were among the 100 organizations across 16 Asian countries recognized by the 6th Asia Best Employer Brand Awards 2015 as employers who have demonstrated excellence in building their brand as an Employer of Choice. These employer brands have a distinct identity that is visible through their HR practices, policies and strategies. These brands create a culture of contribution and innovation at work, believe in consistent improvement in HR policy by measuring organizational health and inculcating values that help to achieve the organization's vision, and aim to develop future leaders. The winners were selected by a diverse group of professionals from different parts of Asia.



Grace Chan, General Manager of Group Human Resource & Administration Division, Berjaya Corporation Berhad receiving the award from Tayeb Abdulrahman Al Rais, Secretary General of AWQAF & Minors Affairs Foundation, Dubai.

SUPERVISORY DEVELOPMENT PROGRAMME AT BERJAYA LANGKAWI RESORT

Good supervisory skills has become an important element for a team's success. The effectiveness of a team is not confined to the quality of work produced. It is also about team synergy among the team members that elevates the effectiveness to cohesiveness and it all begins with ourselves as the individual.

organization, the importance of good communication and the continuous personal development in shaping their leadership role as a Motivator, Influencer, Coach and /or Counsellor.

This is another signature programme from Learning & Talent Management.

In the Supervisory Development Programme held from 1 – 2 July 2015, 24 supervisors from Berjaya Langkawi Resort were enlightened with the understanding of self-leadership, their respective leadership roles in the



Group photo of the participants with Geany Ng, Assistant General Manager, Learning & Talent Management, Group Human Resource & Administration (front row, second from right).

Active participation from participants during the programme.

BERJAYA UCH TOASTMASTERS CLUB HUMOROUS SPEECH AND EVALUATION CONTEST 2015



2015 Berjaya UCH Toastmasters Club Humorous Speech and Evaluation contest.

On 27 August 2015, Berjaya UCH Toastmasters Club organized its very first Humorous Speech and Evaluation Contests.

There were six contestants for the Humorous Speech Contest and five contestants for the Evaluation Contest represented by students and lecturers of Berjaya University College of Hospitality and employees of Berjaya Corporation Berhad. The Champion for Humorous Speech Contest was Yap An Ni, a student, who spoke on romance derived from Korean dramas.

The Champion for the Evaluation Contest was Harizah Faiz, a lecturer who presented constructive evaluation on the test speech delivered by a Test Speaker.

Berjaya UCH Toastmasters Club wishes to thank the Organising Chair, Dawn Chiew, for the successful organisation of this event. We wish our champions, Yap An Ni and Harizah Faiz, the very best of luck in the Area P1 Contest to be held on 15 September 2015.

2015 Humorous Speech and Evaluation Contests Results:

2015 Humorous Speech Contest Winners

- First Place : Yap An Ni (Student of Berjaya UCH)
- Second Place : Patricia Yap (Remisier of Inter Pacific Securities Sdn Bhd)
- Third Place : Khoo Tzen Way (Student of Berjaya UCH)

2015 Evaluation Contest Winners

- First Place : Harizah Faiz (Lecturer of Berjaya UCH)
- Second Place : Soon Wai Leong (Manager of Inter Pacific Securities Sdn Bhd)
- Third Place : CY Chung (Senior Manager of Berjaya Corporation Berhad)



The contestants and winners:

(L-R, front row) Chan Pui Yee, Tay Wai Si, CY Chung, Khoo Tzen Way, Patricia Yap.
(L-R, back row) Loo Hui Yi, Ong Mei Lin, Yap An Ni, Harizah Faiz, Pritam Dutta

#LLIol TALK SERIES

We never seem to have enough time during the day to get everything done but yet we cannot neglect to acquire knowledge to enhance our skills.

In this respect, Learning & Talent Management launched the #LLIol Talk Series in August 2015 with the first talk entitled "The Inner Game of Happiness", and the second talk, "Image for Success" in September 2015.

#LLIol Talk is a short seminar which presents information on a particular topic.

It is an interesting learning opportunity that is:

- Fun learning
- Interactive
- Relative to life
- Relevant to career

In these one and half hour events, participants listened and learned from speakers, sharing their expertise while 'lol' and having the opportunity to meet and network with colleagues from all levels in the Berjaya Group.



Grace Chan with Evelyn Ch'ng, Principal Image Consultant of Emage Style Consultancy during the second talk titled "Image for Success".



Grace Chan, General Manager of Group Human Resource & Administration officiating the #LLIol Talk Series with its first talk titled Inner Game of Happiness.



Participants participating actively during both talks.



SIGNING CEREMONY FOR THE DEVELOPMENT OF BERJAYA VIETNAM FINANCIAL CENTRE

On 31 July 2015, Berjaya Land Berhad (BLand) and the China Railway 16th Bureau Group Co. Ltd (China Railway) signed an EPC Contract & Supplementary Agreement for the development of Berjaya Vietnam Financial Centre (BVFC) which is located in the heart of District 10, a busy commercial hub in Ho Chi Minh City.

The signing parties at the ceremony were CEO of BLand, Dato' Francis Ng and Deputy Chief Engineer of China Railway, Mr Huang Xin.

BVFC is planned as a 'world-class integrated mixed commercial development' offering retail, entertain and food & beverage outlets within an 8-storey shopping mall, two signature office towers, a 5-star hotel, serviced residences and serviced suites towers.



Dato' Francis Ng and Mr Huang Xin exchanging the signed contracts at the ceremony.



Artist impression of Berjaya Vietnam Financial Centre.

7-Eleven Malaysia, the leading standalone convenience store chain in the country, received two prestigious awards, namely "Brand Excellence in Retail (Convenience Store)" under the BrandLaureate World Awards 2015 and a Silver for the 2015 Putra Brand Awards' Retail category respectively. The attainment of both these awards comes as the icing on the cake in a tremendous upward trajectory over the past 2 years for the Company which saw them listed on Bursa Malaysia, embarking on a major expansion and refurbishment plan as well as reporting strong year on year (YOY) growth.

Chief Executive Officer of 7-Eleven Malaysia, Gary Brown shared, "It is indeed an honour to be recognised with these two prestigious awards for the hard work of the entire team here at 7-Eleven. We owe a huge thanks to the public for being receptive to our re-branding efforts as well as being endlessly supportive of the business. All of us at 7-Eleven have been further motivated by these achievements and moving forward, we plan to intensify the roll-out of more initiatives that include a wider selection of utility providers under our bill payment facility, cashless payment options, courier box pick-up (BOXIT) services, innovative loyalty programme and also constantly introduce new varieties under our Fresh to Go food selections and 7-Select house brand range as we strive to fulfil the needs of consumers better."

7-ELEVEN SCORES AWARD WINS



7-Eleven Malaysia Chief Executive Officer, Gary Brown (sixth from left) with the BrandLaureate World Awards 2015 for "Brand Excellence in Retail (Convenience Store)".



Gary Brown (fourth from left) and 7-Eleven Malaysia Executive Director, Tan U-Ming (fifth from left) and their team with the Putra Brand Award 2015 for Retail category.

EVENTS AT BERJAYA TIMES SQUARE



01



02



03



04



05



06



07

1. A BAG FOR A CAUSE – KINDNESS IN ACTION

From 4 July to 31 August 2015, A Bag for a Cause – Kindness in Action Campaign was held in conjunction with the 1Malaysia Mega Sale 2015. This collaboration between Berjaya Times Square Kuala Lumpur (BTSKL) and National Cancer Society Malaysia (NCSM) was to raise funds for NCSM's Children's Home of Hope to ensure they receive adequate care and treatment.

On 15 September 2015, BTSKL concluded its 2015 1Malaysia Mega Sale Campaign, A Bag for a Cause: Kindness in Action by donating RM20,000 to the NCSM's Children's Home of Hope. The campaign, in support of NCSM, saw BTSKL pledging RM10 for every receipt amounting to RM100 that shoppers redeemed for a BTSKL Theme Park ticket during the 1Malaysia Mega Sale Carnival.

2. ERIC CHOU "MY WAY TO LOVE" PROMO TOUR IN MALAYSIA

On 25 July 2015, Berjaya Times Square Kuala Lumpur was the venue sponsor for Taiwanese artist, Eric Chou's meet and greet session in Malaysia to promote his new album titled "My Way To Love".

3. MAYSHARON GRAND LAUNCH (SHILLS)

On 2 August 2015, well-known Hong Kong artist, Julian Cheung was the special guest for French skincare brand MarySharon's launch ceremony held at Lower Ground Concourse of Berjaya Times Square Kuala Lumpur. The brand received the most Promising Brand Award in 2014 and achieved instant success in Malaysia.

4. LAUNCH OF TASTE MIFG 2015

14 to 16 August 2015 was the launch event of Taste MIFG 2015, a special festival preview prior to the Malaysia International Gourmet Festival 2015. During the launch, locals and tourists had the chance to try the food from selected restaurants as they gathered under one roof in the specially designed Theatre of Cuisines.

5. PUMA IGNITE XT 24-HOUR TRAINATHON

On 15 to 16 August 2015, Global Sports Brand, PUMA, organized the first-ever 24-Hour Trainathon event series, challenging participants to endure various obstacles for 24 hours. The winners of the PUMA 24-Hour Trainathon Malaysia won an opportunity to join the Trainathon finale in Hong Kong on 19 September 2015, as well as cash prizes and Puma vouchers.

6. NTV7 "PERSONA" ROADSHOW

On 22 August 2015, a roadshow for the new drama series, "Persona" was launched by NTV7 at Ground Central, Berjaya Times Square Kuala Lumpur. The main actors of the drama, Kyo, Jojo, Emily and Fabian made a special appearance and enjoyed having interactive games with the fans.

7. ASEAN-JAPAN TELEVISION FESTIVAL 2015

On 12 September 2015, the ASEAN-Japan Television Festival 2015 concluded with a festive public event attended by celebrities, television personalities and performers from the ten ASEAN countries and Japan at Berjaya Times Square Kuala Lumpur. The audience were entertained by Malaysian singer Suki Low, rock band Bunkface and popular actress Sharifah Amani. Japan were represented by comedy act Gamarjobbat, jazz club band Jabberloop and tap dancers Saro.Doji.Gunjo.

KENNY ROGERS ROASTERS CELEBRATED ONCE AGAIN AT THE PUTRA BRAND AWARDS

Kenny Rogers ROASTERS (KRR) has once again been conferred an award at the Putra Brand Awards 2015. This time around, the rotisserie roasted chicken experts bagged the bronze medal in the "Restaurants and Fast Food" category at a glitzy ceremony held at Kuala Lumpur's Majestic Hotel. KRR was also honoured in the previous Putra Brand Awards 2013. Organised by Accredited Advertising Agents Malaysia (4As), the Putra Brand Awards is the only brand awards in the country endorsed by MATRADE and the judges are Malaysian consumers.

KRR's commitment to raise the bar and position itself as an industry leader is clearly reflected after winning numerous other accolades including the Superbrands 2013 award in the Malaysia's Choice category and The BrandLaureate Awards for four consecutive years.

KRR was also recognised by Social Media Chambers Malaysia for its constant and active engagement with consumers through social media. In this regard, KRR was bestowed the honour of receiving the Social Media Excellence Awards in the F&B category at the World Bloggers & Social Media Awards 2015.



Customer engagement matters to this team.



Happy faces of the KRR team receiving the Putra Brand award.

SAVOUR THE SWEET TASTE OF HONEY GLAZED CHICKEN

On 25 August, Kenny Rogers ROASTERS (KRR) introduced the Honey Glazed Chicken which is marinated in special citrus and herbs, complemented with three delicious side dishes of your choice.

The delectable taste of the Honey Glazed Chicken is made available in three meal options; the Honey Glazed Chicken Meal, Honey Glazed Chicken Lite Meal and Honey Glazed Chicken Soup Meal.

KRR decided to add honey into their recipe as honey has been long praised and proven for its health benefits. The robust flavour of chicken blends well with the honey glaze, making it a healthy and nutritious meal, in line with KRR's healthy living mission.



Christina Thong, Marketing Manager of KRR and KRR staff introducing the Honey Glazed Chicken Meal and Honey Glazed Chicken Soup Meal.



Three meal options for Honey Glazed Chicken.

LITE UP YOUR LUNCH AT KENNY ROGERS ROASTERS



In September 2015, Kenny Rogers ROASTERS (KRR) introduced an array of delicious lunch time treats that not only taste as good as they look, but are also healthy and easy on the pocket. The KRR's Lite Up Your Lunch offers a wholesome Set Lunch from just RM15.90 nett.

Proving that healthy meals can indeed taste great, the Simplelicious set is just as its name implies, simple, delicious and of course, easy on the calories. Composed of Kenny's famous rotisserie-roasted Quarter ala carte Chicken together with one side dish of your choice, it makes an ideal meal for those with smaller appetites. The Classic Savory set, priced at only RM18.90 nett, features Kenny's Quarter ala carte Chicken with one side dish and a choice of their famous melt-in-your mouth muffins.

Soup-lovers have certainly not been forgotten in this menu. The Soupaholic features Kenny's Quarter ala carte Chicken plus one side dish and a Country-Style Chicken Soup, a great way to fulfil one's cravings for a warm and hearty meal. The tasty soup also accompanies several other meal options such as the Wholesome Deluxe set that features Kenny's Quarter Meal, and the Secret Garden that offers Kenny's Chicken & Garden Meal catered to those with ravenous appetites and priced at RM25.90 nett.

For teriyaki lovers, the Oishi Teriyaki is the perfect choice, served with Kenny's Teriyaki Chicken Meal alongside the Country-Style Chicken Soup. Pasta-lovers too can indulge in a mouth-watering Pasta Meal and soup with Fiesta De Pasta, for just RM25.90 nett.

Lite Up Your Lunch will be available from 14 September 2015 at all KRR restaurants nationwide, from 11.00am to 3.00pm on weekdays only. Guests can also save RM1 off all their set lunch meals by making payment using the KRR Card.

ENTICING DEALS AWAIT ONE AND ALL THIS *RAMADHAN*

In conjunction with the month of Ramadhan, Kenny Rogers ROASTERS (KRR) added on four special new meals to its menu, each featuring the all-new Seri Lagenda Chicken. Guests may savour KRR's famous roasted whole chicken leg marinated with local spices topped with mild spicy peanut satay sauce, which is then paired with Aromatic Tomato Rice and a variety of side dishes as well as its signature Creamy Pandan Muffin.

Christina Thong, KRR's Marketing Manager added, "We believe that the new Seri Lagenda Chicken meals will cater to a variety of tastes and appetites. To ensure that our guests can enjoy delicious wholesome meals, there will also be exciting promotions to look forward to, especially for our KRR Card members."



KRR Card members enjoy up to 40% off on KRR's Seri Lagenda Chicken meal.



Ramadhan promotion - as tasty as it looks.

PAPA JOHN'S 5 STAR SERVICE TRAINING

23 Assistant Restaurant Managers attended the Papa John's 5 Star Service training on 10-11 August 2015. This training was the second guest service experience training conducted by Learning & Talent Management for Berjaya's food and beverage subsidiaries and is aimed at elevating the service standards of the frontline teams.

During the training, participants learnt how to deliver Papa John's 5 Star Service Promise for both Dine-in and Delivery services. Participants also learnt about Papa John's service standard and the importance of continuous service improvement to maintain its branding.

They appreciated the communication and grooming essentials that added value to guest service experience as well as created a more harmonious working relationship among colleagues.

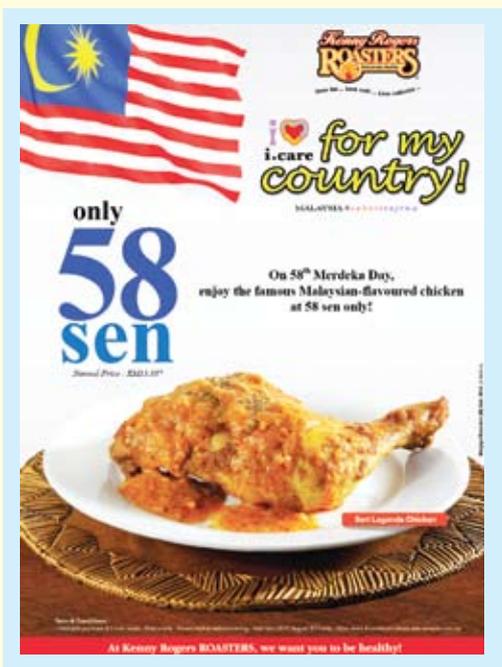


Group photo of the participants with Sua Yi Sheng, Brand Manager of Berjaya Papa John's Pizza Sdn Bhd (standing, 4th from left).

Participants illustrating the essentials of excellent guest services from greeting to table serving.

CELEBRATE THE JOY OF BEING MALAYSIAN WITH KENNY ROGERS ROASTERS

On 21 August 2015, Kenny Rogers ROASTERS (KRR) launched the Merdeka Day promotion which offered an ala-carte Seri Lagenda Chicken for only 58 cents with a minimum purchase of any 2 main meals.



KRR's Merdeka Day promotion.

KRISPY KREME CELEBRATES 78TH BIRTHDAY WITH SPECIAL OFFER

On 13 July 2015, Krispy Kreme Malaysia celebrated its birthday year in business by inviting valued guests to its stores to enjoy a 1-day only special promotion to purchase their second dozen of original glazed doughnuts at only 78 cents! Krispy Kreme fans happily gathered together to celebrate Krispy Kreme's 78th birthday.



Krispy Kreme team members celebrating with a wife.



Krispy Kreme fans purchasing a great deal offer.

CELEBRATE THE MOMENT WITH KRISPY KREME

Krispy Kreme has devised a way to make special occasions a little sweeter and more memorable with its new customizable doughnuts called Celebrate the Moment which is the perfect edible gift to recognize loved ones, friends or even co-workers, on an occasion or accomplishment in a truly unique way. Nothing's lovelier than having a delicious and unique-shaped doughnuts offer up to 20 doughnuts spaces per box for personalized messages.



Each doughnut's letter can be customized with a glaze, filling and topping of the customer's choice.



Cheerleaders proudly present the joy of Krispy Kreme as an ambassador for CHEER.

CHEERS WITH KRISPY KREME

Malaysia's cheerleading community has come a long way since year 2000 when CHEER, the annual cheerleading competition was first founded. Exceedingly famous for the cheerleader tumblers and positive atmosphere created by the teams' generous support for their rivals, this year's final season in August saw Krispy Kreme on board as the Official Sweet Treat Ambassador. Krispy Kreme Doughnuts has a heritage of supporting local communities, globally. CHEER represents fun and energy which go hand-in-hand with its global mission which is 'To touch and enhance lives through the joy that is Krispy Kreme'.



Sweet treats during their practice breaks.

#FRAPPUCCINO HUNT WITH CAPITAL FM

In conjunction with Starbucks' Summer 3 campaign, Starbucks Malaysia partnered with Capital FM in the month of August on a series of on-ground activations known as the Frappuccino Hunt.

Capital FM announcers hit 5 Starbucks stores on Saturdays (3 in Klang Valley, 2 in Penang) to spread joy and to give away coffee to the public. At each location, a 'Photo Booth' was made available to the public, along with interaction and games from Capital FM's announcers.

During this hour, customers enjoyed a Buy 1 Get 1 Free Offer for all summer beverages at the designated store. A crossover was also done at the selected Starbucks store where an announcer called back to the station to give the low-down on the on-ground surprise. There were also live updates on Capital FM and Starbucks' social media pages.



Some customers together with DJ Daphne.



Datin Paduka Marina Mahathir with the DJs of CapitalFM, DJ Isabel (left) and DJ Daphne (right).

STARBUCKS CELEBRATES TRADITIONS OF IPOH

In collaboration with Berjaya Starbucks Coffee Company, Nikon Club Malaysia once again embarked on another truly unique initiative for its members to honor the traditions of Ipoh. The endeavor took the form of a photo contest run over three quarters in 2015 with the winning photographs to be displayed at selected Starbucks stores.

The theme of "Traditions of Ipoh" which ran from 7 January to 31 March 2015 leveraged on the rich living heritage and culture of Ipoh city. Participants were called on to submit photographs capturing heritage buildings and landmarks, diverse people, arts and culture in Ipoh using creative and innovative ways. Salleharon Ahmad, Starbucks' Public Affairs and Digital Strategy Senior Manager said, "With 196 Starbucks stores all around Malaysia, we realized that each state has its own uniqueness to showcase. Therefore, we would like to play a role in commemorating local culture and traditions. By participating in a photo contest with Nikon, we hope to encourage people to appreciate and embrace the rich traditions of Ipoh."

More than 300 entries were received during the contest duration from hopefuls contesting for the grand prize worth more than RM3,000. Ten entries were shortlisted, and three were ultimately declared winners. Donnie Gervacio Sinongco took home the grand prize of a Starbucks hamper worth RM1,000, a one year's supply of Starbucks Coffee and a Nikon D3300 with 18-55mm kit lens. Chong Keng Loy 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 was Ng Wei Chean, who walked away with a Starbucks hamper worth RM500 and a Nikon Coolpix P340.

Through this competition, participants from different walks of life were able to put their skills to the test to immortalise the splendour of Ipoh state, while allowing them to explore their creativity in presenting their love of nature and culture through the art and science of photography.



Starbucks and Nikon staff amazed by the photography skills of the contestants.



Participants proudly presenting their creative artworks.

STARBUCKS FIZZIO™ SPARKLING BEVERAGE

Starbucks Malaysia unveiled a selection of new refreshing beverages, expanding its cold beverage portfolio, with the addition of Starbucks Fizzio™ Sparkling Beverages this August. Starbucks Fizzio™ Sparkling Beverages are specially handcrafted for each customer, featuring two flavours with real fruit flavours and jelly.

Starbucks Fizzio™ Sparkling Beverage is the perfect pairing with lunch or an afternoon treat such as a sandwich or a light snack from Starbucks.

The Starbucks Fizzio™ machine is a breakthrough in carbonation technology with the ability to deliver an unmatched soda sparkling experience for customers looking for refreshing fruit flavors and jellies to delight their day. Each Starbucks Fizzio™ Sparkling Beverage contains no artificial flavors, no preservatives or high fructose corn syrup and has 100 calories or less in a Grande (16 fl. oz.).



A delightful combination of real lemon, apricot, lime and spices with mango jelly, the Lemon Ginger Starbucks Fizzio™ with Mango Jelly induces light notes of ginger and rosemary to soothe and recharge your senses.

The Summer Berry Starbucks Fizzio™ with Mango Jelly is a beautiful mix of raspberry, strawberry, blueberry and apple juice with mango jelly. Deliciously fizzled and made even more magical with rich mango jelly.

LATTE ART TRAINING FOR THE MEDIA

Have you ever wondered how an expert barista can craft a perfect latte? On 6 July 2015, three media friends had the opportunity to experience Latte Art Training at Starbucks Drive-Thru, Kota Kemuning, Shah Alam. Four of our talented coffee masters were there to provide guidance and support for this short and fun session. Our coffee masters demonstrated how to pour a 'heart' and a 'rosetta'. All three students were impressed with our coffee masters' latte art techniques.



Starbucks coffee masters guiding their protégé for the day.

STARBUCKS PARTICIPATES IN THE DEPARTMENT OF ISLAMIC DEVELOPMENT MALAYSIA HALAL FUN RIDE

On 22 August 2015, Starbucks participated in the Department of Islamic Development Malaysia Halal Fun Ride. This cycling event took place at Masjid Tuanku Mizan Zainal Abidin in Putrajaya from 7am to 11am. The inaugural programme started with morning prayers led by YB Senator Dato 'Dr. Ashraf Wajdi bin Dato' Dusuki, Deputy Minister in the Prime Minister's Office. The event attracted close to 3,500 participants.

Starbucks sponsored prizes for the lucky draw session as well as coffee for participants that morning. The goal of this event was to increase public awareness on the importance of Malaysia's halal certification. This awareness can improve public confidence in the Malaysian Halal logo and the logos of halal certification bodies recognized abroad. This event was significant to reinforce Starbucks as a halal brand in Malaysia.



Starbucks Baristas served drinks to participants.



Participants of the ride getting their Starbucks drinks.



The Malaysia Halal Fun Ride Putrajaya attracted almost 3,500 participants.

INSPIRING TALKS BY WORLD'S GREAT LEADERS IN VIETNAM

On 17 August 2015, Forbes Vietnam organised a business forum with the theme 'Taking The Lead'. The CEO of SaigonBank Berjaya Securities JSC (SBBS), Josephine Yei was invited to attend the forum. Tan Sri Tony Fernandes, Group CEO and founder of Air Asia was invited as a key speaker for the event.

David Cameron, Prime Minister of the United Kingdom visited Ho Chi Minh City, Vietnam in September. He was invited to the Vietnam Business Forum and shared his views on improving business competitiveness. Josephine Yei, CEO of SaigonBank Berjaya Securities JSC (SBBS), also attended the forum to exchange ideas with business leaders.

On 13 September 2015, Sir Richard Branson, the founder of Virgin Group was one of the speakers at MOVE Vietnam 2015 for the first time. It was an annual 2-day conference in Ho Chi Minh City that featured world-class international speakers who are inspirational industry leaders. The conference themed, "Bringing You The World's Masters of Success", highlighted the success stories of the world's great leaders about their experiences and valuable success strategies. More than 5,000 participants including representatives from SBBS attended the conference.

Other than the forums and conference, Josephine Yei, CEO of SBBS also represented the company at the celebration event of Singapore's 50th National Day in July and a networking dinner organized by Malaysia Tourism in September.



Josephine Yei (right) with Tan Sri Tony Fernandes, Group CEO and founder of Air Asia.



Tan Sri Tony Fernandes (left) answering questions during the Q&A session.



David Cameron, Prime Minister of the United Kingdom, shared his views at the Vietnam Business Forum.



Josephine Yei (second from left) with the spouse of the Consulate General of Malaysia in Vietnam (third from left), the Director of the Education Ministry in Vietnam and spouse of the Vice Consulate General of Malaysia in Vietnam.



En. Ahmad Zaki, Director of Tourism Board Malaysia in Vietnam (from left) with Josephine Yei.

BERJAYA HOTELS & RESORTS RELAUNCHES ELITE BY BHR

Berjaya Hotels & Resorts (BHR)'s relaunched its loyalty programme Elite by BHR, formerly known as B.Elite. The hospitality brand kick-started this relaunch initiative with its local property, Berjaya Times Square Hotel, Kuala Lumpur on 24 June 2015, presenting a comprehensive showcase of its new points system, rewards and redemptions. A special Iftar get together followed the exhibition.

Developed as part of BHR's up and coming LIVE Rewards programme for all its guests with the emphasis on a well-balanced lifestyle and encouraging people to Live In Victory Every-day (LIVE), the group's brand philosophy, Elite by BHR is the fourth and most exclusive tier of the 4-pronged series. Slightly differing from the LIVE Rewards, the Elite by BHR programme is only by invitation, and was exclusively extended to a total of 75 top supporting corporate and government clients of Berjaya Times Square Hotel, Kuala Lumpur.



Mr Goh and Mr Luqman from UOB Bank were among the invited corporate clients attending the Iftar Dinner.

Essentially as a platform where members can spend and collect redeemable points while experiencing maximum amount of leisure, the Elite by BHR programme grants the privilege for members to redeem rewards from all BHR's Malaysian properties in various Accommodation, Dining and Spa categories whilst further extending it for them to redeem rewards from over 70 other merchants and brands under Berjaya Corporation's BCard.

On top of that, Elite by BHR also entitles members to additional benefits such as special discounts at participating food and beverage or spa outlets at BHR, and exclusive invitations to all Elite by BHR activities, organized on a monthly basis. Among the sponsors of the relaunch event were various media partners of BHR - Gaya Travel, The Peak, Her World, Glam, Men's Health, Women's Health; and Malaysia's very own pop sensation, Dato' Siti Nurhaliza who sponsored each of the Elite by BHR members one of her top selling skincare products, New Age+ by SimplySiti.



Berjaya Langkawi Resort booth.



Keroncong Performance by Tradikustik band.



Berjaya Waterfront Hotel JB booth.

HIP REINVENTION OF NOSTALGIC TASTES AT SAMPLINGS ON THE FOURTEENTH RESTAURANT

In August 2015, Samplings On The Fourteenth Restaurant with Chef De Cuisine, Chef Valmurugan Subramanian, fondly known as Chef Val reinvented and presented an all-new ala carte menu for Berjaya Times Square Hotel, Kuala Lumpur.

The new dishes included Poached Sea Scallop topped with salmon caviar on a bed of chipotle tomato and spinach puree, and Chef Val's recommended Caesar Salad with runny egg yolk with a silky mixture of dressing and parmesan with fresh romaine lettuce and roasted croutons.

Chef Val also made makeovers to a few signature items such as Australian Wagyu Beef Cheek accentuated with creamy blue cheese polenta, and Smoked Duck Breast roasted to perfection.



Giandutto Terrine.

For desserts, the hotel's new Pastry Chef, Chef John Wong presented the Giandutto Terrine comprising crispy hazelnut chunks layered with hazelnut chocolate mousse, and the rich yet well-balanced Pecan Nut Cheese Brownies.

In conjunction with its participation and role as the venue host for the Malaysia International Gourmet Festival (MIGF) 2015, diners were able to enjoy the new menu items at special promotional prices during the Festival.

Since opening its doors in 2011, Samplings On The Fourteenth Restaurant has gained a reputation as one of the most distinguished fine-dining restaurants in the local dining scene.



The Caesar Salad is tossed table-side.



Roasted Smoked Duck Breast.



The Australian Wagyu Beef Cheek.

BERJAYA UCH GRADUATE SELECTED FOR THE PRESTIGIOUS HILTON SEA MANAGEMENT TRAINEE PROGRAMME

Tiffany Ling, a graduate of BERJAYA University College of Hospitality (BERJAYA UCH) was handpicked to join the prestigious HILTON SEA Management Trainee programme.

The 18-month programme places graduates in every department within a hotel for the purpose of accelerated knowledge of management within a property. It has 3 phases and the final phase places a trainee in any other Hilton properties around the world for further exposure. This training programme provides graduates with a stronghold in the hospitality industry, producing quality staff with hands-on knowledge and experience in all areas of hotel management.

To qualify for this prestigious programme, graduates must at least possess a bachelor's degree and go through a series of interviews. Five candidates were eventually selected from an initial pool of 60 applicants. Tiffany was selected based on her effervescent personality, her passion for the hotel industry and her ability to demonstrate her organized nature in her work.

Tiffany, who hails from Sibu, Sarawak was a student at Saint Elizabeth School before pursuing her degree in BERJAYA UCH. She believes that the knowledge and experience gained while studying at BERJAYA UCH has really given her an edge on the professional front. Her exposure to the real world (working at Samplings on the Fourteenth as part of the course curriculum) is an experience that students will gain only if studying at BERJAYA UCH.

Tiffany advises her juniors, *"Be picky and selective and do a thorough survey when it comes to deciding which property to join. Most importantly, pursue a bachelor's degree programme in hospitality (especially at BERJAYA UCH) as this programme trains you not only the book-skills but also the soft skills which are of ultimate importance in our working lives. Be flexible, be positive and be sure to take ownership and responsibility of your own future"*.

Tiffany Ling.



BERMAZ UNVEILS THE FIRST MAZDA ANSHIN PRE-OWNED CAR CENTRE



(From left to right) The Mazda Anshin Pre-Owned Car Centre was officiated by Soon Mong Ming - Senior Dealer Manager of Mazda Sales, Chua Vin Teck - Head of Mazda Sales, and Kam Kah Nuen - Branch Manager of Mazda Anshin Pre-Owned Centre.

Bermaz Motor has unveiled its very first official pre-owned car centre, the Mazda Anshin Pre-Owned Car Centre, located a mere 2-kilometre distance from the Mazda HQ in Glenmarie.

"Anshin" (安心) is actually a Japanese term that means "peace of mind". At the Anshin Pre-Owned Car Centre, Bermaz offers more affordable Mazda cars but the quality of the pre-owned cars are just as uncompromised as the cars strictly undergo all of their scheduled maintenances.

Bermaz has been consistently displaying its unfaltering commitment to deliver the best ownership experience for the customers, especially with its extensive Free Warranty and Maintenance Programme, and this extends to the pre-owned cars as well.



The Mazda Anshin Pre-Owned Centre in Glenmarie.



A wide array of Mazda cars is available at the Mazda Anshin Pre-Owned Car Centre.

MAZDA PHILIPPINES LAUNCHES THE ALL-NEW MAZDA MX-5

On 6 August 2015, Berjaya Auto Philippines (BAP), the exclusive distributor of Mazda vehicles in the Philippines launched the much-awaited all new Mazda MX-5 two-seat, open-top sports car during the unveiling ceremony held at the Green Sun Hotel in Makati City.

The MX-5 sports a tuned 2.0-liter SKYACTIV gasoline direct injection engine, six-speed automatic transmission or six-speed manual gearbox, in-car connectivity system which was first available in the current Mazda3, Mazda Active Display which projects relevant information on a heads-up panel, and the highly effective i-Stop stop-start fuel-saving function.

In conjunction with the launch, BAP organized the Mazda MX-5 Roadster Design Competition which aims to discover budding design talents as the participants provide unique renditions of how the Mazda Mx-5 will look like in 25 years. In partnership with the National Council of Industrial Designers, its member schools and Top Gear Philippines, the competition also provided the participants a glimpse into the interesting and exciting world of automotive design. The award ceremony was held on 8 August at College of St. Benilde.

Judges for the competition consisting of Tom Matano, the chief designer of the original first-generation NA-series Mazda MX-5 Miata, Vernon Sarne, Editor-in-Chief of Top Gear Philippines and representatives from Mazda crowned the students from University of Santo Tomas Industrial Design - Carlos Andro Vito R. Molina, Dune Joseph R. Borrero and Lance Brian Foloso as the winners for the competition. The team, along with their mentor, Architect Alfred Asanza won themselves a trip to the Mazda Headquarters and Museum in Hiroshima, Japan courtesy of Mazda Philippines.



(From left): Tom Matano, chief designer of Mazda MX-5 Miata; Vernon Sarne, Editor-in-Chief of Top Gear Philippines; Dune Joseph R. Borrero with the team's winning design and Steven Tan, President and CEO of Berjaya Auto Philippines.



The all-new Mazda MX-5.

ALL-NEW MAZDA2 SKYACTIV MEDIA RIDE AND DRIVE

On 31 July 2015, ten units of the all-new Mazda2 sub-compact sedan and hatchback were driven over more than 450 kilometres in the provinces of Laguna, Quezon, Cavite and Bantag as by thirty motoring journalists.

The ten units comprised the Mazda2 SKYACTIV variants – Mazda2 SKYACTIV R sedan, Mazda2 SKYACTIV V sedan and hatchback and Mazda2 SKYACTIV S sedan which are now available at Mazda Philippines' showroom.

The Mazda2 SKYACTIV not only provides the ideal platform for motorists to get from point A to point B, but it also allows them to enjoy the journey of getting there.

To help the journalists document their driving experience, CameraHaus, distributors of a wide variety of photography and video equipment provided documentation gear for their use as well as prizes for a photography contest undertaken during the event.



Group photo of the motoring journalists and the team from Berjaya Auto Philippines.

U MOBILE LAUNCHES #FREEINTERNETFORLIFE PREPAID PLAN

In July, U Mobile launched its new POWER Prepaid Plan which gave its customers a life time of internet usage. The Free 1GB high-speed Internet every month has once again changed the landscape of product offerings in the local market, adding even greater value for U Mobile consumers and catering to their ever-growing demand for data.

For more info, visit http://www.u.com.my/new_prepaidplan



U Mobile's POWER Prepaid Pack pushes the prepaid market boundaries once again by offering free 1GB high speed mobile internet every month for life, as well as free 450 minutes of talk time and the lowest call rate at 5 sen to all network and free basic internet.

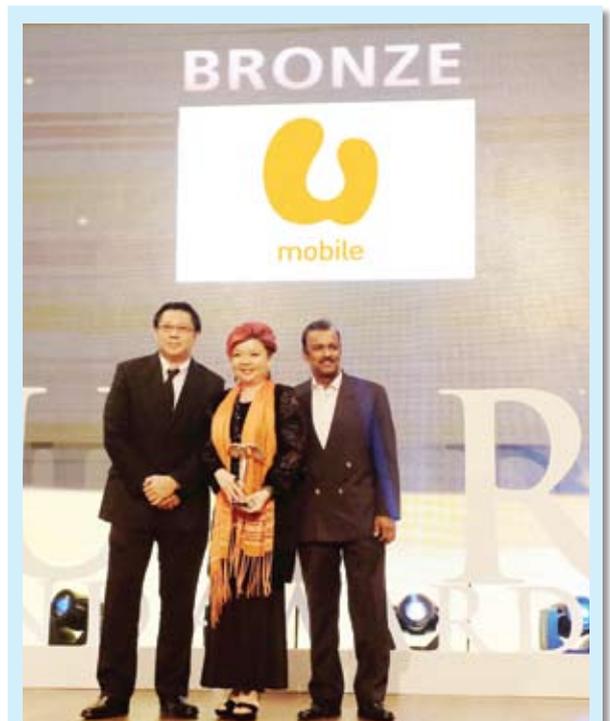
(from L-R): Jasmine Lee, Chief Marketing Officer of U Mobile and Wong Heang Tuck, Chief Executive Officer of U Mobile initiating the launch of U Mobile's brand new POWER Prepaid Pack.

U MOBILE BAGS BRONZE AT ITS FIRST PUTRA BRAND AWARD

U Mobile recently received its very first Putra Brand Awards, clinching Bronze for the Communication Networks Category. The award was presented to Jasmine Lee, U Mobile's Chief Marketing Officer, at the awards ceremony held at Majestic Hotel, Kuala Lumpur. This recognition reaffirmed U Mobile's position as a customer-centric telco that is constantly innovating to bring trendsetting marketing initiatives and product proposition to its customers.



The U Mobile team proudly posing with the award!



U Mobile's Chief Marketing Officer, Jasmine Lee, receiving the telco's first Putra Brands Bronze Award (Communication Networks). Standing next to Jasmine is Kingston Low (left), General Manager-Digital of The Edge and T. Renganathan, Council Member of 4As.

U MOBILE HARI RAYA OPEN HOUSE 2015

During the month of Syawal, U Mobile hosted the “U Mobile Raya Open House 2015” at Grand Hyatt Kuala Lumpur for its corporate customers, business partners, media and representatives from the government. The presence of Datuk Seri Panglima Salleh Said Keruak, Minister of Communications and Multimedia Malaysia, Dato’ Seri Ahmad Shabery Cheek, Minister of Agriculture & Agro-based Industry and Tan Sri Dato’ Seri Utama Dr Rais Yatim, the former Minister of Communications and Multimedia Malaysia certainly made the event more memorable.

U Mobile also announced its latest CSR programme, the “U Excellence” Academic Award, in collaboration with the Ministry of Communication & Multimedia Malaysia. The award rewarded 10 top students from Universiti Malaya for their excellent academic achievement despite coming from underprivileged backgrounds.



(from L-R): Kenneth Chang, Director of U Mobile, Datuk Seri Panglima Salleh Said Keruak, Minister of Communications and Multimedia Malaysia and Wong Heang Tuck, CEO of U Mobile at the Hari Raya Open House.



(from L-R): Eric Liew, Head of Regulatory, Dato’ Seri Ahmad Shabery Cheek, Minister of Agriculture & Agro-based Industry, Wong Heang Tuck, and Kenneth Chang.



The 10 top students from University Malaya taking a group photo after receiving the award.



(from L-R): Tan Sri Dato’ Seri Vincent Tan, Chairman of U Mobile and Tan Sri Dato’ Seri Utama Dr Rais Yatim, Social and Cultural Affairs Advisor to the Government having a good chat.

MALAYSIA’S BEST POSTPAID PLAN JUST GOT EVEN BETTER!



Chief Marketing Officer, Jasmine Lee and Lee Fook Heng, General Manager of Product Development introducing Malaysia’s New Best Postpaid Plan.

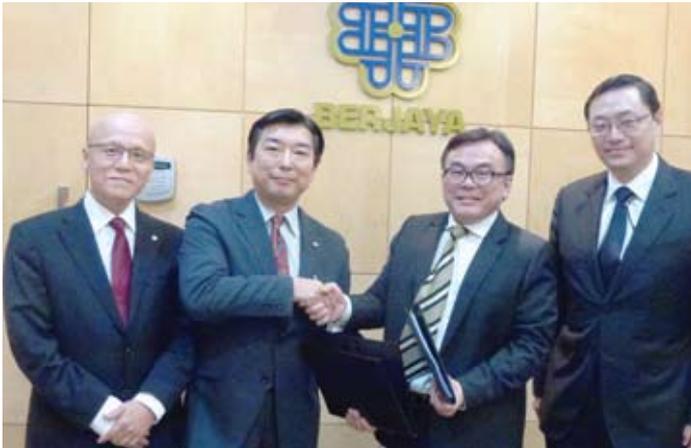
Once again, U Mobile has pushed market boundaries by redefining industry standards with its enhanced postpaid plans. The upgraded plans come with the LARGEST data allowance in town, as well as FREE on-net calls, FREE SMS and the LOWEST call rate – making Malaysia’s best postpaid plans even better than before!

To know more, visit <http://www.u.com.my/postpaidplans> now!!



Special performance by Ana Rafali during the Open House event.

KBE UNDERTAKES INDUSTRIAL WASTE RECYCLING PROJECT



Exchange of JV Agreement
From Left to Right: Mr. Eisuke Kumano - Chairman, President & CEO of Amita Holdings Co. Ltd., Mr. Katsuhiko Sugie - Managing Director of AESS, Mr. Chock Eng Tah - Managing Director of KBE and Dato' Sri Robin Tan - Chairman & CEO of Berjaya Corporation Bhd.

KUB-Berjaya Energy Sdn Bhd (KBE) and Amita Environmental Strategic Support (M) Sdn Bhd (AESS) signed a joint-venture agreement on 8 October to undertake an industrial waste recycling project in Selangor.

KBE is a wholly-owned subsidiary of KUB-Berjaya Enviro Sdn Bhd, the developer and concessionaire of the Bukit Tagar sanitary landfill, while AESS is a wholly-owned subsidiary of Amita Corporation Japan, the leading proponent of industrial waste recycling in Japan.

The project is the first of its kind in Malaysia where 100% recycling of industrial waste is achieved. Unlike the conventional method of treating industrial waste which involves mostly disposal at the end stage, the proprietary technology used in the project is capable of producing Alternative Raw Material (ARM) and Alternative Fuel (AF) that are readily acceptable and used in the cement industry.

The project will be located within the corridor of the Bukit Tagar sanitary landfill, supported by existing infrastructure and facilities established by the landfill project. Construction work is expected to commence in January 2016 and is scheduled to be completed by September 2016.



From Left to Right: Mr. Eiichi Yamato - Executive of Amita Environmental Strategic Support (Malaysia) Sdn. Bhd; Mr. How Lim Sek - Chief Operating Officer of KUB-Berjaya Enviro; Dato' Sri Azlan Meah - Director of KUB-Berjaya Enviro; Tunku Alizan - Chairman of KUB-Berjaya Enviro; Tan Sri Dato' Seri Vincent Tan - Founder of Berjaya Corporation Bhd; Mr. Eisuke Kumano; Dato' Sri Robin Tan; Mr. Hiroyuki Sato - CEO of Amita Institute for Sustainable Economies Co. Ltd.; Mr. Chock Eng; YBhg. Datuk Amer Hamzah - Director of KUB-Berjaya Enviro; Tengku Zahaimi - Director of KUB-Berjaya Energy and Mr. Katsuhiko Sugie.



Mr. Chock Eng Tah (left) giving a briefing to Mr. Katsuhiko Sugie, Managing Director of Amita Environmental Strategic Support (Malaysia) Sdn Bhd; Mr. Hiroyuki Sato, CEO of Amita Institute for Sustainable Economies Co Ltd; Mr. Eisuke Kumano, Chairman, President & CEO of Amita Holdings Co Ltd; and Mr. Eiichi Yamato, Executive of Amita Environmental Strategic Support (Malaysia) Sdn Bhd at the Bukit Tagar Sanitary Landfill.



Dato' Sri Robin Tan, Chairman & CEO of Berjaya Corporation Bhd sharing a light moment with Mr. Eisuke Kumano, Chairman, President & CEO of Amita Holdings Co Ltd (centre) and Mr. Katsuhiko Sugie, Managing Director of Amita Environmental Strategic Support (Malaysia) Sdn Bhd (right).

RM225,000 RAISED IN AID OF THE NEPAL EARTHQUAKE VICTIMS

On 3 July 2015, the management of Bukit Jalil Golf & Country Resort and the club's Liaison Committee members organised a charity dinner to raise funds for the Nepal earthquake victims. A total amount of RM225,000 was raised through the charity dinner and together with the donation collected by the committee within the campaign period, a final sum of RM600,000 for the relief fund.

During the evening, appearances and performances by few local celebrities and volunteers entertained the crowd of 650 patrons. The fund collected that night was mainly from the sale of dinner tickets and the auctioning of premium items such as liquor, golf accessories, travelling suitcases, watches, and others which were all sponsored by kind donors. The committee members also received overwhelming calls from the public who were keen to play their part in this cause-worthy event.



The guests donated generously during the dinner.



Kenny Tay of the 80s music group Kenny, Remy and Martin mesmerised the crowd with a couple of ballads.



Committee members of the Bukit Jalil Golf & Country Resort's Nepal Earthquake Charity Dinner presenting the donation for the Nepal earthquake victims to Thragu Dharma Society Petaling Jaya Adviser, Lama Lotro (3rd from left). Present at the ceremony were the Fund-Raising Dinner Organizing Chairman, Nelson Low (sixth from left), Berjaya Clubs Director, Khor Poh Waa (fourth from left) and Bukit Jalil Golf & Country Resort's Liaison Committee Chairman, Danny Chong (sixth from right).

AIDILFITRI INVITATIONAL GOLF 2015 AT STAFFIELD COUNTRY RESORT

Aidilfitri Invitational Golf is an annual event organized by Staffield Country Resort to celebrate the festive season. This year, the event was held on 16 August 2015 and received overwhelming participation from 128 members and guests.

In conjunction with this special occasion, Staffield Country Resort donated RM3,500 to the Asnaf Murni Charity Home as an act of support towards the organisation. Asnaf Murni Charity Home is a shelter for orphans in Seremban and has been operating since 2011. The children of the Asnaf Murni Charity home were also invited for the Aidilfitri Invitational Golf Prize Giving Dinner.



The management of Staffield Country Resort together with the representatives of Asnaf Murni Charity Home.

LIVE & CARE MOMENTS AT SARI SAUJANA HANDICAPPED CHILDREN'S HOME

In August 2015, Berjaya Hotels & Resorts (BHR) staff and media representatives visited Sari Saujana Handicapped Children's Home, Johor Bahru, a shelter for handicapped and less fortunate children of single parents. The home with 30 children aged between 3 and 18 years, is just a short driving distance away from Berjaya Waterfront Hotel, Johor Bahru (BWH) and is also an adopted charity of the hotel. During Ramadhan, the hotel staff also contributed food items and daily supplies to the home.

During the visit, BHR staff along with the members of the media cleaned the home's backyard and assisted in reorganising the inventory of reusable items including household equipment, toys and clothes which Sari Saujana resells at night markets or flea markets to generate income.

Besides being a gotong-royong activity to clean up the shelter, this LIVE & Care session was also an occasion to spread love, togetherness and friendship while putting together a special treat for the children. BHR's Corporate Marketing & Communications Group Director, Abel Nang also presented each of the children with a goody bag.



BHR staff and media representatives cleaning the compound of Sari Saujana Handicapped Children's Home.



The sorting and packing of recyclable items.



Group photo of the BHR team with the children.



Some of the staff preparing lunch.

STARBUCKS LAUNCHES ITS 2ND CONNECTING COMMUNITIES IN MALAYSIA PROJECT

Deriving from our ethos in community connection, Starbucks is proud to launch the second Connecting Communities in Malaysia project known as Mengkuang Series. The project was officially launched by Sydney Quays, Managing Director of Starbucks Malaysia & Brunei together with Ali Yusof, Managing Director of Craft CT 01 Enterprise at the Boulevard of Paradigm Mall in Petaling Jaya. Around 100 guests, business partners and customers attended the launching ceremony.

Starbucks is committed to empowering local Malaysian communities and aims to build a better tomorrow for communities across the nation. Among the products featured were the Starbucks Mengkuang Hot Cup Sleeve, Mengkuang Coasters and Mengkuang Bags.



Children were also interested in the art of hand weaving.



Successfully launched – Starbucks Hot Sleeve Cup and merchandise products made from Mengkuang.



Baristas showing the products made from Mengkuang.

KRR PROVIDES WHOLESOME MEALS TO HOMES

Kenny Rogers ROASTERS (KRR) via its KRR Community Chest partnered with Food Aid Foundation to provide meals to homes through the Food Aid Monthly Campaign. A total of 400 wholesome meals were distributed in the months of August and September.

150 sets of KRR wholesome meals were catered to the students of Sekolah Kebangsaan Kampung Lindungan Petaling Jaya, Sekolah Kebangsaan Sri Rampai Setapak, Sekolah Kebangsaan Bukit Damansara and Sekolah Kebangsaan Wangsa Maju Seksyen 10 at Zoo Negara where they celebrated the 9th birthday of panda pair, Xing Xing and Liang Liang. A colouring contest was also held and a massive 450kg cake in the shape of a sleeping panda was baked for the occasion and included in the Malaysian Book of Records as the 'Largest Panda Replica Cake'.

Sultan Selangor, DYMM Sultan Sharafuddin Idris Shah Alhaj ibni Almarhum Sultan Salahuddin Abdul Aziz Shah Alhaj was the guest of honour cum Zoo Negara patron. The celebration also saw the launch of a postcard collection by renowned Chinese painter Liu Jinquan.

Another 150 sets of wholesome meals were delivered to the children and caretakers of Yayasan Sunbeam Home and Rumah Sayangan. While 100 sets of meals were given to Rumah Kebajikan Anak-Anak Yatim Al-Nasuha.



Kids were happy receiving the meals.



KRR staff with the students who participated in the colouring contest at Zoo Negara.



The children at Rumah Sayangan gleefully posing with their Kenny's Quarter Lite Meals and showing their love for KRR!

PAPA JOHN'S MALAYSIA PROVIDES FUN AND CHEER TO SPECIAL CHILDREN AT IOI MALL

Making an effort to help out with the small things to put a smile on someone's face is a wonderful thing. That's what the Berjaya Papa John's Malaysia management and staff did through The Little Papa Programme for children.



Getting children involved in pizza-making.

A visit by special children from Persatuan Kebajikan Kanak-Kanak Kurang Upaya Subang Jaya (P3KU) to the Papa John's IOI Mall Puchong outlet brought laughter and cheer among the children. Founded in 2011 by a group of parents, P3KU provides help for children with Down's Syndrome and Autism, who require extra attention.

Throughout this Little Papa Programme, these special needs children were not only treated with scrumptious pizzas but they were also given an opportunity to enjoy their own creation of the perfect Papa John's pizza that's well-known for its Better Ingredients Better Quality experience. They were seen having loads of fun with the staff during the fun workshop. Children were also presented with some gifts and certificate of attendance together with special offers for their next visit.



The children from P3KU enjoyed themselves very much.

BERJAYA CORPORATION GROUP OF COMPANIES INITIATES CORAL REEFS PROPAGATION PROJECT AT TIOMAN ISLAND

The Berjaya Corporation Group of Companies ("Berjaya Group") commenced its Shelter In The Sea For Marine Life ("Shelter In The Sea") coral reefs propagation project on 8th July 2015 by laying 67 units of concrete pipes, each ranging from 3 feet to 7 feet in diameter, on the seabed between Berjaya Tioman Resort Dive Centre and Renggis Island. Present at the site were Berjaya Group Founder, Tan Sri Dato' Seri Vincent Tan, Berjaya Corporation Berhad Chairman and CEO, Dato' Sri Robin Tan, 7-Eleven Malaysia Holdings Berhad Executive Director, Tan U-Ming, the team from Berjaya, and members of the media.

The area between Berjaya Tioman Resort Dive Centre and Renggis Island was identified for the project as it has a suitable depth between 8 metres to 11 metres with minimum impact from sea currents. Prior to the placing of the concrete pipes, a detailed site survey was conducted by a team of divers under the supervision of the Department of Marine Park Pahang. Due to the strategic location of the project site which is near to the dive centre, the experts can monitor the coral growth easily and also plan further restoration programmes such as coral planting in the future.

The concrete pipes on the sea bed will be arranged using an interlocking system to minimize movement caused by the sea currents. The rough surfaces of the concrete pipes will provide a suitable habitat for algae and invertebrates such as barnacles, corals, molluscs and oysters. In return, the cluster of marine life attached to the concrete will create a sustainable environment for fishes. The result of this project will be observable in the next two to five years with the right environmental conditions.

Berjaya Group have previously worked with Malaysian Nature Society on Project ROAR (Restore Our Awesome Reefs) and Project ROOTs (Revisiting Our Original Trees) in Tioman to preserve the surrounding ecosystem and the Shelter In The Sea project will be part of the continuous efforts in propagating the marine life around the island

Project ROAR is a 15-month coral reefs rehabilitation programme while Project ROOTs focuses on complementing and strengthening the terrestrial ecosystem protection on Tioman Island.

The initiation of Shelter In The Sea is in line with the growing efforts by the Malaysian Government and some NGOs to protect and advocate the regeneration of coral reefs around Malaysia. This specific method of propagating the coral reefs by placing concrete pipes on the sea bed has been used by various parties to promote the growth of coral reefs and has been proven to be effective by the Department of Marine Park Malaysia.



(Left) Dato' Sri Robin Tan and Tan Sri Dato' Seri Vincent Tan showing the concrete pipes prior to the pipes being dropped to the sea.



The process of lowering the concrete pipes into the sea.



(Left) Tan Sri Dato' Seri Vincent Tan and Dato' Sri Robin Tan with the concrete pipes on the sea bed.



Tan Sri Dato' Seri Vincent Tan, Dato' Sri Robin Tan and Tan U-Ming (center) with members of the media and the team from Berjaya.



Fabrication of concrete pipes at factory in Gambung, Pahang.



Planting of corals to propagate coral reef growth.