



Overview of the Maison Villas.

## Promotion Center For Jeju Airst City Opens In Gangnam, Seoul

On 2 November 2012, Berjaya Jeju Resort Limited hosted an opening ceremony of its Promotion Centre for Jeju Airst City at the Boutique Monaco Museum, Gangnam, Seoul, South Korea. Jeju Airst City is one of seven leading projects under the Jeju Free International City Development Plan.

More than 120 guests from Berjaya, Jeju Free International City Development Corporation (JDC) and Jeju Special Self-Governing Province, including Dato' Francis Ng Sooi Lin, CEO of Berjaya Land Berhad and Berjaya Jeju Resort Limited, Mr Byon Jong Il, Chairman of JDC, leaders from the arts and cultural industry, new generation CEOs, as well as media representatives from Malaysia and Korea attended the opening ceremony.

Jeju Airst City is an integrated resort located by the sparkling coastline of Yerae-dong, Seogwipo City on a vast project site measuring some 744,207sqm. The project comprises various accommodation facilities that include luxurious hotel and various condominium types, retail and shopping mall, medical centre, entertainment and sports facilities. Infrastructure works at the entire site have been fully completed. The gross development cost for the project is estimated at USD2.4 billion (KRW2.5 trillion), and the company has already invested approximately USD 140 million (KRW154 billion) for the project, which recorded one of the largest FDI in Korean tourism property development.

The first phase of the project, Gotjawal Village is expected to commence construction by the end of this year. Gotjawal Village comprises a 230-keys 5 star hotel, the Seaside Maison and the Market Walk. The Seaside Maison is an upscale community specifically created for top tier customers, offering a choice of 6 eco-inspired designs in a total 51 units. The trendy Market Walk presents a new type of condominium module which combines the residence with retail store, in a total of 96 units.

The architectural concept of Jeju Airst City drew inspiration from a variety of Jeju's unique natural heritage. It is inspired by Jeju's natural legacy such as the Oreum (parasitic volcano), lava tubes and Gotjawal (naturally formed forest), and all of these are exhibited through architectural models and videos at the Gangnam Promotion Centre.

The day before the opening ceremony, members of the Malaysian media were taken for a site visit of Jeju Airst City on Jeju Island, where Dato' Francis Ng briefed them on the various aspects of the project.



Dato' Francis Ng with Mr Byon Jong Il (centre) and Mr. Lee Byung Ju, President of Planning Korea (right), looking at a model of Jeju Airst City.



The Promotion Centre at Gangnam, Seoul, South Korea.



The bird's eye view of Jeju Airst City.



## Berjaya's Jeju Airst City wins the Gold Award for "Best Futura Mega Project" at MIPIM Asia 2012 Awards

Jeju Airst City won the Gold Award for Best Futura Mega Project at MIPIM Asia 2012 held at the Grand Hyatt, Hong Kong on November 8, 2012.

Jeju Airst City was a finalist at MIPIM World 2012 in France, and subsequently won the 5-Star Award for Best Mixed-Use Development at the International Property Awards 2012.



At the MIPIM Asia 2012 awards presentation ceremony. (From left) Juror Mr Richard Yue, Ms Mah Siew Wan, Mr Tang Vui Woon, Project Director of BJR, Ms Soo Bin Kim, Assistant Project Manager of BJR, and Ms Jenny Lee, Deputy General Manager of Jeju Free International City Development Centre.

## Chairman's Statement

Berjaya added another awards win to its growing list when Berjaya Jeju Airst City won the Gold Award for Best Futura Mega Project at the MIPIM Asia Awards 2012 in Hong Kong. This is the 3rd international recognition for Berjaya Jeju Airst City. Earlier last year in 2012 the project won the 5-Star Award for Best Mixed-Used Development at the International Property Awards 2012, and was a finalist at the MIPIM World 2012 in France.

Berjaya Beau Vallon Bay Resort & Casino's management and staff have been adopting various sustainable practices in their daily operations. Their efforts were recognised when Berjaya Beau Vallon became the first resort in Seychelles to be accredited for its constant belief and practice in sustainability by the Seychelles Tourism Board and the Seychelles Sustainable Tourism Label at the annual Seychelles Tourism Ball.

The 2nd Berjaya Youth Short Film Competition 2012 saw another successful year and our judges had a tough time deciding on the winners from the many creative entries submitted by our young film makers. We are glad to be able to play a part in helping these youths showcase their talents and open up opportunities for them to expand further in their career by being recognized by film-makers in the industry.

Our food and beverage businesses have been widening their restaurant

presence, with Wendy's opening a new flagship restaurant in Suria KLCC, and Rasa Utara opening 2 new restaurants, in Mid Valley Megamall and Putrajaya. Kenny Rogers Roasters has spread its wings to Bangladesh, opening its first restaurant in the city of Dhaka.

In conjunction with the festive season, various Berjaya subsidiaries have organised events and visits to spread Christmas cheer to the underprivileged communities. Our founder, Tan Sri Dato' Seri Vincent Tan, together with employees of BCorp and I made visits to several charitable organizations during the 4th quarter 2012 to share some festive joy with the residents there.



I would like to take this opportunity to thank you for your efforts and hard work throughout the year 2012. I hope that you have met the goals which you have set out to achieve, both professionally and personally. May 2013 bring you good health and abundant joy, and I wish you a successful year ahead!

*Dato' Robin Tan*

### Performance of Companies for the 2nd Financial Quarter Ended 31 October 2012 (unaudited)

Company	Revenue 3 Months Ended 31 October 2012 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 October 2012 (RM'000)	Revenue 6 Months Ended 31 October 2012 (RM'000)	Profit/(Loss) Before Tax 6 Months Ended 31 October 2012 (RM'000)
Berjaya Corporation Berhad	1,767,061	168,736	3,571,172	333,945
Berjaya Land Berhad	1,053,442	141,824	2,080,633	265,429
Berjaya Sports Toto Berhad	908,705	161,451	1,808,614	322,326
Berjaya Media Berhad	10,277	(26,297)	23,597	(25,015)
Berjaya Food Berhad	23,568	3,980	48,308	6,978
Berjaya Assets Berhad	81,009*	25,935*	81,009*	25,935*

\* 1st Financial Quarter ended 30 September 2012

## Young Film Makers Win Big Prizes In Berjaya's Second Youth Short Film Competition 2012

The champion, Atta Idrawani with his film *Zeitgeist*, receiving his prize from Ms Nerine Tan.



Berjaya Corporation Berhad announced the Top 3 and People's Choice winners of the 2nd Berjaya Youth Short Film Competition 2012 and gave away more than RM90,000 worth of prizes in an awards presentation ceremony held on 8 November 2012 at Berjaya Times Square Hotel Kuala Lumpur.

In the final stage of the competition, the 10 short films shortlisted from a total of 180 short films received were shown at the Awards Ceremony where the judges selected the First and Second Runners-up and the Grand Prize winner. The competition's illustrious panel of judges comprised film directors/producers Datin Paduka Shuhaimi Baba, Afdlin Shauki, Aniu, Gayatri Pillai and actresses Lee Sin Je, Ida Nerina and Nell Ng.

The Grand Prize winner won RM35,000 cash and a Canon EOS 5D MKIII (body only) camera worth RM11,199.00, while the 2nd Prize winner won RM15,000 cash and a Canon EOS 60D camera. The 3rd Prize winner received RM5,000 cash and a Canon EOS 60D camera. The People's Choice Award was awarded to the film which garnered the most votes from online viewers, with the winner walking away with RM10,000 in cash and a Canon EOS 60D camera.

In her speech during the awards ceremony, Nerine Tan, Executive Director of Berjaya Hotels and Resorts said, "We are very pleased with the overwhelming response in our second year of organizing this competition. The standard and quality of entries were extremely high this year, both in terms of creative concepts and technical abilities. This made the task of selecting the Top 10 very difficult for our judges! We are happy to note that young Malaysian film-makers are really rising up to the challenge and coming up with fresh, creative and inspiring stories which matched up with this year's themes of "Traditions Alive", "My Earth" and "BFF".

A group photo of the winners with the judges, celebrity friends and the management of Berjaya Corporation Berhad.



### Winners

#### CHAMPION

ATTA IDRAWANI for his short film named *ZEITGEST* under the theme Traditions Alive!

#### 1ST RUNNER UP

HO MING HAN for his short film named *THE LAST PART* under the theme BFF (Best Friends Forever).

#### 2nd RUNNER UP

JULIAN YAN for his short film named *SURPRISE* under the theme BFF.

#### PEOPLE'S CHOICE AWARD

PANG JIA WEI for his short film *IN HEART* under the theme BFF.

(The Top 10 short films are available for viewing at [www.berjayayouth.com](http://www.berjayayouth.com))

## MOL And Soft Space Presents MOLCube

MOL AccessPortal Sdn. Bhd. signed a joint venture agreement with Soft Space International Sdn. Bhd. on 5 October 2012 to establish MOLCube Sdn. Bhd., a mobile payment acquiring company that will focus on enabling small and medium-sized businesses to accept credit and debit card payments using mobile devices.

The newly established company intends to become a Third Party Acquirer (TPA) that will further promote a cashless society by enabling more merchants to accept cashless transactions using the mobile phone, tablets and other such IP-Based smart devices using Soft Space's EMV Level 2 compliant technology. Soft Space is one of three companies in the world that has been certified by EMVCo to perform credit and debit card processing on smart devices.



From left: Datuk Vincent Lee, Executive Chairman, Feotus International Sdn. Bhd; Mr. Chang Chew Soon, Founder, Soft Space; Mr. Ganesh Kumar Bangah, MOL Global's Group CEO; Tan Sri Dato' Seri Vincent Tan, Founder, Berjaya Corporation.

## BERJAYA University College of Hospitality Commemorates Inaugural Convocation

In November 2012, BERJAYA University of College and Hospitality (BERJAYA UCH) celebrated the inaugural convocation by awarding graduating students their scrolls on the following courses of studies: Bachelor of Hospitality Management (Honours), Bachelor of Events Management (Honours), Diploma in Hospitality Management, Diploma in Culinary Arts, Diploma in Tourism and Travel Management, Diploma in Events Management and Foundation in Hospitality.

Tan Sri Dato' Seri Vincent Tan, Pro-Chancellor of BERJAYA UCH thanked the parents who gave their full trust and confidence to the university as education is an investment not only for the students but also for parents. BERJAYA UCH is also able to support local students and students of other nationalities who are less fortunate with bursary grants and scholarships.

The class valedictorian, Hiromi Yanagawa, who hails from Harare, Zimbabwe came to Malaysia to pursue her Bachelor of Hospitality Management (Honours) and during her time here, the most impactful advice she received from a lecturer was "Whatever your ambition in life - the road to success

and achievement is a road you walk alone. You travel alongside others on the path, but ultimately it's a solo journey. If you want to be a winner, it is you and only you who will have to make the effort to get there".

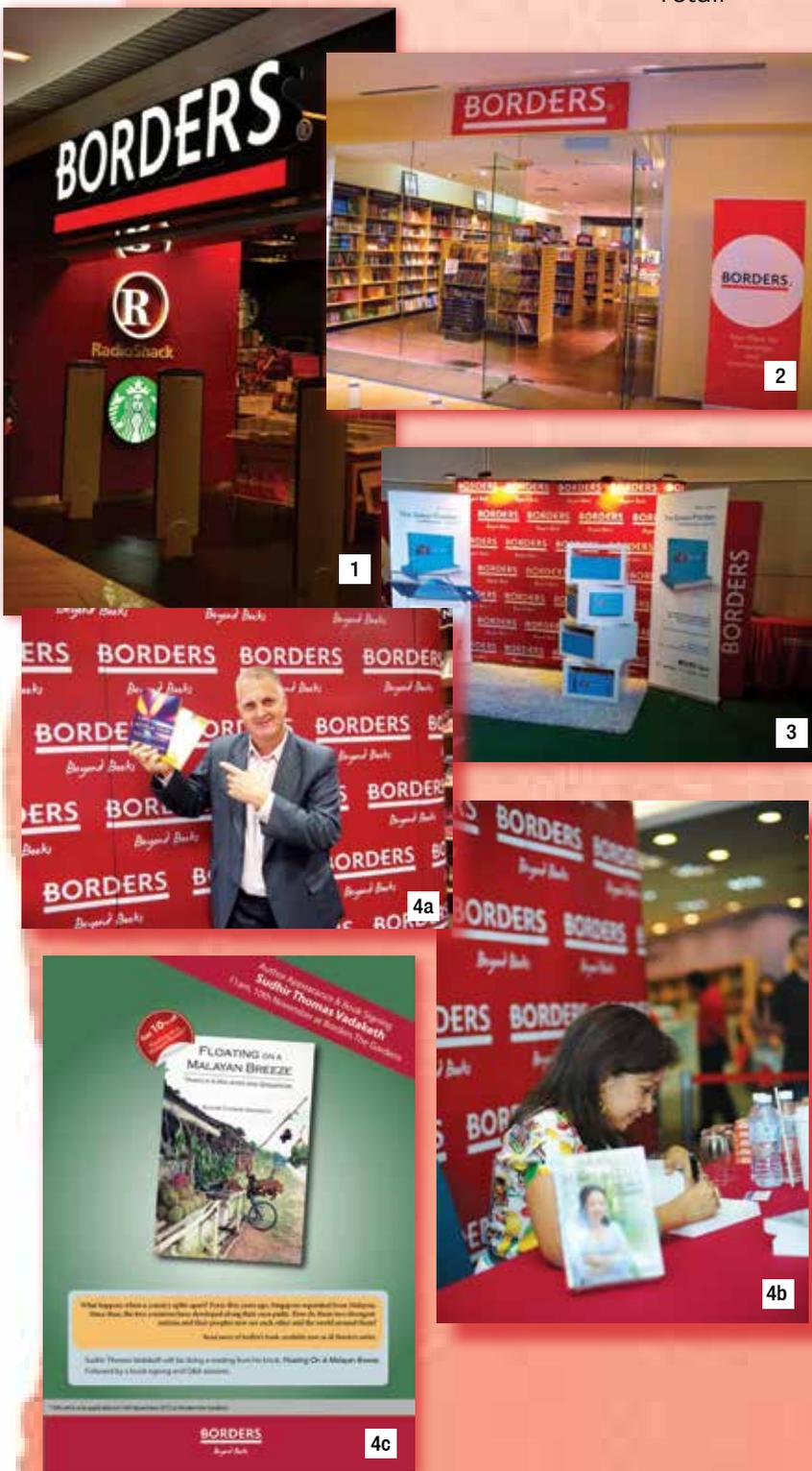
During the convocation, Ms Mae Ho, COO of BERJAYA UCH commented that they will be offering more programmes such as Master of Business Administration, Bachelor of Business Management, Diploma in Business Management, Diploma in Golf Management and Foundation in Commerce, most of which has met MQA standards and has been accredited.

Also present during the inaugural convocation were Vice Chancellor Prof Dr B C Tan, directors from Berjaya subsidiaries, members of the Diplomatic Corps, academic staff, industry partners, graduating students' families and friends.

The graduates with the guest of honour and lecturers.



# Events at BORDERS



## 1. Borders in Penang - Reopening in Queensbay Mall!

Borders reopened its doors in Queensbay Mall, on 1st December 2012. The new 8,000 sq.ft. store also welcomes Penang's first RadioShack, the US-based single-stop-shop for personal technology and electronics solutions. This exciting addition makes Borders a unique lifestyle destination for the whole family as it not only carries a broad genre of books but also offers games, educational toys, collectibles, gifts and stationery. RadioShack carries a selection of gadgets, accessories and peripherals.

## 2. Introducing Borders Lite at Straits Quay, Penang

In November, Borders Lite opened in Straits Quay, Seri Tanjung Pinang. This mini version of Borders aims to serve the local community who are seeking quality lifestyle books and products.

## 3. Borders showcases green genre books at International Greentech and Eco Products Exhibition (IGEM)

Borders has taken another different approach to promote green environment to the public at the International Greentech and Eco Products Exhibition & Conference Malaysia – 2012 (IGEM). Books of green genre were exhibited at IGEM, which is the largest of its kind in the region and it attracted 70,000 visitors.

## 4. Author Appearances & Book Signing

### 4a. Michael Losier

Michael Losier, a bestselling author of Law of Attraction and Law of Connection had a meet & greet session on 6th October 2012 at Borders the Curve. The event shared his secrets of putting the right message out to the universe and getting all the connections you need to achieve a life of abundance.

### 4b. Marina Mahathir

Borders hosted a book launch - "Telling It Straight" for author Datin Paduka Marina Mahathir in November 2012. A series of events were held at Borders the Gardens, Borders the Curve, Borders Bangsar Village II and Borders Queensbay Mall, Penang. Telling It Straight has been a Top 10 bestseller since its launch. It is a collection of Marina's expressed opinions on various issues, ideas and institutions via her column in The Star newspaper for more than 20 years.

### 4c. Sudhir Vadaketh

On 10th November 2012, Borders hosted a meet and greet session at Borders the Gardens Mall for Sudhir Vadaketh, who is the writer of "Floating on a Malayan Breeze". The book explores what happened when Malaysia and Singapore separated after 45 years and how their people see each other and the world around them.

## Singer Gaya awarded the 1Malaysia People's Choice Shop Award

On 6 December 2012, Singer Gaya branch was awarded the 1Malaysia People's Choice Shop Award in the Consumer Products Category. The State Community Services and Consumer Affairs Minister, YB Datuk Hajah Azidah binti Datuk Seri Panglima Haji Mohd Dun presented the award to Singer Gaya Branch Manager, Mr Gomez Sim and Singer Sabah Regional Manager, Mr Yap Sin Teck.

Singer Gaya has been established in Gaya town, Sabah since 1954, providing quality products and uplifting the living standards of the local community. With a variety of consumer durables and an affordable payment scheme, Singer Gaya has won the hearts of many consumers by emerging as the winner for the Consumer Products Category.

The 1Malaysia People's Choice Shop Award was an effort initiated by the Domestic Trade, Cooperative and Consumerism Ministry, with the intention of motivating entrepreneurs not only in Sabah, but also throughout the country to improve the quality of products sold, their services and their premises to further enhance a more conducive business environment.



State Community Services and Consumer Affairs Minister, YB Datuk Hajah Azidah binti Datuk Seri Panglima Haji Mohd Dun presented the award to Singer Gaya Branch Manager, Mr Gomez Sim (2nd from right) and Singer Sabah Regional Manager, Mr Yap Sin Teck (extreme right).

## Securexpress Launches Truck Advertising Project



Staff working hard to complete the drawing of a 7-Eleven logo.



All good to go! The trucks were all completed with 7-Eleven logos.

Several Securexpress staff unleashed their artistic skills by hand-painting 7-Eleven logos on the company's trucks as part of the truck advertising project. The truck advertising initiative commemorated the strong ties between Securexpress and 7-Eleven.

The staff successfully completed the logo painting on three units of trucks by end November. Moving forward, the company intends to paint all 40 trucks. Transport partners of Securexpress have also expressed their interest in participating in the truck advertising project.

## Bring Your Own Cup Day!

On 7 November 2012, 7-Eleven held a Bring Your Own Cup Day which was in conjunction with 7-Eleven's Malaysia Day. Available at all stores nationwide, for RM2.20 for a slurpee, 7-Eleven filled every container brought in by customers.

There was also a Facebook contest going on at that same time for the most creative photo. Over 300 photos were received and 10 photos were picked as winners for the most creative photos. The announcement of the winners was made via Facebook at [www.fb.com/7ElevenMalaysia](http://www.fb.com/7ElevenMalaysia).

## Amber Chia at Mothers en Vogue Brand Launch



Amber Chia and MEV Founder Sharon Ho-Norton during the launch.

On 4 November, Mothers en Vogue (MEV) opened their new flagship store at Pavilion KL and launched the MEV brand in Malaysia together with international model and actress, Amber Chia who attended 'Motherhood and Style with Amber Chia', where she shared her motherhood experience and styling tips for moms.

Headquartered in Singapore, with flagship stores in Singapore, Malaysia and Cambodia, and widely distributed at more than 100 stockists worldwide, MEV carries an extensive range of stylish, elegant and even sexy maternity and breastfeeding apparel.

MEV Founder Sharon Ho-Norton conceptualized the brand out of her own experience and needs as a mother, thus the clothing is designed with a multitude of considerations in mind such as comfort and fashion, health and aesthetics, natural and eco-friendly fabrication, ingenious construction and quality sewing.

Fabrics used are all natural – cotton, modal, linen or silk and organic cotton and bamboo rayon for the eco collection whilst products range from dresses, tops and bottoms to intimates, nursing basics and matching mother-daughter sets.



Mothers who want to be stylish, comfortable, and eco-friendly can visit the MEV store at Level 5, Pavilion KL. Berjaya Staff BCard members are entitled to 30% off all regular priced items at the MEV Pavilion Flagship Store.

Some of the apparel and clothing at MEV.

# Events at Berjaya Times Square

## 1. Della Ding Album Promo Tour

On 13 October 2012, Taiwanese singer Della Ding who was in Kuala Lumpur for her album promo tour visited Berjaya Times Square to promote her latest album and to meet her fans. She also belted out some of her songs to her adoring fans.



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## 2. Canon Photo Marathon Malaysia 2012

On 20 October 2012, The Canon Photo Marathon 2012, the region's largest photo competition returned to Asia with ten unforgettable expense paid tickets to Hungary up for grabs. The competition kicked off for the 10th consecutive year spanning over five countries, bringing together photographic talents from India, Indonesia, Malaysia, Singapore and Vietnam. Thousands took part in the unique photo competition that challenged participants to create photographic masterpieces in line with assigned themes – under time pressure.



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## 3. World Vision – Hands Up For Children Campaign Launch

On 25-28 October 2012, Hands Up For Children Campaign is an event organized by World Vision Malaysia Berhad. The event held at Ground Floor Central focus on the World Vision Child Sponsorship Programme. It highlighted how child sponsorship can be an effective tool to bring about life-long changes to children and the community. Activities that took place were special appearances by local artistes, flash mob performances, song and dance performances, launch ceremony, souvenir items on sale and photo-taking.



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## 4. The Beat Kickoff Roadshow

On 27 October 2012, 8TV introduced its new drama series which is inspired by Hand Percussions. During the roadshow, they also introduced their drum percussion group "The Beat".



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## 5. Malaysia Social Media Week 2013 Soft Launch

On 2 November 2012, a soft launch was held to kick start the Malaysia Social Media Week 2013 which provides a platform for meetings for all social media practitioners both local and international. Officiated by YB Khairy Jamaluddin, several activities such as live band performance, Gangnam Style Flash Mob, clown appearance, Money Chamber contest and many more were also held.



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## 6. Leo Ku Promo Tour

On 2 November 2012, Hong Kong popular artiste, Leo Ku made a special appearance at Lower Ground Concourse to promote his concert in Malaysia and also introduced his new album to his fans.



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## 7. RHB – PDRM CSR Roadshow 2012

From 3-4 November 2012, PHB Banking Group organized a CSR event in collaboration with PDRM and the Malaysia Crime Prevention Foundation (MCPF). This roadshow was held to educate and encourage the public to be more aware of participating organizations' keen involvement in ensuring the safety of children. Activities held included a Children's Drawing contest, Child Safety Talks, Personal Safety & Self Defence Smart Workshop, Radio Cruiser, and many more.



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## 8. PC.Com Great Milestone 150th Issue Carnival

On 17-18 November 2012, Pc.Com held a carnival to celebrate its milestone achievement of its 150th issue. They invited an orphanage home to join in the celebration which was also in conjunction with Universal Children's Day. YB Dato' Saifuddin Abdullah, the Deputy Minister of Higher Education officiated the event. Participating brands included SONY, TM, Eacan, U Mobile, BenQ, Atom, Roccat, Logitech, Asus, OtterBox and Armageddon.



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## 9. International OKU Day 2012

On 24-25 November 2012, Beautiful Gate Foundation for the Disabled organized the International OKU Day at The Boulevard of BTS to create awareness of OKU. Activities arranged for the 2 days were artist performances, convoy flag-off with celebrities, dancing and singing contests.



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## 10. World AIDS Day

On 1-2 December 2012, The World AIDS Day was organized to raise funds, increase awareness, fight prejudice and improve education on HIV/AIDS. Activities such as artists appearance, assembling of a huge 'Red Ribbon', free hug activities, fashion show, flash mob and stage performances were held during the 2-day event.



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## 11. Mountain Dew Challenge Extreme Ride Tour

On 8 December 2012, this promotional event saw many exciting interactive games arranged for shoppers such as treasure hunt, wall climbing, rodeo bull and many more. Besides that performances and sampling sessions were also conducted during the event.



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## 12. RICOH Comic Contest

On 9 December 2012, RICOH organized a comic contest to determine the winner of its comic strips' showcase 'Make A Change in 100 Minutes'. Other activities included caricature, stage performances, photo booth and many others.

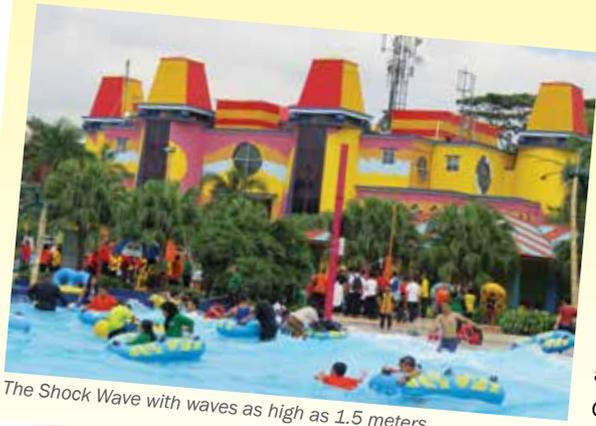


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## 13. Jackie Chan 'CZ12' Movie Launch

On 16 December 2012, international action superstar Jackie Chan made a special appearance at the only outdoor meet-the-fans session at Berjaya Times Square to promote his latest and last action film, CZ12. He was accompanied by Zhang Lanxin, his co-star and taekwondo expert and several other casts.

## Desa WaterPark's new prices and promotion!



The Shock Wave with waves as high as 1.5 meters.

### Entrance Fee

**For MyKad Holders**  
 Adult : RM30.00  
 Child : RM20.00

**For Non MyKad Holders**  
 Adult : RM35.00  
 Child : RM25.00



The ATV bikes.



Flying Fox.

Come enjoy the activities at Extreme Park at RM30 for 3 attractions (only applicable for ATV, Archery and Flying Fox).  
 Get 50% off when you purchase tickets to Extreme Park at the ticket counter.

## Celebrate Your Christmas with Kenny's Roast Turkey!

On 29 November 2012, Kenny Rogers ROASTERS (KRR) introduced the KRR Roast Turkey, a traditional festive roast. The 4kg turkey is roasted to perfection with traditional herbs and spices. Best dressed with Kenny's Signature Sauces – Original, Black Pepper, Smoked BBQ, Kenny's Roast Turkey is served with six bowls of side dishes and six Kenny's Home-made Muffins.



1. The Kenny's Roast Turkey meal.

2. Patrick Lee Silva, Deputy GM of Berjaya Roasters (M) Sdn Bhd, Esther Woo, and KRR teammate with the Kenny's Roast Turkey meal.



## Kenny's Balinese Chicken Returns With More Seasonal Offerings

On 20 September 2012, Kenny Rogers ROASTERS (KRR) introduced KRR's new Fun-5-Stix and new refreshing beverages, the Minty Berry Frost and Minty Choco Frost.

KRR's Fun-5-Stix features a medley of succulent chicken meatballs, chunks of chicken, deli slices and nutritious vegetables superbly complemented with the tantalizing Kenny's Signature Smoked BBQ Sauce.

The palatable dish comes complete with 5 scrumptious skewers and makes a fantastic light add-on to any KRR Chicken Meal. It is available ala carte at RM12.50. For those who prefer to have a full meal, order the Fun-5-Stix Meal instead which includes 3 side dishes and a Kenny's Home-made Muffin together with Fun-5-Stix at RM18.50.



Won Li Yin, Assistant Marketing Manager of Berjaya Roasters (M) Sdn Bhd presents the Fun-5-Stix combo.

Minty Berry Frost makes a refreshing quencher with its creamy strawberry flavour, chocolate bits infused with minty twist while the Minty Choco Frost is set to satisfy your chocolate cravings with its creamy chocolaty taste. The beverages are at RM11.90 each.

In conjunction with the launch of Fun-5-Stix, guests were invited to showcase their artistic side by participating in KRR's 'Fanta-Stix' 'Arti-Stix' Challenge. Participants were required to create an art piece using the skewers from the Fun-5-Stix in a creative manner, snap a photo of the 'art piece' and upload it to KRR's Facebook page to win KRR meal vouchers worth RM900 in total. The three most 'Fanta-Stix' 'Arti-Stix' art pieces were chosen on a weekly basis from 24 September to 4 November 2012.



KRR's Fun-5-Stix – Share with your loved ones or for your own, anything goes.

## KRR BCard Offers



## Wholesome Raya Treats and Feats for Children's Home



1. The children waiting patiently before the games begin.



2

2. A group photo of the KRR team and the children.

On 14 September 2012, more than 20 children from Rumah Kebajikan Baitul Hidayah enjoyed an afternoon of fun feats and wholesome treats at Kenny Rogers ROASTERS (KRR) SetiaWalk, Puchong. The children aged from 1 to 17 years old were invited to enjoy KRR's annual Jamuan Raya where the KRR team took time to engage and enjoy a good festive time with the children.

The children were treated to an afternoon of fun and games designed to engage creativity and the love for an active lifestyle. Following the games which inspired laughter, imagination and team work, the children were treated to a wholesome and well-balanced, Kenny's Quarter Meal.

The Jamuan Raya is one of the many initiatives under the Community Chest campaign where KRR exhibits their love and care for the community by spending time to give back to the community which is also in line with KRR's motto of 'I Love, I.care'.

At the end of the event, each child received a goodie bag prepared by the KRR team and 'duit raya'.



### Kenny Rogers Live In Malaysia 2012

Luis Daniel, Senior Vice President of KRR International had the opportunity to meet pop legend Kenny Rogers

On 23 October 2012, country pop legend Kenny Rogers was in Malaysia for his first concert at Arena of Stars, Resorts World Genting.

The 74 year old gifted singer, songwriter, musician, producer, actor, photographer and entrepreneur showed no signs of slowing down when it comes to his musical career and has even lined up a few upcoming tours.

The Kenny Rogers Roasters food chain started with him as he had so much passion for food and the first Kenny Rogers Roasters restaurant in Malaysia was opened in Bangsar in 1994.

### KRR Bangladesh Management Development Programme

Prior to the opening of the Bangladesh outlet in December, five managers went through a Management Development Programme in October at KRR Subang Parade.

The objective of this programme is to enable the new managers to be familiar with the policies and direction of the company.



Staff of KRR Subang Parade, KRR Bangladesh team and Hisham (in white) of KRR International.

### Visit from Alchemist Group, New Delhi, India

In October 2012, KRR International welcomed a potential franchisee from Alchemist Group, New Delhi, India.

Mr A.K. Srikanth, CEO of Alchemist Group (in suit) together with the management of KRR International at the KRR Mid Valley outlet.



## KRR Featured in Air Asia's In-Flight Magazine

KRR International recently signed an agreement with Air Asia to further strengthen the KRR brand through Air Asia's in-flight magazine, Travel 3Sixty°.

Travel 3Sixty° caters to a wide range of readership and is well-positioned to inform, entertain and educate Air Asia's passengers on a large spectrum of issues featuring articles that cover travel, popular tourism, suggested accommodation, fashion & beauty, health issues, business & finance issues, sports, automobile and also food & beverage.

In conjunction with this inaugural partnership with Air Asia, KRR International will be extending a special offer to all in-flight readers of Travel 3Sixty° as a way of acknowledging, celebrating and thanking them for their support and continued patronage. The special offer is valid at all KRR outlets in Malaysia, Singapore, Indonesia, the Philippines and China from December 2012 and January 2013.



1. Travel 3Sixty° November 2012 issue.
2. Travel 3Sixty° December 2012 issue.
3. The special offer available to all in-flight readers of Travel 3Sixty°.

## Kenny Rogers ROASTERS Opens in Dhaka, Bangladesh

On 2 December 2012, Kenny Rogers ROASTERS (KRR) officially opened in the city of Dhaka, Bangladesh. The Grand Opening ceremony, however, is expected to be in January 2013 in Dhaka with the presence of KRR International President and management, dignitaries and also celebrities.



With the famous cricket player, Shakib Al Hasan during the soft opening.

KRR Bangladesh team, franchisee Mr Mukarram (center, in white) together with KRR International team.

## Rasa Utara Opens Two New Outlets

Rasa Utara is the place to go if you want to indulge in Northern Malaysian Cuisine. Now it is available near you at Galeria PjH Precinct 4, Putrajaya and also at Mid Valley Megamall.

Rasa Utara's top favourites are Ayam Goring Cili Lagenda (an authentic recipe of crispy fried chicken flavoured with chili paste and sautéed onions), Udang Sambal Petai (wok-fried prawns with homemade chili paste, petai and onions), Ikan Masak Lemak Cili Api (fish braised in coconut milk, tumeric and bird's eye chili), Ikan Assam Pedas Utara (Ikan Pari cooked in spicy tamarind gravy infused with wild ginger flower, local basil leaf and lemongrass. Served with lady fingers, tomatoes and brinjals) and of course, the popular Laksa Kedah which is also Tun Dr Mahathir's favourite.

For beverages, do try the Milo Gunung Keriang, which is named after an actual mountain in Kedah and the authentic local drink Teh Tarik (sweet 'hand-pulled' tea and milk served with a bubbly froth).

Don't miss out on the breakfast and tea break combo specially designed to fuel your day!



1. Tun Dr Mahathir's favourite - Laksa Kedah.
2. (From top): Udang Sambal Petai, Sambal Sotong, Daging Rendang Utara, Ikan Masak Lemak Cili Api.

## Starbucks Organizes Christmas Cup Cake Decorative Workshop



1. In stores this Christmas at Starbucks.  
2. Media friends with their decorated cupcakes.  
3. The participants putting toppings on their cupcakes.

On 17 October 2012, Starbucks conducted a Christmas Cup Cake Decorative Workshop for their media friends and food bloggers at Starbucks Taman Tun Dr Ismail.

Media friends from 9 dailies and 3 food bloggers attended this workshop. Each of them was coached by a senior chef from Starbucks food supplier in preparing the sugar icing before piping it on fresh cup cakes. They also had several ingredients for garnishing such as grated coconut, espresso ground cream, white chocolate flakes and many more.

All participants were also treated to a Starbucks Christmas Treat Sneak Preview where they get to be one of the first to see what will be offered this Christmas.



## “Ho Chak!” An Espresso Madness

On 12 October 2012, “Ho Chak!” the famous TV series in Malaysia was at Starbucks Taman Tun Ismail for a programme titled “An ESPRESSO Madness”.

In Hokkien, Ho Chak means tasty and the hosts, Ms Orange and Mr Winson travel around the country to find interesting and delicious food.

For this episode, they explored about “ESPRESSO” in partnership with famous food directory magazine, Foodsion.

Assisted by Store Manager Mira, both hosts learned how to prepare latte and cappuccino drinks. They were excited as they steamed the milk, frothing and pouring it over an espresso shot for a fresh and smooth cup of cappuccino.

They also learnt how to pull the espresso shot and got the chance to taste the perfect shot of espresso as they noted the 3 layers of espresso and the 10 second rule which was important for a great cup of coffee.

The review will also be featured in Foodsion magazine.

1. Ms Orange putting her name on her cup.
2. Mira assisting Mr Winson in preparing a latte and cappuccino.



## Starbucks Leadership Conference & Christmas Road Show

In October 2012, Starbucks held a Leadership Conference which saw more than 140 Store Managers and Assistant Store Managers gathering in Kuala Lumpur.

With the theme ‘When Extra Meets Ordinary’, the conference was conducted based on a ‘business concept’ whereby each district were to compete against each other in getting more information and key points from all the presenters. Each team member took a special role such as Finance Manager, Brand Consultant, Operator, Marketing Agency and many more. Collected data will be rewarded with ‘money’. The team with the highest amount of money was rewarded and crowned as The Best Extraordinary Leader.

During the Christmas Road Show featuring an exciting programme with promotional beverage samplings, the participants were excited by the new Christmas tumblers and mugs up for grabs during games and trivia. The Starbucks Red Apron and Christmas Hat were showcased as their Christmas uniform. Each of the participants also received the brand new Starbucks 2013 Planner.



A unique presentation given by one of the teams.

One of the teams during a discussion to complete their task.

## Malaysia Tourism Treasure Hunt

On 20-25 September, Starbucks Malaysia collaborated with Tourism Malaysia as the “Official Coffee” for Malaysia Tourism Treasure Hunt 2012.

A total of 130 tourism journalists from over 18 countries participated in this prestigious event. They were hunting across north to south of Peninsular Malaysia in a span of 4 days. The hunt included participating in outrageous activities such as water rafting and elephant rides at the national park.

Each journalist was equipped with a Starbucks tumbler and Starbucks VIA for the more than 600-kilometer journey. They headed to several Starbucks outlets on their journey to replenish their Starbucks VIA stock and also to get clues for their hunt.

At the launch, Dato’ Dr Ng Yen Yen, the Minister of Tourism received a memento from Sydney Quays during the press conference session.



## Starbucks MYC! Fresh Face Barista 2012



On 25 October 2012, Starbucks Coffee Malaysia in collaboration with youth platform, MYC! News had their first Starbucks Fresh Face Barista 2012 finale party celebrated with loyal Malaysian Starbucks fans at Palm Square, Jaya One.

The campaign for this event started a month ago and the public were to vote for their favourite barista out of the 18 finalists that were shortlisted. That night, the Top 5 Starbucks Baristas (Joshua Yeoh, Grace Ong, Loo Ee Von, Regina Liang and Billy Chan) paraded with their favourite personalized beverage on stage.

Grace Ong was crowned as the official 1st Starbucks Fresh Face Barista 2012. She was recently promoted as a Starbucks outlet supervisor and is also a final year Science & Architecture Technology student at UCSI University. She walked away with a brand new Apple iPad 3, complimentary holiday trip to Koh Lanta, Thailand, Starbucks Gift Pack and an opportunity to grace the front cover of MYC! News Magazine (November 2012 issue). Grace will also be touring nationwide to promote the Voted Beverage of 2012, her personalized beverage ‘Iced Vanilla Zen Tea Jelly’.

Customers redeemed complimentary Iced Vanilla Zen Tea Jelly drinks by presenting the official original Starbucks Fresh Face Barista 2012 voucher during Starbucks Fresh Face Barista 2012 Road Tour in November and December 2012.

1. Emcee for the night, Jojo Struys in a Q&A session with one of the finalists, Billy Chan.
2. The winner, Grace Ong (third from left) with the four finalists, Starbucks CEO, Sydney Quays (right) and MYC! News Group Editor Jason Ko (left).

## Starbucks Spook-Tacular Halloween Party

On 27 October 2012, Starbucks Malaysia held a Starbucks Spook-Tacular Halloween Party in collaboration with Tropicana City Mall from 7.00pm until midnight.

More than 200 guests were present, including 120 Facebook Followers, 20 Starbucks Card customers, and regular customers and media friends. All the guests came in their Halloween costumes as there were many prizes offered for the Top 10 Best Halloween Costumes. The Halloween Best Dress competition was divided to two categories – adult and children.

10 Berjaya University College of Hospitality students participated in the Jack-O-Lantern pumpkin carving contest and the winner brought home a Starbucks Hamper worth RM500.

Several exciting activities were held that night such as Dance with My Barista game and Bubbly Bubble Face Challenge which created a hilarious fun time with the guests.

The video of this event can be viewed at Starbucks Malaysia Youtube.



1. The participants of the Best Halloween Costume with Starbucks CEO Sydney Quays (standing fifth from right) and the Starbucks team.
2. The BERJAYA UCH students at a pumpkin carving contest.



## Starbucks KL Tower International Jump Malaysia

From 25-30 September 2012, Kuala Lumpur Tower (KL Tower) collaborated with Starbucks Malaysia to organize the KL Tower International Jump. The event was fully supported and endorsed by the Ministry of Youth and Sports Malaysia, the Ministry of Tourism and Kuala Lumpur City Council.

KL Tower has been organizing this event for 11 successful years since 2001 and has attracted jumpers from all over the world.

This year, there were 100 jumpers from across the globe coming from 20 countries spanning as far as USA, Australia, Turkey, Mexico, India and many more.

6 jumpers carried the Starbucks brand in this event where they showcased their skills including jumping with Starbucks Cup, Starbucks High-Five and Starbucks Flag.

Starbucks CEO Sydney Quays had the opportunity to meet the jumpers at the open deck during the launch. Starbucks had invited media friends to also join this exciting experience at the open deck of the tower.

To see what happened on the day, head over to <http://youtu.be/7psLbBSNOLc>.

1. A jumper doing the jump with a Starbucks tumbler.  
2. Starbucks CEO Sydney Quays with one of the jumpers.



## Papa John's Pizza Launched 'Papa's Spicy Four' Featuring The All New 'Spicy Italian Pizza'

In keeping with the year end and Christmas celebrations, Papa John's introduced the Spicy Italian Pizza- a classical American-Italian pizza with extra loads of Italian spicy sausages pepperoni and a twist of spicy jalapeno chillies from 11 November 2012. The combination of Papa John's Mexican Ole, Texas Heat, All The Meats and Spicy Italian Pizza makes a fantastic four combination of 'Papa's Spicy Four'!

*The popular American-Italian pizza topping made with high quality beef and Italian herbs and spices.*



## Wendy's® Mushroom Melt Bonanza

Wendy's® re-introduced the Chicken Mushroom Melt burger in 1st November 2012. One can take a bite into Wendy's® very own Chicken Mushroom Melt made of tender grilled whole chicken breast fillet, smothered with mushrooms in a creamy, melted, cheddar cheese sauce on a warm, buttered toasted bun. Available for a limited time only. Go ahead, have a melt down!



On 30 November 2012, Wendy's® opened its flagship restaurant at Suria KLCC with ultra-modern design and interior furnishing, high quality food from an open kitchen, digital food display signs and menu boards.

Designed to enhance customers' dining experience, one of the most immediately attractive feature of Wendy's® flagship restaurant at Suria KLCC is the design and décor. As a result of an international facelift, it now features clean lines, bright lighting, rich colours and some of the top design concepts in the restaurant and retail industries.

There are various different seating arrangements, ranging from lounges and booths to two-top and high-top tables and a high-top counter. The venue also features multiple electric outlets and free wireless local area network or WiFi to cater to customers who need to be 'plugged-in' while dining.

## Wendy's® Opens New Flagship Restaurant in Suria KLCC



1. The entrance of Wendy's® flagship restaurant at Suria KLCC.  
2 & 3. The types of seating arrangements available at the outlet.

## U-Mobile the first telco to offer unlimited music streaming subscription service (WOWLOUD)

U Mobile Sdn Bhd, has excited the mobile industry once again by being the first telco in Malaysia to offer a cloud-based legal music streaming subscription service to its subscribers, through a dynamic collaboration with MNC Wireless Bhd ("MNC") on 4 October 2012. MNC is a mobile and internet media specialist that provides users access to WOWLOUD's enormous library of songs.

For just RM4 a week, U Mobile subscribers can enjoy unlimited music streaming on WOWLOUD Premium+, which offers an extensive catalogue of millions of songs from all major and independent record labels in Malaysia. Subscribers can also share their musical tastes with their friends and family via social networking platforms, such as Facebook and Twitter, by signing-in through WOWLOUD.

*Officiating the partnership with MNC Wireless Bhd, Lee Fook Heng, Assistant General Manager of Prepaid Marketing U Mobile (right) and Chung JaanHao, Chief Executive Officer of MNC Wireless.*



## U Mobile Awarded LTE spectrum

On 6 December 2012, U Mobile Sdn Bhd was awarded a 20MHz block of the 2.6GHz spectrum by the Malaysian Communications and Multimedia Commission (MCMC).

The allocation of the 2.6GHz spectrum blocks by MCMC to eight telecommunications players signifies the next phase of the evolution of mobile internet in Malaysia, as it provides the gateway for 4G or Long-Term Evolution (LTE) technology.

With the availability of LTE, consumers will enjoy consistent, uninterrupted and fast connectivity which enables high speed file downloads and uploads, HD video downloads and streaming. LTE will improve the customer experience for applications including HDTV, mobile blogging, gaming, and e-learning. LTE will soon bring significant changes to the way all consumers experience mobile communication services, and will contribute significantly more towards adapting technology into their lifestyle i.e. digital lifestyle.



Introducing the new  
**HTC BUTTERFLY**  
Get the new HTC Butterfly from as low as RM164 a month

[Find Out More](#)

## Introducing the new HTC 8X

On 4 December 2012, U Mobile introduced a new Windows 8 OS smartphone – the HTC 8X. Coupled with U Mobile's all-in-one postpaid package that offers voice, SMS and mobile internet services within a single package, consumers can now enjoy their desired device without burning a hole in their pockets.

The new addition to U Mobile's smartphone device offerings is part of the company's continuous strive in providing the latest mobile devices to cater to consumers' demands. The HTC 8X is equipped with the Qualcomm® S4 1.5 GHz, dual-core processor that enables users to enjoy seamless mobile performance. It is also designed with a 4.3" LCD2 capacitive touchscreen and Beats Audio technology, produces dynamic, crisp and clear sound - streamed with U Mobile's high speed mobile internet.



*(From left) Kevin Yip, Alex Tan and Michael Mah officiating the launch of U Mobile's new store in Kuantan.*

## U Mobile's New Store In Kuantan

U Mobile opened its first outlet in the East Coast of Malaysia on 24 October 2012 with much colour and exuberance.

The new store is located in the Kuantan Perdana commercial area, in the heart of Kuantan city. This is part of the company's strategy to continue to expand its footprint, bringing its flexible plans and affordable products and services closer to its customers.

The opening of the store was officiated by Alex Tan, U Mobile Director of Sales; Kevin Yip, U Mobile Head of Device & Branch Operations and Michael Mah, U Mobile Head of Sales.

## U Mobile Sizzles Postpaid Voice Plans with Innovative Add-On Packs

On 19 October 2012, U Mobile Sdn Bhd, unveiled four new add-on packs from only RM5 monthly (two plans for SMS and another two for Voice), for its Postpaid Voice Plans customers. The add-on packs, U SMS Plus or SMS Plus for SMS and the U Talk Plus or Talk Plus packs for Voice is the cheapest packs in town in terms of cost per SMS and Voice per minute for SMS and calls to U Mobile and other local mobile telco operators' numbers.

For customers who prefer more SMS flexibility, U Mobile is offering the U SMS Plus or SMS Plus add-on packs at RM5 and RM8 subscription per month respectively. The U SMS Plus pack provides the convenience to send up to 180 extra SMS to any U Mobile numbers. The SMS Plus pack on the other hand, allows U Mobile customers to send up to 100 extra SMS to other local mobile operators' numbers. Customers will enjoy SMS rates as low as 3 sen per SMS between U Mobile numbers and 8 sen per SMS to other local mobile operators' numbers.

U Talk Plus or Talk Plus add-on packs are priced at RM5 and RM8 per month respectively. Customers who opt for the U Talk Plus packs will enjoy up to 100 extra minutes of monthly voice calls to any U Mobile numbers. For those who purchase the Talk Plus pack, they will get up to 80 extra minutes of voice calls to any local mobile operators' numbers.



## Friendster introduces more social discovery features

The latest development from social discovery and gaming platform, Friendster, now offers additional features in search and social functionalities. Finding new friends and even possibly, finding a perfect match, just got easier.

- Expanded profile function allows more personal details like age, gender and location, as well as a profile photograph;
- New search feature - Friendster Finder, enables users to search through thousands of Friendster profiles;
- Refreshed profile homepage with more activity updates;
- More value-added services to enhance social discovery experience.



## MOL AccessPortal Takes Majority Stake in Rixty, Inc.

During a press conference and signing ceremony on 23 October 2012, MOL AccessPortal Sdn. Bhd. (MOL) announced that it has made a majority investment in Silicon Valley-based alternative payment platform provider Rixty, Inc. (Rixty), becoming the first Asian e-payment service provider to acquire a North American e-payments platform.

The signing ceremony between Mr. Ted Sorom, Chief Executive Officer of Rixty and MOL Global Group CEO, Mr. Ganesh Kumar Bangah, was witnessed by guests-of-honour, Mr. Stephen Jacques, Counselor for Commercial Affairs in U.S. Embassy of Kuala Lumpur and Mr. Tan U-Ming, Director of MOL Global.

From left: Mr. Tan U-Ming; Mr. Don Ferguson; Rixty's Vice President of Engineering, Mr. Ganesh Kumar Bangah; Mr. Stephen Jacques; Mr. Ted Sorom.



## SaigonBank Berjaya Securities JSC

### Singapore Ngee Ann Polytechnic field study at SBBS

On 24th September 2012, a group of 35 students and 3 lecturers from Singapore Ngee Ann Polytechnic visited SaigonBank Berjaya Securities (SBBS) for a field study in Vietnam. The management staff from SBBS, namely Josephine Yei (CEO), Lim Shiu Beng (Brokerage Director), Nguyen Thuy Hoang Phuong (Senior Research Manager) and Vu Xuan Tung (IT Manager) shared with the groups on the business development of SBBS in Vietnam, stock market outlook, trading and stock matching mechanism of Vietnam stock exchanges.



Lim Shiu Beng (2nd from the left) and Josephine Yei (3rd from the left) took a group photo with students and lecturers from Ngee Ann Polytechnic, Singapore.



Josephine Yei (2nd from the left) in the panel discussion during the CIMA-Ernst & Young Luncheon Talk.

### CEO of SBBS – Panel speaker for “Finance Transformation & Finance Maturity Model” in Hanoi

On 19th October 2012, Josephine Yei, CEO of SaigonBank Berjaya Securities (SBBS) was invited to be the panel speakers for “Finance Transformation and Finance Maturity Model” co-organised by CIMA and Ernst & Young Vietnam in Hanoi. She shared her working experience both in Vietnam and Malaysia in the financial industry and her involvement as a senior management staff on a more comprehensive role not only involved in the business development but risk management and awareness as well.

### SBBS at The East Asia Conference for Financial Stability

Josephine Yei, CEO of SaigonBank Berjaya Securities (SBBS) was invited by the National Financial Supervisory Commission (NFSC) to attend “The East Asia Conference for Financial Stability” in Hanoi from 26-28 November 2012, co-hosted by the Ministry of Finance, The State Bank of Vietnam, Ministry of Foreign Affairs and Government office. The Prime Minister of Vietnam, His Excellency Mr Nguyen Tan Dung delivered his welcome speech at the opening ceremony. About 400 participants from East Asia, Germany, Switzerland, Canada and IMF, World Bank, Asia Development Bank were gathered to share their view on strengthening prudential policies and regulatory standards. Other topics discussed at the conference included of enhancing effective financial infrastructure for financial stability and close cooperation for East Asia’s financial market stability.



Josephine Yei (left) and Liao Min, Director General of China Banking Regulatory Commission from Shanghai office.

## Berjaya Air's Inaugural Flight to Hua Hin, Thailand

On 18 November 2012, Berjaya Air landed its inaugural flight to Hua Hin Thailand airport. Berjaya Air's General Manager, Adellee Lee together with Senior Sales and Marketing Manager, Mr Choo Chun Fai and nearly 20 travel agents and members of the press from Kuala Lumpur were greeted by Lord Mayor of Hua Hin Thailand, Mr Noppron Vuttikul, Tourism Thailand officials and members of the press from Hua Hin.

Berjaya Air now flies to Hua Hin Thailand on their ATR 72, 500 series three times a week on every Tuesday, Thursday and Sunday. Berjaya Air's pricing is all bundled-in with no hidden surprises inclusive of baggage allowance.

Located an easy three-hour drive south of Bangkok, are the twin cities of Cha-am and Hua Hin. The capital of Prachuap Khiri Khan is by far the most famous beach resort in the royal province. Hua Hin has three world class golf courses - Black Mountain, Banyan and Spring Field, and Various shopping markets, malls and also many other attractions to visit such as The Railway Station, Hua Hin Hills Vineyard, Khao Takiab just to name a few. For those who are in need of pampering, Hua Hin is also famous for relaxation retreats.

For more info on Berjaya Air, log onto [www.berjaya-air.com](http://www.berjaya-air.com) or through Facebook and Twitter @BerjayaAir.



## Media FAM Trip to Pangkor Island

From 12-14 December 2012, Berjaya Air hosted a small Media FAM trip to Pangkor Island with Today's Choices magazine and New Straits Times.

With its main focus in highlighting the attractions of Pangkor Island, the media were taken around Pangkor Island on a 3-day 2-night trip visiting attractions such as Dutch Fort, Teluk Nipah, Fish Sate Factory, and snorkeling and sea tours, including an experience of night fishing with local fishermen.



The participating media representatives and Berjaya Air crew at Pangkor Island.

## Berjaya Air introduces KL to Thailand's Province Governors, Lord Mayor of Hua Hin, Travel Agents and Media



General Manager of Berjaya Air, Adellee Lee welcoming Mr Noppron Vuttikul, Lord Mayor of Hua Hin Thailand with a bunga telur.

On 18 December 2012, Berjaya Air welcomed Governor of Petchaburi Province, Mr Monthian Thongnit, Governor of Prachuap Khiri Khan Province, Mr Weera Sriwathanatrakoon and also Lord Mayor of Hua Hin Thailand, Mr Noppron Vuttikul together with media and representatives of Hua Hin Thailand for a 3-day 2-night familiarization (FAM) trip here in KL. This FAM trip is in conjunction with Berjaya Air's newly launched route to Hua Hin Thailand.

The 34 guests were welcomed by Berjaya Air's General Manager Adellee Lee with a bunga telur followed by a short performance of kompang accompanied by bunga manggar march. They were served refreshments sponsored by Starbucks at the Starbucks SkyPark Terminal outlet.

The collaboration with GIT Tours & Travel, who sponsored the coach and tour guide, showed the travel agents and members of the media the attractions Kuala Lumpur has to offer. They had dinner at

The guests from Thailand were excited about their trip to Malaysia.

Atmosphere 360 restaurant followed by a night view of the Twin Towers, KLCC.

The guests also visited several touristic locations such as The Royal Selangor Pewter Factory, The Railway Station, Dataran Merdeka, Putrajaya, Sunway Lagoon Theme Park and also enjoyed a shopping experience at Sunway Pyramid Shopping Mall.

The FAM trip ended with a fantastic dinner with VIP Dato' Azizan Noordin, Deputy Director General (Planning) of Tourism Malaysia and Berjaya Air's Director, Dato' Azlan Meah welcoming the guests to an array of local food and cultural dance show at Saloma Restaurant KL hosted by Tourism Malaysia.



## Berjaya Air goes Social!



Starting October 2012, follow Berjaya Air on Facebook for more highlights on their destinations and also great ticket giveaways through their monthly contests. As for Twitter enthusiasts, updates and tips on their destinations are also updated frequently for your tweeting pleasure. Follow them now!

Facebook : [fb.com/BerjayaAir](https://www.facebook.com/BerjayaAir)

Twitter : @BerjayaAir

## Berjaya Eden Park London Hotel Introduces The Authentic Flavours of Malaysia



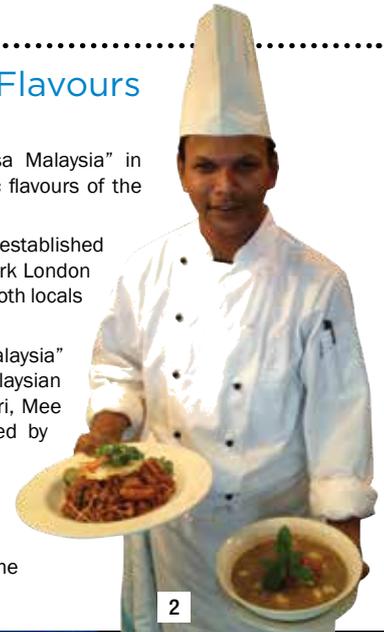
1. Mee Goreng Mamak with sunny side up egg.  
2. Chef Nasir with two of his dishes – Mee Goreng Mamak with sunny side up egg and Asam Laksa.

Eden Bar & Restaurant proudly presented “Rasa Malaysia” in September 2012 featuring the culinary and exotic flavours of the Far East and Malaysia.

“Rasa Malaysia” which is a new addition to the long established Eden Bar & Restaurant within the Berjaya Eden Park London Hotel, has extensive loyal followers in London with both locals and visitors alike.

Whilst the popular, current menu remains, “Rasa Malaysia” provides an opportunity to sample traditional Malaysian dishes such as Asam Laksa, Rojak Buah, Mee Kari, Mee Goreng Mamak and Roti Canai specially prepared by Chef Mohamed Nasir Abdul Rahim.

Nasir has an extensive international experience from Japan as well as Sunway Hotel in his hometown of Penang and Holiday Villa, London before joining Berjaya Eden Park London Hotel some nine years ago.



## LIVE BHR. Serving You A Hospitality Brand That Cares

In November 2012, Berjaya Hotels & Resorts (BHR) kick-started ‘LIVE BHR.’, a new campaign catered to travel aficionados from all ages which carries three main local properties of the organization; the city hotel of Berjaya Times Square Hotel, Kuala Lumpur along with island resorts of Berjaya Langkawi Resort and Berjaya Tioman Resort. The focus will be on the three main classes of a person’s lifestyle – Business, Family & Friends and Romance.

A campaign that is emotional driver focused, LIVE BHR encourages patrons to be more conscious of the well-being of their lifestyle in which BHR offers. A step forward in living the BHR lifestyle in line with its meeting successes, rooms to relax and leisure experiences, guests are given a chance to indulge in pampering themselves even in an event of corporate and commerce meetings, holiday travel or honeymoon vacation with the care of BHR’s staff.

The three exclusive packages brought by LIVE BHR are ‘LIVE. MEET & SUCCEED’ where guests will conjure a meet-up in BHR’s well-equipped meeting rooms with state-of-the-art meeting facilities thus succeeding in achieving their goals, ‘LIVE. BOND & RELAX’, where guests find time to bond and live with each others’ company in exquisite room with modern amenities for a great time together and relax and ‘LIVE. LOVE & CHERISH’ where guests will be coddled in a summertime ambience perfect for any love-birds to nestle cosily while they are served with mouth-watering meals and spa sessions.

With every purchase of a package, RM1.00 will be donated to support the education welfare of underprivileged children via the ‘A Dollar A Scholar’ programme.

For more information on the packages, please visit BHR’s website at [www.berjyahotel.com](http://www.berjyahotel.com)



2



3

1. LIVE. Love & Cherish.
2. LIVE. Meet & Succeed.
3. LIVE. Bond & Relax.

1



## New Look for Berjaya Air's Cabin Crew!

Berjaya Air recently introduced the new neon blue patterned uniform which was planned and designed by the cabin crew themselves. With a softer material that is comfortable for them to move in the job, the pattern uniform carries a warm approach for Berjaya Air's guests onboard. The blue ribbon around the neck compliments the whole set for a more elegant look of the cabin crew.

*The new neon blue patterned uniform of Berjaya Air's cabin crew.*



1. Mr Ken Choo and staff attending to queries by Mr Peter Sinon, Minister of Investment, Natural Resources and Industry at their exhibition booth.  
2. Mr Ken Choo, General Manager of Berjaya Beau Vallon Bay Resort & Casino receiving the certificate from Mr Alain St Ange, Minister of Tourism & Culture.

## Berjaya Beau Vallon Bay Resort & Casino – First in Seychelles To Be Certified With “Seychelles Sustainable Tourism Label”

In October 2012, Berjaya Beau Vallon Bay Resort & Casino is the first resort in Seychelles to be accredited for its constant belief and practice in sustainability by the Seychelles Tourism Board (STB) and the Seychelles Sustainable Tourism Label (SSTL) at the annual Seychelles Tourism Ball. The 1st SSTL Certificate was presented to Mr Ken Choo, General Manager of the resort by the Minister of Tourism & Culture, Mr Alain St Ange.

SSTL has a selective criterion which covers areas such as management, waste, water, energy, staff, conservation, community and lastly guests, to be fulfilled before accrediting them as Sustainable Tourism players. Berjaya Beau Vallon Bay Resort & Casino fitted perfectly into all of SSTL's specific measures to help encourage and make known Sustainable Tourism in Seychelles.

This inaugural award endorses Berjaya Beau Vallon Bay Resort & Casino as a certified Seychelles Sustainable Tourism Hotel and the hospitality

establishment has stepped up to its responsibility, taking the role as a leader to promote as well as to ensure future sustainability.

With this year's theme 'Powering Sustainable Development', the resort's management and staff learnt ways to make the business more sustainable by adopting various sustainable practices in order to maintain the competitive advantage and thus lower the operating cost. Rain water and river water has been used to water the plants in the garden and high power halogen bulbs were replaced with LED and CFL bulbs which lower electricity consumption by a significant amount.

Berjaya Beau Vallon Bay Resort & Casino's sustainable initiatives are in line with Berjaya Hotels & Resorts' Loving Earth commitment towards the improvement of the environment for the future of generations to come.

## Disability Awareness Training for Staff of Berjaya Times Square Hotel, Kuala Lumpur

On 22 November 2012, Berjaya Times Square Hotel, Kuala Lumpur initiated a 'Disability Awareness Training' session among its staff in conjunction with Beautiful Gate Foundation's first South-East Asia Conference on Accessible Tourism (SEACAT 2012) in promoting a barrier-free society for everyone.

The training session was conducted by Vice President of Disabled Person's Association, Singapore – Ms Judy Wee and fellow colleague, Mr Patrick Ang from Beautiful Gate Foundation. The session was attended by 30 of

the hotel's staff from various departments such as Housekeeping, Front Office, Food & Beverage, Banquet and Safety & Security.

The session provided the staff ample knowledge about the types of disabilities. Introduction of assistive aids such as wheelchair, white cane, supportive rail as well as functions for disabled people were also highlighted. The session also had a slot on general knowledge of learning the etiquettes of the disabled followed by an exercise session on guiding a visually impaired person as well as handling a wheelchair.

The training has helped the staff realize and understand better on the abilities and limitations of a disabled person and they are now able to provide proper assistance and guidance to them.



*Ms Judy Wee explaining the proper way of pushing a wheelchair.*



*Mr Patrick Ang (right) explaining the difficulties of a wheelchair bound person.*

## BERJAYA UCH Credit Four Chefs as WACS Certified National Global Master Chef

On 1 November 2012, BERJAYA UCH cited four chefs as World Association of Chefs' Societies (WACS) Certified National Global Master Chef. This programme is a collaboration between BERJAYA UCH, WACS and Chefs Association of Malaysia (CAM).

The four chefs enrolled in the National WACS Global Master Chef Programme at BERJAYA UCH are Senior Supervising Chef for quality control and resources of BERJAYA UCH, Chong Siew Lee; Executive Chef of Impiana KLCC Hotel and Spam Helmut Lamberger; Chef de Cuisine of Olive Resorts World Genting, Daniel Sheen and Chief Chef – project SSM 2 Merchandising Division of AEON, S. Mohd Shaik. Aside from having 8 years of professional chef experience and passing a comprehensive examination as part of the pre-requisites, the programme also entails 560 hours of professional training, which focuses on four key topics: business administration, soft-skills management, knowledge management and experiential learning.

The final examination day tested the proficiency and skills of the four Chefs with the preparation of a 5-course menu. The invigilators of the final examination were President of WACS, Gissur Gudmundsson; WACS Continental Director of Asia, Rick Stephen; WACS Global Master Chef, Marco P. Bruschwiler; German Master of Patisserie, Lutz Wolff; President of Chefs Association of Malaysia, Chern Chee Hoong and WACS Global Master Chef and Director, School of Culinary Arts, BERJAYA UCH, Jochen Kern.

BERJAYA UCH is the first and only academic institution in Asia Pacific to initiate and offer the 560-hour WACS Global Master Chef Programme endorsed by WACS. Well-recognized around the globe, the WACS Global Chef certification is the highest testimony to culinary professionalism and personal achievement in the culinary arts industry. It demonstrates that the recipients are the crème de la crème of the culinary arts world. The next intake for the WACS Global Master Chef Programme is in January 2013.



*Chef Jochen Kern with the four chefs who enrolled for this examination.*



*Chef Chong Siew Lee of BERJAYA UCH in action.*

## BERJAYA UCH and AFC present Fresh Flavours with Anna Olson in Malaysia this November

On 22 and 23 November 2012, Canadian celebrity chef Anna Olson returned to Malaysia as part of her, Fresh Flavours tour. Baking aficionados were treated to a series of intimate dining experiences with Chef Olson, in this second edition of Culinary Masterpieces jointly presented by Asian Food Channel (AFC) and BERJAYA University College of Hospitality (BERJAYA UCH).

A professionally trained chef with over fifteen years of experience in the culinary field, Chef Olson has mesmerized audiences worldwide with her culinary and baking abilities in programmes such as 'Fresh with Anna Olson' and 'Sugar' which both airs on AFC, ASTRO, Channel 703. Her brand new programme, 'Bake with Anna Olson' recently premiered on AFC on 16 October 2012.

For this edition of Culinary Masterpieces, the dinner events were held at the Samplings On the Fourteenth, BERJAYA UCH. Audiences witnessed live cooking demonstrations of mouthwatering dishes such as Sweet Potato Soup with Coconut Milk & Ginger while dining on a 5-course meal including dishes such as Roasted Rack of Lamb with Date Salsa, Three-Onion Couscous and Vegetable Tagine and a Warm Chocolate Orange Truffle Tart with Salted Caramel Sauce and French Vanilla Ice Cream.



*Chef Anna Olson with some of the students of BERJAYA UCH.*

## BERJAYA UCH Signs MoU With Burapha University, Thailand

On 8 October 2012, Berjaya University College of Hospitality (BERJAYA UCH) and Burapha University, Faculty of Management and Tourism (BUU) signed a MoU outlining their plans to work together to provide students and staff extensive experience through cross cultural exchange programmes and internships.

BERJAYA UCH was represented by COO, Ms Mae Ho while Mr Pichan Sawangwong, Vice President for International Relations signed on behalf of BUU.

The MoU between BERJAYA UCH and BUU lays out plans for collaboration on Advance Standing arrangement for BUU students to join BERJAYA UCH programmes; short-term study and internship placement for BUU students at BERJAYA UCH; staff and students exchange and exchange of research work focused on journal publications.

Mr Sawangwong said that Burapha means 'east or rising while Ms Ho responded that Berjaya means 'success'. Both agreed that the collaboration between the two institutions would be a 'rising success'.

BUU's Graduate School of Commerce professors, staff and executives had visited BERJAYA UCH on a study trip last September 2012. The signing of the MoU signals the strengthening of the links between BERJAYA UCH and BUU.

*(L-R) BUU Deputy Dean of Faculty of Management and Tourism, Mr Sakchai Starnawat; BERJAYA UCH COO, Ms. Mae Ho; BUU Vice President for International Relations, Mr.Pichan Sawangwong; and BUU Dean of Faculty of Management and Tourism, Mrs Patchanee Nontasak.*



## Ben 10 Live Time Machine Tour

Mazda is the official car for Ben 10 Live Time Machine Tour in Malaysia. A Mazda5 and a Mazda BT-50 were chosen for the promo tour.



1. The dressed up Mazda5.  
 2. The dress up BT-50.  
 3. The crew posing with the dressed up Mazda cars.  
 4. The children with the official Mazda cars.

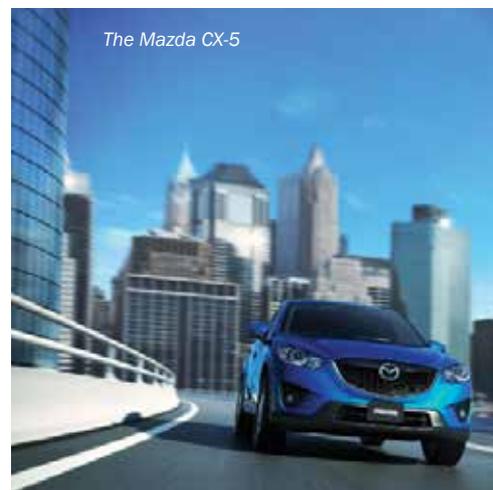
## Mazda CX-5 Wins Big in 2012

In November 2012, the Mazda CX-5 emerged as the JAPAN CAR OF THE YEAR 2012-2013. The CX-5's Skyactiv-branded technologies, road manners, and economical Skyactiv-D 2.2-litre clean diesel engine impressed most of the 60 jurors. Skyactiv is Mazda's suite of new body, chassis, engine, and transmission technologies designed to increase fuel efficiency, reduce weight and emissions – all while improving the car's handling and ride quality.

This recognition mirrors the sentiments of many car buyers. In approximately nine months since sales of the CX-5 started in February, Mazda has received 37,000 orders which is equivalent to more than three years of sales at the anticipated volume of 1,000 units per month, and sales continue to be strong.

Executive Officer Kiyoshi Fujiwara commented, "We are thrilled to have the CX-5 receive such a coveted award and appreciate the warm support and encouragement of our fans. Spurred on by this honor, we will continue to dedicate ourselves to the task of crafting cars that only Mazda can, in order to continue winning the support of our fans and customers into the future."

The accolades for the Mazda CX-5 are also resounding in Malaysia as it has been voted Best SUV for both NEW STRAITS TIMES/MAYBANK CAR OF THE YEAR 2012 AWARDS, and AUTOCAR ASEAN CAR OF THE YEAR 2012. Apart from the above, CX-5 is also the best value for money SUV from ASIAN AUTO/ALLIANZ AUTO INDUSTRY AWARDS 2012.



## Mazda is the Official Car Sponsor for "Ge Mei Lia" Casting Tour



"Ge Mei Lia" is Malaysia's local famous comic. The comic is rich in educational content, traditional virtues of life, local tourism information, life common sense and scientific knowledge.

1. Mazda is the official car for the casting tour.  
 2. Mazda and "Ge Mei Lia" bring joy and happiness throughout Malaysia.  
 3. The casting tour zoom-zoom around many locations nationwide.

## Sin Chew Daily Basketball Championship 2012

Sponsored by Sports Toto for the third consecutive year, the 20th annual Sin Chew Daily Basketball Championship 2012 kick-started from 10th November to 22nd December 2012. The event attracted approximately 100 participating teams from Chinese schools, basketball associations and clubs in various parts of Selangor.

Deputy Finance Minister, Senator Datuk Donald Lim Siang Chai officiated the sporting event at the Batu 11 Recreation Centre near Balakong, Cheras on 18th November 2012.

The championship was divided into 2 categories i.e. age 14 and below as well as age 16 and below. The preliminary rounds were held in Ulu Yam, Klang, Semenyih and Subang before the final in Cheras on 22nd December 2012.

Sports Toto is pleased to have sponsored this sporting event as it has offered an appropriate channel for the physical and mental development of teenagers. Besides, team-building, competitive spirit and friendship were all very valuable experiences throughout the championship for the teenagers.



(From right) Selangor Basketball Association president Dato' Hoh Hee Lee, Sin Chew Daily corporate Communications & Promotion general manager Tan Kim Chuan, Deputy Finance Minister Dato' Donald Lim and Sports Toto senior communications manager Emily Tan with some of the participants.

## Live Healthy in Body, Mind & Spirit

Sports Toto Fitness Centre organized a series of talks on fitness and wellness on every Wednesday at 1pm from 21st November 2012 onwards until February 2013. The eight-series of talks were supported by Group Human Resource & Administration Division of Berjaya Corporation Bhd.

Jonathan Tan, Manager of Sports Toto Fitness Centre, who is also a certified wellness in motion instructor, has vast experience in fitness and wellness. He had held five series of talks in November and December 2012. There were another three series of talks held in January and February 2013.

## Live Healthy in Body, Mind & Spirit



Date	Topics
21st November 2012 Wednesday	Stop the madness! Get the inside scoop on nutrition basics
28th November 2012 Wednesday	Supercharge your weight loss with smart eating habits
5th December 2012 Wednesday	Feel the grind and shed the pounds - The S.H.A.R.T Method
12th December 2012 Wednesday	The complete idiot's guide to exercise - frequency/intensity/time/type
21st December 2012 Friday	The Secret to Manipulating your Exercise to look good in bed!
9th January 2013 Wednesday	The Shocking Truth! - Risk Factors your doctors don't tell you
23rd January 2013 Wednesday	Assessing your physique - Posture/core/balance/flexibility
6th February 2013 Wednesday	The Not So Wonderful World of Pains & Injuries - The Causes & Cures

\* A series of talks on **fitness and wellness** brought to you by Sports Toto Fitness Centre with the support of Group Human Resource & Administration Division

Speaker : Jonathan Tan, STFC Manager, ACE, AHFS certified wellness in motion instructor.  
 Venue: Sports Toto Fitness Centre Gym Studio.  
 Time: 1pm, Duration: 45mins.  
 Pre-registration is required as studio is limited in size.  
 Registration for each of the above talk can be made at the front desk of STFC.

Light snacks will be provided

**Sports Toto Fitness Centre**  
 Lot 09-78, 8th Floor Central, Berjaya Times Square, No.1, Jln Inbb, 50100, Kuala Lumpur, Malaysia.  
 Tel: 603-2148 2626 Fax: 603-2141 6222 Website: www.sportstotofitness.com  
 Operation Hours: Monday - Friday 7a.m. - 11.00p.m., Saturday 8a.m. - 8p.m., Sunday & Public Holiday 10a.m. - 8p.m.  
 Follow us Via Facebook: http://www.facebook.com/Berjaya STFC

## RDA-Bukit Kiara 8th Annual In-House Gymkhana

On 16 October 2012, 40 children with special needs and their family members enjoyed some horsing around at the Riding for Disabled (RDA) Malaysia, Bukit Kiara (RDA-Bukit Kiara) 8th Annual In-House Gymkhana at the Grass Paddock of Bukit Kiara Equestrian and Country Resort.

The annual in-house gymkhana started with a dressage test followed by a series of competitive games to encourage greater interest in the Paralympics.

Bukit Kiara Gourmet sponsored a scrumptious lunch at The Saddle and RDA's patron, YAM Raja Dato' Seri Azureen Sultan Azlan Shah who watched the games gave out prizes to winners of the various events. Each child also received a soft backpack, stationery set, cap, tote-bag, birthday calendar as well as his/her framed photo on a horse and a lucky draw prize.

The physically challenged children in the RDA-Bukit Kiara programme, which is conducted twice a week at the Bukit Kiara Equestrian and Country Resort are from the Selangor Spastic Centre while the mentally challenged children (down syndrome and autism) are from Emmanuel Centre and Taman Tun Dr Ismail Primary School.



The children and their guides in one of the competitive games.



Encik Hisham Razali, Senior Manager (Operations) of Bukit Kiara Resort Berhad giving out a framed photo to one of the children.



YAM Raja Dato' Seri Azureen Sultan Azlan Shah and a special child with her parent at the prize-giving ceremony.

## BCorp Treats 100 Underprivileged Children To A Fun-filled Outing



Berjaya Times Square Theme Park mascots entertaining the children with the Gangnam Style dance.



Group picture of the children from the three homes with the staff of BCorp.



Birthday celebration with the children born in the month of November.

On 29 November 2012, more than 100 less fortunate children and their caregivers from three charitable homes namely Pertubuhan Rahoma Darul Fakir, Rumah WAKE 1 and Yayasan Sunbeams Home were invited to a fun-filled day out at Berjaya Times Square Theme Park.

Besides the exciting theme park rides, the children were also treated to a sumptuous buffet lunch sponsored by Berjaya Times Square Hotel, Kenny Roger Roasters and Krispy Kreme Doughnuts followed by a

birthday celebration for seven children born in the month of November. Besides food and fun games, the children also received a goodie bag each courtesy of Cosway (M) Sdn Bhd, Sports Toto Sdn Bhd, Borders Malaysia and 7-Eleven Sdn Bhd.

BCorp has been organising annual outings to the Berjaya Times Square theme park for underprivileged children over the last few years during the school holiday period. This annual event carried out by Berjaya Cares Foundation is one of the Group's Corporate Social Responsibility ("CSR") initiatives.



The day outing included fun games such as limbo rock.

## Stay Healthy For Longevity

In an effort to promote health and wellbeing among Berjaya employees, Berjaya Cares Foundation organized three health talks in the month of October and November 2012 in collaboration with the National Kidney Foundation of Malaysia ("NKF"), The Tun Hussein Onn National Eye Hospital (THONEH) and Tropicana Medical Centre.

The talk entitled "Are Your Kidneys Healthy?" by NKF held on 19 October 2012 at the Auditorium, Berjaya University College of Hospitality was attended by approximately 50 Berjaya employees. Participants were educated on the signs and symptoms of kidney disease, risk factors, different types of treatments available and the cost involved.

On 19 November, more than 100 people had their eyes checked at THONEH's free eye screening programme for Berjaya employees and the public held at the Lower Ground Floor, Berjaya Times Square. A health talk on glaucoma and common eye disorders was presented in the afternoon by the Senior Consultant Ophthalmologist, Dr. Linda Teoh.

On 28 November 2012, a health talk on heart disease and stroke was presented by Dr. Anand Sachithanandan, Consultant Cardiothoracic Surgeon from Tropicana Medical Centre.

Keeping body healthy should be part of the daily routine. Live a healthy lifestyle!



The speaker from NKF, Ms. Sivapria Selvaraj addressing the participants.



Berjaya employees listening attentively during one of the talks.



Berjaya employees and members of the public getting their eyes checked by a specialist doctor from THONEH.

### Ice-Cream4U Charity Concert 2012

Co-presented by Sports Toto for the third time, Ice-Cream4U Charity Concert 2012 was held at Kenanga Wholesale City, KL on 6 October 2012. Proceeds raised were channelled to two charitable organisations - Pusat Penjagaan Kanak-kanak Cacat Taman Megah and Hope Education Foundation (Little Yellow Flower).

Popular Taiwanese artistes who performed at the concert included Chyi Yu, Ding Dang, Claire Guo and Wei Bird besides several homegrown singers i.e. VChuan, Henley, Kopi, Wan Yin, Ken Lau, Isaac, Nick, Catherine, Windy and Sylvia.

The concert was very well-received with a turnout of about 2500 fans of Mandarin pop songs.

Prior to the concert, a 2-day carnival was also held at Kenanga Wholesale City on 15 and 16 September 2012 and Sports Toto came up with a games booth offering fun games with prizes for all!



A group of artistes performing together with the children from one of the charitable organisations.

### Contribution to Pusat Jagaan Siti Noraini and Pertubuhan Rahoma Darul Fakir



1

1. Dato' Hjh. Faridah Binti Hj. Omar Shah (centre), Founder of Pertubuhan Rahoma Darul Fakir and her assistant receiving the contribution from Ashwini Balaram, Corporate Communications Executive, Berjaya Corporation.

A total of RM 2000 was raised by Berjaya Cares Foundation for Pusat Jagaan Siti Noraini and Pertubuhan Rahoma Darul Fakir under its quarterly contribution initiative.

Besides the cash contribution, staff of Berjaya Roasters Sdn Bhd also contributed needy items and groceries amounting to approximately RM1,200 for the 2 Homes.

Berjaya Cares Foundation would like to thank the management and staff for their continuous support and generosity in helping the needy Homes.



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2. Dr. Abdullah Noel (right), Founder of Pusat Jagaan Siti Noraini receiving the contribution from Ashwini Balaram, Corporate Communications Executive, Berjaya Corporation.

### Tree Planting Initiative through Eco School Holiday Programme for a Better Tomorrow

In August 2012, The Tree Planting Activity held recently at Beau Vallon's great stretch of beach filled with pristine white sand was a continuation of the smart partnership between Berjaya Beau Vallon Bay Resort & Casino and National Botanical Garden Foundation (NBGF) which started during the last school holidays in April 2012. The resort signed a Memorandum of Understanding (MoU) with NBGF to support this action by sponsoring food for the school children who participated in the Eco School Holiday Programme in April, August and December 2012.



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1. Ken Choo, General Manager of Berjaya Beau Vallon Bay Resort & Casino (center) looking at the children and volunteers planting a tree.



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2. Ken Choo with the children showing their thumbs up after the project completed.

The aim of this is to move forward the efforts of the Ministry of Environment and NBGF. During the school holidays, the children joined in to help the resort with its tree planting activity, in line with 10,000 trees initiative by the President of the Republic of Seychelles and Reunion Island, launched by the Ministry of Environment and Energy on 1 June 2012 - Children's Day.

### Berjaya Makati Hotel Reaches Out to Employees through Natural Disaster Relief

In August 2012, Berjaya Makati Hotel held a natural disaster relief programme for its employees and families following the massive flood which was as alarming and high as three meters; as a result of torrential downpour causing a substantial amount of damage to the city.

Headed by its Hotel Manager, Maria Aurora P. Rementilla and Department Heads, this corporate social responsibility (CSR) event was held to give back to the employees, especially in their time of need, for their unwavering support and loyalty to the company. Berjaya Makati Hotel's management has always placed the welfare of their employees as a priority. Among the items distributed were canned goods, rice, noodles and financial assistance to assist the victims with their basic necessities and resources that would help to rebuild their lives.

Hotel Manager, Maria Aurora P. Rementilla with a victim of the flood who is also an employee of the hotel.





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## Berjaya Times Square Hotel Visits Pusat Kebajikan & Penjagaan Nur Hidayah

In October 2012, 27 staff volunteers from the various departments in Berjaya Times Square Hotel, Kuala Lumpur visited Pusat Kebajikan & Penjagaan Nur Hidayah, a home for orphans, poor children and children of single parents who all practise the way of Islam.

The staff volunteers did a thorough sanitizing of the compound area and in the home and also heavy lifting and maintenance works on lighting, electrical equipment and water supply which were faulty.

The home houses 50 children from the age of 6 months to 15 years old including 3 infants who are suffering from illnesses such as congenital heart defect (hole-in-the-heart), skin disorder and asthma.

The hotel's kitchen team specially prepared a variety of food for lunch for the children such as fried rice, sandwiches, nuggets and other pastries. Staff volunteers mingled and ate with the children, sharing their love, care and stories to one another.

Purchasing Manager, Ms Winnie presented Pn Roslailawati Mohamad, also known as 'Ibu' with donations from Berjaya Times Square Hotel, Kuala Lumpur and its staff. Items donated by the hotel were 30 pieces of towels and a Hi-Fi set whereas personal donations from staff were clothes, toys and many more for the children.

1. A group photo of the staff volunteers and some of the children.
2. Maintenance staff repairing a faulty door.
3. Ms Winnie presenting the items donated to Pn Roslailawati Mohamad.



A group picture of the team and customers with the children after a fun-filled day.

## Autumn Community Project by Starbucks

On 1 October 2012, District Manager Thina led his team for an Autumn Community Project at Taman Megah Orphanage and Disable Home, an independent shelter for 30 children and 10 physically disabled children.

The team adopted the home since early last year and has been visiting the children every quarter with regular customers. They took part in a reading programme whereby each child will have to share the story that they read with the volunteers. The children also acted and mimicked the animal voices according to the story.

The visit ended with the children enjoying Starbucks Hot Chocolate and Starbucks Blueberry Muffin.

A Starbucks partner interacting with one of the children.



## Rekindle the Joy Community Project

On 17 November 2012, Starbucks Malaysia and about 50 customers, media friends and partners shared the joy of the festive season with the Rekindle The Joy Community Project at Kuching Salvation Army Children Home.

The home shelters more than 25 children and they had a Christmas make over in a day with activities such as painting the playground, baking cookies, setting up the Christmas Tree and also gift wrapping led by District Manager Ezam and Senior Operations Manager Saw. It was an enjoyable day especially during the baking session where the children and media friends got flour on them during the mixing of dough for the cookies. They later decorated the cookies with colourful icing and glittering sugar beads.

Ornaments and lights were being set up on the Christmas tree and the youngest child later put up the star topper while everyone clapped and cheered.

1. The volunteers and the children in a group photo after a great day.
2. The volunteers and children decorating their cookies.
3. Painting of the equipment at the playground.



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## BCORP FOUNDER, MANAGEMENT AND STAFF SPREAD FESTIVE CHEER AT “STEPPING STONE LIVING CENTRE”

In conjunction with the Christmas celebration, Founder of Berjaya Corporation group of companies (“BCorp Group”), Tan Sri Dato’ Seri Vincent Tan (“TSVT”), Chairman and Chief Executive Officer, Dato’ Robin Tan together with employees of BCorp paid a visit to the residents of Stepping Stone Living Centre in Taman Seputeh, Kuala Lumpur on 14 December 2012.

Stepping Stone Living Centre provides shelter to 110 residents comprising 90 children, 15 single mothers and 5 senior citizens. The residents of the centre are housed at 5 premises in Taman Seputeh, Kuala Lumpur.

During the visit, TSVT and Dato’ Robin Tan presented a cash contribution of RM20,000 to the Home. They also presented angpows and goodie bags to the residents. Besides, the Group is also helping to pay the rentals of 4 of the premises of the Home for a year amounting to RM51,000. Kenny Rogers ROASTERS lunch was served to the residents of the Home.

“Christmas is a time of giving and sharing, and we are happy to be able to share some festive joy with the residents of Stepping Stone Living Centre today. We hope that our contribution will be able to help them with their living expenses and various other needs,” said TSVT.

On 24 December 2012, the children of Stepping Stone Living Centre were also invited to sing Christmas Carols at the recently unveiled Grand Musical Staircase at the Lower Concourse of Berjaya Times Square.



Tan Sri Dato’ Seri Vincent Tan and Dato’ Robin Tan with the children from Stepping Stone Living Centre.



Tan Sri Dato’ Seri Vincent Tan presenting the cash contribution to Reverend Dr. Johnson A Rajahser, Founder of Stepping Stone Living Centre.



The children receiving angpows from Tan Sri Dato’ Seri Vincent Tan.



1. Tan Sri Dato’ Seri Vincent Tan and Dato’ Robin Tan sharing a light moment with the children.
2. The children singing Christmas carols.
3. The children enjoying their lunch served by Kenny Rogers ROASTERS.
4. Judy Tan, Senior General Manager of Group Corporate Communications giving out goody bags to the children.
5. The children performing at the Grand Musical Staircase, Berjaya Times Square.
6. Berjaya staff taking a group photo with the children.

