



BERJAYA

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 4, 2015

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COMING TOGETHER TO PACK 100,000 MEALS FOR PEOPLE IN CRITICAL NEED

"Alone we can do so little, together we can do so much." – Helen Keller



Shift 1 volunteers.



Shift 2 volunteers.

On 10 October 2015, approximately 400 volunteers, comprising 300 Berjaya staff and participants from Nalanda Buddhist Society, Bandar Utama Dhamma Duta Youth, and the Berjaya Youth Facebook community, gathered at Berjaya Times Square KL for the Berjaya Youth – Stop Hunger Now Meal Packing event in which RM100,000 worth of meals were packed for people in critical need in several parts of Malaysia.

Organised for the second consecutive year by Berjaya Youth and Stop Hunger Now Charitable Association of Malaysia, the meal packing event was held in conjunction with World Food Day which is observed worldwide on 16 October to raise awareness on issues concerning malnutrition, hunger and poverty.

The event was made possible through the monetary contribution from Better Malaysia Foundation during Berjaya Founder's Day in March 2015. Once packed, the meals were handed over to:

1. Rotary Club of Kota Kinabalu South for victims of the mud floods and landslides following the earthquake in Ranau, Sabah in June this year;
2. Yayasan Orang Kurang Upaya Kelantan for the handicapped children and adults of extremely poor backgrounds in Kelantan who are suffering from malnutrition;
3. Sarawak Dayak Iban Association for the underprivileged among the Dayak Iban ethnic group in Sarawak; and
4. Malaysian Red Crescent Society for the Orang Asli community in the rural parts of Pahang, Kelantan and Perak in anticipation of the monsoon season.



Having fun while they were packing.



BCorp's Corporate Communications Senior General Manager, Judy Tan (3rd from left) and Stop Hunger Now Charitable Association of Malaysia's President, Tiki Teh (4th from left) with the 4 NGO partners that will distribute meal packs to various needy groups in Malaysia.

(continued on page 2)

Chairman and CEO's Message

2015 has been an eventful and fruitful year for the Group. We have achieved quite a few milestones, despite the many challenges along the way. During the year, a few brands under the Group, namely Kenny Rogers Roasters, Starbucks Coffee, Mazda, U Mobile, and Berjaya Hotels and Resorts won numerous awards. Berjaya Corporation Berhad was awarded the Asia Best Employer Brand Award at the 6th Asia Best Employer Brand awards 2015, while Starbucks received two awards at the Malaysia HR Awards 2015, and was also recognised as one of Malaysia's Best Employers by HR Asia. Starbucks was also awarded the Best of the Best award at the Aon-Hewitt Best Employers Malaysia 2015 Awards.

The Group has been expanding its businesses during the year. Kenny Rogers Roasters has opened more than 100 restaurants nationwide, while Starbucks already has 200 stores across the country. Our various food and beverage companies have also been generating sales through innovative marketing campaigns and digital media engagement. Locally, the growth in Mazda's sales volume was mainly attributed to the newly launched Mazda2 and the popular Mazda CX-5

CKD, while the sales of Mazda3 more than tripled in the Philippines. In the United Kingdom, H.R. Owen has been recording a healthy growth in the volume of luxury cars sold.

Our other business such as environmental services, hotels & resorts segment and property development have also performed satisfactorily.

I would like to take this opportunity to thank each member of the Berjaya Group family for your hard work and dedication this year. It is because of your efforts and commitment that we have done well. Moving into the New Year, we should remain focused on our business development objectives and aim to maximize the full potential of our brands, while being prudent in our spending and business decisions.

May 2016 bring you good health and abundant joy, and I wish you a successful year ahead!

Dato' Sri Robin Tan



Performance of Companies for the 2nd Financial Quarter Ended 31 October 2015 (unaudited)

Company	Revenue 3 Months Ended 31 October 2015 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 October 2015 (RM'000)	Revenue 6 Months Ended 31 October 2015 (RM'000)	Profit/(Loss) Before Tax 6 Months Ended 31 October 2015 (RM'000)
Berjaya Corporation Berhad	2,257,123	288,937	4,392,949	472,772
Berjaya Land Berhad	1,622,647	310,088	3,133,871	412,209
Berjaya Sports Toto Berhad	1,443,023	114,931	2,782,188	227,914
Berjaya Media Berhad	11,085	71	23,846	(917)
Berjaya Food Berhad	135,417	8,791	267,827	17,736
Berjaya Auto Berhad	542,406	73,700	1,054,951	147,239
7-Eleven Malaysia Holdings Berhad	519,228*	22,558*	1,506,540**	58,033**
Berjaya Assets Berhad	96,331***	17,878***	96,331****	17,878****

* 3rd Financial Quarter ended 30 September 2015 ** 9 months ended 30 September 2015 ***1st Financial Quarter ended 30 September 2015 ****3 months ended 30 September 2015

(continued from page 1)



Teamwork in action.



Volunteers went through the entire process of filling, weighing, sealing and boxing the meals.

BERJAYA EXECUTIVE DEVELOPMENT PROGRAMME

10 December 2015 was a day to commemorate 45 participants who have successfully completed the 8-month Berjaya Executive Development Programme (B.EDP).

B.EDP is a customised soft skills development programme designed internally by course leader in Learning & Talent Management, Geany Ng to equip the executives with valuable and vital skills that would further enhance their career prospects, focusing on their competency in “Creating Value Through Administrative and Operational Assistance”.

Three graduates who demonstrated outstanding accomplishments during the programme received special awards at the ceremony. They were Wong Tsen Khiong (Group Internal Audit) for the Best Achiever Award, Che Noor Che Saufi (Berjaya Golf Resort Berhad) for the Direction Setter Award and Ng Su Yin for the Avidity Award.

Congratulations to all the graduates of B.EDP!



From left to right : Khor Poh Waa, Director of Berjaya Clubs and Chairman of Group Human Capital Committee, Ng Su Yin, Che Noor Che Saufi, Wong Tsen Khiong, Grace Chan, General Manager of Group Human Resource & Administration and Geany Ng, Assistant General Manager, Learning & Talent Management.



B.EDP graduates together with Heads of Department / Operating Companies and Khor Poh Waa (seated 8th from the left) Director of Berjaya Clubs and Chairman of Group Human Capital Committee.

BERJAYA-IKBN CAREER FAIR AT BERJAYA TIMES SQUARE HOTEL



Grace Chan, General Manager of Group Human Resource & Administration giving her opening speech.

Berjaya Corporation Berhad, in collaboration with Institut Kemahiran Belia Negara (IKBN) and our subsidiary companies organised a career fair for students on 2 November 2015. A total of 120 students who are pursuing Food & Beverage and Hospitality disciplines, attended the career fair which was held at Manhattan V, Berjaya Times Square Hotel.

The students were exposed to the various career opportunities available in Berjaya. Besides fostering engagement with the Group’s Food & Beverage subsidiary companies, the students also had the opportunity to learn about the relevant courses in Berjaya University College of Hospitality.



Representatives from subsidiaries companies sharing about career opportunities.



Group photo with students from IKBN.

THREE BCORP EMPLOYEES AMONG PIONEER GRADUATES OF ACCA LEADERS OF TOMORROW PROGRAMME



(From left to right) Lim Yong Liang, Soo Cheng Yung and Tan Sheah Nee.

On 4 December 2015, the Association of Chartered Certified Accountants (ACCA) Malaysia celebrated the graduation of the 26 participants in ACCA's Leaders of Tomorrow (LOT) programme, an ACCA initiative supported by Talent Corporation Malaysia (TalentCorp) to recognise a leader of tomorrow, today. Amongst them were three participants from Berjaya Corporation Berhad:

1. Mr Soo Cheng Yung – Corporate Tax
2. Mr Lim Yong Liang – Group Internal Audit
3. Ms Tan Sheah Nee – Group Internal Audit

The participants of LOT participated in a diverse range of high-quality development and leadership opportunities. The intention was to equip them with the necessary skills and breadth of financial and business understanding to become a complete and flexible finance leader.

ACCA Malaysia is the first country to have launched a leadership programme. The programme is the first of its kind and other countries will launch their own version soon. ACCA Malaysia aims to nurture the next batch of LOT participants in January 2016.

STUDENT VISIT FROM UCSI UNIVERSITY

On 9 October 2015, Group Human Resource & Administration hosted a Student Visit for 37 students and officers from UCSI University as one of its recruitment initiatives. It was a one-day event to foster closer engagement with the students and offer the students the opportunity to get to know Berjaya Corporation Berhad and brands associated with Berjaya.

The visitors had a fun-filled learning experience complemented by a coffee tasting session and store visits, specially organised by the subsidiary companies of the Group.

Special thanks to the following participating brands:-

- Berjaya Krispy Kreme Doughnuts Sdn Bhd
- Berjaya Roasters (M) Sdn Bhd
- Berjaya Starbucks Coffee Company Sdn Bhd
- 7-Eleven Malaysia Sdn Bhd



UCSI students enjoying the games and coffee tasting session.



Group Human Resource & Administration team with UCSI students and officers.

M100 CHALLENGE AT TAYLOR'S UNIVERSITY

Berjaya Corporation Berhad participated in the M100 Challenge organised by GTI Media Sdn Bhd at Taylor's University, Subang Jaya for the second time this year. The M100 Challenge held on 17 October 2015 provided students with the opportunity to interact with employers.

The Group Human Resource & Administration team engaged with the students through three fun and challenging games, namely, "Moving Around with Berjaya", "Dakji-Bingo Game" and a Fun Quiz. These challenges helped the participants to be aware of the importance of teamwork and communication, and at the same time, gain knowledge about Berjaya brands.



One of the student teams in the M100 Challenge.



Students attempting the Dakji-Bingo Game.



One of the student teams in the M100 Challenge together with Grace Chan, General Manager of Group Human Resource & Administration (left) and her team.

BERJAYA UCH TOASTMASTERS CLUB

BERJAYA UCH Toastmasters Club was chartered on 22 October 2014. Despite the Club's tender age, it created many success stories and we are pleased to highlight its achievements.

Club's Achievements

- Distinguished Club Status for the term 2014/2015, awarded by Toastmasters International at the District 51 23rd Semi-Annual Conference held at the Lotus Desaru Resort in Johor.
- Successfully conducted the Youth Leadership Programme in June 2015 in collaboration with MIM Toastmasters Club of Kuala Lumpur. A total of 20 participants between the ages of 12 to 22 years old improved tremendously in terms of their confidence in public speaking.
- Successfully conducted the 2-day Art of Communication and Presentation Workshop for Berjaya Starbucks Coffee Company Sdn Bhd. For 20 participants from Operations, Public Affairs, Finance and Learning & Development Department.

Club Members' Achievements

- Pritam Dutta and Jacky Tor completed their 10 speeches from the Competent Communicator Manual and they were awarded the Competent Communicator award.
- Yap An Ni emerged as Champion for both Club and Area Humorous Speech Contests and 2nd Place for the Division P Humorous Speech Contest.



From left to right: Immediate Past Division P Governor, Andrew Tan, Berjaya UCH Toastmasters Club Vice President Education, Chung Chee Yann, Immediate Past President, Mohamed Syairoz, Immediate Past District 51 Governor, Wendy Wong, Club Mentor, Grace Chan and Patricia Yap receiving the Distinguished Club Award from Immediate Past District Governor, Wendy Wong.

In the span of one year after chartering the Berjaya UCH Toastmasters Club, the Club has grown and expanded to be on par with other more established clubs, proving that its members have the strength and ability to perform and accomplish extraordinary achievements. This year has been a big encouragement to the club, and we look forward to a more eventful year ahead.

SUCCESSFUL HAND OVER OF OE WATERFRONT

On 30 September 2015, Berjaya Sanhe Real Estate Development Co. Ltd. (BSanhe) successfully handed over the fully sold Northern Phase of OE Waterfront to purchasers.

OE Waterfront is BSanhe's third development in Yanjiao, Hebei Province, China since its incorporation in November 2000. The other earlier projects were the French Village (completed in 2004) and OE Garden (completed in 2008).

OE Waterfront was developed in 2 phases - Northern & Southern Phase, which have a total of 6 Blocks (1,495 units). Northern Phase comprises 3 Blocks with 764 units and Southern Phase has 3 Blocks with 731 units.

Northern Phase was launched in June 2013 and was fully sold with a total sales value of RMB670,251,661 (RM415,556,030) while Southern Phase is 35% sold, with a total sales value of RMB947,109,898 (RM587,208,137).

OE Waterfront is considered a very prestigious project as it is located next to the famous ChaoBai River on the east and YanSun Road on the west the main boulevard of YanJiao. It is one of the most sought after projects with low density, spacious garden spaces, convenient amenities and easy access.



Overview of the Northern Phase of OE Waterfront and Club House which was handed over on 30 September 2015.



One of the entrances to Block GH, Northern Phase.



The Main Entrance and Club House of OE Waterfront was decorated during the hand over event (Southern Phase is behind the Club House).



The hand over event was created like a carnival with many activities and performances organised to entertain the purchasers.

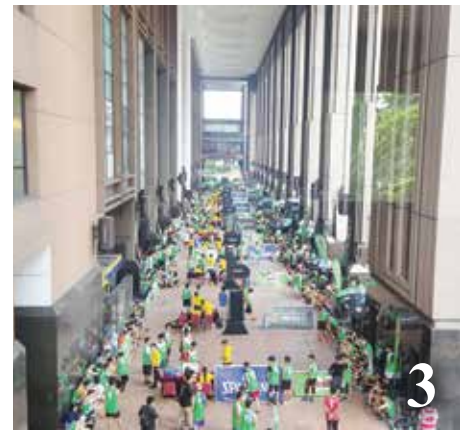
EVENTS AT BERJAYA TIMES SQUARE



1



2



3



4



5



6

1. CLC (QUESTION ASIA SPECIAL EDITION) MEET THE FANS SESSION

On 11 October 2015, CLC, a five-member Korean girl group was in Berjaya Times Square Kuala Lumpur for a Meet-the-Fans Session. CLC is also known as Crystal Clear, which means to shine brightly like a crystal. The visit was not only their very first time to Malaysia, but also their very first overseas promotional tour. In conjunction with the event, Universal Music Malaysia has specially released an Asia Special Edition album for "Question".

2. QUALITAS LOYALTY CARD LAUNCH

On 15 October 2015, Qualitas Medical Group, a Malaysian based primary healthcare provider group with operations in Malaysia and several countries in the Asia Pacific region, officially launched the Qualitas Loyalty Card Programme, which is the first tie-up between a primary healthcare player and B Loyalty Sdn Bhd and is aimed at rewarding its existing patients and corporate clients. These cards will be issued at no cost to patients when they sign up.

Qualitas' loyalty card offers their members redemption opportunities of earned points which can be used at all its clinics throughout Malaysia with no definite cut-off date to the redemption period. In support of World Heart

Day, Qualitas also organised various cardiovascular related activities to raise awareness on the importance of leading a healthy lifestyle through a balanced diet, regular exercise and also preventive care.

3. AND1 3X3 STREETBALL CHALLENGE 2015

After three legs in Selangor, Penang and Johor, the annual 3x3 Street Basketball Challenge Grand Finals was held in Berjaya Times Square Kuala Lumpur on 15 November 2015. While the main 3-on-3 event has always attracted avid basketballers to pit their skills in the competition, participants demonstrated their shooting and slam dunk skills in the best-shooter challenge and crowd-pleasing slam-dunk exhibition. The top three winners in each category walked away with World of Sports vouchers worth RM900, RM600 and RM300.

4. FOODIESTA MOBKL

On 27 November 2015, a food fiesta featuring 10 food trucks was held at The Boulevard of Berjaya Times Square Kuala Lumpur. The food trucks included the Flaming Wheels and Bubu Food Truck which served western meals, Big Bang which served Korean BBQ style fried chicken, The Crazy puff, Oh My Milkshake, Juice Buzz, My Tokoyaki, Rotiboy, and Mexican Food.

5. JELAJAH MALAYSIA 2015 (STAGE 4 RACE)

Jelajah Malaysia is an annual professional road bicycle race held in Malaysia since 1963. Co-sponsored by Berjaya Corporation Berhad, the race was part of the UCI Asia Tour and was classified by the International Cycling Union (UCI) as a 2.2 category race. Flag off of Stage 4 was on 12 December 2015 at Berjaya Times Square Kuala Lumpur.

6. CRIME PREVENTION EXHIBITION AND BLOOD DONATION DRIVE

A crime prevention exhibition and blood donation drive were organised by Jabatan Pencegahan Jenayah dan Keselamatan Komuniti Kuala Lumpur (JPJKK) on 15 December 2015 to create public awareness on the different crime prevention methods from Traffic, Narcotics, Commercial Crimes and Rakan Cop divisions.



CFO ORGANIC EXTRA VIRGIN OLIVE OIL

- Produced from organically-grown olives from the rich soils of Andalusia, Spain.
- Winning taste and aroma of fresh olives – robust, flavourful, fruity with light peppery after-notes as acknowledged by panels of taste experts.
- Each tablespoon provides vitamins A, E and K, antioxidants, polyphenols and 7x the amount of heart-healthy monounsaturated fats (MUFA's) compared to avocados.
- Use it as a salad dressing, dip or drizzle over pasta, cooked vegetables or meats.

100% natural, cold-extracted olive oil. No additives, preservatives, colourants and chemical solvents.

Extra virgin is the highest quality and most expensive olive oil grade. Produced entirely without solvents or heat, it retains all the beneficial nutrients of the olive fruit. Ordinary olive oils go through a refining process which involves heat and solvents which compromise its nutritional content. Some are also blended with vegetable oils and not 100% olive oils.

According to the US FDA, taking 2 tablespoons of olive oil daily which is rich with healthy monounsaturated fats may reduce the risk of coronary heart disease.

RASA UTARA REVAMPS WITH NEW AND TANTALISING DISHES



Set Ayam Goreng Cili Legenda – RM14.80 nett
A bestseller. Deep fried chicken with homemade blended chili paste slowly fried and stirred for few hours served with white rice, vegetable, eggs, homemade 'sambal belacan' and papadam.



Ayam Nyonya Pinang – RM18.80 nett
Fried chicken served with homemade gravy of blended torch ginger bud (bunga kantan) and turmeric, cooked with plum and tamarind sauce.



Daging Masak Hitam – RM20.80 nett
A popular classic dish. Beef braised with dark and sweet soy sauce, with tamarind juice and black pepper seasoning.

RASA UTARA'S EXCLUSIVE BREAKFAST MENU AT BERJAYA TIMES SQUARE!

Rasa Utara now serves four new breakfast items exclusively at its Berjaya Times Square outlet - the new Bubur Ayam, Mi Sup, Roti Bakar & Telur Separuh Masak and Roti Jala. This exclusive breakfast menu is available from 7.30am to 11.00am with prices ranging from RM6.00 nett to RM11.00 nett.



Mi Sup



Roti Jala



Roti Bakar & Telur Separuh Masak



Bubur Ayam

PICCOLO HOTEL KUALA LUMPUR REBRANDS TO ANSA KUALA LUMPUR



Façade of Ansa Kuala Lumpur.

In October 2015, Berjaya Hotels & Resorts announced the rebrand of Piccolo Hotel Kuala Lumpur – a boutique hotel in the city managed by the group, to Ansa Kuala Lumpur. The new brand 'Ansa Kuala Lumpur' significantly marks the group's forward venture for the hotel, and also reflects the natural end of the property's previously shared ownership with a third party.

Emerging as a go-to lifestyle hub within one of the city's most vibrant entertainment districts, the name change recognises the addition of several hospitality offerings at Ansa Kuala Lumpur. Joining the brand new Starbucks store – Starbucks Ansa,

which is also the coffee chain's 200th outlet in Malaysia which opened on 20 September adjacent to the hotel lobby, is the Greyhound Café – a mid-to-high end modern Thai cuisine outlet.

The physical renovation of the hotel lobby is currently on-going, as part of a carefully planned approach scheduled to complete by early next year. The main focus of Ansa Kuala Lumpur is on enhancing the guest experience with today's evolving traveller requirements in mind. The 167 guest rooms and suites on the other hand, will retain their current nature inspired look and feel, providing sumptuous comfort and uncompromised convenience where guests can rest and unwind after a long busy day out and about in the city.

As part of the transition, online traffic is now redirected to the hotel's new website domain www.ansakualalumpur.com for hotel room reservations without any disruptions.



Deluxe Room.



Berjaya Times Square Hotel's team with the 12 MIGF Awards.

BERJAYA TIMES SQUARE HOTEL, KUALA LUMPUR UPHOLDS WINNING STREAK AT THE 2015 MALAYSIA INTERNATIONAL GOURMET FESTIVAL

In November 2015, Samplings On The Fourteenth Restaurant at Berjaya Times Square Hotel, Kuala Lumpur received 12 accolades at the 15th edition of the prestigious Malaysia International Gourmet Festival (MIGF). The culinary team led by its Chef De Cuisine, Chef Valmurugan Subramaniam outdid themselves and topped last year's performance of 8 awards at the esteemed annual affair.

Widely known for its craftsmanship of Western Classic fine-dining cuisine and stunning views that overlook the heart of Kuala Lumpur, the restaurant is also recognised for its excellent service standards, well-rounded menu, innovative ambiance, as well as unique culinary experience.

Matched against 25 other prominent diners throughout Malaysia, Samplings On The Fourteenth Restaurant raked in 12 awards out of the 34 categories it contested in, namely Judges' Choice for Most Creative Menu, Most Creative Restaurant Station and Most Creative Food Presentation at Taste MIGF, Diners' Choice for Most Outstanding Dining Experience, Most Outstanding Service Team, Most Outstanding Palate Cleanser, Most Outstanding Starter/Appetiser – Warm, Most Outstanding Main Course – Meat, Best Restaurant Ambience, Best Use of The Festival Theme, as well as the Most Popular Restaurant Award at both the VIP Gala Launch as well



Broiled Veal Loin.



Seared Hokkaido Scallop.

as Taste MIGF which depended on the most taste sovereigns and gourmet dollars collected respectively.

Sampling's award-winning dishes expertly delivered during the entire Festival period under Chef Val's stewardship includes Duck Liver Parfait (Starter), White Asparagus Veloute (Soup), Seared Hokkaido Scallop (Appetiser), Caramelised Pineapple Sorbet (Sorbet), Fillet of Pike Fish or Broiled Veal Loin (Mains), and Ivory Chocolate Éclair (Dessert).

KENNY ROGERS ROASTERS' NEW AND REFURBISHED OUTLETS



Aman Central, Alor Setar, Kedah.



AEON Mall Ipoh Klebang, Ipoh, Perak.



Vivacity Megamall, Kuching, Sarawak.



Refurbished outlet at Ipoh Parade Shopping Centre, Ipoh, Perak.



Times Square Megamall, Bintulu, Sarawak.

KENNY ROGERS ROASTERS BAGS CSR PRIZE ONCE MORE

On 17 November 2015, for the second consecutive year, the rotisserie chicken experts won the coveted "Best Franchise Corporate Social Responsibility (CSR) Award" at the Malaysia Franchise Awards 2015. The award was received by the Kenny Rogers ROASTERS (KRR) team at a gala event held at the Sunway Resort Hotel and Spa. Gracing the event was Deputy Minister of Domestic Trade, Co-operatives and Consumerism; Datuk Seri Ahmad Bashah Md. Hanipah. Also in attendance were the ministry's Secretary General, Datuk Seri Alias Ahmad and the President of the Malaysian Franchise Association, Mohd. Latip Sarrugi.

The prestigious recognition bears testament to the myriad of social and community-centric initiatives undertaken by KRR. These include, among others, the annual ROASTERS Chicken Run. Having gained considerable momentum in recent years, the fun, family-friendly event has raised more than RM600,000.00 and provided nutritious wholesome meals to various beneficiaries. Other notable successful CSR programmes sustained by the chain include English for Community, ROASTERS Flood Relief Support and Muffins @ Schools, which have benefited countless children and residents across Malaysia.



Datuk Seri Ahmad Bashah, Deputy Minister of Domestic Trade, Cooperatives and Consumerism Minister presenting the Best Franchise Corporate Social Responsibility Award to Ling Shiau Yunn, Guest Engagement Manager of Berjaya Roasters (M) Sdn Bhd.

NURTURING HEALTHY LIVING AMONG THE YOUNG

Students of SJK(C) Jalan Imbi warmly welcomed Kenny Rogers ROASTERS (KRR) at a "Healthy Me, Happy Me" health workshop on 26 October 2015.

In the 20-minute presentation, students were taught how to differentiate one food category from another through a food pyramid. Apart from a healthy eating regime, they were educated on what was healthy and unhealthy, which food should be consumed more or less, and examples of the healthy selection of food offered at KRR restaurants.

After the workshop, KRR team members distributed muffins and goodie bags to the students. This event was the inaugural kickstart to KRR's initiative in promoting healthy living in schools. The workshop by KRR saw the participation of 270 people including students, teachers and working staff of the school.



Students of SJK(C) Jalan Imbi, Kuala Lumpur were all smiles during the KRR "Healthy Me, Happy Me" workshop.

STARBUCKS MALAYSIA CELEBRATES THE OPENING OF ITS 200TH STORE

On 20 September 2015, Starbucks Malaysia reached a significant milestone with the opening of its 200th store in Malaysia – Starbucks Ansa at Jalan Bukit Bintang, Kuala Lumpur.

To celebrate this momentous milestone, Starbucks rewarded customers on the first day of the store's opening. Customers were given a complimentary Starbucks 200th store mug with a minimum spending of RM150 in a single receipt, double reward on any beverage purchase, and the first 200 customers received the new "Mini Coffee House Favorite" Starbucks Card with 2 Autumn beverage rewards and a Buy One Free One Summer Beverage from 5pm to 8pm.

The 200th store features a heritage concept that was inspired by where and how the brand began. The store design includes the story of Connecting Communities in Malaysia Project; a scalable community project that contributes to small villages in support of local sourcing which was launched in 2013. The store is 2582sq ft in size and has a total capacity of 96 seats.

Besides the usual food and beverages in Starbucks, the 200th store offers 4 exclusive food products that are only available in this outlet.



Baked Egg Danish – RM7.80



Peanut Butter Marshmallow Cake - RM12.80



Snowy Chocolate Scone – RM6.80



Focaccia Treasure Pot – RM12.80



Long queue of customers patiently waiting for the opening of Starbucks' 200th store on 20 September 2015.

STARBUCKS MALAYSIA WINS 2 AWARDS AT THE MALAYSIA HR AWARDS 2015

On 29 October 2015, Starbucks Malaysia was presented with 2 awards at the Malaysia HR Awards 2015. June Beh, Director of Partner Resources & Compliance of Starbucks Malaysia & Brunei received the Gold Award for HR Leader of the Year and the Silver Award for Employer Choice Category.

The Malaysia HR Awards is an annual event organised since 1999, by Malaysian Institute Of Human Resource Management (MIHRM) in partnership with JobStreet.com. This event is strongly supported and endorsed by the human resource community.



Sydney Quays, Managing Director of Starbucks Malaysia and Brunei (left) holding the Silver Award with June Beh, Director of Partner Resources & Compliance of Starbucks Malaysia & Brunei holding the Gold Award.

STARBUCKS MALAYSIA RECOGNISED AS ONE OF MALAYSIA'S BEST EMPLOYERS IN 2015 BY HR ASIA

The award was received by June Beh, Director of Partner Resources and Compliance, Starbucks Malaysia & Brunei during the Gala Dinner & Awards Ceremony on 13 November 2015 at the InterContinental Hotel, Kuala Lumpur.

HR Asia is Asia's most authoritative publication for senior HR professionals. The HR Asia Best Companies to Work for in Asia covers 12 markets across the region, where best practices and inner workings of companies are investigated to understand what distinguishes them from the rest. This event handpicks world class corporations with high levels of employee engagement and excellent workplace cultures.



Starbucks Malaysia's management team at the awards ceremony.

STARBUCKS IN KUALA LUMPUR INTERNATIONAL AIRPORT'S CONTACT PIER



Malaysia Collector's Series coffee mugs on display



Starbucks KLIA Contact Pier.

A new Starbucks store opened in mid-October at Kuala Lumpur International Airport (KLIA)'s Contact Pier which embraces the Regional Modern Concept, with interesting interior and floor designs plus educational coffee-based artworks. Simultaneously, coffee-lovers can watch landing airplanes in the comfort of exclusively designed furniture and exceptional floor-to-ceiling windows. This store retails all the Starbucks merchandise available throughout Malaysia in this one convenient location.

Starbucks in KLIA's Contact Pier features an in-built island with a magnificent pillar displaying the Malaysia Collector's Series coffee mugs. While other outlets in town retail the Malaysia and Kuala Lumpur mugs, this is the only store which offers mugs featuring all the Malaysian states.

ASSISTANT STORE MANAGERS' LEADERSHIP CONFERENCE

Starbucks Malaysia held its first ever Leadership Conference for Assistant Store Managers in Malaysia. A total of 100 assistant store managers attended this 2 days 1 night event in Lexis, Port Dickson, a Balinese-inspired resort and hotel on the 8th and 9th of September. The theme of the conference was "Make It Personal, Inspire & Engage", which included activities on Partners, Customers, Business and the company's Mission and Values. There was also a half day team building session and seminar followed by a 'Disney' themed Gala Night.



Starbucks partners dressed in Disney-themed costumes at the Gala Night.



Starbucks Malaysia ASM Leadership Conference 2015 group photo.

FIRST STARBUCKS RESERVE STORE IN MALAYSIA



A Starbucks Coffee Master demonstrating the pour over brewing method.

Starbucks Malaysia opened its first Starbucks Reserve Store in Malaysia on 13 October 2015 at the Gardens Mall, a premium 6-level shopping haven located at the heart of Mid Valley, Kuala Lumpur. The opening team consisted of 15 experienced Coffee Masters ready to provide an unprecedented coffee experience along with excellent reserve coffee beans to customers.

A media launch was also held on 20 October 2015 where our coffee masters demonstrated the pour over brewing method and share insights on our Reserve Coffee. Members of the media also got to experience the aroma lab where they had to use their senses to compare and contrast different types of coffee, both by taste and smell. They were briefed on the many varieties available and what food pairs best with particular blends.



Coffee Masters of the Starbucks Reserve Store.



Interior look of the Starbucks Reserve Store located in Gardens Mall.

ALL-NEW MAZDA PAMPANGA 3S RISES AGAIN

Mazda customers from Central and Northern Luzon now have a new home as Mazda Pampanga opens the doors to its latest full-service showroom along Jose Abad Santos avenue in San Fernando, Pampanga, Philippines.

The all-new facility is designed to accommodate both the sales as well as the servicing of the latest Kodo-inspired and SKYACTIV technology-equipped Mazda models.

The 1,299-square meter facility offers a full sales and service experience for old and new Mazda vehicles. Of that space, a 212-square meter showroom area can showcase up to six vehicles with a further three more units in the outdoor display. A further 634-square meters houses ten working bays that cater to the latest Kodo-inspired and SKYACTIV technology-equipped Mazda models such as the all-new Mazda2, the Mazda3, the Mazda6, CX-5 and the two-seater MX-5 open-top roadster.

The brand new Mazda Pampanga dealership and service center is open Mondays to Fridays from 8:30AM to 5:30PM and up to 5:00PM on Saturdays.



ALL-NEW MAZDA2 SKYACTIV GOES PLACES

The all-new Mazda2 SKYACTIV has proven yet again its real-world fuel efficiency performance during the recently concluded **Do It With The Mazda2 Media Ride and Drive event**.

Driving 13 Mazda2 SKYACTIV cars from Pasig City to Subic and Bataan, 26 lifestyle and online media personalities gave their rides a shakedown to extract the best fuel economy figure it could muster for the daylight road trip.

The convoy traversed a route consisting of 124 kilometers of straight highway along the North Luzon Expressway and the Subic-Clark-Tarlac Expressway and 55 kilometers of twisty, undulating mountain roads inside Subic and Bataan. Employing various driving styles, the participants maximized the frugal fuel consumption of the all-new Mazda2 SKYACTIV-G 1500cc gasoline engine and six-speed automatic transmission to deliver notable results. The 13 teams netted an average of 17.46 kilometers per liter covering the close to 180-kilometer distance.

The lifestyle and online media hacks also tackled the exciting winding roads from Morong to Bagac and Balanga with ease as they experienced first-hand the Jinba Ittai, or horse-and-rider-as-one, driving feel of the all-new Mazda2 SKYACTIV. Moreover, they were able to appreciate the stunning KODO: Soul of Motion-inspired design and proportions of the sub-compact sedan and hatchback during the night's photo activity at Las Casas Filipinas de Azucar.



The lifestyle and online media personalities and Berjaya Auto Philippines' team.

ALL-NEW MAZDA2 SKYACTIV R VOTED 2015 CAR OF THE YEAR – PHILIPPINES

The verdict is in. The Car Awards Group, Incorporated (CAGI), has declared the all-new Mazda2 SKYACTIV R 4-door the 2015 Car of the Year-Philippines.

The annual search for the Philippine Car and Truck of the Year winners has concluded with the top-end variant of Mazda's sub-compact line garnering the highest points from CAGI's approximately 20-member panel of motoring media journalists from different publications and media outfits.

This year's Car of the Year Test Fest saw 65 cars vie for 21 category titles and the over-all COTY-P accolade. Four new Mazda vehicles were awarded as top category picks by CAGI. The Mazda2 SKYACTIV R 4-door was chosen as the Best Subcompact Car for 2015; the Mazda6 Sport Wagon was adjudged the Best Midsized Sedan for 2015; the Mazda CX-5 was awarded the Best Crossover SUV for 2015 and the all-new Mazda MX-5 roadster was recognized as the Best Sports Car for 2015.

"The 2015 Mazda2 SKYACTIV R 4-door had the best features, qualitative scores and quantitative performance within the subcompact category; it also ranked at the top when compared against all the category winners," says Atty Robby Consunji, CAGI President.

"It has been a very good year for Mazda in the Philippines," says Steven Tan, President and CEO of Berjaya Auto Philippines. "As members of CAGI have discovered, Filipino motorists can be assured of getting their money's worth and more when they decide to purchase any of our latest Mazda models."



Steven Tan (centre) flanked by his team with the awards that they received.

Berjaya Auto Philippines, the exclusive distributor of Mazda vehicles in the country, has recently concluded its search for the best technicians among its dealership network.

For 2015, Mazda Quezon Avenue once again emerged as the champion with the duo of Cris B. Sta. Maria and Garry A. Ambida leading a total of 22 technicians who vied for the top honors in this year's Mazda Technician Contest Philippines or MazTech. This is the second year in a row that Mazda Quezon Avenue has topped the annual competition.

After ten grueling hours of tests and technical evaluation involving practical problem-solving and trouble-shooting on 5 December 2015 at the MAZDA PH PDI Center - ACE Logistics Warehouse in Calamba, Laguna, Cris B. Sta. Maria and Garry A. Ambida gained top scores and were chosen to represent the Philippines in the Asia & Oceania MazTech Competition slated for the second quarter of 2016 in Shanghai, China.

"This is the second time we have conducted the MazTech Competition for our dealerships and their top technicians and we are happy to see that there has been marked improvement in their over-all skills as problem-solvers," says Steven Tan, President and CEO of Berjaya Auto Philippines. He adds, "Mazda Philippines is committed to delivering the best after-sales service for our customers. By continually engaging the technicians from among our dealerships in this structured competition, we continue to elevate the quality and standards of our service."

Coming in second to the team from Mazda Quezon Avenue are Mazda Dagupan with the team from Mazda Tarlac finishing third. Ramil De Vera, Mazda Philippines General Manager for Aftersales, is proud of the level of competition in this year's MazTech. "The skills of our technical team are continuously improving and seeing our provincial dealers field world-class technicians in this competition is proof that Mazda customers are receiving the same quality of service at whichever Mazda dealership they bring their cars to," says De Vera.

J.D. Power has been capturing and analyzing the Voice of the Customer across more than a dozen industries globally for more than 45 years. Vehicle owners in Malaysia now expect more out of their dealer service experience, and authorized service centers are struggling to keep pace with these rising demands, according to the J.D. Power Asia Pacific 2015 Malaysia Customer Service Index (CSI) Study.

The study, now in its 13th year, measures overall service satisfaction among owners who took their vehicle to an authorized service center for service maintenance and or repair work during the first 12 to 24 months of ownership. Service satisfaction is examined exclusively in the mass market segment.

The study evaluates new-vehicle owner satisfaction with the service experience by examining dealership performance in five factors (in order of importance): service quality (32%); service initiation (22%); vehicle pick-up (18%); service advisor (15%); and service facility (13%).

Mazda emerged as the chart topper being awarded No. 1 in Malaysia for Customer Satisfaction - After-Sales Service 2015 (Mass Market). This serves as a major milestone for Bermaz Motor which distributes Mazda vehicles in Malaysia, in its quest to always provide customers with the best it can offer.

MAZDA QUEZON AVENUE BAGS MAZTECH CHAMPIONSHIP FOR 2015



(From left to right) Dave Macasadia, Director for After-Sales; Ramil De Vera, Service Manager; Cris Sta Maria and Gerry Ambida of Mazda Quezon ave; and Ann Kalaw, Parts Manager.

MAZDA IS NO. 1 IN CUSTOMER SATISFACTION



Mr Waran, Head of J.D. Power Malaysia (left) presenting the award to Dato' Sri Ben Yeoh, Executive Director of Bermaz Motor.

BERMAZ UPSKILLS WORKFORCE WITH UK'S IMI QUALIFICATIONS

Bermaz Motor has been working with UK-based Institute of Motor Industry (IMI) to equip its employees with skills and knowledge benchmarked to global standards to further enhance its customers' ownership experience. Recently, IMI Head of Business Development, Steve Scofield and IMI International Business Development Manager, Herbert Lonsdale visited Bermaz's headquarters to celebrate the launch of the IMI member's lounge set up by the company.

The lounge, open from Monday to Friday, can be used to hold educational talks by automotive specialists, and comes equipped with a library and online learning facilities. An average of 1,500 candidates in Malaysia are trained per year at partnering community colleges, automotive companies and education bodies.

Bermaz has been up-skilling its staff since 2012, with 153 Bermaz technicians having received the internationally-recognized Level 1 to Level 3 qualification in Light Vehicle Maintenance and Repair and 12 others in management roles receiving a Level 4 IMI Diploma in Automotive Retail Management.



From left to right: Herbert Lonsdale, IMI International Business Development Manager; Jaswinder Singh (Bermaz Motor Advisor); Steve Scofield (IMI Head of Business Development); Shamsuddin Amran (Bermaz Motor Head of After Sales Service) and Bermaz trainers at the launch of the IMI member's lounge at Bermaz's headquarters recently.

THE ALL-NEW MAZDA2 SKYACTIV CONTINUES TO IMPRESS



The motoring press and the Berjaya Auto Philippines' team.

After the recent out-of-town driving event for the motoring press that featured the all-new Mazda2's stunning design and dynamic handling in both hatchback and sedan variants' models, Berjaya Auto Philippines, the exclusive distributor of Mazda vehicles in the country, achieved another feat by realizing an impressive 18.01 kilometer per liter combined cycle fuel economy performance from its latest entry into the sub-compact category.

Featuring the latest SKYACTIV engine, chassis and powertrain innovations which all contribute to better fuel efficiency and lively driving dynamics, the motoring press were once again invited to test for themselves and discover how fuel efficient the all-new Mazda2 can be in real world driving conditions.

Dubbed the Mazda SKYACTIV Experiment and using Shell FuelSave Unleaded, the event was the fourth in a series of fuel economy runs, rides and drives activities that highlight the SKYACTIV Technology present in Mazda's latest offerings.

Despite the unusual volume of vehicular traffic that saw the participants getting stuck for almost four hours in severe gridlock on the selected routes, the all-new Mazda2 SKYACTIV sedan driven by George Apacible of Manila Times and Caco Tirona of C! Magazine posted an 18.01-kilometer per liter fuel economy result.

"The route was surely an exaggeration of the everyday driving conditions Filipino motorists have to endure everyday," says Steven Tan, President and CEO, Berjaya Auto Philippines. "But this extreme fuel economy experiment showcases how SKYACTIV Technology available in the all-new Mazda2 can help lessen the costs of ownership for the car owner while at the same time give them a stylish and fun vehicle to drive."

THE ROAD TO EXCELLENCE: PHILIPPINE GAMING MANAGEMENT CORPORATION NOW ISO 27001: 2013 ISMS COMPLIANT



From left: PGMC's Senior Assistant Vice President Mr. Tito Villalino III, Vice President Mr. Tan Eng Hwa and DNV-GL local representative.

31st MAZDA 3S CENTRE OPENS FOR BUSINESS



Dato' Sri Ben Yeoh, Executive Director of Bermaz Motor (left) and Mr. Jerry Tee, CEO of Azam Motors Sdn Bhd signing the plaque during the launch ceremony.



The new Mazda 3S Centre in Permas Jaya, Johor.

The impressive Mazda 3S Centre in Permas Jaya, an investment by Azam Motors Sdn Bhd was officiated on 10 June 2015. The latest Mazda 3S centre is strategically located and all geared up to serve the needs of Mazda owners in Johor Bahru. Bermaz has an extensive dealer's network comprising 78 Mazda outlets nationwide and this launch in Permas Jaya marks the 31st Mazda 3S centre in the country.

The latest Mazda 3S centre has a total land area 45,000sq ft., and a built-up of 13,000sq ft. In addition to a fresh and spacious display area, there is a service department featuring nine working bays. With a service staff of 19 personnel, this aftersales service facility has a capacity of up to 50 vehicles per day.

Azam Motors has invested about RM3 million in the Mazda 3S Centre at Permas Jaya and this is the third branch for them. Azam Motors effectively covers the southern region and another dedicated service centre in Skudai is also currently in the pipeline.

Mazda is particularly proud of the success story of Azam Motors Sdn Bhd. It has been a Mazda dealer since the year 1984. It is a story of true perseverance and dedication. Azam Motors Sdn Bhd has grown from a medium sized dealer to one of Mazda's top 3 dealers. Azam Motor's annual sales volume has increased from 120 units in 2008 to almost 1,000 units per annum.

On 17 November, 2015, Philippine Gaming Management Corporation (PGMC) officially received the ISO 27001: 2013 Information Security Management System (ISMS) through a hand-over ceremony together with the local representative of DNV-GL Business Assurance Pte Ltd of Singapore.

There were 2 stages of ISO certification. The first stage was focused on the company's documentation procedures which were done on 27-28 July, 2015 and second stage was the actual ISO audit which was done on 7-11 September, 2015.

ISO 27001: 2013 Information Security Management System (ISMS) specifies the requirements for establishing, implementing, maintaining and continually improving an information security management system within the context of the organization. It also includes requirements for the assessment and treatment of information security risks tailored to the needs of the organization.

VIETNAM CFO FORUM 2015



Panel discussion.

On 24 November 2015, Vietnam CFO Club collaborated with the International Association of Financial Executives Institutes (IAFEI), Japan Association for CFOs and ACCA in organizing the Vietnam CFO Forum 2015 with the theme “Financial Management Faces Current Currency Context”. 250 participants attended the forum.

Ms. Josephine Yei, CEO of SaigonBank Berjaya Securities JSC (“SBBS”) was invited as a guest speaker to share her knowledge on the topic, “Are You Prepared for Exchange Rate Fluctuation?”. SBBS’ participation was beneficial to the public by sharing updated information on the financial sector.



Group photo - Josephine Yei, CEO of SBBS (standing 4th from the left).

BUSINESS LUNCHEON ORGANISED BY MALAYSIA BUSINESS CHAMBER

On 4 December 2015, Malaysia Business Chamber organised a business luncheon on the topic “Liberation of Foreign ownership caps: What’s in it for you?”. SBBS was invited as one of the panelists for various issues related to the changes of the regulations and its impact on the stock market as well as to the foreign investors. The response was overwhelming during the Q&A session with the presence of the Canada Consul General, Australia Consul, bankers, business owners and MNC’s representatives.



The 5 panelists : Dr. Tuan Anh Le (Deputy CIO of Dragon Capital Group Ltd), Ms. Josephine Yei (CEO of SBBS), Mr. Suresh G Kumar (Regional Managing Director of TMF Group), Mr. Lim Chor Ghee (General Director of Tricor Vietnam Co Ltd), Mr. Oliver Massmann (General Director of Duane Morris Vietnam LLC).



Group photo of participants and panelists.

U MOBILE LAUNCHES IPHONE 6S



The iPhone 6s die-hard fans queued for hours to get hold of iPhone 6s .

U Mobile kicked off sales of iPhone 6s at 12.01am on 16 October 2015. Customers started queuing hours earlier for their chance to be the first to sign up for Malaysia's best iPhone 6s plan. The wait was not in vain as not only did they get the latest iPhone with the best mobile plan in Malaysia, they also walked away with mystery gifts!

To make owning an iPhone even easier, U Mobile launched an enhanced financing plan called Flexi U MicroCredit which gives customers the freedom to choose the financing amount as well as repayment duration.



Chan Foong Ai is one of U Mobile's first Flexi U MicroCredit customers for iPhone 6s Plus. With her are Wong Heang Tuck, Chief Executive Officer of U Mobile and Jasmine Lee, Chief Marketing Officer of U Mobile.



The elated Nigel Pong with his gold-coloured iPhone 6s. He subscribed to the iPhone i60 plan for both the iPhones he purchased at the U Mobile iPhone 6s launch event.

OOKLA SPEEDTEST CONFIRMS U MOBILE AS THE FASTEST MOBILE NETWORK IN MALAYSIA

OOKLA, the world's leading authority on internet speeds has named U Mobile as the fastest mobile network in Malaysia! U Mobile's top ranking was based on speedtest data that OOKLA collocated via their proprietary Android and iOS mobile applications over a six-month period.

To celebrate this recognition, U Mobile gave away 1GB of free data for one month to its prepaid, postpaid and broadband data plan customers to thank them for their support. This offer ended on 31 December 2015.



U MOBILE COMPLETES ITS 4G LTE NETWORK 1st PHASE EXPANSION AHEAD OF SCHEDULE!



From L-R: Jasmine Lee, Chief Marketing Officer; Wong Heang Tuck, Chief Executive Officer and Too Tian Jen, Chief Technology Officer at the media briefing.

On 1 October 2015, U Mobile completed its phase 1 4G Network expansion 3 months ahead of time! The additional 1,000 new 4G LTE sites are in various locations across Klang Valley, Putrajaya, Seremban, Port Dickson as well as Johor Bahru. With this addition, U Mobile's customers will enjoy the best internet and data experience in terms of speed and quality at more locations.

Mr. Too Tian Jen, U Mobile's Chief Technology Officer also announced that the telco will continue to expand its footprint by rolling out another 5,000 new sites over the next 5 years.

U MOBILE LAUNCHES “RESPONSIBLE MOBILE USER GUIDE FOR THE FAMILY” AT KIDZANIA STORE OPENING

In November, U Mobile celebrated the opening of its first replica 'store' at the educational attraction KidZania Kuala Lumpur. U Mobile is the only mobile operator to partner with the popular indoor mini city to provide an establishment that teaches responsible and healthy phone use while also exposing children to skills in business strategy, innovation and entrepreneurial drive.

During the store opening, U Mobile also launched the “Responsible Mobile User Guide for the Family” to cultivate healthy mobile phone usage habits for the family. It offers simple do's and don'ts for children as well as parents. One of the unique features in the user guide is the family contract where both children and parents can pledge their commitment to use their mobile phones responsibly.



(Third row, from left to right) Philip Whittaker, Chief Marketing Officer of Themed Attractions Resorts and Hotels; Jasmine Lee, Chief Marketing Officer of U Mobile and Shahrul Nizar Ahmad, Mayor of KidZania Kuala Lumpur with the guest children in front of U Mobile's replica store.

BERJAYA TIMES SQUARE HOTEL, KUALA LUMPUR HOLDS VOLUNTARY CLEAN-UP AS PART OF CSR EFFORTS

Staff and volunteers from Berjaya Times Square Hotel, Kuala Lumpur (BTH) got together on 16 December 2015 in support of providing a clean, healthy and safe environment for all by holding a clean-up and conservation event at the Perdana Botanical Garden.

As the organisation acknowledges that the preservation of the environment is one of the most current and important issues, BTH chose to contribute to amp up environmental preservation awareness to its employees as well as promote corporate social responsibility. This initiative is organised jointly with Dewan Bandaraya Kuala Lumpur (DBKL) which is also the management body for the gardens.

A total of 41 associates from BTH participated in the activities which started off with the clean-up of litter and leaves lined up along the jogging trails and recreational areas of the park. Equipped with bio-degradable trash bags, gloves, caps and t-shirts, the volunteers split into two teams – one on foot and the other on bicycles to cover more grounds, and also segregated the collected rubbish from the fallen leaves which were used for the second segment of the programme.

With the collected leaves, the team proceeded to carry out tasks like mulching which involved lining the soil surface of the various young plants in one of the designated areas. As part of the park maintenance tasks, the BTH volunteers also performed activities like weeding and cleaning of the park trails with waterjet equipment. Last but not least, the hotel associates worked together to put up over 100 botanical markers throughout the garden to enhance the garden's presentation and facilitate the public to identify the many plant species found in the garden.



Volunteers cleaning up the litter and leaves.



The group of volunteers from Berjaya Times Square Hotel, Kuala Lumpur.

BERJAYA HOTELS & RESORTS FURTHERS CONSERVATION EFFORTS FOR MARINE LIFE WITH ANNUAL TICD PROJECT

On 23 – 25 October 2015, Berjaya Tioman Resort teamed up with Singapore-based marine conservation activists, Scuba People and Shark Savers Organisation to execute the 2015 Tioman Island Clean-up Day (TICD), with the aim of decreasing the decline of coral reefs and restoring the local ecosystem in the surrounding waters of the resort area.

The resort's annual beach and dive clean-up exercise which was inaugurated in 2010 has been developed to be much more than just a project to upkeep the beach area and coral reefs surrounding the resort. It has in fact, become a full-fledged campaign which empowers people to do their part to maintain the balance of the marine ecosystem via continuous conservation efforts and awareness programmes.

This year, the TICD was planned as an extension to the 'Shelter In The Sea' programme launched by Berjaya Corporation Berhad earlier in August 2015 to enhance the marine life in Tioman Island. The designated 6-acre conservation site is located right in front of Renggis Island facing Berjaya Tioman Resort, just a 2-minute boat-ride away.



Group photo of the team from Berjaya Tioman Resort, Scuba People and Shark Savers Organisation after a successful beach clean-up.



School children participating in an activity on the importance of sharks in the marine ecosystem.



Divers doing maintenance at the reef restoration site.

NASOM CHARITY GOLF & DINNER ORGANISED BY BUKIT JALIL GOLF & COUNTRY RESORT

The members of Bukit Jalil Golf & Country Resort ("BJGCR") once again successfully achieved another milestone in its CSR programme by organising a Charity Golf & Dinner in support of National Autism Society of Malaysia (NASOM) Titiwangsa Centre on 10 December 2015. The organising committee comprising members and management of BJGCR had managed to raise RM79,212.25 in total.

Since its registration in 1987, NASOM has strived to provide support and services for people living with autism by providing opportunities for them to learn and lead a productive and fulfilling life.

The day kicked off with the charity golf session which attracted more than 132 golfers to the newly renovated 18-hole golf course at Bukit Jalil Golf & Country Resort. Later in the evening, 400 diners turned up for the charity dinner and the crowd were entertained by various performances especially by the kids from NASOM.

BJGCR would like to extend its appreciation to all sponsors and donors who have made this event a great success.



Guests singing along with the autistic children's choir group.



Faiezal Kamal (left) presenting the mock cheque to Hj. Bistamam Siru Abdul Rahman, Chairman of NASOM.



The organising committee together with the autistic children from NASOM.

UNDERPRIVILEGED CHILDREN CELEBRATE A MEMORABLE CHILDREN'S DAY

On 1 December 2015, Kenny Rogers ROASTERS (KRR) organised a celebratory trip for the children of Yayasan Chow Kit in conjunction with Universal Children's Day. The momentous occasion saw 44 residents from the home sharing the day with the brave firefighters of Balai Bomba Hang Tuah.

The children learned about fire safety and prevention by the firefighters including recognising potential dangers in their surrounding environment. After the briefing, the children were taken on a tour to learn more about the fire station's operations.

In addition to that, the firefighters conducted a short demonstration on equipment such as using the hose reel and fire extinguisher among other activities. The highlight of the day was when the children had the chance to ride in the fire truck.

After a fun-filled day of activities, everyone was given a healthy Kenny's Quarter Lite Meal to take home. The meal consists of the rotisserie-roasted chicken which is slowly cooked to perfection with less fat, salt and calories to retain its calorie-friendly appeal.

This corporate social responsibility (CSR) initiative is part of the KRR Community Chest campaign. The campaign which started in 2005 is an ongoing effort by KRR to provide to the community through various CSR activities such as frequent gatherings and visits for the underprivileged and food donations.



The children trying their hand at maneuvering the fire hose.



The children of Yayasan Chow Kit with the firefighters of Balai Bomba Hang Tuah and KRR team members.

A DAY IN A LIFE OF A FIREFIGHTER

On 29 October 2015, Kenny Rogers ROASTERS (KRR) gathered at Balai Bomba Hang Tuah to thank the brave local firefighters in conjunction with the KRR Community Chest "I Love i.care for My Community" initiative.

As health advocates, KRR came together to host a sharing session with the firefighters through a health and nutrition workshop. Some of the insights shared were the recommended food intake, healthy selection of food offered at KRR restaurants and the importance of having a balanced diet.

The KRR team members were given a chance to experience what it was like to be a firefighter through a short demonstration and tour of the station. This included activities such as dousing fire, understanding and using fire extinguishers, learning about safety equipment and fire prevention skills. The KRR team members were also briefed on the equipment in a firetruck such as the breathing apparatus, ventilating equipment, ladders, first aid kits, and hydraulic rescue tools.

After the activities, everyone including the families of the firefighters from Balai Bomba Hang Tuah and Balai Bomba dan Penyelamat Pudu enjoyed a healthy meal of Kenny's Chicken Meal.



KRR team members tried their hand at dousing fire by using the multi-purpose extinguisher (dry powder fire extinguisher).



The firefighters of Balai Bomba Hang Tuah during the health and nutrition workshop by KRR



Tuan Abd Wahab Bin Ariffin, Penolong Ketua Balai of Balai Bomba Hang Tuah (front row, centre) and his firefighters with KRR team members.

LITTLE PAPA WORKSHOP @ PAPA JOHN'S PIZZA

On 3 December 2015, Papa John's Pizza Malaysia organised the Little Papa Programme at Papa John's Pizza outlet in Berjaya Times Square. Children from Pusat Sinaran Matahari visited the restaurant to experience first-hand what goes on behind the oven.

The entire Papa John's team welcomed the participants and prepped them with the necessary tools together with a briefing of Papa John's values of "Better Ingredients. Better Pizza". Teachers and parents were given a kitchen tour, a behind-the-scenes look at how Papa John's pizzas are made. Many of the participants were keen to learn all about pizza making.

The programme continued with the participants making their own pizza from scratch, starting with stretching the dough, layering loads of toppings and cheese, putting it to bake and then tasting their own final creations. The whole restaurant was filled with laughter and shrieks of excitement from the participants and Papa John's team members.

At the end of the session, each of the Little Papa participants was given a "Certificate of Accomplishment" and an exclusive Little Papa button badge, which enables them to enjoy complimentary pizza on their next visit.



Group photo of kids from Pusat Sinaran Matahari and their teachers with the Papa John's team.



Little Papa participants making their first pizza from scratch.

HEALTH TALK: WHAT DO YOU KNOW ABOUT 'THE BIG C'

On 13 October 2015, Berjaya Cares Foundation in collaboration with the National Cancer Society Malaysia ("NCSM") organised a talk on cancer awareness at Berjaya University College of Hospitality, Kuala Lumpur.

Dr. Dalilah Kamaruddin, Head of Cancer & Health Screening Clinic of NCSM shared her knowledge and experience as an oncologist about the early signs and prevention measures. She highlighted that early detection and regular examination are the key prevention measures besides maintaining a healthy lifestyle.



Dr. Dalilah highlighted that smoking, diet and sedentary lifestyle are the top 3 risk factors in developing cancer.

BERJAYA CONTRIBUTES RM200,000 TO JELAJAH MALAYSIA 2015

Berjaya Corporation group of companies (BCorp) contributed RM200,000 in support of Jelajah Malaysia 2015, an annual cycling race event held in Malaysia since 1963. The 5-stage race was held from 9 to 13 December 2015 with approximately 120 cyclists covering a total distance of 502.6km around the vicinity of Kuala Lumpur and Putrajaya.

The stage 4 race was flagged off by Dato' Azlan Meah, Executive Director of BCorp at Lower Ground East, Berjaya Times Square Kuala Lumpur on 12 December 2015.



Dato' Azlan Meah flagging off the race at Berjaya Times Square Kuala Lumpur.



Dato' Azlan Meah with the event organiser and the jersey holders who are the leading contenders in the respective categories.

BERJAYA CARES FOUNDATION CONTRIBUTES RM360,000 TO MALAYSIAN AIDS FOUNDATION'S PAEDIATRIC AIDS FUND

On 16 December 2015, Malaysian AIDS Foundation ("MAF") organised Kidz Day Out! held in conjunction with World AIDS Day celebration. The event brought together 20 children and their caretakers who are HIV positive across Klang Valley, who are beneficiaries of the Malaysian AIDS Foundation's Paediatric AIDS Fund. The event was hosted by MAF Red Ribbon Celebrity Ambassador, Aaron Aziz at Kidz & Creme Café in Setia Alam, Selangor.

Berjaya Cares Foundation contributed RM360,000 for the second consecutive year towards to the Paediatric AIDS Fund initiated in 2008. The Fund is one of Malaysian AIDS Foundation's signature financial assistance schemes under its Treatment, Care & Support banner, which specifically aims to alleviate the socio-economic burden of living with HIV for underprivileged children and their families. It provides monthly allowances of RM200 to 150 beneficiaries under the age of 12 from low-income households (combined household income of less than RM1,500 per month) from all over Malaysia.

"We are grateful to Berjaya Cares Foundation for the support provided to the Paediatric AIDS Fund which focuses on the educational and medical needs of underprivileged children living with HIV/AIDS," said Prof. Dr. Adeeba Kamarulzaman, Chairman of the Malaysian AIDS Foundation.

The Malaysian AIDS Foundation has a long history of partnership with Berjaya Corporation group of companies since the early days of its establishment. In 1994, the Founder of Berjaya Corporation Berhad, Tan Sri Dato' Seri Vincent Tan contributed RM1 million to the Malaysian AIDS Foundation as a start-up fund, which as a result, has helped it grow to become one of the country's foremost charitable organisations. To-date, Berjaya Corporation group of companies have made numerous contributions totalling to approximately RM2.6 million to the fundraising efforts of the Malaysian AIDS Foundation.

Note: The faces of the children are blurred to protect their identity.



Dato' Zurainah Musa (left), Executive Director of Berjaya Corporation Berhad and Chrystal Tan (second from the left) presenting goody bags to the children.



The beneficiaries of MAF's Paediatric AIDS Fund with the representatives from Berjaya and MAF.

BCORP TREATS OVER 100 UNDERPRIVILEGED CHILDREN TO A FUN-FILLED OUTING AT BERJAYA TIMES SQUARE THEME PARK

More than 100 children from three charitable homes namely Rumah Jalinan Kasih, Pertubuhan Rumah Anak Yatim Berkat Kasih and Kassim Chin Humanity Foundation were invited to a fun-filled outing at Berjaya Times Square Theme Park, Kuala Lumpur on 4 December 2015.

The children aged between 6 to 18 years old were treated to a sumptuous lunch sponsored by Kenny Rogers Roasters, Starbucks, Krispy Kreme Doughnuts and Papa John's Pizza. Besides food and fun games, they also received a goodie bag each courtesy of Sports Toto Malaysia Sdn Bhd and Cosway (M) Sdn Bhd.

Since 2010, BCorp has been organising annual outings at Berjaya Times Square Theme Park for underprivileged children 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.



Children enjoying the rides at the theme park.



Children enjoying the sumptuous lunch.



Children gathered in the Kid's Theatre for a safety briefing before the rides.



The children dancing along while having a good time at the Snow Fall Show in Berjaya Times Square Theme Park.



The children together with the staff of Berjaya Corporation group of companies.