



BERJAYA

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BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 4, 2016

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BERJAYA MARKS ITS PRESENCE IN JAPAN WITH THE GRAND OPENING OF FOUR SEASONS HOTEL AND HOTEL RESIDENCES KYOTO



From left: Berjaya Times Square CEO Chryseis Tan, Berjaya Group Chairman/CEO Dato' Sri Robin Tan, Madam Low Siew Beng, Puan Sri Datin Seri Esther Tan, Tan Sri Dato' Seri Vincent Tan, Princess of Johor Her Highness Tunku Tun Aminah Maimunah Iskandariah, His Majesty Sultan Ibrahim ibni Almarhum Sultan Iskandar, Daisaku Kadokawa, Isadore Sharp and Governor of Kyoto prefecture Keiji Yamada during the Japanese tradition of sake barrel breaking ceremony.

On 29 November 2016, Berjaya Corporation Berhad ("Berjaya") launched its first Japanese property with the grand opening of Four Seasons Hotel and Hotel Residences Kyoto ("Four Seasons Kyoto"). The hotel marks the much-anticipated entry of Berjaya into Japan, one of the world's fastest-growing tourist destinations.

Four Seasons Kyoto, which had its soft opening on 15th October 2016, is owned by Kyoto Higashiyama Hospitality Assets TMK ("Kyoto Higashiyama"), a subsidiary of Berjaya Kyoto Development (S) Pte Ltd ("Berjaya Kyoto"). Berjaya Kyoto is in turn a 50%:50% joint venture company between Berjaya Corporation Berhad and Berjaya Land Berhad. The total investment cost for the Four Seasons Kyoto was approximately USD380 million (inclusive of land cost).

The grand opening ceremony key members of the Japanese and Malaysian business society and heads of local communities, His Majesty, Sultan Ibrahim ibni Almarhum Sultan Iskandar, Sultan of Johor, Malaysia and Mr Daisaku Kadakawa, the Mayor of Kyoto were guests of honour at the event, while other important guests included Mr Yamada Keiji, the Governor of Kyoto; Dato' Ahmad Izlan bin Idris, the Malaysian Ambassador to Japan; Dr Makio Miyagawa, Japanese Ambassador to Malaysia; and Mr Isadore Sharp, Founder and Chairman

of Four Seasons Hotels and Resorts.

The event put the full spectrum of onsite services on display, including a tour of the property, facilities, and residential apartments. Guests enjoyed an opening reception featuring a rousing Taiko Drum performance. This was followed by speeches by Tan Sri Dato' Seri Vincent Tan ("TSVT"), Mr Isadore Sharp and Mr Daisaku Kadakawa. His Majesty, Sultan of Johor and the Mayor of Kyoto then signed a plaque to officiate the grand opening, followed by the Japanese tradition of a sake barrel breaking ceremony.

During his speech at the event, TSVT said, "This joint venture is a unique opportunity for Berjaya and Four Seasons to demonstrate a combined commitment to service and product quality. Kyoto is a huge growth area within Japan, and this new addition to our portfolio of properties and hotels will appeal to domestic and overseas travellers, as well as private residence owners. Through the partnership with Four Seasons, we will bring a proven track-record of catering to an audience that expects luxury, personalised care and unmatched attention to detail."

"This first Kyoto project represents an important milestone for the international growth of our company

and we are very much looking forward to further building our reputation within the Japanese market," continued TSVT.

Mr Isadore Sharp said, "Four Seasons Hotel Kyoto is a stunning addition to our global portfolio, designed to ensure guests enjoy the highest standards of quality and the most genuine and personal service – the markers of a Four Seasons experience the world over. The project is a testament to the vision of Tan Sri Dato' Seri Vincent Tan and the team at Berjaya, partners who believe in the culture of Four Seasons and share our commitment to excellence."

The Four Seasons Kyoto is located on a 20,433 square metre site in the historical core of Higashiyama-ku amidst the temples and heritage sites of Kyoto. It has an estimated gross floor area of 34,632 square metres and consists of 180 key counts (123 hotel rooms and 57 hotel residences). The hotel's facilities include function rooms, food and beverage outlets, swimming pool, fitness gym, spa, and ample parking bays. It is within walking distance of tourist sites such as the Myohoin Temple, Kiyomizu-dera Temple, Sanjusangendo Temple, Kyoto National Museum, Toyokuni Shrine, to name a few.

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Chairman and CEO's Message

During the quarter, we achieved quite a few milestones, despite some challenges along the way.

In September, our Bukit Tagar Sanitary Landfill Gas to Power Project was the 2nd runner-up in the ASEAN Best Practices for Renewable Energy Project Awards On-Grid-National Grid Category at the ASEAN Energy Awards. The project was selected for demonstrating excellence, creativity, practicality and dedication to a cause in the field of Renewable Energy.

B Infinite (formerly BCard), revealed the enhanced capabilities of its loyalty programme through its partnership with MasterCard and Wirecard, allowing consumers to make purchases via B Infinite's mobile app.

We had the pleasure of hosting world-renowned primatologist, conservationist, anthropologist and UN Messenger of Peace, Dr. Jane Goodall, at Berjaya Times Square Hotel KL on 29 October 2016 where she gave a talk on "Finding Life's Passion". This was her second visit to Malaysia, and her inspiring session was attended by about 2,200 people from various walks of life.

Youth power was the order of the day at the inaugural Berjaya TeenStar Challenge 2016 Grand Finals held on 13 August at Damansara Performing Arts Centre where the 12 finalists competed in an energetic and

rousing finale to be one of the top 3 winners with more than RM20,000 worth of prizes in cash and in kind to be won.

As 2016 draws to a close, I would like to take this opportunity to thank you for all your efforts and hard work throughout the year. I hope that you have achieved both your personal and professional the goals which you have set at the beginning of the year.

Moving into 2017, we should remain focused on our business development objectives and aim to maximize the full potential of our brands. If we continue to work diligently and manage our businesses prudently, it should stand us in good stead to weather the challenges ahead. I wish all of you a happy holiday season with good health and success in the New Year. Here's to looking forward positively to 2017.

Dato' Sri Robin Tan



Performance of Companies for the 2nd Financial Quarter Ended 31 October 2016 (unaudited)

Company	Revenue 3 Months Ended 31 October 2016 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 October 2016 (RM'000)	Revenue 6 Months Ended 31 October 2016 (RM'000)	Profit/(Loss) Before Tax 6 Months Ended 31 October 2016 (RM'000)
Berjaya Corporation Berhad	2,457,510	408,489	4,681,918	480,097
Berjaya Land Berhad	1,618,403	298,358	3,170,339	352,235
Berjaya Sports Toto Berhad	1,454,808	95,382	2,890,415	191,783
Berjaya Media Berhad	12,099	(482)	22,958	(2,583)
Berjaya Food Berhad	149,112	7,557	290,482	15,005
7-Eleven Malaysia Holdings Berhad	547,808*	15,523*	1,579,758**	58,795**
Berjaya Assets Berhad	91,828***	(622)***	91,828****	(622)****

*3rd Financial Quarter ended 30 September 2016 **9 months ended 30 September 2016 **1st Financial Quarter ended 30 September 2016 ****3 months ended 30 September 2016

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His Majesty Sultan Ibrahim ibni Alharhum Sultan Iskandar signing the plaque with Tan Sri Dato' Seri Vincent Tan, Mayor of Kyoto Daisaku Kadokawa (second from right) and Four Seasons Hotels & Resorts founder Isadore Sharp (right).

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Guests at the launch.



The entrance driveway of Four Seasons Hotel and Hotel Residences Kyoto.



Some of the performances during the launch.



Bedroom suite.



Tea house.



The outdoor dining area.

ASEAN ENERGY AWARD 2016 AWARDED TO BUKIT TAGAR SANITARY LANDFILL

Bukit Tagar Sanitary Landfill's Gas to Power Project has won yet another regional award at the Asean Energy Awards as the 2nd runner-up in the ASEAN Best Practices for Renewable Energy Project Awards On-Grid-National Grid Category. The project was selected for demonstrating excellence, creativity, practicality and dedication to a cause in the field of Renewable Energy. The award was presented at the Gala dinner held in conjunction with 24th ASEAN Ministers of Energy Meeting and ASEAN Energy Business Forum held in Nay Phi Daw, Myanmar.

Being the premier engineered sanitary landfill in Malaysia, the Bukit Tagar Sanitary Landfill is presently operating the largest grid-connected biogas from municipal waste power generation facility with a total accumulated installed capacity of 6.4 Megawatts. There are also future expansion plans to further increase its generation capacity to 10 Megawatts.



KUB-Berjaya Enviro Managing Director, Ir. Chock Eng Tah (centre) with the award together with Soon Hun Yang, CEO of Eco-Ideal Consulting Sdn. Bhd (left) and Peter Wong, General Manager of KUB-Berjaya Enviro.



KUB won 2nd runner-up in the ASEAN Best Practices for Renewable Energy Project Awards On-Grid-National Grid category.

BERJAYA TEENSTAR CHALLENGE 2016 GRAND FINALS

The inaugural Berjaya TeenStar Challenge 2016 ("BTSC2016") Grand Finals was held on 13 August at Damansara Performing Arts Centre with the top 12 finalists representing 4 brand teams ie. Team B.Youth, Team Kenny Rogers Roasters (KRR), Team B.Loyalty (BCARD now known as B INFINITE) and Team Berjaya University College of Hospitality (BUCH) vying for the top 3 spots in solo singing, duet/group singing, modern dancing and band categories. Open to all Malaysian teenagers from Form 1 to Form 6, the performing arts competition reached out to students in more than 50 secondary schools in the Klang Valley and Selangor through a series of roadshows and auditions as well as preliminaries over a period of 4 months.

Over RM20,000 worth of prizes in cash and in kind as well as trophies were given out to the top 3 winners of the 4 competition categories. In addition, 5 special awards were given out to outstanding contestants in respect of Best Creativity, Best Dancer, Best Showmanship, Best Team and Best Vocalist. Besides, a RM3,000 CSR grant was given to each of the winning schools of the 4 category champions.

The prizes for BTSC2016 were co-sponsored by key partners ie. Kenny Rogers Roasters (KRR), Berjaya Loyalty (BCARD now known as B INFINITE) and Berjaya University College of Hospitality (BUCH), as well as supporting partners ie. Starbucks, Papa John's Pizza, Wendy's and Borders.



Solo Singing Category
(from left to right)

- 1st Runner-up** : Yazmin Aldwin Abdul Aziz (SMK Seri Hartamas)
- Champion** : Vanessa Reynauld (SMK (P) Methodist Klang)
- Brand Judge** : Esther Woo, Deputy General Manager of Berjaya Roasters
- 2nd Runner-up** : Keshnee Surendran (Global Indian International School)



Band Category
(from left to right)

- 1st Runner-up** : SMK Seksyen 3 Bandar Kinrara
- Brand Judge** : Jerry Lee, Director of Sales and Marketing of Berjaya UCH
- Champion** : SMK Damansara Jaya
- 2nd Runner-up** : SMK Taman Tun Dr Ismail

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Duet/Group Singing Category
(from left to right)

- 1st Runner-up** : SM Sri KDU
- Brand Judge** : Melissa Ng, Manager of Sales & Product Development of B Loyalty
- Champion** : SMK Bandar Utama Damansara 3
- 2nd Runner-up** : SMK Bandar Utama Damansara 3



Modern Dancing Category
(from left to right)

- 1st Runner-up** : St. John's Institution
- Brand Judge** : Emily Tan, Senior Manager of Group Corporate Communications
- Champion** : SM Sri KDU
- 2nd Runner-up** : SMK Convent Bukit Nanas



CHAMPION TEAM

Team B.Youth was the Champion Team of Berjaya Teen Star Challenge 2016 based on the total score tabulation from all four categories.



BEST DANCER

Aniq Irfanshamil S Shaffari, St John's Institution
A truly emotional moment for Aniq who shed tears of joy when he won the Best Dancer award, after emerging as second in the modern dancing category with his dance partner Faritz Danial.



BEST SHOWMANSHIP

Cutcamelia Munir, SMK SS17 Subang
Cutcamelia won the Best Showmanship award with her expressive free-style dance routine.



BEST CREATIVITY

SMK Convent Bukit Nanas
These girls wowed the judges and audience with their creative dance routine which included special agents and ninjas.



BEST VOCALIST

Vanessa Reynauld, SMK (P) Methodist Klang
Vanessa blew the judges away with her powerful vocals and stood out as the best vocalist of the entire competition.



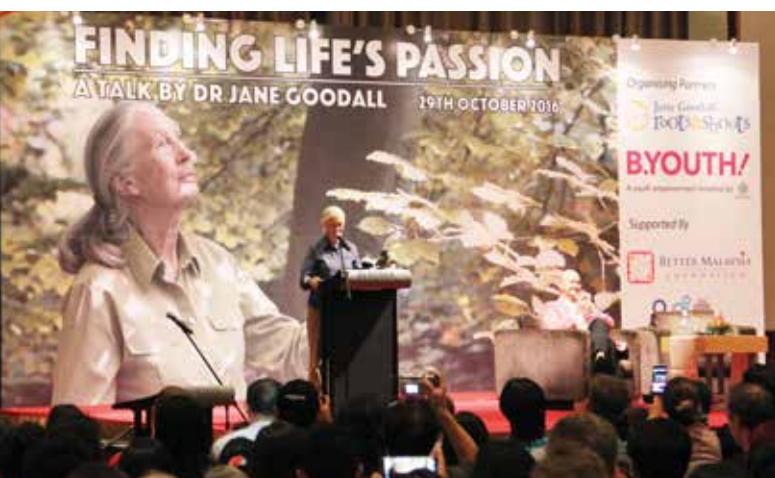
BEST TEAM

SMK (P) Methodist Klang
These girls dominated the dance floor as a united team with their amazing routine.

“FINDING LIFE’S PASSION” – A TALK BY DR. JANE GOODALL

“Every individual matters. Every individual has a role to play. Every individual makes a difference.”

– Dr. Jane Goodall

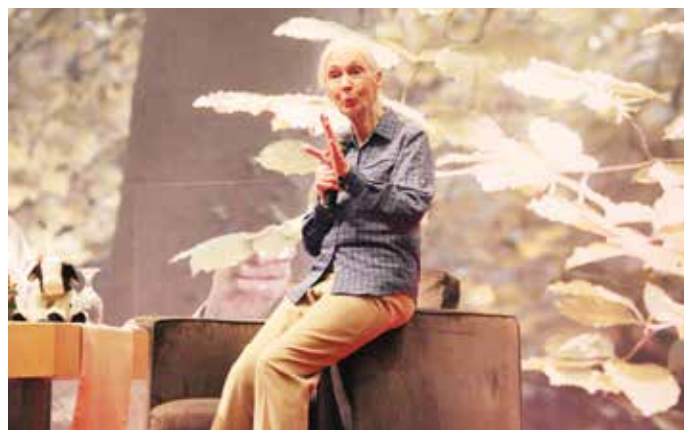


World-renowned primatologist, conservationist, anthropologist and UN Messenger of Peace, Dr. Jane Goodall, gave a talk titled “Finding Life’s Passion” at Berjaya Times Square Hotel KL on 29 October 2016. About 2,200 people from various walks of life had the rare opportunity of catching a glimpse of Dr. Jane Goodall and listening to her inspiring and thought-provoking talk. Live streaming of the talk garnered over 41,000 views on Roots & Shoots Malaysia’s Facebook page.

It is noteworthy that Dr. Jane Goodall’s talk titled “Reasons For Hope” in January 2015 at this same venue was also a resounding success with an overwhelming turnout. It was then that the Malaysian chapter of Roots & Shoots was officially launched by Dr. Jane Goodall following the contribution of RM500,000 from Berjaya Corporation Berhad founder, Tan Sri Dato’ Seri Vincent Tan, through Better Malaysia Foundation.

Dr. Jane Goodall began her sharing with a captivating narrative of her adventurous journey as a young woman who left her home in London at the age of 23 to pursue her dreams, after being inspired by the tales of Tarzan and Dr. Doolittle that she had read as a child.

Dr. Jane Goodall is widely recognised for her 55-year study of social and family interactions of the wild chimpanzees in the Gombe Stream National Park in Tanzania. From then on, her advocacy on behalf of chimpanzees and the environment started to grow, raising huge awareness from all quarters for the causes. At the age of 82, she continues tirelessly to travel the world for almost 300 days a year to speak on behalf of endangered species, particularly chimpanzees and encouraging people to do their part to make the world a better place for people, animals and the environment.



In finding her life’s passion, Dr. Jane Goodall has been able to not only find her life’s purpose, but also develop the passion and the ability to encourage millions of others to make a positive change happen within their communities.

One of the highlights during the talk was a truly heartwarming scene in a video featuring the release of Wounda, a female chimpanzee, back into the wild by Jane Goodall Institute volunteers in the Republic of Congo. Many among the audience looked amazed and touched when Wounda gave Dr. Jane Goodall a warm embrace before disappearing into the wild for good. That truly testified to the fact that chimpanzees do share similar emotional traits as humans.



Subsequent to the talk, a media conference was held to facilitate media members who had more questions for Dr. Jane Goodall. She took the opportunity to also talk about her hope of seeing the formation of the Jane Goodall Institute (“JGI”) of Malaysia soon. JGI supports community-centered conservation, whilst engaging with individual stakeholders to garner long-term conservation impact.

Fun booths were also set up at the foyer with awareness collateral and sale of merchandise by Roots & Shoots Malaysia; fun photo props and volunteer sign-up by B.Youth, awareness of primate preservation by the Primatological Society of Malaysia; sale of Dr. Jane Goodall’s books by Borders as well as complimentary coffee and peanuts by Starbucks and Malaysia Airlines respectively.



A range of Dr. Jane Goodall’s books for sale.



B.Youth had volunteer sign-up and fun photo props.



Fund-raising with Roots and Shoots souvenirs and merchandise.

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In conjunction with the talk, there was also an hour-long intimate sharing session between Dr. Jane Goodall and students from 7 schools, a university and 2 NGOs. It gave the students an opportunity to share and showcase the in grassroots projects relating to Roots & Shoots Malaysia, and get up close and personal with Dr. Jane Goodall.



Complimentary freshly brewed coffee from Starbucks.



A student sharing the school's project to Dr. Jane Goodall.

TRAIN-THE-TRAINER CERTIFICATION PROGRAMME FOR BERJAYA ROASTERS (M) SDN BHD

With the aim of sharpening the trainers and restaurant managers' skills as trainers, Berjaya Roasters (M) Sdn Bhd collaborated with Ms Geany Ng, Assistant General Manager-Learning & Talent Management to design a 5-day Train-The-Trainer Certification Programme.

Two groups comprising a total of 40 participants from Peninsular Malaysia and East Malaysia attended the programme held between August and November 2016. Participants were given the relevant tools and techniques to be an effective trainer and each participant was required to deliver a micro-teaching session during the programme.



Participants exploring their creativity.



Group photo of the participants.

EDWIN LEONG SHARES HIS EXPERIENCE ON ACCA LEADERS OF TOMORROW PROGRAMME

"I am fortunate to be nominated for the 2016 Leaders of Tomorrow Programme organised by ACCA Malaysia. This 6-month intensive programme provided me with skills, techniques and tools in leading self and also inspiring others through a series of leadership workshops, case studies, projects and field trips. I was given the exposure to cross-sector knowledge and business networking. I had the opportunity to mingle with young professionals and connect with C-suite level ACCA members. At the end of the programme, we were tasked with carrying out CSR projects by applying the skills and knowledge we gained throughout the programme to help serve the community. This learning experience is very meaningful and useful to me as it cultivated the good attributes such as being supportive and appreciative of the people and things around us. I have become stronger and better personally and professionally and look forward to contributing to the success of the organisation."

Edwin Leong Zhi Qi,
Group Internal Audit Executive



(from left) Wong Mo Der (Deputy General Manager, Group Internal Audit), Geany Ng (Assistant General Manager, Learning & Talent Management, Group HR & Admin), Edwin Leong and Grace Chan (Senior General Manager, Group HR & Admin) during the Graduation Dinner on 24 November 2016 at Le Meridian Hotel, KL.

#LLLOL TALK 4: DIVERSE ROLES OF A MANAGEMENT ACCOUNTANT AND FINANCIAL ACCOUNTANT

The #LLLOL Talk 4 was held on 26 September 2016 at the Auditorium of Berjaya College. The speaker was En Novie Tajuddin, Director Strategy & Engagement in Yayasan Peneraju, who shared about the difference between the roles of a Management Accountant and a Financial Accountant and the key values of an individual accountant benefiting the organization.

The Talk attracted participants from Berjaya Golf Resort Bhd, Berjaya Starbucks Coffee Company Sdn Bhd, BLoyalty Sdn Bhd, Bukit Kiara Resort Bhd, Berjaya Guard Services Sdn Bhd, Group Accounts & Budgets, Group Internal Audit, Group Tax, Group Treasury, Central Purchasing, Cosway (M) Sdn Bhd, eCosway.com Sdn Bhd, Sun Media Corporation Sdn Bhd and Natural Avenue Sdn Bhd.



Ms Grace Chan Hwee, Senior General Manager, Group Human Resource & Administration presenting a token of appreciation to En Novie Tajuddin. En Novie Tajuddin inspiring the participants with his experience and the career path as a Chartered Accountant.

#LLLOL TALK 5 : MAKE FRIENDS WITH YOUR DATA, POWERED BY MICROSOFT EXCEL

The final #LLLOL Talk for year 2016 was held on 24 November 2016 at the Lecture Theatre 2 of Berjaya University College of Hospitality. The speaker, Mr Tai Choo Tack, founder of 'WhyExcel' shared with 89 participants some simple short-cuts to minimise mistakes and the appropriate methods of categorizing data.



Mr Tai Choo Tack, a certified excel expert sharing a light moment with the attendees.

PRESIDENTIAL SPEECH BY CHUNG CHEE YANN, CC, CL BERJAYA UCH TOASTMASTERS CLUB



"No matter what job you have in life, your success will be determined; 5% by your academic credentials, 15% by your professional experience and 80% by your communication skills."

I joined Toastmasters as it offers a proven method of developing the communication and leadership skills among its members.

Toastmasters' programme provides me the flexibility to learn in my own pace and practice in a safe closed environment.

In my 2-year Toastmasters journey, I received leadership training within and outside the Club through real life club leadership situations, networking events in other clubs and formal trainings. I was the 7th Ranking officer in the club's Executive Committee (EXCO), holding the position of Sergeant-At-Arms for the term 2014/2015, a position which provided me event organization skills. I progressed to the 2nd ranking officer, holding the position of Vice

President Education for the term 2015/2016, a position which trained me on strategizing and planning skills. This term, 2016/2017, I am honored to be elected as the Club President. I have become more confident in leading a team as I have garnered the skills of effective communication. Now, I am able to structure my thoughts spontaneously when presenting technical ideas in a simple and easy to understand format.

I would strongly encourage all employees to enroll as a Toastmaster in our BERJAYA UCH Toastmasters Club. The Club has a Mentoring programme which supports new Toastmasters in getting themselves familiarized with the education system and progress in their Toastmasters journey.

We provide a friendly, cheerful and positive learning environment, with plenty of laughter and fun thrown in our club meetings!

M100 CHALLENGE AT TAYLOR'S UNIVERSITY LAKESIDE CAMPUS

Berjaya Corporation Berhad participated in the M100 Challenge for the second time this year at Taylor's University Lakeside Campus on 8 October 2016.

Group Human Resource challenged the students with two fun yet stimulating games: "A Picasso Wannabe" and "Get Me Out of the Bottle". In "A Picasso Wannabe", participants were required to memorise one of Berjaya's companies' logo and draw the logo from memory and the last team member must guess the correct company's logo. For "Get Me Out of the Bottle", participants were challenged to get magnets out of a bottle with a metal nail connected with strings to their waists.

The games were designed to promote the importance of teamwork, leadership and communication. Overall, the participants had a fun yet challenging day and they gained more awareness on the Berjaya Corporation Group of Companies. Special thanks to 7-Eleven (M) Sdn Bhd, Sports Toto Malaysia Sdn Bhd, Cosway (M) Sdn Bhd and B.Youth for sponsoring the gifts.



Group Human Resource recruitment team led by Ms Low Wai Yee, Senior Manager – Group HR (extreme right).



Students trying to get the magnets out of the bottle.



The winning team.



A Taylor's University student drawing a Berjaya company's logo.

BERJAYA EXECUTIVE DEVELOPMENT PROGRAMME

30 November 2016 marked the date that 67 participants successfully completed the 8-month Berjaya Executive Development Programme (B.EDP). This is the second year that the B.EDP has been organised with the aim of equipping Berjaya executives with knowledge and nurturing their abilities to navigate the future.

The B.EDP is a customised soft skills development programme that was designed internally by the course leader in Learning & Talent Management, Ms Geany Ng, equipping the executives with the competency in "Creating Value Through Administrative and Operational Assistance".

This year, eight special awards were given away. The recipients were:

- 1) Overall Excellence Award - Miss Chiam Fei Mien (Berjaya Land Bhd)
- 2) Direction Setter Award - Mr Saw Teng Joo (Berjaya Roasters (M) Sdn Bhd)
- 3) Highest Assessment Award - Miss Low Poh Choon (Berjaya Starbucks Coffee Company Sdn Bhd)
- 4) Best Presentation Award - Puan Zawatil Ishki Binti Shamsudin (Berjaya Starbucks Company Sdn Bhd)
- 5) Change Initiator Award – Miss Teo Shel Foong (Stephens Properties Sdn Bhd)
- 6) Outstanding Award – Mr Kua Cong Jie (Berjaya Times Square Hotel)
- 7) Outstanding Award – Noorzira Binti Mohd Tahir (Berjaya Times Square Hotel)
- 8) Best Performance Award – Nurshaliza Binti Ab Rahim (Berjaya Langkawi Resort)

Congratulations to all the graduates of B.EDP!



B.EDP 2016 graduates together with Heads of Group Function /Operating Company and Mr Khor Poh Waa (seated 9th from the left 2nd row) at the event.



The special award winners with their supervisors, Mr Khor Poh Waa Chairman of Group Human Capital Committee, Ms Grace Chan, Senior General Manager of Group Human Resource & Administration and Ms Geany Ng, Assistant General Manager, Learning & Talent Management.

3RD HR SYNERGY MEETING

Group Human Resource & Administration organised the 3rd HR Synergy Meeting for year 2016 on 5 October 2016 at Bukit Jalil Golf & Country Resort and it was attended by HR colleagues from Berjaya subsidiaries and associated companies.

The guest speaker for this meeting was Mr Adnan Lee, Managing Director of MBG Fruits Sdn Bhd who delivered a very inspiring story of his humble beginnings and how his company had grown from a market stall to over 65 stores nationwide through innovative employee engagement programmes and reward packages.

Participants were also engaged through a discussion and brainstorming session on developing Berjaya's Employee Value Proposition (EVP).



Participants brainstorming ideas for Berjaya's EVP.



Inspiring talk by guest speaker, Mr Adnan Lee, Managing Director, MBG Fruits Sdn Bhd.

MIND + BODY REJUVENATING SESSION AND BASIC YOGA SESSION



Some of yoga stretching techniques.



Warming up with guest trainer, Jonathan Tan.

Group Human Resource & Administration kick-started its first initiative to encourage a healthy lifestyle among our employees by organising the Mind + Body Rejuvenation Session on 16 November 2016. This was a special event partnered with Sports Toto Fitness Centre. 26 employees from various departments had an invigorating workout, lead by an experienced trainer, Jonathan Tan, Club Manager of Sports Toto Fitness Centre.

As for the Basic Yoga Session held on 7 December 2016, Angela Ng from Group Human Resource guided 26 employees through basic breathing techniques and easy stretches.

BUKIT JALIL GOLF AND COUNTRY RESORT - SMILE PROGRAMME



Participants practicing basic courtesy.

We often hear companies saying that good customer service is very important in driving and sustaining business. But in reality, it takes a great deal of effort to get actions in place. In that aspect, Bukit Jalil Golf & Country Resort has initiated the SMILE Programme aiming at 'Providing Better Customer Experience'.

Ms Geany Ng, Assistant General Manager-Learning & Talent Management assisted in the development of the service standards for SMILE Programme.

Two groups consisting of 44 employees from various departments, including foreign employees, were selected to attend the two-day programme held in October and December 2016.

Participants were trained on basic courtesy and how to deliver the desired service standards and practices in building a positive brand image.



En Faiezal Kamal, Club Manager of Bukit Jalil Golf & Country Resort giving words of encouragement.

ANOTHER FEATHER IN THE CAP FOR BERJAYA UCH TOASTMASTERS CLUB

BERJAYA UCH Toastmasters Club received the President Distinguished Club award for the term 2015/2016 from the Immediate Past District 51 Director, DTM Sue Ding. This is the highest award a club could achieve in any term and this is definitely a great achievement for BERJAYA UCH Toastmasters Club, receiving this highest award within just 2 terms of its establishment on 22 October 2014.

On another note, BERJAYA UCH Toastmasters Club actively contributed to the success of District 51 Toastmasters 24th Semi Annual Conference held from 26 - 27 November 2016 at the Grand Millennium Hotel. The Semi Annual Conference hosted delegates from various Toastmasters clubs in Penang, Perak, Kuala Lumpur and Selangor.

The BERJAYA UCH Toastmasters Club showcased its best ability in organising the event together with the committee members from various clubs in Kuala Lumpur. This was definitely a good opportunity for the club members to sharpen their communication and leadership skills.

APPRECIATION TREE

To end year 2016 in a unique and meaningful way, Group Human Resource & Administration put up an Appreciation Tree at the East and West Wing Reception areas on Level 12. With the theme "Compliment, Acknowledge, Thank", employees were

encouraged to pen down their message(s) on wishing cards. These cards were then used to decorate the Christmas trees. It was a significant and heart-warming event as the employees came together to decorate the Christmas trees.



Employees' personalised wishing cards.



Group HR & Admin decorating the West Wing Appreciation Tree with their wishing cards.



Employees decorating the East Wing Appreciation Tree with their wishing cards.

7-ELEVEN MALAYSIA INTRODUCES EXCLUSIVE TOKIDOKI® "PLANNER X NOTEBOOK" COLLECTION

On 7 December 2016, 7-Eleven Malaysia proudly presented its exclusively designed Planner cum Notebook in collaboration with tokidoki®, a Japanese-inspired lifestyle brand specifically created by Simone Legno.

This loyalty campaign will run for 8 weeks from 13 December 2016 to 7 February 2017. During this period, customers will be rewarded with one programme sticker for every RM5 spent on selected purchases made in 7-Eleven Malaysia. The tokidoki® Planner x Notebook series consists of 9 different designs and there are 3 limited editions to further enhance its collectability. One of the limited editions features 7-Eleven Malaysia's CSR partner - Protect and Save the Children ("P.S. The Children"). RM1.00 will be contributed to P.S.The Children for images of the tokidoki® Planner x Notebook shared via Facebook or Instagram with the hashtags #PSTheChildren, #7ElevenMY and #tokidoki. 7-Eleven will increase their contribution to RM10 for every redemption and social media posts of the P.S.The Children tokidoki® Planner x Notebook.



7-Eleven Malaysia Marketing General Ronan Lee (left) and 7-Eleven Malaysia CEO Gary Brown introducing tokidoki® Planner x Notebook.

THE GRAND OPENING OF BORDERS AT THE GARDENS

BORDERS of The Gardens, opened its doors on 27 October 2016. Located on the 2nd floor at the Gardens Mall, the bookstore is now going beyond books as the new Borders features an island coffee bar by Starbucks, and a non-books section which include RadioShack, stationery, soft toys, an extensive children's section with bean bags, and a space for small community events.

There's nothing like a coffee and a good book, as the saying goes. Readers now can sip their coffee while reading in a comfortable environment, featuring the store's new chic and open design. The revamped Borders store aims to encourage a reading culture among the Malaysians by providing a cozy yet fun ambience.

Taking center stage in Borders Malaysia is its "Beyond Books" experience that encourages customers to browse books and magazines as much as they like in their favorite Borders store.



The lion dancers posing during the launching event.



Ribbon cutting ceremony (From left) Hishamuddin Hasan, Director of Business Development and Chan Kien Sing, Executive Director of Berjaya Corporation.

VMART CHINA ELITES 1ST INCENTIVE TRIP TO LANGKAWI

More than 500 Elites achievers of Vmart China enjoyed their 4 days and 3 nights vacation at Berjaya Langkawi Resort on 19-22 October 2016. The delegates experienced various activities that showcased the beauty and uniqueness of Langkawi. The climax of the trip was the Awards Ceremony which was graced by Berjaya's Founder, Tan Sri Dato' Seri Vincent Tan. All the delegates really enjoyed and had fun during the Langkawi trip.

Vmart is a Berjaya subsidiary in China, retailing an exclusive range of household products. Over the past 5 years, Vmart has grown steadily, and has more than 400 retail stores operating in 29 provinces.



Tan Sri Dato' Seri Vincent Tan with the awards recipients and delegates from Vmart China.

BERJAYA GROUP SYNERGY MEETING AT THE GARDENS

On 29 September 2016, Borders and RadioShack conducted the Berjaya Group synergy meeting at the Gardens Mall. Swerving away from the formal meeting concept in the office, Borders and RadioShack tried to bring an outdoor meeting concept instead.

The aim of synergy meeting this time around was to introduce the management teams of the other Berjaya subsidiaries to the ultimate lifestyle retailing experience at their newly redesigned concept store located on the 2nd Floor at The Gardens.

Synergy meeting is a monthly meeting session for senior management of all Berjaya operating companies, hosted by the respective companies in turn. It's a session to exchange ideas and share business knowledge.



The attendees are among senior management team listening attentively during the presentation.

RADIOSHACK WAREHOUSE SALE

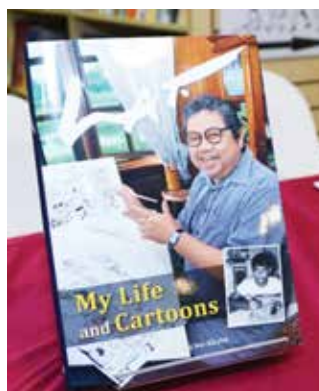
The RadioShack Warehouse sale was held from 4 to 6 November 2016 at RadioShack HQ in Petaling Jaya. The sale offered attractive discounts up to 90% from various brands such as Klipsch, Sol Republic, Logitech and Jawbone. The reception overall was good, with customers coming all the way from other parts of Peninsular Malaysia.



MEET AND GREET DATUK LAT AT THE CURVE

The Malaysian legendary cartoonist, Datuk Mohammad Nor Khalid, commonly known as Lat, has released his autobiography "My Life and Cartoons" at Borders The Curve on 19 November 2016. Lat's best known work is the Kampung Boy animation series and comics reminiscing the 90s childhood memories of the 90s which are published in several countries across the world.

During the Q&A session, Lat shared his wealth of experience with his readers. The customers who purchased his autobiography on the day also had a chance to meet him and received his autograph.



The legendary cartoonist's autobiography is now only available in BORDERS at RM99.



Book signing session with Datuk Lat.

EVENTS AT BERJAYA TIMES SQUARE



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11

1. FESTIVAL OF LIGHTS

From 22 October to 30 October 2016, a beautifully designed 400 square feet Kolam greeted shoppers at Ground Floor Central to celebrate Deepavali. Various performances were held to entertain the shoppers during the festive period.

2. SCORE RUN 2016

On 30 October 2016, the Score Run 2016 was held at The Boulevard, Berjaya Times Square Kuala Lumpur to promote a healthy lifestyle. The run was divided into two categories, 6km & 15km, and garnered amazing response from the public.

3. ROYAL PIRATES <3.3> MEET THE FANS SESSION

Royal Pirates, a rock band from South Korea had their Meet & Greet session at Lower Ground Floor Concourse, Berjaya Times Square Kuala Lumpur on 6 November 2016. The fans enjoyed the session and spent a memorable evening with the Royal Pirates' members.

4. HAPPY POCKY DAY 2016

To create awareness for Pocky Day

(11 November 2016), a Valentine-like tradition in which couples or close friends share Pocky sticks as a sign of their relationship, a special event was held at the Lower Ground Floor Concourse of Berjaya Times Square Hotel. Interactive activities with shoppers were also arranged during the event from 8 November to 13 November 2016.

5. A MUSICAL EXTRAVAGANZA

In conjunction with the Christmas Celebration, Berjaya Times Square Kuala Lumpur presented the jolliest Christmas ever, A Musical Extravaganza at the Ground Floor Central from 12 November to 25 November 2016. The mall featured a host of activities such as performances, redemption and contest to ensure the shoppers had their most unforgettable shopping experience with Berjaya Times Square.

6. SPALDING 3X3 STREET BASKETBALL CHALLENGE

The annual Spalding 3X3 Street Basketball Challenge was held once again at The Boulevard, Berjaya

Times Square Kuala Lumpur on 20 November 2016. A total of 30 teams battled it out at the event for the ultimate glory.

7. CANON PHOTOMARATHON 2016

Canon Photomathon, the region's largest photo shooting competition was held in Berjaya Times Square Kuala Lumpur on 3 December 2016.

8. GAMEPLAN ESPORT ARENA

From 9 December to 11 December 2016, participants nationwide gathered at the GamePlan Esport Arena online games tournament held at the Lower Ground Floor Concourse to showcase their skills in games such as Dota2, Street Fighter V, League of Legends and Overwatch. Other activities including Cosplay Meet & Greet, Cosplay Runway and Lucky Draw were also part of the three-day gaming event.

9. DEW CHALLENGE 2016

The Dew Challenge 2016, an annual event by Mountain Dew, held its biggest Malaysia online games tournament, Dota2 on 10 & 11 December 2016. The two-day event

offered participants cash and prizes worth up to RM150,000 and was broadcasted live on Astro.

10. SRI LANKA CULTURAL ROADSHOW

The Sri Lanka Cultural Roadshow was held on 16 December 2016 to promote Sri Lanka as a tourist destination in Malaysia during the State Visit of His Excellency Maithripala Sirisena, the President of Sri Lanka to Malaysia in conjunction with 60 years of diplomatic relationship with Malaysia. Cultural dance performances and travel package booths were featured at the roadshow.

11. CAKRA KHAN KL PROMO SHOWCASE

Cakra Khan, an Indonesian singer and songwriter was in Berjaya Times Square Kuala Lumpur on 18 December 2016 to promote his album "Mencari Cinta Sejati". During the showcase, he entertained fans with some of the songs from his album.

PRODUCTS FROM COSWAY



Nn Natural Magnesium Flakes

Transdermal Magnesium Soak with the Finest & Purest Natural Magnesium Flakes from the Ancient Zechstein Seabed in the Netherlands. Soaking in magnesium flakes has been shown to refresh, revitalise & regenerate your body, mind & well-being by:

- Helping relax muscles and achy joints
- Calming and soothing psoriasis, eczema, acne and other skin conditions
- Promoting better sleep
- Helping to de-stress & calming overactive nerves
- Enhancing skin's barrier function
- Assisting in skin's natural recovery process

One cup contains approximately 18g elemental magnesium

- Great as a foot soak, bath soak or as a compress
- Enjoy 2-3 magnesium rich soaks per week; frequency can be increased as required
- Suitable at any age – for children, during pregnancy and breastfeeding, and the elderly

Zechstein Inside® ensures the highest natural quality for transdermal Magnesium applications



L'élan Vital Body Perfect Intensive Sculpting & Body Reducing Concentrate

Transform your Figure Effortlessly!

Enjoy an all-round body-beautifying experience with the L'élan Vital Body Perfect Intensive Sculpting & Body Reducing Concentrate. Like an instant surge of comfort for your skin, this nourishing formula smoothens stubborn "imperfections" & firms up your skin, while leaving behind a delicate, fresh scent.

Enriched with High-performance, Award-winning Natural Ingredients from Spain, it is also awarded "Most Innovative Prize" by German Consultancy, BSB

Clinical-proven Results

- Body Perimeter ↓ 10.4cm
- Cellulite ↓ 93%
- Subcutaneous Fat Layer ↓ 67%
- Skin Elasticity ↑ 50%
- Skin Roughness ↓ 40%!

Nn Omega-3 Fish Oil 1000mg

Omega-3 Fish Oil is an essential nutrient for each life stage.

- Concentrated and Less Saturated Fat
- High Purity & Safe
- Maximum Freshness - tested low in PV, PAV or TOTOX levels
- Omega-3 Fish Oil is tested free from heavy metals!

PronovaPure™ is a registered trademark of BASF, a global leader in omega-3 fatty acids!



INTRODUCTION OF COSWAY'S NEW LOGO

In November 2016, Cosway launched its new company logo as part of the on-going evolution of the Cosway brand. The vibrant modern look of the rebranding logo is the culmination of its transformation since 1979 and its envision for the future. The logo's colour scheme symbolizes a rich, dynamic and multi-dimensional Cosway reflecting their diverse strength and illustrious history. The motto "Enriching Lives The Smarter Way" underlines its aspiration to empower the community to lead better, healthier and more rewarding lives the smarter way.



BRING A BOX, BRING A JOY

Krispy Kreme re-opens in Berjaya Times Square

Krispy Kreme's first store in Malaysia opened back in 2007 at Berjaya Times Square. In this iconic location, the brand has served the famous melt-in-your-mouth Original Glazed® to millions of customers since.

In November 2016, the brand presents a new concept with a playful vibe to create a unique, original contemporary experience. The concept – inspired by the brand's famous Dozen box – reinterprets "Joy in a Box". The white-and-green polka dotted arch emulates a characteristic box of doughnuts. The boutique space cosily seats up to fifteen persons.

"We want to drive home the message of bringing a box of Krispy Kreme doughnuts home, to a meeting, to a sales call or even potluck. It's a sure way to get people smiling and eyes lit up," added Suanne Chuah, General Manager of Berjaya Krispy Kreme Doughnuts.

The newly relocated Krispy Kreme is found on the lower ground level at the West Wing of Berjaya Times Square.



Berjaya Times Square outlet.

KRR CHAMPIONS YOUNG AND HEALTHY LIFESTYLES THROUGH ITS MUFFINS @ SCHOOLS PROGRAMME

In line with its "I Love i.care for My Community" programme, KRR's "Muffins @ Schools" programme continues to reach out to more schools in Malaysia, promoting a healthy diet and lifestyle.

This initiative which began in October 2015 with the team from KRR visiting schools to conduct health workshops through interactive session to promote awareness on the need to maintain a healthy lifestyle.

Between July and November this year, the team from KRR made visits to national and vernacular schools, distributing goodie bags containing KRR's i.care Box and Kenny's Home-made Muffins. To date, more than 600 students have benefitted from the programme.

During the workshops, the students were treated to a learning experience that also incorporated elements of fun. Besides getting the children engrossed in physical activity by doing light exercises, they were also taught how to differentiate one food category from another through a food pyramid.



After the knowledge-sharing session on how to be healthy, comes a group photo with teachers and students of SK Salak South with KRR team members!



Students of SJK (C) Chin Woo brought home with them new found knowledge on healthy eating and goodie bags from KRR!



Khairunnisa Badiuzzaman, QA Manager of Berjaya Roasters (M) Sdn. Bhd. sharing tips on healthy diet with the students of SJK (T) Effingham.



The students of SK Jalan Kuantan 2 eagerly put their hands up at a chance to answer questions during the Kenny's Quiz session!

GO ON A FRUITFUL ADVENTURE WITH KENNY ROGERS ROASTERS



Kenny Rogers ROASTERS (KRR) perked up the year-end with their Fun Fruity Feast promotion which was bursting with fruity goodness.

The famous rotisserie-roasted chicken with signature herbs and spices was given a refreshing dose of special Fruity Gravy, which is a mix of mango and passion fruit. This was complemented with the new Kenny's Home-made Muffin – Vanilla Roselle Muffin, and Garlic Parsley Potato. The meal also went fruiti-liciously well with the Merry-Go-Fruity drink that is packed with healthy nutrients. Guests had varying meal portion options to choose from, priced from RM19.90 onwards.

Guests could also choose to end their meal on a sweet note with an additional free scoop of ice cream when they ordered the Single Happiness ice cream. In conjunction with the Fun Fruity Feast, KRR also offered a Take-it-Home Fruity Feast promotion at RM 68.80 comprising a Kenny's Fruity Whole Chicken, and ½ dozen Vanilla Roselle Muffins, with four bottles of Merry-Go-Fruity beverage worth RM 38.00 absolutely free.

SPICE UP YOUR PLATE WITH KRR'S ABSOLUTELY SAMBALICIOUS MEAL



(Centre): Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn. Bhd. and KRR team members introducing the Absolutely Sambalicious meal!



Kenny Rogers ROASTERS introduced the Absolutely Sambalicious flavour to the table in their latest promotion, offering guests a variety of Sambalicious meal options such as the Sambalicious Soup Meal, Sambalicious Favourite Meal and Sambalicious Chicken Meal, from RM19.90 onwards, with Potato Salad and Spicy Golden Rice side dishes are also available at an introductory price of RM5.90 each (Normal Price: RM8.50).

In addition to a Sambalicious time for all, guests can upsize their quarter chicken meal to half chicken meal for RM5 only for a limited time.

STARBUCKS MALAYSIA CELEBRATES THE HOLIDAY SEASON WITH NEW FOOD OFFERINGS

Holiday season at Starbucks is the most anticipated season of the year for everyone. Flavours of the season, coffee traditions and thoughtful gifts are just some of the elements that make Starbucks a joyous and festive destination for customers to enjoy the Christmas experience.

On 7 December 2016, Starbucks Malaysia introduced ten new festive food items from its holiday menu, ranging from savoury puffs to

delectable cakes such as Starbucks Chicken Parcel, Starbucks Cauliflower Chicken Puff, Starbucks Baked Cheesy Potato & Chicken, Starbucks Baked Mac & Cheese, Starbucks BBQ Chicken Flatbread, Starbucks Spicy Minty Smoked Duck Flatbread, Starbucks Dolce Lava Cream Puff, Starbucks Holiday Popping Cake, Starbucks Mini Banana Swiss Roll and Starbucks Blueberry White Chocolate Cheesecake.



Starbucks partners showing some of the new food items.



Starbucks hosted media guests in trying some of the new offerings.

NEW STARBUCKS STORE AT DESIGN VILLAGE, PENANG

On 23 November 2016, Starbucks Malaysia opened a new store at the Design Village outlet mall, one of the largest outlet malls in Penang. Located in the newly developed township of Bandar Cassia, this outlet mall is easily accessed from the North-South Expressway and is 5 minutes from the 2nd Penang Bridge, 30 minutes from Penang's International Airport and 45 minutes from Georgetown.

Starbucks Design Village has a space of 195 square metres with a seating capacity of up to 80 pax both indoor and outdoor combined. The store's featured wood wall is inspired by the mountain landscape of the origin country of coffee.

The feature wall inspired by the landscape of the origin country of coffee.



Part of the interior of Starbucks Design Village.



STARBUCKS PARTICIPATE IN CITRAWARNA FESTIVAL 2016

Starbucks Malaysia collaborated with Ministry of Tourism and Culture Malaysia ("MOTAC") in the organisation of the annual tourism event, Citrawarna Festival 2016 on 24-25 September 2016, with the theme "Myth and Folklore".

Held at Dataran Merdeka, the event included parades and dances from each state and was centred on local stories such as Puteri Gunung Ledang, which features theatrical elements while still integrating an exciting storytelling aspect. The final act of the show featured Starbucks' Kuala Lumpur City Relief Mugs as the official merchandise for the event.

A Starbucks x Citrawarna doodle contest was held in conjunction with this event, aiming to encourage creativity through doodling by reusing Starbucks' paper cups. The contest duration was from 5-12 September and extended to 19 September due to overwhelming response. 10 winners with the most creative artwork won Starbucks hampers worth up to RM1,000 and a pair of VIP tickets to watch the Citrawarna showcase. Among 280 submissions, the best 40 designs were displayed at Malaysia Tourism Centre ("MaTiC").



Performers holding cut-outs of the Starbucks Kuala Lumpur City Relief Mugs.



Some of the selected designs of the Starbucks x Citrawarna doodle contest on display at Malaysia Tourism Centre.



Starbucks' booth at Citrawarna Festival 2016.

STARBUCKS MALAYSIA COLLABORATES WITH KOSMO!



In conjunction with the 12th anniversary of local Malay newspaper, Kosmo!, the publication rewarded their readers who have been supporting them throughout the years with a Buy 1 Free 1 offer on 8 September 2016, 5pm-8pm for Kosmo! readers.

The coupon cut-out of the Buy 1 Free 1 offer in Kosmo!

STARBUCKS MALAYSIA PROJECT 300 WORKSHOP



Starbucks partners completing one of the activities as a team.

On 22 November 2016, Starbucks Malaysia gathered 350 store managers, assistant store managers, district managers as well as operation managers to a workshop named Project 300 held at Federal Hotel Kuala Lumpur.

The workshop aims to empower and motivate store partners to drive higher average daily transactions for the new financial year. Sessions included the operation team conducting a calibration on reading the business, knowing their roles and responsibilities, a Q&A session and fun activities. The point system was also used for partners who portrayed teamwork, active participation, cleanliness and punctuality.

The workshop also encouraged store partners to work as a team to achieve better results while enhancing the relationship between store partners of different levels.

STARBUCKS OPENS DRIVE-THRU STORE AT AMPANG, KUALA LUMPUR

On 20 September 2016, Starbucks Malaysia opened a new Drive-Thru store at Jalan Ampang, one of the busiest streets in Klang Valley.

The interior of this standalone Drive-Thru concept store features woodwork and wood planks and has a spacious space of 354 square metres with seating capacity of up to 124 persons, both indoor and outdoor.

There is also a mini garden behind the store which allows customers to enjoy their coffee surrounded by nature.



Part of the mini garden at the outlet.



Interior picture of Starbucks Drive-Thru @ Jalan Ampang.

STARBUCKS CARD NOW IN ITS FIFTH YEAR IN MALAYSIA



The limited edition 5th Anniversary Starbucks Card.



Starbucks Card collectors showing their collection.

Starbucks Card celebrated its fifth year in Malaysia on 11 November 2016. To celebrate this milestone, a party was held at Starbucks Sunway Pyramid (LG) for Starbucks Card holders, known as My Starbucks Reward ("MSR") members.

The party included a live music performance led by the talented local singer/song writer Russel Curtis, a Starbucks Card collection gathering, lucky draw with prizes worth up to RM15,000, designer collection merchandise sales up to 40% off, and many more. Aside from the party, the Starbucks Chill Patrol Van was also at various locations where MSR members were able to enjoy a Tall-sized Caramel Frappuccino or Mocha Frappuccino for RM5 only.

In conjunction with its 5th anniversary celebration, Starbucks Malaysia introduced a limited edition 5th Anniversary Starbucks Card, available only in Malaysia. The card is crafted with a combination of patterns, layers and shapes of geometric designs which highlights the celebration and significance of this milestone. The five stars in the design represent the five-year history of Starbucks Card in Malaysia.

MSR members were also able to redeem a limited edition Starbucks Travel Tag when they activate a Starbucks Malaysia 5th Anniversary Card at any Starbucks store with a minimum load. Contests were held whereby MSR members stood a chance to win 10 Tall-sized handcrafted beverages by posting a creative photo featuring any Starbucks Card 5th Anniversary Card elements with #my5thMSR.

STARBUCKS MALAYSIA'S RESERVE STORE CELEBRATES 1ST ANNIVERSARY



Ayesha demonstrating the pour over brew method.

Starbucks Malaysia's Reserve Store, The Gardens turned 1 on 13 October 2016!

In conjunction with this milestone, Starbucks Malaysia hosted a 'coffee chat' session with a tasting workshop for exclusive media titles to introduce new Reserve offerings followed by a short interview on the future of Starbucks Reserve in Malaysia with Sydney Quays, Managing Director of Berjaya Starbucks Malaysia.

The 'coffee chat' session was conducted by the Reserve Store manager, Ayesha. She shared stories on coffee beans that Reserve Store offers as well as food that complements the coffee.

Sydney Quays also launched the 2nd Starbucks Reserve Store card as well as exclusive Starbucks Reserve merchandise.

Sydney Quays entertaining questions by the media.



STARBUCKS' FIRST STORE IN LABUAN

On 20 September 2016, Starbucks Malaysia opened its first store in Labuan International Airport. The store features a lot of woodwork and wood planks, coffee artwork and a huge world map. With a space of 298 square metres, it can accommodate up to 170 persons at a time, both indoor and outdoor combined.

The entrance of the store features big glass windows, giving customers a sense of cosiness and relaxing atmosphere in the store during arrival or departure.



The interior of the outlet in Labuan International Airport.

ENRICHING CUSTOMER EXPERIENCE WITH A SIGNING WORKSHOP

On 22 October 2016, Starbucks Malaysia hosted the first Signing Workshop at Starbucks Signing Store, Bangsar Village II, for customers who are keen to learn and communicate in sign language. The workshop involved Starbucks' deaf partners, interpreters from the Society of Interpreters for the Deaf (S.I.D) and other non-governmental organisations.

The workshop aims to educate and enrich Starbucks' customers' experience in the Signing Store by providing the opportunity for customers to learn to sign and communicate with the deaf and deaf partners in the store.

The workshop was attended by 40 customers. Starbucks Malaysia received positive feedback on the workshop as the customers looked forward to learning more and practicing with their deaf partners.



Group photo of the customers who participated in the workshop with the interpreters of S.I.D and Starbucks partners.



Customers learning how to sign from interpreters and also Starbucks partners.

STARBUCKS MALAYSIA CELEBRATES DIWALI

In celebration of Diwali, also known as Deepavali, Starbucks Malaysia introduced the exclusive Starbucks Diwali 2016 card, beautifully crafted with a combination of patterns, layers and shapes of geometric designs inspired by the traditional patterns of Rangoli, a form of art crafted by the Hindus using coloured rice or sand believed to bring good luck to the family. The card also features 2 gold Diyas or oil lamps which symbolises the inner light that protects from the spiritual darkness.

This is the second year Starbucks Malaysia introduced the Diwali card.

This card is only available in Malaysia and India, making it a definite collector's item for Starbucks Card collectors as it is more than just a stored value card.

In addition to that, partners from Starbucks Support Centre also organised a Diwali celebration at the office with many delicious Indian delicacies, exciting activities such as creating a kolam and also prizes to the department with the best showcased Diwali theme. Regional Director of CAP Operations, Chris Bates also joined the festive celebration.



Starbucks partners in Diwali-themed attire.



Starbucks Diwali card.

WENDY'S OPENS IN PENANG!



(2nd row, left to right) Saw Yung Sheng, John Pain and Sydney Quays introducing Wendy's products during the opening of Wendy's Sunrise.

On 4 November 2016, Wendy's opened its first outlet at Sunrise Tower, Gurney Drive, Penang which operates from 8am to 2am with a seating capacity of 80 persons at a time.

The store was officiated by John Pain, Managing Director and Vice President of Wendy's Asia Pacific, Europe, Middle East and Africa ("APEMEA"), Sydney Quays, Director of Wendy's Malaysia and Saw Yung Sheng, Deputy General Manager of Wendy's Malaysia with a plaque signing ceremony.

The food showcase at the opening introduced Wendy's products to Penangites, followed by a short food tasting for the media and invited guests.

In conjunction with the opening, Wendy's handed out 100 pieces of Dave's Hot and Juicy from 11am onwards on the first two days of its operation and Egg Sunrise on 6-7 November 2016 from 8am onwards.

Wendy's also introduced its signature dish, Wendy's Chilli in two varieties – chicken and beef and its new additions to the Frosty Family – Sunset Chocolate Shake and Sunrise Coffee Shake which are only available at the Wendy's Sunrise outlet.

Wendy's recently opened their 2nd store in Penang at Design Village Mall. With a seating capacity of 86 persons at a time, Wendy's Design Village features a minimalist design with a modern look and feel.

In conjunction with the store opening, Wendy's offered a two-week promotion, 15 pieces of chicken nuggets at RM8.90, Chicken Fiesta between 12pm-2pm and 5 pieces of fried chicken at RM11 from 6pm-8pm.

Wendy's also held a month-long promotion offering a free combo with any purchase of two combo meals.



The overwhelming response from Penangites at Wendy's Sunrise after its opening.



Wendy's Design Village opened on 23 November 2016.



Wendy's Malaysia Support Centre rendered their support by being part of the crew during the opening of Wendy's Design Village.



Tan Sri Dato' Seri Vincent Tan, Founder of Berjaya Corporation group of companies with the Wendy's apron he signed during his surprise visit. Joining him is the Wendy's Malaysia team.

WENDY'S MALAYSIA EXCEL IN BALI

Wendy's Malaysia recently attended the Wendy's 2016 Asia Pacific, Europe, Middle East and Africa ("APEMEA") Regional Meeting in Bali, Indonesia which is held once every two years.

During the conference, every region shared their success stories over the years and their plans to grow the brand in the coming years.

At the end of the conference, Wendy's Malaysia was awarded with 5 awards - Jim Near Legacy Award, Highest Hourly Transaction Count APEMEA Region in 2016, Golden Grill Award, Top Operations Award and Mop Bucket Award.



(From left): Customer Experience Director of Wendy's Asia Pacific, Dave Kessinger; Managing Director and Vice President of Wendy's APEMEA, John Pain; Director of Wendy's Malaysia, Sydney Quays; Deputy General Manager of Wendy's Malaysia, Saw Yung Sheng; Wendy's Malaysia team and Chief Operations Officer and International, Bob Wright (right) with the Jim Near Legacy Award.



Sydney Quays and Saw Yung Sheng receiving the Golden Grill Award from Director of Marketing of Wendy's APEMEA, Albert Lim (left), John Pain and Bob Wright.



Wendy's KLCC Store Manager, Muhd Haffiz Firdaus (2nd from right) receiving the Top Operations Award from Saw Yung Sheng; Head of Operations, Richard Khoo (left) and District Manager, Syed Zubair (right).



Mislawati binti Ma'at (left picture, centre) and Nor Ezziana binti Zainuddin (right picture, centre) receiving the Mop Bucket Award from Saw Yung Sheng, Richard Khoo and Syed Zubair.

BAP SHOWCASES MAZDA 2017 MODEL LINEUP AT PIMS

Bermaz Auto Philippines (“BAP”), the exclusive distributor of Mazda vehicles in the Philippines, unveiled the Japanese brand’s 2017 model lineup at the 6th Philippine International Motor Show (“PIMS”) held at the World Trade Center in Pasay City, Philippines from 14-18 September 2016.

The showcase featured the all-Soul Red 2017 Mazda SKYACTIV Zoom-Zoom Collection, a selection of Mazda’s finest models which showcases the latest technologies and enhancements available to customers for the coming year. On display were the all-new Mazda CX-3, the 2017 Mazda6 Sports Wagon and Mazda3 Speed, the Mazda2 Crimson Edition, the Mazda CX-5 SKYACTIV Diesel and the best-selling Mazda MX-5 Roadster. Eight test-drive vehicles were also available for the public to truly experience the Mazda Zoom-Zoom Collection.

BAP also celebrated Mazda’s 2016 J.D. Power Philippines CSI Study number one ranking at PIMS by recognising dealer principals who have been instrumental in elevating the standards of aftersales service in the Mazda network.



The crowd looking at Mazda vehicles at the motor show.



Steven Tan, President and CEO of BAP (second row, 3rd from left) and dealer principals (front row) with the J.D. Power award.

MAZDA NEGROS NOW OPEN FOR BUSINESS



The interior of the showroom.

Bermaz Auto Philippines, the exclusive distributors of Mazda vehicles in the Philippines, along with Auto Zoom Zoom Incorporated, the same group that established Mazda Makati, Mazda Cavite, Mazda Sta. Rosa, and Mazda Iloilo, recently introduced the latest full-service dealership in the fast growing Mazda network, Mazda Negros.

With a warmly lit showroom floor that is able to showcase up to five Mazda models and a service bay that can work up to two units at any given time, Mazda Negros is now the region’s most accessible Mazda showroom that can cater to new vehicle sales, service and spare parts while complying with the latest global showroom standards of the Mazda brand.

“It is another proud day for us here as we welcome Mazda Negros into our dealership family. We are confident that under the leadership of Auto Zoom Zoom, Inc. Mazda will have a strong presence in the island of Negros and we will be able to celebrate driving with more passionate Mazda clients on this side of the Visayas region,” said Steven Tan, President and CEO of BAP.

U MOBILE WINS THREE GOLDS AT MARKETING EXCELLENCE AWARDS 2016

At the 2016 Marketing Excellence Awards on 27 October 2016, U Mobile was announced as the Gold winner in the following categories: Excellence in Advertising, Excellence in Print Advertising and Excellence in TV/Video Advertising. U Mobile also picked up the Silver for Excellence in Launch Marketing.

These awards cap off a memorable year for U Mobile. The telco was previously named Putra Most Enterprising Brand Of The Year at the Putra Brand Awards 2016, as well as Malaysia Mobile Data Service Provider Of The Year at the 2016 Frost & Sullivan Best Practices Awards. They were also honoured at the 2016 Effie Awards Malaysia with a Gold in the "David vs Goliath" category.



The U Mobile team at the 2016 Marketing Excellence Awards.

U MOBILE LAUNCHES GAME-ONZ™, OFFERING UNLIMITED DATA FOR PC GAMING

On 9 December 2016, U Mobile Sdn Bhd launched yet another first in the country with Game-Onz™. This new product offers unlimited data for PC gaming for prepaid customers for as low as RM18. Game-Onz™ enables U Mobile's prepaid customers to enjoy worry-free PC gaming by turning their smartphone into a portable WiFi hotspot.

Subscribers to U Mobile's Game-Onz™ will be able to enjoy unlimited data when playing popular PC games like Dota 2, Counter-Strike: Global Offensive, Team Fortress 2, League of Legends, FIFA Online 3, BlackShot and Echo of Soul.

All subscribers to Game-Onz™ will also get to enjoy Music-Onz™ which offers unlimited music streaming for free from 19 partners. These partners are Spotify, JOOX, Tidal, KKBOX, Raku, BFM 89.9, ERA fm, MY FM, hitz fm, MIX fm, LiteFM, Sinar FM, THR Raaga, THR Gegar, MELODY FM, Fly FM, Hot FM, One FM and Kool FM.



Chief Marketing Officer of U Mobile, Jasmine Lee (left) with star gamer Ramona Azween at the launch of Game-Onz™.

CALIFORNIA MILK ADVISORY BOARD CULINARY COMPETITION

On 22 October 2016, 13 contestants from BERJAYA UCH competed against each other in California Milk Advisory Board Competition 2016. Within a span of 4 hours, the finalists were required to include California dairy products in all their dishes. The finalists prepared a 3-course meal consisting of a Starter, Main Course and Dessert with full dedication, creativity and hardwork.

The panel of judges were Chef Jean Marc (Executive Chef, Intercontinental KL), Chef Marc Fery (Chef Marc Fery, Chanbers & Graze Hilton KL), Chef Lutz (Master Confectionary, Free-lance Consultant) and BERJAYA UCH Master Chef Jochen. All students did a great job and proven their ability to take up challenges and face heated trials. The first prize winner, Mong Zhi Ling won a one-week educational trip to California.



Congratulations to all winners. From left : Mong Zhi Ling (First Prize), Lee Zhe Xi (2nd Place) and Tan How Mun (3rd Place) together with the judges.

FOOD HERO FINALIST

BERJAYA UCH's, Koh Kay Kim, a Bachelor student in Culinary Arts was selected as one of the Top 4 finalists of Asian Food Channel and Food Network Asia-wide search for the next Food Hero. The final cooking challenge was held on 20 October 2016. Although Kim did not win, he said, "I am truly happy to be a part of this eye-opening experience. I've learned many things and met so many people along the way. I truly believe that these experiences will only be the epilogue to the beginning of my journey".



Koh Kay Kim (right) together with three other Top 4 finalists of Asian Food Hero.

TAIWAN MICE CHALLENGE

Five students from BERJAYA UCH, Yap Choy Ying, Chee Cheng Yee, Yip Sze Yuen, Nicole Yo Angi, Yap Meng Chun and Lim Wei Kang from the Events Management programme, together with their lecturer, Jaston Ng impressed 8 panel judges with their innovative ideas in the 2016 Taiwan MICE Destination Marketing Contest, a prestigious yearly contest. A total of 20 universities from South East Asia participated in this contest and BERJAYA UCH was the only institution representing Malaysia. The team carried away seven major prizes, emerging as the overall champion.

The event organised by the Taiwan External Trade Development Council was held at the world-renowned Taipei International Convention Centre from 6 - 8 September 2016 and attracted more than 2,000 visitors. A massive congratulations to BERJAYA UCH team!



The BERJAYA UCH team swept away prizes at 2016 Taiwan MICE Challenge.

ENGLISH CAMP 2016 "LICENSE TO SPEAK"

On 16 to 18 December 2016, The Berjaya Language Center in collaboration with BERJAYA UCH Toastmasters Club held an English Holiday Camp titled "License to Speak". The participants were from Kuala Lumpur, Selangor, Negeri Sembilan, Melaka and Pahang. During the camp, participants had fun with mind-boggling language games and cool "campfire" activities at BERJAYA UCH.

A Speech Showcase showed the improvement of each participant in their speech skills. The 3 days 2 nights camping experience encouraged the participants to be more confident and to improve their public speaking and leadership skills.



Participants showing off their certificates.

APCEM 1ST CONFERENCE



Madam Mae Ho (3rd from left) and YM Tunku Datuk Seri Iskandar Tunku Abdullah (2nd from right) officiating the 1st APCEM Conference at BERJAYA UCH.

With the aim of providing leadership in the development and advancement of knowledge and skills in events management to achieve professional excellence in this region, BERJAYA UCH led a new initiative to advance knowledge in the areas of events management through research, education, alliances and industry publications. To commemorate the establishment of this strategic endeavour, BERJAYA UCH hosted the inaugural Asia Pacific Centre for Events Management ("APCEM") conference in conjunction with the official launch of APCEM on 22 November 2016. The event was officiated by YM Tunku Datuk Seri Iskandar Tunku Abdullah, the life member and past chairman of the Pacific Asia Travel Association (PATA). The APCEM conference was organised in collaboration with the Malaysian Centre for Tourism and Hospitality Education (MyCenTHE), an establishment set up to complement the Malaysian Government's Economic Transformation Programme (ETP) to grow and strengthen Malaysia's human capital for the tourism and hospitality industry.

PAUL BOCUSE WEEK

On 14 - 26 November 2016, the 17th and only Malaysian-based member of the Institut of Pal Bovouse Worldwide Alliance, BERJAYA University College of Hospitality ("BERJAYA UCH"), in collaboration with two non-profit organisations, Move2Cook and The Lost Food Project hosted the first ever International Chef Paul Bocuse Week in Malaysia.

Guests were treated to a special luncheon and various hands-on workshops which included cooking, baking and wine workshops. The 2-week festivities were capped off with a Gala Dinner featuring classic Chef Paul Bocuse recipes.



From left: BERJAYA UCH's Director of School of Culinary Arts, Chef Jochen Kern; Founder of Move2Cook Suki Low, Madam Mae Ho and Philippa Yong from the Lost Food Project.



Guests of honour; Berjaya Corporation Chairman/Chief Executive Officer, Dato' Sri Robin Tan (far left); the princess of Selangor Y.A.M. Tengku Datin Paduka Setia Zatashah binti Sultan Sharafuddin Idris Shah (3rd from right) with her husband, Dato' Setia Aubry Mennesson (4th from right); CEO of BERJAYA UCH, Madam Mae Ho; Vice Chancellor of BERJAYA UCH, Emeritus Prof. Walter Wong (right) and representatives from BERJAYA UCH.

B INFINITE REVEALS ENHANCED CAPABILITIES FOR REWARDS



(From left): Mastercard Malaysia and Brunei country manager, Perry Ong; Director of Retail and Innovation, Berjaya Corporation Berhad, Yau Su Peng; Mastercard Asia Pacific division president Safdar Khan; Berjaya Corporation Berhad Chairman/CEO, Dato' Sri Robin Tan; Wirecard Technology - Value Added Services vice-president, Markus Elchinger; Wirecard Malaysia general manager; Chan Chun Fee and B Loyalty Sdn Bhd general manager Ooi Hooi Cheng at the launch.

On 8 December 2016, B Infinite (formerly BCard), a customer loyalty programme by B Loyalty, revealed the enhanced capabilities of the programme that 'gives more than just rewards' with their partnership with MasterCard and Wirecard, allowing consumers to make purchases via B Infinite's mobile app.

Currently, B Infinite members can perform redemption of reward points for instore merchant purchases. With the new mobile payment, it gets even easier to use either reward points or charge to your card for transactions which can now be fulfilled in one frictionless transaction.

Enabling frictionless transactions will allow B Infinite merchants such as Caltex, Chatime, Qualitas group, Berjaya Hotel group, Starbucks, 7-Eleven, Lazada, UMobile, Kenny Rogers Roasters, and 11street to enhance their customer experience both online and offline, in stores.

Looking ahead to 2017, B Infinite – as part of its progressive innovation plans – is set to introduce the ability to 'order ahead and pick up instore' for selected goods and services. It will also introduce seamless redemption with mobile payment. Goods and services can be redeemed by combining mobile payment with reward points to ensure a frictionless transaction for both consumers and merchants.

Consumers can join the B Infinite rewards programme now by downloading the B Infinite app from the Google Play Store for Android users and the iTunes App Store for iOS users.

In conjunction with the launch, consumers can look forward to Flash Deals starting from 100 BPoints when they download the B Infinite App as well as in the year ahead, from January 2017 onwards.

7-ELEVEN MALAYSIA IN SHELTER MAKEOVER PROJECT



Marketing General Manager of 7-Eleven Malaysia, Ronan Lee (in green, 3rd from right foreground), Board member of Taman Seri Puteri Cheras, Pn. Vimmiyasmin Abd Razak (2nd from right foreground), Mr. Chun Wah Hoo, Director of NGOHub (2nd from right background) and volunteers from 7-Eleven Malaysia and NGO Hub.

On 26 November 2016, 7-Eleven Malaysia and NGO Hub carried out a makeover of Taman Seri Puteri Cheras, a shelter home managed by the Welfare Department of Malaysia for the care and rehabilitation of at-risk girls. To liven up the environment, a "flower power-themed" mural has been created on one section of the home's structure by an artist, Muhammad Perol Idham, who is known as Peroltz. He was specially invited by 7-Eleven for his professional touch. The Taman Seri Puteri Cheras board members were grateful for the support from 7-Eleven as it showed the home residents that there are parties out there who still care about them.

7-ELEVEN MALAYSIA AND MALAYSIAN NATURE SOCIETY PARTNERS IN “YOU PLEDGE WE PLANT” CAMPAIGN



Malaysian Nature Society President, Henry Goh (2nd from left), Marketing General Manager of 7-Eleven Malaysia (3rd from right), Ronan Lee and volunteers.

On 8 November 2016, 7-Eleven Malaysia announced that 2,070 pledges were received from the “You Pledge We Plant Battle Against Climate Change” environmental campaign alongside its partner, Malaysian Nature Society during the campaign’s fulfillment exercise at Kuala Selangor Nature Park.

The campaign which ran from 11 July - 12 August 2016 exclusively online focused on educating the public via a series of daily posts on the impact of climate change as well as seeking a pledge from sign-ups to commit to at least one carbon footprint reducing act and for every pledge received, a tree will be planted.

STARBUCKS EDIBLE GARDEN WITH PARTNERS AND THE COMMUNITY

Starbucks Edible Garden is a corporate social responsibility (CSR) initiative in collaboration with the Ministry of Agriculture to create a platform for human connection between Starbucks partners and the community.

The first Starbucks Community Edible Garden was launched at Starbucks Drive-Thru Kota Kemuning followed by the second one at Starbucks Setia Alam.

On 21 November 2016, 10 partners from Starbucks Drive-Thru Kota Kemuning joined a team from the Ministry of Agriculture to learn about harvesting and replanting of plants in the garden of the store.

Produce harvested from the plants such as chillies, turmeric, lemon grass and Pandanus were collected and shared with customers and residents of Kota Kemuning.



Starbucks partners with the produce they harvested.



Produce harvested were shared with customers and residents of Kota Kemuning.



Group picture of Starbucks partners who participated for the Earth Warriors Mass Street Clean Up @ Kota Kemuning.

EARTH WARRIORS MASS STREET CLEAN UP @ KOTA KEMUNING

On 1 October 2016, Starbucks partners in Kota Kemuning, Shah Alam worked together with Green Heart Charity Association, a non-profit organisation for the Earth Warriors Mass Street Clean Up @ Kota Kemuning project.

The project organises a clean-up activity every weekend around Klang Valley while providing participants with the opportunity to experience the effort of civil cleaners in maintaining the cleanliness of the city.

A total of 25 Starbucks partners joined the 5-hour long cleaning activity.



Starbucks partners with cleaning equipment all ready to do some cleaning.

BJGCR CHARITY VISIT TO TI-RATANA SALAK SOUTH

On 22 December 2016, the Management of Bukit Jalil Golf & Country Resort (“BJGCR”) paid a visit to Ti-Ratana Salak South (Desa Petaling). The team contributed 40 drinking water bottles and 10 sets of school uniforms to the school-going children for their upcoming school session.

Ti-Ratana Salak South (Desa Petaling) houses more than 100 orphans aged 7 years to 12 years and more than 100 old folks.



The children from Ti-Ratana Salak South with the management of BJGCR.

UNIVERSAL MISSION TO STAY HEALTHY

Kenny Rogers ROASTERS' ("KRR") Universal Children's Day celebration on 7 November 2016 was made extra special with the appearance of Malaysia's Fastest Marathon Runner of 2016, Edan Syah.

KRR together with Edan, also known as the 'Citizen Runner', coached children from PPR Pantai Ria via Projek Yusuf in some simple workout steps and diet tips. Edan was especially passionate at imparting knowledge from his personal

experience, from tips to exercising well to sharing his daily training regime and healthy diet plan.

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



(Bottom row, centre): Malaysia's Fastest Marathon Runner 2016, Edan Syah and Ling Shiau Yunn, Guest Engagement Manager of Berjaya Roasters (M) Sdn. Bhd. with children from PPR Pantai Ria via Projek Yusuf, Food Aid Foundation volunteers and KRR team members during the Universal Children's Day celebration.



Group cheer: Edan boosting team spirit before the session started.

KRR PROVIDES ENCOURAGEMENT TO VOLUNTEERS NATIONWIDE

An important essential in our daily lives is the access to basic necessities such as a well-balanced meal. Understanding this as a growing issue in Malaysia, Kenny Rogers ROASTERS (KRR) has since contributed meals to more than 7,000 underprivileged people from children, orang asli, the poor and also volunteers, among others as part of their corporate social responsibility (CSR) initiative under the KRR Community Chest since 2005.

This year, KRR's 22nd anniversary campaign called "22 Deliciously Healthy Years", pledged to contribute a meal for every 22 'likes' received on their Facebook page to volunteers of charitable organisations nationwide to recognise their tireless efforts. By the end of the campaign, it saw over 11,300 'likes', translating to more than 500 meals.

The charitable organisations that KRR contributed meals to include Give.my, Hospis Malaysia, EPIC, Malaysian Nature Society, Society for the Prevention of Cruelty to Animals (SPCA) and MERCY Malaysia.



A total of 70 sets of nutritious Kenny's Quarter Lite Meal were contributed to the volunteers, paediatric patients and children of patients at Hospis Malaysia.

FOOTBALL LEGEND SPREADS FESTIVE CHEER WITH KENNY ROGERS ROASTERS

On 14 December 2016, football legend turned sports television pundit, Steve McMahon made a special appearance at the Kenny Rogers ROASTERS' ("KRR") 12th Wishing Tree campaign, celebrating with 32 underprivileged children from Rumah Lagenda and Rumah Kasih Harmoni.

The children from the homes were greeted by KRR team members and KRR mascot. The children were then engaged in a mini football session headed by McMahon, who also shared a little of his personal journey and career experience. The children took home some tips on how to maintain a healthy diet and the importance of regular exercise.

The 12th annual Wishing Tree campaign this year was given a unique twist. In line with its objective of creating a sustainable environment, KRR collaborated with POINT College

to construct Wishing Trees made from recycled KRR water bottles. Each tree was made up of 101 recycled water bottles decked up with Wishing Cards and ornaments. More than 15 trees were displayed at selected KRR restaurants nationwide and the 'Wishing Cards' of 2,000 children from 40 non-governmental organisations (NGOs) across Malaysia were displayed in all KRR restaurants.

The public was encouraged to partake in the Wishing Tree campaign which runs through 31 December 2016 by selecting any 'Wishing Card' to grant a wish to a child. The gifts were presented back to the respective KRR restaurants, which were then delivered to the respective NGOs.

To date, the KRR Community Chest Wishing Tree initiative has fulfilled more than 16,000 simple yet meaningful wishes.



McMahon shared a little about his personal journey and encouraged the children to always practice in order to achieve their dreams. He also shared that a healthy diet plays an important role in achieving those dreams.



(Centre): Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn. Bhd. (in yellow) and Steve McMahon (in black) with KRR team members and children from Rumah Lagenda and Rumah Kasih Harmoni.

BERJAYA GROUP PHILIPPINES BUILD HOMES IN DAVAO DEL NORTE

Berjaya Philippines' subsidiary companies, Philippine Gaming Management Corporation, Bermaz Auto Philippines, Papa John's Pizza, Berjaya Makati Hotel and guest company Abacus Securities Corporation united and rose to the challenge of volunteerism in the GK Bayani Challenge on 18 – 25 November 2016 as their employees, headed by Berjaya Philippines Country Head Paul Soo, Berjaya Philippines Director and Philippine Gaming Management Corporation Vice President Tan Eng Hwa, and Bermaz Auto Philippines CEO Steven Tan, participated in the bayanihan act of building houses in Barangay Datu Abdul Dadia, Panabo City in Davao Del Norte.

The officials and staff of Berjaya Group Philippines joined the Gawad Kalinga Bayani Challenge 2016 as they helped mix cement and carried hollow blocks amidst the scorching heat of the sun to build 30 houses in said province.

Berjaya Philippines has recently released additional funds of PHP45 million to Gawad Kalinga, earmarked to build 300 more houses in various provinces of the Philippines namely, Davao del Norte, Camarines Norte, Southern Leyte, Maguindanao, Nueva Vizcaya, Quezon, Samar, Surigao del Sur, Zamboanga City, and Leyte.

The Berjaya and Gawad Kalinga partnership has so far built 820 homes in 14 provinces, responded to relief efforts after a super typhoon in Tacloban and earthquake in Bohol, and built a kitchen in Bulacan with a total donation to date of PHP167.2 million (USD3.50 million).

Indeed, unity is strength when affiliate companies join forces to forge teamwork and commitment to bring help to the less fortunate members of the society.



Combining their strength, Berjaya Philippines staff are in one direction in fulfilling their task.



Tan Eng Hwa (right) carrying hollow blocks and passing them to other workers.



Paul Soo (center) carrying a pail of mixed cement to other workers.



Heading the BERJAYA Philippines team during the Bayani Challenge were Paul Soo (2nd from left front row) and Tan Eng Hwa (2nd from right front row).

FREE EYE SCREENING BY THE TUN HUSSEIN ONN NATIONAL EYE HOSPITAL

In conjunction with the World Sight Day celebration, Berjaya Cares Foundation in collaboration with the Tun Hussein Onn National Eye Hospital ("THONEH") organised a free eye screening for Berjaya staff and the public on 12 October 2016 at Berjaya Times Square Kuala Lumpur. The event aimed to promote early detection of sight loss and treatment of eye diseases.

Approximately 80 Berjaya employees and the public took the opportunity to have their eyes checked. Apart from basic screening comprising optical power and astigmatism, THONEH also provided comprehensive eye check-up services such as glaucoma, diabetic retinopathy, cornea issues, cataract and lasik assessment at a discount.

Regular eye examinations are important to preserve your vision and prevent further damage through early treatment and management.



Berjaya staff and the public taking the opportunity to get their eyes checked.

WENDY'S TREAT TO SPECIAL CHILDREN

On 6 October 2016, 31 special children of Sekolah Kebangsaan Puchong Utama were treated to a scrumptious lunch at Wendy's Berjaya Times Square.

The children consisted of those with hyperactivity disorder, ADHD, Down Syndrome, learning disabilities, cerebral palsy and autism had a fun-filled day at Berjaya Times Square Theme Park before enjoying their lunch.

It was all smiles and laughter for these children when they enjoyed a Frosty cone before leaving.



Teachers and the children of Sekolah Kebangsaan Puchong Utama and the Wendy's team after their lunch at Wendy's

BERJAYA SUPPORTS HIV & AIDS INITIATIVES IN SARAWAK

Berjaya Corporation group of companies ("BCorp") contributed RM25,000 towards Malaysian AIDS Foundation's ("MAF") fundraising dinner held on 8 December 2016 at the Borneo Convention Centre Kuching, Sarawak. A total of RM550,000 was

raised for the establishment of a One-Stop Healthcare Centre for Integrated HIV Prevention, Treatment and Care Services for the benefit of women, children and communities affected by HIV and AIDS in Sarawak.



Berjaya Corporation Berhad Executive Director, Dato' Zurainah Musa (left) presenting the mock cheque to MAF Chairperson, Professor Datuk Dr. Adeeba Kamarulzaman (right), witnessed by the Patron of MAF, Datin Pattinggi Datuk Amar Jamilah Anu (centre), the wife of the Chief Minister of Sarawak.

BERJAYA CARES FOUNDATION ORGANISES HEALTH TALK BY THE NATIONAL HEART INSTITUTE OF MALAYSIA

In view of the rising number of cardiovascular disease in Malaysia, Berjaya Cares Foundation in collaboration with the National Heart Institute of Malaysia organised a health talk entitled "Prevention of Heart Disease" on 23 November 2016 for approximately 70 Berjaya employees at Berjaya University College of Hospitality.

Attendees were educated on the various heart conditions, the risk factors, signs and symptoms, types of investigations, treatment and

preventive measures by cardiologist, Dr. Yap Swee Hien. Towards the end of the talk, the attendees were actively engaged in the Q&A session.

The National Heart Institute of Malaysia is an award-winning facility with an outstanding reputation for clinical and service excellence. Since its establishment in 1992, the facility has treated over a million patients and gained recognition as one of the leading cardiovascular and thoracic health centres in the region.



The cardiologist from the National Heart Institute of Malaysia, Dr. Yap Swee Hien speaking to the audience.

BERJAYA CARES FOUNDATION EXTENDS AID TO NEEDY SCHOOL CHILDREN

Berjaya Cares Foundation contributed RM20,000 towards Yayasan Maha Karuna's Educare programme to distribute essential school items to more than 16,000 needy Malaysian students nationwide.

A presentation ceremony was held at Thean Hou Temple, Kuala Lumpur on 27 November 2016 for some 2,000 needy students from primary schools in Kuala Lumpur and Selangor. Essential school items such as school uniforms, bags, shoes, stationery and exercise books were distributed to the children.

Berjaya Cares Foundation together with Better Malaysia Foundation has been supporting the annual programme since 2010.



Shirley Quah (left), Senior Manager, Corporate Communications presenting the mock cheque to Jacob Chan (second from right), President of Yayasan Maha Karuna witnessed by the guest of honour, Tan Sri Dato' Sri Ong Tee Keat (third from the left) and Venerable B. Sri Saranankara (third from the right), Chief Monk of Sri Lanka Buddhist Temple.



A group photo with the donors and recipients.

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

In conjunction with Children's Day celebration, Berjaya Corporation Berhad ("BCorp") hosted approximately 100 children and caretakers from three charitable organisations namely, Fungates Superflow Foundation, PT Foundation and Persatuan Kebajikan Hope Worldwide Kuala Lumpur to a day of fun, food and entertainment at Berjaya Times Square Theme Park on 29 November 2016.

The children were also treated to a sumptuous lunch sponsored by Berjaya Times Square Hotel, Kenny Rogers Roasters, Wendy's and Krispy Kreme Doughnuts. Besides food and fun games, the children 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.



Sumptuous lunch sponsored by Berjaya Times Square Hotel, Kenny Rogers Roasters, Wendy's and Krispy Kreme Doughnuts.



The children dancing along while having a good time at the Snow Fall show at the theme park.



The children were all smiles as they enjoyed the various rides at the theme park.



The children having fun during the games session.

The children from Fungates Superflow Foundation, PT Foundation and Persatuan Kebajikan Hope Worldwide Kuala Lumpur together with the senior management and staff of Berjaya.

