

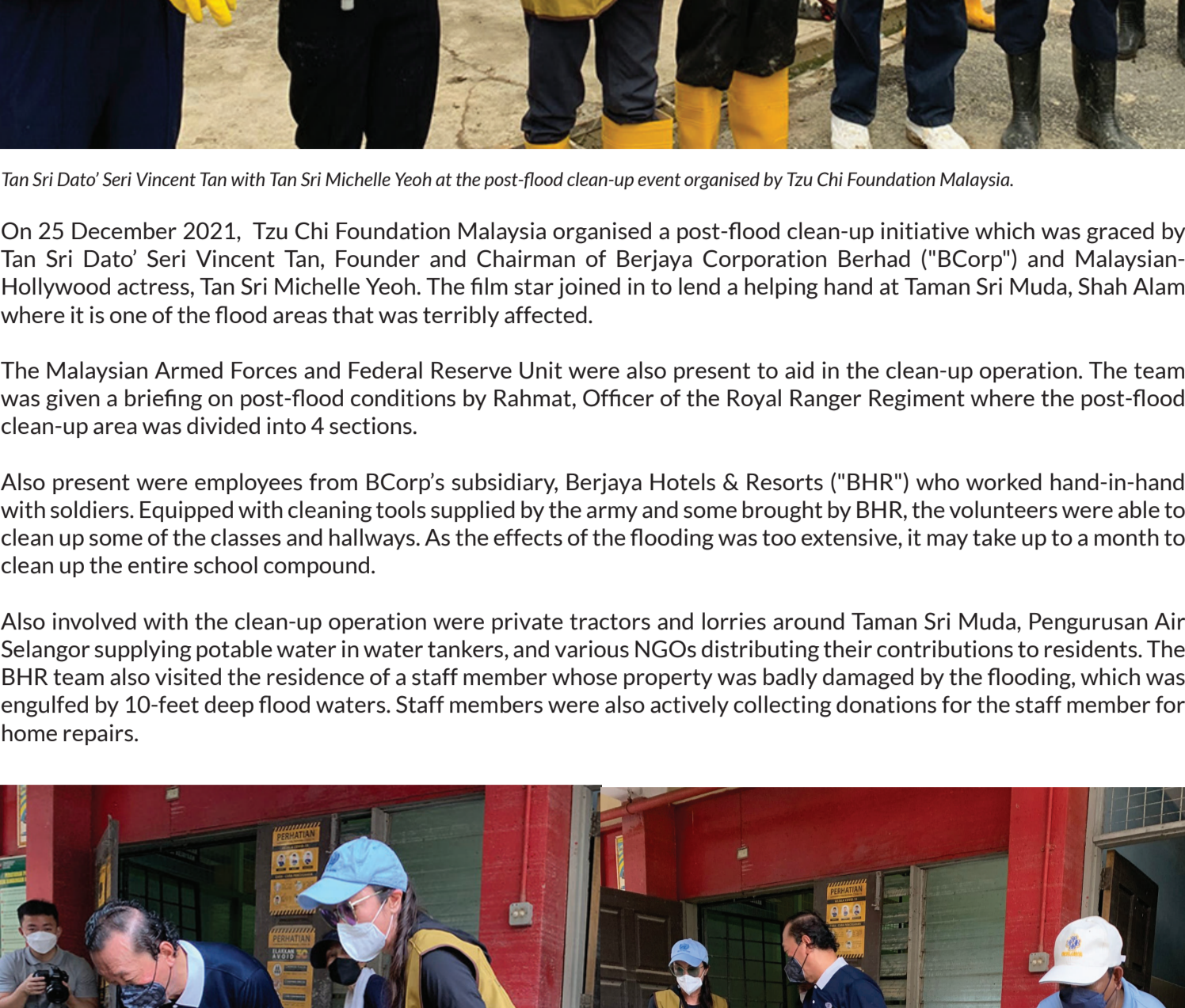
**EDITOR'S NOTE**

The new year always warrants the saying "out with the old, in with the new" and while that may mean a lot of different things, this year it also means bidding farewell to the age old "BeritaJaya".

In place of the quarterly print newsletter, we are now introducing "In Sync", a monthly online publication to share timely updates on all things Berjaya.

To start off the Year of the Tiger, the first edition of "In Sync" is packed with feel good stories. From flood relief efforts to more awards and new ventures, the last few months have surely been both turbulent and rewarding and we hope it will do its part in raising your spirits for the coming year.

**POST-FLOOD CLEAN-UP EFFORTS**



Tan Sri Dato' Seri Vincent Tan with Tan Sri Michelle Yeoh at the post-flood clean-up event organised by Tzu Chi Foundation Malaysia.

On 25 December 2021, Tzu Chi Foundation Malaysia organised a post-flood clean-up initiative which was graced by Tan Sri Dato' Seri Vincent Tan, Founder and Chairman of Berjaya Corporation Berhad ("BCorp") and Malaysian-Hollywood actress, Tan Sri Michelle Yeoh. The film star joined in to lend a helping hand at Taman Sri Muda, Shah Alam where it is one of the flood areas that was terribly affected.

The Malaysian Armed Forces and Federal Reserve Unit were also present to aid in the clean-up operation. The team was given a briefing on post-flood conditions by Rahmat, Officer of the Royal Ranger Regiment when the post-flood clean-up area was divided into 4 sections.

Also present were employees from BCorp's subsidiary, Berjaya Hotels & Resorts ("BHR") who worked hand-in-hand with soldiers. Equipped with cleaning tools supplied by the army and some brought by BHR, the volunteers were able to clean up some of the classes and hallways. As the effects of the flooding was too extensive, it may take up to a month to clean up the entire school compound.

Also involved with the clean-up operation were private tractors and lorries around Taman Sri Muda, Pengurusan Air Selangor supplying potable water in water tankers, and various NGOs distributing their contributions to residents. The BHR team also visited the residence of a staff member whose property was badly damaged by the flooding, which was engulfed by 10-feet deep flood waters. Staff members were also actively collecting donations for the staff member for home repairs.



Tan Sri Dato' Seri Vincent Tan, Syed Ali Shahul Hameed, Chief Executive Officer of Berjaya Land Berhad, and Tan Sri Michelle Yeoh cleaning up a few areas at SK Sri Muda (2).

**THE EYE OF THE TIGER CHINESE NEW YEAR PHOTO CONTEST**

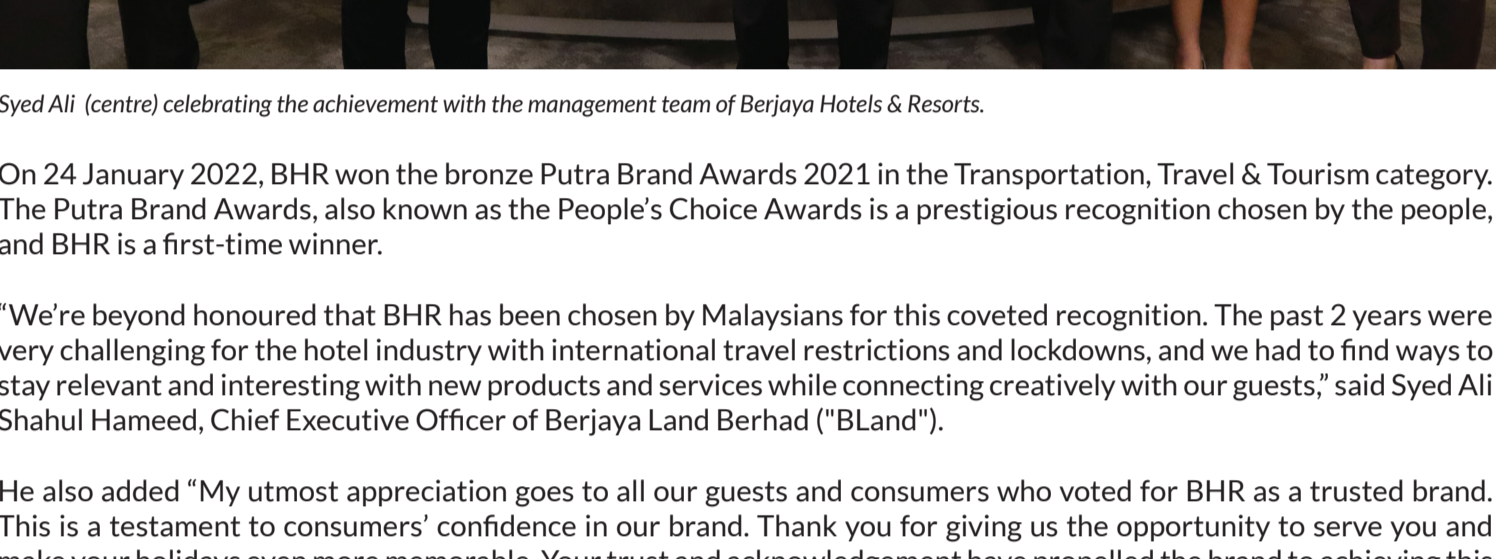


Jalil Rasheed together with the winners of the 'Eye of the Tiger' Chinese New Year photo contest.

We kick started the year of the tiger with our first internal communication activity. Apty named, 'The Eye of the Tiger', this photo competition piqued the creativity of staff members where they showcased their talent in creating 'tiger' themed photos.

On 9 February 2022, Jalil Rasheed, Group CEO of BCorp presented the prizes to winners of the Chinese New Year photo contest in a prize giving ceremony. Winners walked away with prizes worth a total of RM1,000, comprising Starbucks Tumblers and mugs, as well as vouchers from Kenny Rogers Roasters and Berjaya Cafe.

**BHR WINS THE PRESTIGIOUS 2021 PUTRA BRAND AWARDS**



Syed Ali (Centre) celebrating the achievement with the management team of Berjaya Hotels & Resorts.

On 24 January 2022, BHR won the bronze Putra Brand Awards 2021 in the Transportation, Travel & Tourism category. The Putra Brand Awards, also known as the People's Choice Awards is a prestigious recognition chosen by the people, and BHR is a first-time winner.

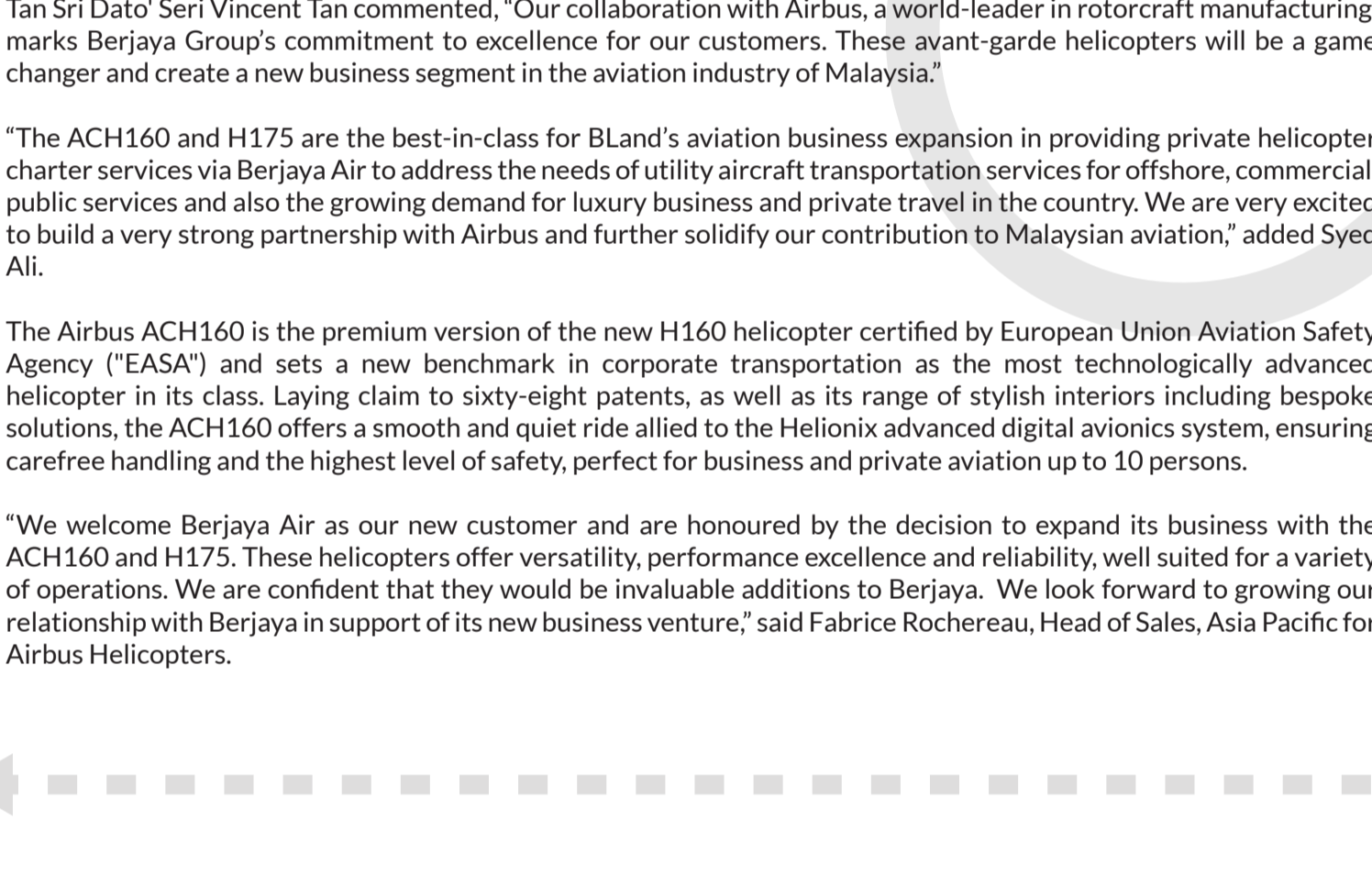
"We're beyond honoured that BHR has been chosen by Malaysians for this coveted recognition. The past 2 years were very challenging for the hotel industry with international travel restrictions and lockdowns, and we had to find ways to stay relevant and interesting with new products and services while connecting creatively with our guests," said Syed Ali Shahul Hameed, Chief Executive Officer of Berjaya Land Berhad ("BLand").

He also added "My utmost appreciation goes to all our guests and consumers who voted for BHR as a service brand. This is a testament to consumers' confidence in our brand. Thank you for giving us the opportunity to serve you and make your holidays even more memorable. Your trust and acknowledgement have propelled the brand to achieving this important milestone today."

The Putra Brand Awards was launched in 2010 by the Association of Accredited Advertising Agents Malaysia (4As) to honour and recognise brand building as an integral business investment, measured by consumer preference. It is the only brand awards in the country which was endorsed by the Malaysia External Trade Development Corporation and supported by the Malaysian Advertisers Association, the Media Specialists Association and the Malaysian Digital Association.

The award received over 11,000 responses from consumers across Peninsular and East Malaysia who participated in the consumer preference survey to determine their favourite brands across 24 different product and services categories.

**BERJAYA AIR CONTINUES TO DIVERSIFY WITH THE PURCHASE OF THE WORLD'S MOST MODERN AIRBUS HELICOPTERS**



Signing ceremony between Berjaya Air and Airbus Helicopters Malaysia.

Berjaya Air Sdn Bhd ("Berjaya Air"), a subsidiary of BLand, is pleased to announce the purchase agreement of ACH160 and H175 helicopters with Airbus Helicopters. With this order, Berjaya Air becomes Malaysia's launch customer for the ACH160, and will be the first in the world to operate the exclusive 10-seat VIP version of this ultra-modern corporate helicopter.

At the signing ceremony held at Berjaya Times Square Hotel, Kuala Lumpur, the purchase agreement was signed by Syed Ali and Laurent Cabrol, Head of Sales for Airbus Helicopters Malaysia.

Tan Sri Dato' Seri Vincent Tan commented, "Our collaboration with Airbus, a world-leader in rotorcraft manufacturing, marks Berjaya Group's commitment to excellence for our customers. These avant-garde helicopters will be a game changer and create a new business segment in the aviation industry of Malaysia."

"The ACH160 and H175 are the best-in-class for the world's aviation business expansion in providing private helicopter charter services via Berjaya Air to address the needs of utility aircraft transportation services for offshore, commercial, public services and also the growing demand for luxury business and private travel in the country. We are very excited to build a very strong partnership with Airbus and further solidify our contribution to Malaysian aviation," added Syed Ali.

The Airbus ACH160 is the premier version of the new H160 helicopter certified by European Union Aviation Safety Agency ("EASA") and sets a new benchmark in corporate transportation as the most technologically advanced helicopter in its class. Laying claim to sixty-eight patents, as well as its range of stylish interiors including bespoke solutions, the ACH160 offers a smooth and quiet ride allied to the Helionix advanced digital avionics system, ensuring carefree handling and the highest level of safety, perfect for business and private aviation up to 10 persons.

"We welcome Berjaya Air as our new customer and are honoured by the decision to expand its business with the ACH160 and H175. These helicopters offer versatility, performance excellence and reliability, well suited for a variety of operations. We are confident that they would be invaluable additions to Berjaya. We look forward to growing our relationship with Berjaya in support of its new business venture," said Fabrice Rochereau, Head of Sales, Asia Pacific for Airbus Helicopters.



Starbucks Malaysia team posing with the award.

**STARBUCKS MALAYSIA BAGS THE CXP BEST CUSTOMER EXPERIENCE AWARD 2021**

For the second consecutive year, Berjaya Starbucks Coffee Company Sdn Bhd ("Starbucks Malaysia") won the CXP Best Customer Experience Award on 16 December 2021 in Kuala Lumpur.

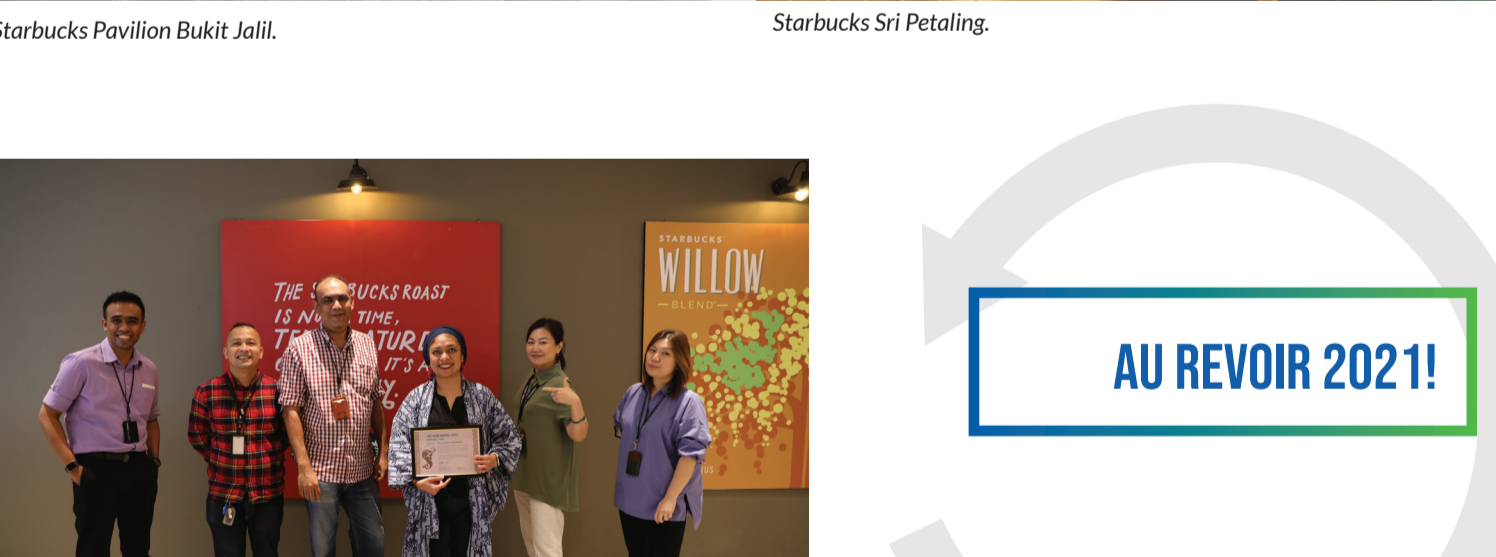
Syevan Anthony Soosay, Director of Operations of Starbucks Malaysia said in a statement that Starbucks Malaysia is honoured and grateful to have been recognised by their customers and the judges of CXP for their customer experience excellence. This award only motivates them to do even more to enhance the Starbucks experience that their customers have come to expect from them.



The CXP Best Customer Experience Award.

"I want to thank my team for their efforts and the passion that they have to go above and beyond their call of duty to give the care and deliberate attention to detail in everything they do. It would be to recognise their sacrifices, especially during the COVID-19 pandemic, to continue serving our customers in the frontlines and even going as far as to bringing coffee directly to affected communities. Since the pandemic, we have taken a more considerate approach and emphasis on customer service, and our baristas can focus on the quality of our beverages and offerings," he added.

Back for the second year, the CXP Best Customer Experience Awards™ is the first and only regional awards for excellence in customer experience, as judged by the nominees' own customers.



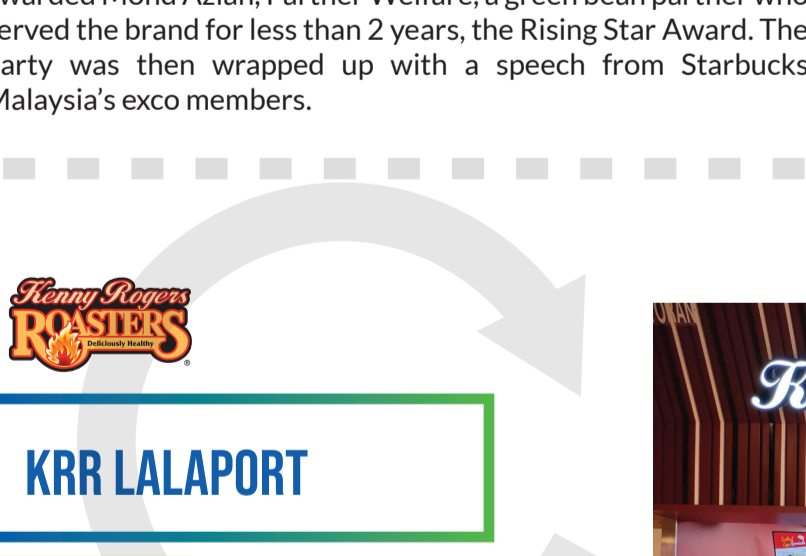
Starbucks Kanagar Jaya Drive Thru.

Starbucks Lotus's Tanjung Pinang.



Starbucks Pavilion Bukit Jalil.

Starbucks Sri Petaling.



Celebrating Ayesha Dahlan, SSC Star Award recipient 2021.

Starbucks Support Centre ("SSC") partners were once again invited to gather to bid farewell to 2021. The new year party started off with a gift exchange session between partners and a Starbucks merchandise sale, where the proceeds went to flood victims.

Starbucks Malaysia also took the opportunity to present to the partners their long service certificates for 5 years, 10 years, and 20 years of service. These partners were also awarded with 10 days paid leave and cash tokens.

This year's SSC Star Award went to Ayesha Dahlan, Coffee Specialist. She is also a dedicated partner who has been with Starbucks Malaysia for the past 18 years. Starbucks Malaysia also awarded Mohd Azlan, Partner Welfare, a green bean partner who served the brand for less than 2 years, the Rising Star Award. The party was then wrapped up with a speech from Starbucks Malaysia's exco members.



The Starbucks merchandise sale committee.

**KRR LALAPORT**

Wholesome meals are more accessible with the latest addition of a KRR outlet at Mitsui Shopping Park, Lalaport, Bukit Bintang City Centre.



**CSR INITIATIVES**

Employees at The Taaras Beach & Spa Resort carried out a 'gotong-royong' initiative on 3 and 4 January 2022 at the premises of the resort. Organised in order to upkeep the beauty of the resort for guests, as well as preserve the ecosystem of Redang Island, large amounts of trash were collected from this clean-up. This was also mainly due to high tides which washed trash onto the beach and its surrounding areas. Apart from this, the resort carries out regular clean-ups as its continuous CSR initiative.

**GOTONG-ROYONG AT THE TAARAS BEACH AND SPA RESORT**



Pravir Mishra, Area General Manager and resort staff collecting trash by the Ocean Front Suite.



Resort staff members hard at work.

**FLOOD RELIEF AID BY BERJAYA TIMES SQUARE HOTEL**



The team from Berjaya Times Square Hotel, Kuala Lumpur sent packed meals to several flood relief centres.

In an effort to provide aid to families affected by the floods in December 2021, Berjaya Times Square Hotel, Kuala Lumpur ("BTSKL") quickly responded to the disaster by sending over 1,000 packed meals prepared by Berjaya Cafe to several flood relief centres. These included Dewan Serbaguna MPSJ, Batu 14 Puchong and Surau Nur Ramadhan Kampung Paya Seberang in collaboration with the City Council of Shah Alam.



The relief centre at Sekolah Kebangsaan Bukit Piatu, Bentong.

**FLOOD RELIEF AID BY BERJAYA HILLS RESORT**

Malaysia was once again hit by a disastrous flash flood that affected thousands in a few states. Bentong was one of the areas that was badly affected by this disaster. Berjaya Hills Resort has remained in solidarity with the flood victims by contributing essential aids to a relief centre at Sekolah Kebangsaan Bukit Piatu, Bentong.