



BERJAYA

# BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 3, 2019

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



YB Puan Hajjah Zuraida Binti Kamaruddin (centre) and Tuan Suliman Bin Abd. Rahman (5th from right) giving the thumbs up to the Bukit Tagar Sanitary Landfill and its team.

## MINISTER OF HOUSING AND LOCAL GOVERNMENT VISITS THE BUKIT TAGAR SANITARY LANDFILL

On 29 September 2019, YB Puan Hajjah Zuraida Binti Kamaruddin, the Minister of Housing and Local Government visited the Bukit Tagar Sanitary Landfill ("BTSL"). Among those who accompanied her during the visit were Tuan Suliman Bin Abd. Rahman, Director General of National Solid Waste Department, Ministry of Housing and Local Government, Tan Sri Dato' Seri Vincent Tan, Executive Chairman of Berjaya Corporation Berhad ("BCorp"), Dato' Sri Azlan Meah and Dato' Zurainah Binti Musa, Executive Directors of BCorp, Ir. Chock Eng Tah, Managing Director of KUB-Berjaya Enviro Sdn. Bhd. ("KBE"), other officials from the Ministry of Housing and Local Government, and management staff of BCorp and KBE.

This visit enabled YB Puan Hajjah Zuraida the opportunity to assess the benefits of a well-operated sanitary landfill as compared to traditional dumpsites and also other treatment technologies. She was impressed with the waste management method adopted by BTSL and wants to use it as a model for all landfills in the country.

BTSL, operated by KBE, has a total capacity of 120 million metric ton, and is capable of managing the entire 5,000 tons of daily domestic waste produced from Kuala Lumpur and Selangor for over 65 years.



YB Puan Hajjah Zuraida Binti Kamaruddin during the tour around BTSL.

## CEO's Message

Congratulations to Cosway on its 40th anniversary celebrations and to Starbucks on its 20th anniversary in Malaysia.

It has been a busy time for our operating companies with various business activities and promotions carried out during the quarter. Our operating companies have also won quite a few awards. REDtone was awarded the MSC Malaysia APICTA Awards 2019, while 7-Eleven Malaysia was recognised for its corporate social responsibility initiatives in the CSR Malaysia Awards 2019 for the third consecutive year. Starbucks was also honoured at the same CSR Malaysia Awards 2019 for its dedicated environmental stewardship and for creating sustained change through its business operations. U Mobile clinched four awards at the Frost & Sullivan Asia Pacific Best Practices Awards.

The Berjaya Teenstar Challenge 2019 Grand Finals held on 18 August saw the participation of 147 finalists, with the top 3 winners in the 3 categories winning more than RM50,000 worth of prizes in cash and in kind.

I am heartened that our operating companies have also continued to organise charitable activities to help and support the underprivileged groups.

As we enter into the final quarter of 2019, continue to be dedicated in carrying out your duties and together, we shall achieve all the goals we have set for the Group.

Dato' Sri Robin Tan



### Performance of Companies for the 5th Interim Financial Report Ended 30 June 2019 (unaudited)

Company	Revenue 2 Months Ended 30 June 2019 (RM'000)	Profit/(Loss) Before Tax 2 Months Ended 30 June 2019 (RM'000)	Revenue 14 Months Ended 30 June 2019 (RM'000)	Profit/(Loss) Before Tax 14 Months Ended 30 June 2019 (RM'000)
Berjaya Corporation Berhad	1,419,353	(47,946)	9,782,153	429,075
Berjaya Land Berhad	1,080,119	2,179	7,320,769	546,262
Berjaya Sports Toto Berhad	974,916	(26,803)	6,698,662	403,993
Berjaya Media Berhad	4,994 <sup>#</sup>	(3,027) <sup>#</sup>	4,994 <sup>##</sup>	(3,027) <sup>##</sup>
Berjaya Food Berhad	110,760	2,288	789,190	47,875
REDtone International Berhad	32,534	8,852	211,459	33,294
7-Eleven Malaysia Holdings Berhad	588,779 <sup>*</sup>	21,357 <sup>*</sup>	1,172,510 <sup>**</sup>	37,445 <sup>**</sup>
Berjaya Assets Berhad	102,248 <sup>***</sup>	(18,799) <sup>***</sup>	330,734 <sup>****</sup>	(14,524) <sup>****</sup>

\* 2nd Financial Quarter ended 30 June 2019

\*\*\* 4th Financial Quarter ended 30 June 2019

# 1st Financial Quarter ended 31 July 2019

\*\* 6 months ended 30 June 2019

\*\*\*\* 12 months ended 30 June 2019

## 3 months ended 31 July 2019

## REDTONE EARNS HIGH HONOURS AT APICTA 2019



REDtone Group Chief Executive Officer Lau Bik Soon (3rd from left) and his team with the MSC Malaysia APICTA Awards 2019 for Best Industrial Provider for the Agriculture Sector.

On 3 October 2019, REDtone was bestowed the prestigious MSC Malaysia APICTA Awards 2019 for Best Industrial Provider for the Agriculture Sector. This accolade, the first ever to be awarded for REDtone Smart Farming, was conferred at the Serba Dinamik-PIKOM Unicorn Tech Awards Night 2019.

REDtone Smart Farming solutions provide an integrated Internet Of Things ("IoT") platform that allows farmers to leverage on sensors, smart gateways and monitoring systems to collect information, control various parameters on their farms and analyse real-time data to make informed decisions. These IoT-based smart farming solutions ensure crops are well nourished and watered without the need for human intervention. Data collected from these sensors are stored in the cloud and can be easily accessed via phone, tablet or laptop. These solutions are aimed at increasing farming productivity and quality, reducing labour costs and maintaining the sustainability of the entire value chain.

## H.R. OWEN OFFICIALLY OPENS NEW FERRARI MAYFAIR SHOWROOM

On 15 July 2019, H.R. Owen officially opened its new Ferrari Mayfair Showroom which operates alongside the Ferrari South Kensington showroom on Old Brompton Road. Tan Sri Dato' Seri Vincent Tan, Executive Chairman of Berjaya Corporation Berhad cut the ribbon together with Scuderia Ferrari F1 driver, Charles Leclerc and Team Principal, Mattia Binotto.

The new flagship two-car Atelier showroom, which features a large, cutting-edge configuration suite and the latest in Ferrari design occupies a prestigious site in Mayfair's Berkeley Square offers customers the ultimate Ferrari buying experience.

Guests at the official opening were treated to the UK debut of the SF90 Stradale, Ferrari's first series production plug-in hybrid electric vehicle (PHEV), which created a new segment and sets a new standard for performance, innovation and technology.

H.R. Owen also operates one of U.K.'s largest official Ferrari service centres at Premier Park in London and one of only 2 Ferrari factory-approved body repair facilities in the U.K.



Tan Sri Dato' Seri Vincent Tan with Charles Leclerc (2nd from right) and Mattia Binotto (left) during the ribbon-cutting ceremony.



The Ferrari SF90 Stradale, the first PHEV vehicle by the company, on display to guests present at the official launch.

## APPRECIATION FROM DANAJAMIN

On 12 September 2019, Danajamin celebrated its 10th year anniversary in EQ Hotel, Kuala Lumpur, inviting its clients and partnering financial institutions, legal advisors and regulatory bodies who had played an important role in instrumenting the success of Danajamin.

Over the past 10 years, Danajamin has contributed 39 issuances and a total guarantee size of RM10.7 billion to the market. The total market impact of the deals through risk-sharing collaborations with partnering banks stood at RM21.2 billion.

Over the years, Berjaya's core business units, namely Berjaya Land Berhad, Premier Merchandise Sdn Bhd and Berjaya City Sdn Bhd have completed fund-raising exercises for various funding requirements by the Group, with support from Danajamin's financial guarantee, making a market impact of RM 1.40 billion in total.

In appreciation of Berjaya's strong business partnership and continuous support, Danajamin presented a token of appreciation to Vivienne Cheng, Executive Director of Berjaya Corporation Berhad.



Vivienne Cheng (2nd from left) with the token of appreciation for Berjaya Land Berhad.



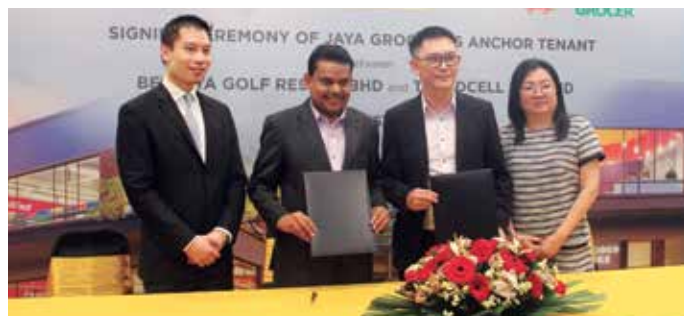
(from left) Patricia Siow and Vivienne Cheng from Berjaya Group Treasury with other guests at the dinner.

## B-LAND SIGNS JAYA GROCER AS ANCHOR TENANT FOR THE TROPIKA, BUKIT JALIL

On 21 August 2019, Berjaya Golf Resort Berhad, a subsidiary of Berjaya Land Berhad ("B-Land") entered into a lease agreement with Trendcell Sdn Bhd ("Trendcell") to operate a Jaya Grocer store with food and beverage outlets at the commercial space of The Tropika, Bukit Jalil measuring a total area of 23,695 square feet.

Syed Ali, Chief Executive Officer of B-Land and Chong Han Keong, Chief Financial Officer of Trendcell were the signatories of the signing ceremony at Berjaya Property Gallery, Bukit Jalil. Also in attendance were Tan Tee Ming, Senior General Manager, Property Sales and Marketing Division of B-Land and Ho Yong Pheng, Head of Department, Advertising and Promotions of Trendcell.

The management of Jaya Grocer adopts a strategic and prudent approach in identifying suitable locations for its stores. The Tropika was selected due to its location at the heart of Bukit Jalil, and Jaya Grocer will provide the best grocery shopping experience to the residents of The Tropika and to the surrounding Bukit Jalil community.



(From left) B-Land Property Sales & Marketing Senior General Manager, Tan Tee Ming, and CEO Syed Ali, Trendcell CFO Chong Han Keong and Advertising and Promotions Head, Ho Yong Pheng.

## MAYBANK ISLAMIC'S HOUZKEY NOW AVAILABLE FOR THE TROPIKA BUKIT JALIL

Berjaya Land Berhad ("B-Land") is partnering with Maybank Islamic Berhad ("Maybank") to offer HouzKEY, a home financing solution made available under the "Own A Home Campaign" for its project in Bukit Jalil, The Tropika.

Under this solution, homebuyers get to enjoy easy entry as they are only required to pay 3 months' security deposit upfront. It is a home ownership solution that is designed for first-time homebuyers and upgraders who are eager to own a home now without worrying about the upfront cost. Furthermore, HouzKEY offers greater flexibility and better cash flow as they can opt to stay first and choose to purchase the property within 5 years.

Sited on 6.5 acres freehold land, The Tropika is a unique nature-inspired mixed development and lifestyle hotspot comprising residential and commercial components that combine community living with city conveniences.



(From left) Maybank Real Estate Ventures, Head of Investment, Rowena Nahar and Managing Director Sally Lye, B-Land CEO Syed Ali and Property Sales & Marketing, Senior General Manager, Tan Tee Ming.



## BERJAYA TEENSTAR CHALLENGE 2019 GRAND FINALS

Back for the fourth consecutive year, the Berjaya TeenStar Challenge 2019 Grand Finals held on 18 August 2019 at Damansara Performing Arts Centre was an awesome showcase of talents and skills by 147 finalists competing for the top 3 spots in the Solo Singing, Modern Dancing and Cultural Dancing categories. Six special awards were also presented to recognise the Best in Dancing (Cultural and Modern), Creativity, TeenStar of the Year (Male and Female) and the Best Choreographer (Teacher). This year, Team Starbucks emerged as the champion team with the highest combined total score from all its team members. The panel of judges included Mohd Yunus Ismail, Pengiran Khairul Qayyum, Suhaili Micheline, Becky Lee, Juliza Adzilzan, Tria Aziz, Amy Wang and Sarah Ismail as well as Deputy Director, Unit Bakat Seni, Division of Arts & Co-curriculum, Ministry of Education Malaysia, Nor Hapipah Hj. Md Shah.

The competition organised by Berjaya Youth offered prizes worth more than RM50,000 sponsored by the key partners Cosway, Starbucks, Kenny Rogers Roasters and Berjaya University College as well as the supporting partners Berjaya Hotels and Resorts and Krispy Kreme Doughnuts. The venue sponsors were Damansara Performing Arts Centre and Taylor's International School, Puchong.

Launched in January 2019, BTSC 2019 reached out to more than 200 secondary schools in Kuala Lumpur, Selangor, Putrajaya, Negeri Sembilan, Johor and Penang with over 12,000 students engaged through roadshows and briefing sessions held from January to April 2019. Nearly 1,000 young teenage hopefuls turned up for the zone auditions held in the respective states between April and May 2019. The finalists, selected from more than 300 shortlisted participants from the preliminaries held on 6 and 7 July 2019, were split into four teams, representing Berjaya Starbucks Coffee Company (Team Starbucks), Kenny Rogers Roasters (Team KRR), Cosway (M) Sdn Bhd (Team Cosway) and Berjaya University College (Team Berjaya UC).



Berjaya Corporation Berhad Founder and Executive Chairman, Tan Sri Dato' Seri Vincent Tan (centre) and Deputy General Manager of Group Corporate Communications, Shirley Quah (3rd from left) with the Champion Team, Team Starbucks.



Tan Sri Dato' Seri Vincent Tan (4th from left) with the winners of the cultural dancing category.

**Champion:** Semuja Dance Theatre (SMK Undang Jelebu, Negeri Sembilan)  
**1st runner-up:** ABCD (SMK Raja Mahadi, Klang)  
**2nd runner-up:** J&Y (SMJK Phor Tay, Penang)  
**Best Creativity Award:** Semuja Dance Theatre (SMK Undang Jelebu, Negeri Sembilan)  
**Best Choreographer Award:** Cikgu Amirul Izwan, Dance Teacher for Semuja Dance Theater



**Best Dancer Award (Modern Dancing)**

**Winner:**  
 Jayden Lawrence Marsh,  
 Dwi Emas International School

**Prize presenter:**  
 Pilar Palma, Director of Operations & Events,  
 Berjaya University College



**Best Dancer Award (Cultural Dancing)**

**Winner:**  
 Jess Kong, SMJK Phor Tay,  
 Penang

**Prize presenter:**  
 Pilar Palma, Director of Operations & Events,  
 Berjaya University College



**Solo Singing**

**Champion:** Nur Evelyn Eleanor Binti Adrian Gan (SMK Bukit Bandaraya, KL)  
**1st runner-up:** Rachel Ting Vay Syuen (Taylor's International School, Puchong)  
**2nd runner-up:** Hakim Nazmie Bin Shamsuddin (ASWARA)  
**Prize presenter:** Khairulanuar Mohd Ghani, Senior Manager Legal And Corporate Affairs of Cosway (M) Sdn Bhd



**Berjaya TeenStar of the Year (Female)**

**Winner:**  
 Jess Kong, SMJK Phor Tay,  
 Penang

**Prize presenter:**  
 En. Suhaimi Sun Abdullah,  
 Deputy Director, Sports, Co-curriculum & Arts Division,  
 Ministry of Education



**Modern Dancing**

**Champion:** Hensem Bois (Sri Emas International School, Selangor)  
**1st runner-up:** ODD Muse (ODD Dance School, Johor)  
**2nd runner-up:** FG Juniors (SMK Convent Bukit Nanas)  
**Prize presenter:** Kennie Thong, Marketing Manager – Loyalty & Partnership, Kenny Rogers Roasters.



**Berjaya TeenStar of the Year (Male)**

**Winner:**  
 Jayden Lawrence Marsh,  
 Dwi Emas International School

**Prize presenter:**  
 En. Suhaimi Sun Abdullah,  
 Deputy Director, Sports, Co-curriculum & Arts Division,  
 Ministry of Education

# GROUP HUMAN RESOURCE & ADMINISTRATION 2019 ANNUAL OUTING

On 24 August 2019, 28 Group Human Resource & Administration employees had a memorable and enjoyable trip to Bentong and Genting Highlands, Pahang.

The group visited 6 pit stops which encompasses shopping at Bentong town, Kg Bukit Tinggi Veggie & Egg Centre, eating at Lemang To'ki, and hunting for durians. The adventure continued with a cable car ride to Genting Highlands for more fun and shopping.

It was a day well spent together for the team.



Group Human Resource & Administration team.

## TALENT ENDOWMENT FORUM AND FAIR

The Talent Endowment Forum and Fair 2019 organised by the Association of Graduates from Universities and Colleges of China, Malaysia and the Silkroad Institute was held on 16 August 2019 at the Pavilion Hotel Kuala Lumpur to help varsity students and young adults gain employment and internship. This event was also co-organised by The Associated Chinese Chamber of Commerce and Industry of Malaysia, Chinese Enterprises Association in Malaysia, Malaysia Student Association in China, China Student Association Malaysia, Malaysia-China Friendship Association, Malaysia-China Trade Promotion Association and Education Association between Malaysia and China.

Berjaya Corporation Berhad, Berjaya Starbucks Coffee Company Sdn Bhd, Cosway (M) Sdn Bhd, Berjaya Books Sdn Bhd, Berjaya Pharmacy Sdn Bhd, Berjaya Hotels & Resorts and Redtone Telecommunication Sdn Bhd participated in this inaugural event as one of the Platinum Sponsors. The participating companies received lots of queries from local and China-based university students who visited the booth. It was indeed a productive event for everyone.



The Berjaya team at the Talent Endowment Forum and Fair.

## M100 CHALLENGE

The M100 Challenge which took place on 6 July 2019 across key campus grounds of UCSI University, gave graduate recruiters the chance to assess students' teamwork, leadership and other soft skills. Group Human Resource & Administration designed two fun and challenging games. Through these challenges, the students gained more knowledge about Berjaya Group, and experienced the importance of team effort and communication.



Participants with their victory pose.

## HR VISIT TO STAFFIELD COUNTRY RESORT

On 11 July 2019, representatives of Group Human Resource & Administration visited Staffield Country Resort, located in Negeri Sembilan.

The objective of the visit was to conduct a briefing session on the Berjaya Employee Value Proposition (EVP). The visit also enhanced the team's knowledge on the operational matters at Staffield Country Resort.



Khor Poh Waa, President of Berjaya Vacation Club led the field visit at Staffield Country Resort.

# BERJAYA ADVANCED LEADERSHIP PROGRAMME (B.ALP) BATCH III



Best Project Team: Cosway Project Team group photo together with Dato' Sri Robin Tan, Amelia Lam, AGM (Cosway HR) and Grace Chan, SGM (Group Human Resource & Administration).

15 participants from various divisions in the Corporate Office and operating companies endured 14 months of learning experience in developing and practising new leadership skills, making them the Berjaya Advanced Leadership Programme ("B.ALP") Batch III which graduated on 29 August 2019.

Having gone through 6 learning modules, 5 assignments and a business project, the participants became better leaders as they began to see opportunities at work where they innovated work processes; communication with employees have been meaningful through the art of coaching and emotional intelligence; collaboration with stakeholders became more productive as they practised building trust at work and they have also gained better business acumen. This was indeed a positive transformation for the graduates.

The graduation ceremony celebrated the completion of an 8-month business project by two teams. Some of them felt that it was a challenge as their actual job scope does not require them to be in the business operation team. Nevertheless, they learnt new skills and were able to relate well with various business stakeholders and this has also widened their knowledge and enhanced their business acumen. Both teams presented their business projects to the Talent Council and the Best Project Team was awarded to Cosway Project Team.

B.ALP is organised by Group Human Resource & Administration, facilitated by CHANGERNOMICS Sdn Bhd and endorsed by the Berjaya Talent Council led by Dato' Sri Robin Tan, CEO of Berjaya Corporation Berhad.



B.ALP Batch III group photo together with Dato' Sri Robin Tan (centre), Talent Council, consultants of CHANGERNOMICS Sdn Bhd, Heads of Division and Operating Companies.

## SOLUTION FOCUSED LEADER AS COACH

Leadership in this employment era has been challenged. Leaders are encouraged to engage with and empower their teams for better productivity. The powerful tools in coaching enable the leaders to unleash the potential in their subordinates, and at the same time, help the leaders to establish trust at the work place.

In January 2019, 13 employees began their Solution Focused Leader as Coach Programme. 7 of these employees are alumni of B.ALP Batch I, II & III. The structure of this programme is simple as participants are only required to attend 3 learning modules and complete 22 coaching hours. Amazingly, the impact is great.

A graduation ceremony was held on 29 August 2019 to celebrate the participants' achievement in this programme.



Solution Focused Leader as Coach Programme participants with Dato' Sri Robin Tan (front row, sixth from left), Talent Council, consultants of SF Academy, Heads of Division and Operating Companies.

# BERJAYA U.C. TOASTMASTERS CLUB : TERM 2019/2020



**Desmond Soon, CC**

A new term has begun and I'm so proud to witness the growth of the Club, particularly in the size of its membership and education progress.

With the 28 participants of Berjaya Executive Development Programme and 20 participants of Berjaya Manager Development Programme joining us as new members, we have now become the largest Toastmasters club in District 51 (consisting of Northern and Central regions of peninsular Malaysia), with a total membership of 73 as at 22 September 2019.

We are known for our vibrant meetings, proficient speakers and effective leaders in District 51 and we are all proud to uphold the BERJAYA brand each time we speak and serve as leaders in the Toastmasters fraternity.

My 4 years of Toastmasters has helped me in becoming an effective team leader at my workplace.

As a District Manager in Berjaya Starbucks Coffee Company Sdn Bhd, I lead a team of 80 employees, consisting of retail

managers and baristas from 8 stores in the golden triangle of Kuala Lumpur. Therefore, it is crucial for me to have effective communication and interpersonal skills which I have gained at BERJAYA U.C. Toastmasters Club. Delivering speeches at club meeting could be stressful, but, it is a must if I want to conquer the fear of speaking in public. Organising events for the club can be overwhelming, but, it is a must if I want to master the art of delegation and motivating others. Toastmasters provides me the platform to learn, fail, relearn and be better.

This term 2019/2020, I accepted the challenge to be the Club's sixth President. I am happy to serve together with my 6 capable EXCO members and our Immediate Past President, Patricia Yap, DTM.

I believe, with commitment and effort, we are able to create more remarkable achievements for the Club and individual members.

Toastmasters, Where Leaders are Made.

## BERJAYA U.C. TOASTMASTERS CLUB HUMOROUS SPEECH AND EVALUATION CONTESTS

8 August 2019 was an exciting day for all members of BERJAYA U.C. Toastmasters Club as it was the friendly battle of public speaking skills among its members. This year, BERJAYA U.C. Toastmasters Club had the most number of contestants with 9 members who contested in the Humorous Speech and 7 members who contested in the Evaluation Contest. The Club was thrilled by 4 first-time courageous contestants who went against all odds to showcase their public speaking abilities despite their 4-month budding journey in Toastmasters. Two of them even bagged home a contest placing.

The contests were filled with laughter and meaningful messages which captivated the audience from start till the end. Besides having fun, audience learnt some tips to improve their public speaking skills. We are pleased to announce the results of the contests as follows:-



BERJAYA U.C. Toastmasters Club members with the contestants and winners.

### HUMOROUS SPEECH CONTEST



- 1st Place: **Tan Ben Chee, Ben**, Manager, U Mobile Sdn Bhd (fourth from left)
- 2nd Place: **Teo Rui Guan**, Student, Berjaya University College (third from left)
- 3rd place: **Nornekmah Binti Abu Bakar**, Account Officer, Berjaya Guard Services Sdn Bhd (B.EDP participant) (second from right)

### EVALUATION CONTEST



- 1st Place: **Shaun Khoo Zhen Way**, Executive, Group Human Resource and Administration (fourth from left)
- 2nd Place: **Thomas Kong Tzak Siong**, Senior Customer Service Executive, Sports Toto Malaysia Sdn Bhd (B.EDP participant) (third from left)
- 3rd place: **Tan Ben Chee, Ben**, Manager, U Mobile Sdn Bhd (second from right)



# COSWAY CELEBRATES 40 YEARS OF SUCCESS

Cosway held a grand celebration of its 40th homecoming anniversary aptly titled 'Celebrating 40 Years of Success' for 4 consecutive days, from 5 to 8 September 2019. Kicking it off was a 2-day Cuti-Cuti Malaysia trip to welcome the delegates from Malaysia, Singapore, China, Hong Kong, Taiwan and Thailand. Destinations included Colmar Tropicale, Bukit Tinggi, Royal Selangor, Batu Caves, Genting Highlands, Putrajaya and more!

On 7 September 2019, the delegates were presented with an exclusive launch preview of Cosway's latest products at Berjaya Times Square Hotel. Dr Alice Lee, Cosway's Chief Executive Officer presented the highly fashionable Dignità Alice Bag by showcasing its styleability and the Dignità Swarovski® embellished brooch. The much-anticipated Oriyen Mixed Ume Plum and Mountain Yam Balls was launched by speaker Frank Liu extolling its vastly improved formula.

The celebration took on a sportier tone with a 5km night run themed 'Run for Success' at the Selangor Turf Club, Seri Kembangan. With a turnout of 1,500 participants, the run was flagged off by Dr Alice Lee, accompanied by Rachel Lau, President of the Malaysian Gymnastics Federation ("MGF"). The run was marked with four thematic displays of neon-lighted stations. It had 20 food trucks serving Malaysian delicacies while singer Vince Chong, rock band Kyoto Protocol and DJ duo Blink & Goldfish got the crowd on their feet with their performances!

The following day, Cosway held a special convention named 'Lead to Succeed' with a motivational sharing by 16 speakers to an audience of 1,200 top-achieving delegates, followed by an award ceremony to honour exceptional stores for their proud achievements at Nexus Bangsar South City, Kuala Lumpur.

During the conference, MGF signed a sponsorship agreement with Cosway for MGF's official uniforms and sports kits for the next three years. The signing ceremony was witnessed by YB Steven Sim, Deputy Minister of Youth and Sports.

The celebration ended with a gala night dinner and appreciation event at Berjaya Times Square Hotel to celebrate its finest achievers. Tan Sri Dato' Seri Vincent Tan, Founder and Executive Chairman of Berjaya Corporation Berhad delivered a resounding speech, congratulating the achievers while Dr Alice outlined her vision for the company, followed by the presentation of The Rising Star, Junior Elite and Senior Elite awards to the top achievers. The delegates were treated to a sumptuous dinner and entertainment featuring the MGF team and Rachel Ting of Team Cosway of Berjaya Teenstar Challenge 2019; the retelling of Cosway's 40-year journey with sand art, awesome renditions by Sephy Francisco and ended with a song performance titled "Hand in Hand" by Cosway staff.



Cosway CEO Dr Alice Lee presenting the Dignità Alice Bag and Dignità Swarovski® embellished brooch.



The delegates at Batu Caves.



Lucky draw winners of Cosway's Shop & Win contest.



Recipients of the Outstanding Improvement awards presented during the conference.



The signing ceremony of Cosway's sponsorship of Malaysian Gymnastics Federation's (MGF) official uniforms and sports kits witnessed by YB Steven Lim (5th from right) and the signees were Cosway CEO Dr Alice Lee (4th from right) and MGF President Rachel Lau (6th from right).



BCorp Founder and Executive Chairman Tan Sri Dato' Seri Vincent Tan (9th from left) and Cosway CEO Dr Alice Lee (10th from left) with the recipients of the Senior Elite category during the gala dinner.

# PRODUCTS FROM COSWAY

## 1. BIOGLO AQUA HYDRATING 1 MIN MASK

Prep your skin for make-up and give it a boost of hydration and radiance with the Bioglo Aqua Hydrating 1 Min Mask. The 'new skin' effect results in an instant glow, revealing the softness and freshness of the underlying skin's natural beauty. The skin's texture is refined for a fresh look that is smoother, velvety and spectacularly luminous to set the stage for any make-up look. Enriched with ultra-moisturising and soothing ingredients like Jeju Green Tea, Camu Camu and Hyaluronic Acid, the complexion looks brightened, imperfections seem diminished and the results are naturally vibrant. Each pack comes with 30 sheets for beautiful radiant skin, every day of the month.

## 2. DESIGNER COLLECTION – LOVE AMORE EDT AND GLAMOUR GLAM EDT

The Designer Collection is a lighter and more refreshing facet of its Eau de Parfum predecessor as this range captures the spirit of a woman in love with life. The Love Amore is an amorous marriage of water lily, rose, ylang-ylang, mandarin, vanilla and musk that will sweep you off your feet in a whirlwind of giddy happiness, while the Glamour Glam is a seductive alchemy of rich bergamot, spicy ginger, roses, sandalwood and moss that perfectly wraps your senses in a veil of sensuality.

## 3. TEN REN OSMANTHUS GREEN TEA

The Ten Ren Osmanthus Green Tea is one that will not only relax your body and mind but its high level of naturally occurring compounds and polyphenols have powerful antioxidant properties widely reported to provide numerous health benefits. This delicate yet robust blend of carefully chosen green tea and fragrant Osmanthus flowers instantly lifts your spirits, soothes weary minds and quenches thirst.

## 4. L'ELAN VITAL ROSE D'AMOUR MOISTURISING BODY LOTION & ROSE D'AMOUR EDP

The L'elan Vital Rose D'Amour Moisturising Body Lotion is a heavenly scented body lotion which soothes the skin with a petal-smooth, pampering touch. Enriched with exotic plant oils like Sweet Almond Oil and Argan Oil, it also keeps your skin well-hydrated so that it looks and feels smooth as silk all day long. It also leaves a delicate and sensuous scent of roses that lingers. Intensify it by spraying your pulse points with the L'elan Vital Rose D'Amour EDP, a fruity, floral creation that blooms with top notes of red roses, lemon and cassis before mellowing down to flirty jasmine

and mysterious Vetiver scents. Full-bodied without being overpowering, the fragrance can be used day or night.

## 5. NON-WOVEN KITCHEN WIPES

This non-woven kitchen wipe is perfect to clean spills and splashes on surfaces, pick-up dust from under cabinets, wipe those foggy lid covers and clear oven doors without streaks. It can be used wet or dry and its larger size enables you to clean wider spaces with just one wipe. It is also extra durable and with good water absorption capabilities, these non-abrasive wipes whisk away the most stubborn of stains with less elbow grease. Soiled wipes can be washed under running water using gentle, neutral detergent and left to dry before reusing. Both sides can be used for maximum efficiency and each pack comes with 20 wipes.

## 6. HELLO KITTY THERMAL SERIES

Renowned and much loved, the Hello Kitty Thermal Series consists of the Hello Kitty Vacuum Bottle, Hello Kitty Vacuum Bottle with Double Handles and Cover, Hello Kitty Dual Stopper Vacuum Bottle with Carry Pouch and Hello Kitty Lunch Jar.

The vacuum bottles and lunch jar is made of stainless steel and is a perfect travel companion, keeping your favourite food warm and your favourite drink hot or cold.

## 7. HUSK'S WARE™ LADLE

The Husk's Ware™ Ladle is a 100% biodegradable and is made from natural rice husk fibre and makes an extremely versatile addition to every kitchen. It complements the existing non-toxic and non-stick cookware perfectly. It is BPA-free, non-toxic, phthalate-free and contains no harmful materials. This ladle is durable to withstand repeated usage and with its length and comfortable grip, this ladle can easily serve out from deeper pots and casseroles.

## 8. TRITAN 1.5L WATER BOTTLE

The Tritan 1.5L water bottle is a BPA-free, toxic-free bottle which makes drinking easier. Its wide mouth cap makes filling and cleaning up the bottle easier too. The bottle is also super durable and resistant to odours and stains. With its convenient loop-top design, you will not lose the lid too. It comes in two attractive hues; Turquoise and Grey.

## 9. LOCK & LOCK PORTABLE FOOD JAR

The Lock & Lock Portable Food Jar with its Triple

Layer Air Cap technology and copper plating coating ensures food and drinks stay warm and fresh longer. Made from 304 stainless steel, the portable jar comes with a foldable spoon for added convenience. Its wider mouth allows for easier decanting and cleaning too. It is also great for cold food such as salad and cold desserts. Ideal for school, work, picnics, traveling and gatherings, it is an eco-friendly alternative to using disposable plastic food containers and it comes in two attractive colours – Orange and Green.

## 10. AIRTIGHT GLASS SET WITH ONE TRANSFORMABLE CONTAINER

The Airtight Glass Set with One Transformable Container can be turned into different types of container – classic oven-safe storage container, 3-compartment food container, 2-compartment plastic container and extra spacious 3-compartment container that makes storage planning easy. Each set comes with 3 additional containers with airtight and leak-proof lids\* that can prevent spillage. The lids also have vents to allow steam to escape.

\* Not applicable to plastic food container. Plastic container is to be used for storing dry, non-gravy/non-soupy food.

## 11. RICE BEAN CRACKERS

Made from hearty black beans, Adzuki beans and rice flour, these crispy chips are baked to perfection using rice bran oil for a healthy, guilt-free experience. These Rice Bean Crackers make great tasty and easy snacks for any time of the day. It comes in 3 delish flavour choices – Sea Salt Flavour, Mexican Grilled Flavour and Sour Cream Flavour. Made from GMO-free ingredients, these chips have no added MSG and are also trans fat-free, gluten-free and low in fat.

## 12. ASPEN HOME PROFESSIONAL HAIR DRYER

Powered by Advanced Ionic Technology that dries wet hair faster and gently without drying out the strands, this chic hair dryer also leaves hair more voluminous. Its Ion Tourmaline crystal technology effectively neutralises static energy for an even heat distribution to greatly reduce damage. With 2,200 watts speed, this versatile dryer is also equipped with different speed levels for different drying needs. The hair dryer is gentle on the scalp and its 'Cool Shot' button will help to set your hairstyle. It also comes with a hanging loop to secure and store the dryer after use.



## SCORE MARATHON 2019 – RUN THE DAY

On 28 July 2019, Mantra Experiential Sdn Bhd organised a marathon event to encourage more people to take up running and promote a healthy lifestyle. The race held at the Boulevard, Berjaya Times Square was divided into the 5km, 10km and 21km race categories.



## THE GOLDEN ROYALE – A ROYAL GOLD BAR QUEST

Berjaya Times Square Kuala Lumpur (“BTSKL”) organised the Mega Sale campaign themed “The Golden Royale – A Royal Gold Bar Quest” from 6 July to 31 August 2019 to reward shoppers. Shoppers who spent RM300 in no more than 3 same-day receipts were given one entry to the challenge which was held at Ground Floor Concourse.



## 7-ELEVEN COLLABORATES WITH RADIANT GROUP ON RETAIL MANAGEMENT PORTAL

On 21 June 2019, 7-Eleven Malaysia Holdings Bhd collaborated with retail technology solutions provider, Radiant Globaltech Bhd to implement Radiant Globaltech’s retail management portal AX Retail B2B nationwide. All trade suppliers of 7-Eleven Malaysia’s 2,323 outlets nationwide adopted the usage of the cloud-based portal, which streamlines the entire procurement process and reduces errors in deliveries, invoices and payments.

## COOLBLOG MEDIA LAUNCH

On 12 September 2019, Eventech Solutions Sdn Bhd organised the Coolblog Rebranding Media Launch at the Boulevard Central. A mobile truck was displayed during the event whereby the Tiger King On Fire series was launched.



7-Eleven Malaysia CEO Colin Harvey and Radiant Group Managing Director Paul Yap Ban Foo during the signing ceremony.

## 7-ELEVEN AISKLEEM™



7-Eleven Malaysia launched its exclusive soft serve series, Roaring Limau Aiskleem™, a tangy key lime soft serve with a hint of heat, and Salted Egg Aiskleem™, made of creamy and savoury salted eggs with a tiny hint of heat. Both Roaring Limau Aiskleem™ and Salted Egg Aiskleem™ was available at participating stores for a price of RM2.50 each.

## GIN LEE PROMO TOUR

On 16 September 2019, local singer Gin Lee held a promo tour for her new album at the Ground Floor Central of BTSKL. 20 lucky winners were also given the chance to take a photo with her.



## LUCKY CUSTOMER WINS GRAND PRIZE

On 25 July 2019, the Grand Prize winner of the 'Jom Rihui!' contest, Fatheen Nabila received the cash prize of RM71,100 from 7-Eleven Malaysia Chief Executive Officer, Colin Harvey at the prize giving ceremony held at Plaza Berjaya, Kuala Lumpur. Weekly prizes worth more than RM200,000 including Singer microwave ovens, Shopee cash vouchers, Razer mobile phones, Apple laptops, Yamaha motorcycles, Caltex petrol cards, Blinfinite points, Razer Pay cash, Gold wafers and Berjaya Hotels & Resorts vouchers were won by more than 100 lucky customers during the contest period.



'Jom Rihui!' Contest Grand Prize winner, Fatheen Nabila and 7-Eleven Malaysia CEO, Colin Harvey.

## 7-ELEVEN MALAYSIA WINS CSR AWARD FOR 3 CONSECUTIVE YEARS



(From left) CSR Malaysia Editor Lee Seng Chee, Ministry of Women, Family and community Development Deputy Minister YB Hannah Yeoh, 7-Eleven Malaysia Marketing General Manager Ronan Lee and CSR Malaysia CEO Dato' R. Rajendran.

For the third year running, 7-Eleven Malaysia was awarded 'Company of The Year' in the Retail Category at the 2019 CSR Malaysia Awards on 11 July 2019.

The annual CSR Malaysia Awards is jointly organised by Corporate Sustainability and Responsibility Malaysia Welfare Society (CSR Malaysia) and World Sustainable Community, with the support of the

Women, Family and Community Development Ministry, and honours outstanding corporations in Malaysia that have excelled as change agents in the socio-economic transformation of Malaysia and endeavour to promote sustainable economies and serve the needy. The recipients of these awards were selected by a panel of high calibre judges representing corporate and social bodies. Present at the awards was YB Hannah Yeoh, Deputy Minister of Women, Family and Community Development, who also officiated the event.

## CONQUER THE 711 CIRCUIT AND BE A CHAMPION!

Put the pedal to the metal and challenge the tarmac to win fantastic prizes! 711 Circuit is an online racing simulator that puts your skill to the pressure test. Start racing and the fastest times stand to win amazing prizes!

To participate, spend a minimum of RM12 in a single receipt and complete a race on the 711 circuit at [www.711race2win.com](http://www.711race2win.com). Submit your fastest time and a picture of your receipt.

Weekly Grand Prizes include 1x Samsung S10, 2x PS 4, 2x Samsung Smart TV, 2x Nintendo Switch & 1x Honda Wave Alpha Motorcycle! Contest period is from 16 September 2019 to 10 November 2019.



## GOTTA CATCH EM' ALL AT 7-ELEVEN MALAYSIA

Fans of Pokémon rejoiced as 7-Eleven Malaysia launched yet another loyalty programme that featured the popular Japanese franchise. The Pokémon Poké Plates collection came in 28 vibrant designs, each featuring a popular Pokémon character such as Pikachu, the lovable Electric-type Pokémon, Snorlax, a gigantic sleepyhead, fiery Charmander, the ever lovable Jigglypuff and many others.

From 2 July until 26 August 2019, customers were rewarded with programme stickers for every purchase of RM5 and above in a single receipt at any 7-Eleven Malaysia outlet. A bonus sticker was rewarded if the purchase included a selected partner product from brands like Cadbury and Tropicana. With a total of 12 stickers, a free Pokémon Poké Plate can be redeemed. Another option for customers is to purchase a Poké Plate at RM7.90 alongside 6 stickers. Adding excitement to the 'hunt' for all 28 plates is the inclusion of special Masterball Poké Plates with a unique PIN each. Lucky participants who managed to get their hands on these exclusive Poké Plates stood a chance to win RM200 worth of Razer Pay coupons.



7-Eleven Malaysia CEO Colin Harvey (right) and Marketing General Manager Ronan Lee (left) with Pikachu, the lovable fan-favourite in the Pokémon franchise.

## UNITED IN WALKING THROUGH HISTORY

On 24 August 2019, 7-Eleven Malaysia brought a group of Malaysian Girl Guides from the PPR KL community on a city-walking trip within Kuala Lumpur in collaboration with Yellow House KL ("YHKL") and its start-up, NGOHub to embrace the spirit of patriotism and educate the youth about the city. Before embarking on a journey of learning and discovery, the Girl Guides were given Malaysian flags and a safety briefing by the YHKL tour guides. From the bustling Chinatown, the participants visited historical landmarks and were given a

brief and informative summary on the historical facts of each location.

Through this tour, the Girl Guides were fully immersed in learning about Malaysia's capital city and cultural melting pot. The last pit stop of the day was the Old Market Square, also known as Medan Pasar where the activity concluded with the participants being served 7-Eleven's fresh and ready-to-eat meals alongside other treats and goodie bags.



Staff of 7-Eleven Malaysia, YHKL, NGOHub and the Girl Guides at Dataran Merdeka.

## STARBUCKS BERJAYA HILLS IS BREWING AGAIN



In conjunction with Malaysia's 62nd Independence Day, Starbucks Berjaya Hills once again opened its doors to the public on 31 August 2019. Prior to this, the Starbucks outlet was closed for renovation works for a duration of 3 months. The re-opening of Starbucks Berjaya Hills prompted long queues, offering another food and beverage option for visiting guests. Operation hours of Starbucks Berjaya Hills is from 8.30am to 10.00pm daily.

*Starbucks Berjaya Hills.*

## SHOWCASING LUXURIOUS AND ELEGANT WEDDINGS AT SIGNATURE WEDDINGS ASIA FAIR 2019

The Chateau Spa & Organic Wellness Resort participated in the Signature Weddings Asia Fair 2019 at KLCC Convention Centre by bringing the best of luxury and elegance in wedding venues. The 2-day event, held on 3 – 4 August 2019, attracted thousands of visitors in search of their dream wedding. During the exhibition, The Chateau Spa & Organic Wellness Resort offered 3 packages namely, 'The Romantic Chateau', 'The Enchanted Chateau', and 'The Majestic Chateau' specially designed to suit each customer's needs.



*A representative from The Chateau Spa & Organic Wellness Resort speaking to customers.*

## MONTHLY ACTIVITY AT ANSA WALK

To engage with members of the public, ANSA Hotel Kuala Lumpur ("ANSA Hotel") organises monthly events at ANSA Walk, a popular covered walkway connected to ANSA Hotel. On average, 50 thousand pedestrians walk through ANSA Walk every day.

In July, the hotel distributed free cotton candy to those passing by ANSA Walk and those who followed ANSA Hotel's social media account. The event was split into 2 sessions, 2pm – 4pm and 5pm to 7pm. At the end of the day, ANSA was able to increase their follower count by 150 people.

In August, ANSA Hotel had a clown entertain children by giving out animal balloons. The 3-hour lively event was participated by all the heads of department. ANSA Hotel managed to increase their Facebook likes and followers to a total of 5,390 from this event.



*The clown entertained children with balloon figurines at ANSA Walk.*

## BERJAYA HILLS RESORT PARTICIPATES IN GENTING HIGHLANDS INTERNATIONAL TRAVEL MART 2019

Berjaya Hills Resort was part of the inaugural Genting Highlands International Travel Mart 2019, which took place at Grand Ion Delemen Hotel from 28 July until 1 August 2019. The Travel Mart gathered buyers and consumers from South East Asia, Russia, Ukraine, and more for a showcase of local services and attractions, subsequently expanding networks and business partnerships.

At least 28 B2B meetings with buyers were conducted during the event week, which brings potential cooperation and growth for Berjaya Hills Resort.



*(From left) Melaka State EXCO for Tourism, Heritage and Culture YB Datuk Muhamad Jailani Khamis, Director-General Tourism Malaysia YBhg Datuk Musa Yusof, Chairman of Organising Committee cum Founder and Group Managing Director of NCT Group YBhg Dato' Sri Yap Ngan Choy, Group Executive Director Dato' Joe Yap Fook Choy and Head of Promotion Department of Tourism Pahang Mr Kamaruddin Ibrahim during the launch.*

## BERJAYA MAKATI HOTEL RECEIVES SERVICE AWARD



*(From left) Senior HR Manager Neth Cullano, Resident Manager Gladiolyn Biala and HR Supervisor Fritzvon Robles.*

Berjaya Makati Hotel was awarded 2019's Productivity Regional Winner for Small Service Category given by the Department of Labor and Employment. The awards ceremony was held at D' Circle Hotel, Malate Manila on 4 July 2019, where the award was received by the Hotel Resident Manager Gladiolyn Biala, together with Sr. HR Manager Neth Cullano, and HR Supervisor Fritzvon Robles.

## PRESIDENT FAURE MEETS LONG-SERVING STAFF FROM BERJAYA BEAU VALLON BAY RESORT & CASINO



(Front row, from left) Financial Controller Thanuja Leelarathna, President Danny Faure, Head of Operations Peter Wong and the long service staff of Berjaya Beau Vallon Bay Resort.

12 long serving staff from various departments of Berjaya Beau Vallon Bay Resort had the opportunity to meet President Danny Faure at the State House. In recognition of their long years of service, the President formally expressed his appreciation to the staff for their years of hard work and commended them for remaining loyal and committed to service delivery.

The 12 staff are based in departments such as food and beverage, finance, housekeeping, administration and maintenance. The visit was led by Head of Operations, Mr Peter Wong; Financial Controller, Mr Thanuja Leelarathna; and Assistant Human Resources Manager, Mrs Molly Jean.

The staff shared their views and experiences with the President, pertaining to various topics such as remuneration and working conditions. They also seized the opportunity to share their extensive work experience and the notable contributions they have made in their respective domains.

## BERJAYA PENANG HOTEL AND ANSA HOTEL KUALA LUMPUR WIN AWARDS FROM TRAVELOKA

Berjaya Penang Hotel and ANSA Hotel Kuala Lumpur were both the winners of the Traveloka Hotel Awards 2019 held at The Grounds, Kuala Lumpur on 11 July 2019. Berjaya Penang Hotel was awarded the Exceptional Guest Experience (Best of the Best) Award, while ANSA Hotel Kuala Lumpur was awarded the Best Guest Experience in Service Prestige Award by Traveloka.

During the ceremony, Traveloka Malaysia announced 28 winners from its hotel partners in Kuala Lumpur, Selangor, Pahang, and Negeri Sembilan. The nominees were segmented into three different tiers, "Prestige" for 4-5 star hotels, "Premium" for 3 star hotels, and "Value" for 1-2 star hotels. Winners were selected based on the compilation of positive guest reviews and feedback on Traveloka from the year 2018. The hotels were evaluated based on overall food, services, and cleanliness under the Prestige category (4/5 star). Alongside ANSA Hotel Kuala Lumpur, other hotels winning the same accolades were Simms Boutique Hotel and Easy Hotel Kuala Lumpur Sentral.



Director of Sales, Amran bin Taib (in red) collected the award on behalf of Berjaya Penang Hotel.



Hotel Manager Siew Peng Low (second row, fourth from right) collected the award on behalf of ANSA Hotel Kuala Lumpur.

## BERJAYA TIOMAN RESORT JOINS HANDS WITH TGV CINEMAS TO PROMOTE CONSERVATION IN TIOMAN

In an effort to promote conservation to a wider group of audience, Berjaya Tioman Resort ("BTR") collaborated with TGV Cinemas ("TGV") to raise public awareness on environmental conservation through Tioman Island Conservation Day ("TICD"). The collaboration was announced during the launch event of TICD 2019 held at TGV Sunway Velocity.

TICD was launched in the year 2010, where over the years, it has gradually become one of the most anticipated annual conservation events at Tioman Island. The initiative focuses on underwater clean-up activities for divers and coastal clean-up activities for non-divers. In 2016, BTR built and submerged multiple coral nursery tables to encourage the growth of coral reefs. Participants of TICD also scoured the ocean to remove crown-of-thorns starfishes that feed on corals. In the same year, BTR started a balloon ban in the resort.

In the following year, BTR continued its conservation efforts by building and submerging another 7 units of coral structures, repurposed an old bus by deploying

it underwater at a nearby artificial reef area to enable corals to grow better and to attract more marine life to the island. On land, volunteers planted 40 coconut trees within the resort. In 2018, BTR submerged another 7 units of coral structures, and have stopped providing plastic straws and reduced single-use plastic items in the resort's daily operations.

TGV Cinemas has been constantly promoting eco-friendliness within their premises, and one of the best examples is offering bio-degradable straws and bags to the customers, considering the inconvenience of going straw-less in the dark while watching a movie. The effort doesn't just stop here, TGV Cinemas is launching a new CSR campaign – The Green Vision in conjunction with the launch of 2019 TICD hosted by Berjaya, and will be actively involved in more green campaigns in the near future to support the cause. The collaboration with Berjaya to promote the conservation event in Tioman is perfectly in-line with this CSR direction because it is educating the customers on the importance of protecting our eco-system which includes the marine environment.



Reef Check Malaysia General Manager Julien Hyde during a sharing session.



Friends from Tourism Malaysia showed their support for the Get Together for Planet Earth.

## BERJAYA WATERFRONT HOTEL JOHOR BAHRU SPONSORS J6 NEON FUN RUN

In conjunction with Johor Darul Ta'zim Football Club (JDT) winning the Malaysia Super League (MSL) championship for the 6th consecutive time, JDT Foundation hosted the J6 Neon Fun Run, comprising a 5km stretch, at Dataran Bandaraya Johor Bahru on 19 July 2019. Berjaya Waterfront Hotel Johor Bahru revelled in the celebrations by sponsoring 10 complimentary stay vouchers to celebrate the 6 times winning.

The run is organised primarily to promote a healthy lifestyle, and Berjaya Waterfront Hotel was able to increase awareness towards its products and promotions during the event. Promotional activities at the booth were supported by Berjaya Waterfront Hotel's team members and General Manager, Mr. Tomas Siew.

The event also featured exclusive and exciting lucky draw prizes for the runners, which included hotel stay vouchers from Berjaya Waterfront Hotel, gold bar, smartphones, and many others.



The Berjaya Waterfront Hotel team.

## BERJAYA TIOMAN RESORT RECOGNISED AS CORAL RESTORER



Resort Manager Charles Eman with the Coral Restorer Award.

On 20 July 2019, the Department of Fisheries Malaysia celebrated their Silver Jubilee of Malaysia's Marine Park at Tioman Island. The event was officiated by Dato' Sallehuddin bin Hassan, Chief Secretary of the Ministry of Agriculture and Agro-Based Industry. Tioman Island is also a Category 4 flagship regional site, as classified by the Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF). Based on the Coral Triangle Marine Protected Area System (CTMPAS), the category 4 flagship site is only given to large, effectively managed sites that have exceptional regional importance in ecology, governance, or socioeconomic influence.

For this occasion, various engagement activities were organised by the government agencies. The "Coral Restorer" award was awarded to Berjaya Tioman Resort to recognise the resort's contribution to long-term coral reef restoration, rehabilitation, and monitoring programmes. This is an ongoing effort to preserve the island's natural coral reef, which is also a part of Tioman Island's natural heritage.

## JOLLIBEAN MAKES ITS RETURN TO MALAYSIA WITH 'JOYBEAN'



The first Joybean outlet in Rawang R&R serves a plethora of the brand's offerings.

The fuss-free, easy-to-eat and fun soymilk brand 'Jollibean' has returned to Malaysia with a refreshing new name 'Joybean'. Its first outlet in Malaysia, a small format store, is now located at the Rawang R&R rest stop serving fresh soymilk made on-the-spot, soft serves and innovative new beverages such as Brown Sugar Soy, Signature Brown Sugar Boba Soy, as well as delicious authentic street food like Mini Rolls, Mee Chiang Kueh and the Signature Crispy Pancakes.

## JOLLIBEAN OPENS IN SELETAR MALL

On 28 June 2019, Jollibean Singapore opened its first local franchise store in Seletar Mall and held a one-week opening promotion with the Wheel of Soyture whereby customers can win various prizes with any purchase. Seletar Mall is located in Sengkang and is connected to Fernvale Light Rail Transit, making it a commuter-friendly location that perfectly fits the fuss-free, and easy-to-eat concept that Jollibean is famous for.



The Seletar Mall Jollibean outlet.

## PAINTING THE TOWN RED FOR SINGAPORE'S NATIONAL DAY



The Gula Melaka Coconut Soyfreeze and Beetroot Soy Latte, which embodies the rich heritage and history of Singapore.

In conjunction with Singapore's national day celebration, Jollibean Singapore launched three new local delights, namely the Gula Melaka Coconut Soyfreeze, Beetroot Soy Latte and Nasi Lemak Mee Chiang Kueh. These innovative food and beverages not only play-up the rich heritage and history of Singapore, but is also inspired by its national colors of red, such as the Beetroot Soy Latte. The launch of the local flavors excited many customers in Singapore, who took the opportunity to show their Singaporean pride by taking photos of the new food items and posting them on social media.

## A BOBA ‘SOY’PRISE!



The limited-time offering Brown Sugar Soymlilk to satisfy the palate of Boba lovers.

On the back of the rising bubble tea craze that has hit Southeast Asia in the last 6 months, Jollibean Singapore launched its Brown Sugar Collection on 11 September 2019. Inspired by the bubble tea shops, as well as its own existing Brown Sugar Soymlilk beverage, the new limited-time offering collection consists of Signature Brown Sugar Pearl Soy, Chocolate Brown Sugar Pearl Soy and Matcha Brown Sugar Pearl Soy. Each of the fun, innovative beverages are freshly made in store and intermixed with chewy pearls coated with authentic Taiwanese Brown Sugar to create tiger-like stripes on the cup.

## HARI MERDEKA AND HARI MALAYSIA CELEBRATION



The local flavours inspired Kaya Toast and Onda-Onda doughnuts.

In conjunction with Merdeka and Malaysia Day, Krispy Kreme introduced 2 special doughnuts for the annual Malaysiana campaign. The first doughnut, Kaya Toast was inspired by the famous Malaysian breakfast kaya with toast while the second one was the local kuih-inspired Onda Onda, top with roasted coconut flakes and Gula Melaka icing. Krispy Kreme also teamed up with Fave to offer a special deal of RM9.90 for 3 Malaysiana doughnuts.

## KRISPY KREME X MYBURGERLAB



The specially created burger by Krispy Kreme and MyBurgerLab.

MyBurgerLab celebrated their 7th anniversary by creating a special burger using Krispy Kreme's famous Original Glazed doughnuts as the bun. The burgers were introduced at ArtBox Sunway from 6 to 8 September 2019, and then sold at all MyBurgerLab outlets from 16 to 30 September 2019.

## FINDING A NEW JOY OF SOY IN THE PHILIPPINES

Jollibean, under its international trademark Joybean, opened its first store in the country's most revered mall in Makati City, Greenbelt Mall. The launch event on 25 September 2019 saw the attendance of Berjaya Food Berhad Group CEO, Sydney Quays and Jollibean Foods Pte Ltd Senior Vice President, Luis Daniel.

The new store offers the same unique and iconic Joybean experience that Jollibean offers in Singapore and Malaysia, including using the high-quality, non-GMO, Grade A, IP Canadian soy beans, in making fresh soy milk in-store every day. Customers can also enjoy Filipino-exclusive menu items, such as Bacon & Cheese Mee Chiang Kueh, Brown Sugar with Cream Cheese Boba Soy, as well as the Ube Joy Freeze made from the Philippines' famous purple yam.

The design of the store is especially unique, created to provide customers with a fuss-free experience, while honoring the brand's grassroots mission and values. Despite being only 280sq ft, the store boasts a fully functioning soy kitchen that accommodates its soy masters and pancake artists.



The newly launched Joybean store at Greenbelt Mall, Makati City.

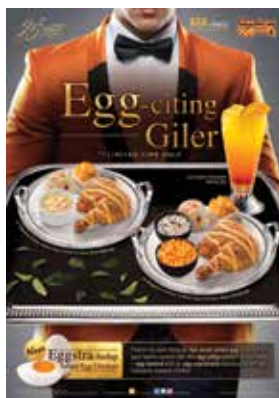


(From left) Joybean Food Masters Corporation President, Norman Raquel and Chairman Frederick Sly; Berjaya Food Berhad CEO, Sydney Quays and Jollibean Foods Pte Ltd Senior Vice President, Luis Daniel.

## EGG-CITING TREAT IN MOTION!

Kenny Rogers ROASTERS ("KRR") unveiled the Eggstra-Sedap Salted Egg Chicken Meal, available from 5 August onwards, featuring succulent KRR rotisserie-roasted chicken with rich salted egg yolk dressing, made eggstra aromatic with curry leaves fused into the sauce! Guests will be spoilt for choice with a number of options catered for sharing or to have on its own:

1. Eggstra-Sedap Salted Egg Chicken Meal @ RM 25.90 – 1 Salted Egg Quarter Chicken + 3 side dishes + 1 Muffin
2. Eggstra-Sedap Salted Egg Chicken & Soup Meal @ RM 27.90 – 1 Salted Egg Quarter Chicken + 1 side dish + Kenny's Mushroom & Chicken Soup + 1 Muffin
3. Eggstra-Sedap Salted Egg Quarter Chicken À la carte @ RM 15.90
4. Eggstra-Sedap Salted Egg Whole Chicken À la carte @ RM 60.00
5. Eggstra-Sedap Salted Egg Family Feast @ RM 95.00 – 1 Salted Egg Whole Chicken + 2 side dishes + 4 pieces of Muffin + 1.5 litre of Coca-Cola



The limited-time signature KRR rotisserie-roasted chicken paired with salted egg yolk dressing.

Enhance the meal experience with a glass of refreshing Triple Passion drink, a concoction of tropical fruits such as guava, passion fruit and mango for only RM10.50 a la carte or RM8.50 with the purchase of a KRR Egg-citing Giler meal. Be sure to also feast on the Eggstra-Sedap Salted Egg Ayam Goreng exclusively at selected KRR restaurants, available in Eggstra-Sedap Salted Egg Ayam Goreng Meal and Eggstra-Sedap Salted Egg Ayam Goreng & Soup Meal. Guests who spend a minimum amount of RM80 per receipt with the KRR Card are entitled to the exclusive 25th Anniversary KRR canvas tote bag.



## STARBUCKS WINS AT CSR MALAYSIA AWARDS 2019

Starbucks Malaysia emerged a winner among the 50 organisations honoured at the CSR Malaysia Awards 2019 held on 22 July 2019. The awards paid tribute to outstanding corporations in Malaysia that have excelled in the role of change agents in the socio-economic transformation of the country.

The notable honour was in recognition of Starbucks Malaysia's Green Outreach Programme, which is dedicated to environmental stewardship and creating meaningful and sustained change through its business. Through the Starbucks Green Outreach Programme, the company intends to hone a sense of togetherness and strengthening neighbourhoods in the communities where their stores operate. Among other initiatives, it has championed community support of environmental causes, such as raising awareness of recycling and reusing waste materials towards the promotion of an eco-friendly lifestyle.



(From left) CSR Malaysia Managing Editor Lee Seng Chee, Deputy Minister of Women, Family and Community Development YB Hannah Yeoh, Berjaya Food Berhad CEO and Starbucks Malaysia Managing Director Sydney Quays and RHA Media CEO Dato' R. Rajendran.

## MALAYSIA'S LONGEST COFFEE PAINTING



Sydney Quays and YAB Chow Kon Yeow giving the thumbs up to Mohd Azmi.

In an effort to invest in local communities to make positive impacts in their neighborhoods, Starbucks Malaysia's collaboration with Penang-based artist Mohd Azmi Bin Mohd Hussin entered the history books after his most recent masterpiece was awarded the "longest coffee painting" accolade by the Malaysia Book of Records on 25 August 2019. The 101-metre long painting is truly unique as it was painted entirely with coffee made from 100% high-quality arabica whole beans from Starbucks, and depicts the Penang skyline and a glimpse of Pitt Street all the way to the city's Chinatown, paying tribute to the artist's hometown.



Mohd Azmi with his record breaking 101-metre long coffee painting.

The certification ceremony was officiated by the Chief Minister of Penang, YAB Chow Kon Yeow, and attended by Sydney Quays, Chief Executive Officer of Berjaya Food Berhad and Managing Director of Starbucks Malaysia and Brunei, as well as the Malaysia Book of Records officials, Starbucks partners and invited guests.

## GET YOUR FAVOURITE STARBUCKS OFFERINGS WITH GRAB

Starbucks Malaysia has partnered with Grab, the leading transportation and food delivery app in Southeast Asia, to execute its delivery programme. Now, customers around Malaysia can order their favorite Starbucks offerings from more than 30 stores in more than 5 cities, with the service being expanded in the coming months for more customers.



Customers can now enjoy Starbucks offerings by ordering through Grab.

## KRR CELEBRATES NATIONAL DAY AND MALAYSIA DAY



The limited edition Heritage & Icons KRR Card.



The e-vouchers for Merdeka Day and Malaysia Day.

In conjunction with Merdeka Day and Malaysia Day, Kenny Rogers ROASTERS ("KRR") introduced the Limited-Edition Heritage & Icons KRR Card during the month of patriotism which features iconic symbols such as the Petronas Twin Towers, Wau Bulan and Bunga Raya.

KRR also introduced e-vouchers for Merdeka Day and Malaysia Day for fellow Malaysians to enjoy the limited-time offering Salted Egg Chicken at a lower price on both these significant days.

## STARBUCKS CELEBRATES THE KING OF FRUITS

On 13 June 2019, Starbucks partners were treated to a fun-filled partner engagement activity at Carpe Diem Orchard in Rawang, Selangor. More than 100 Starbucks partners gathered to celebrate the majestic fruit of Malaysia, the durian.

The evening kicked-off with an ice breaking session in which partners were divided into five groups whereby they had to come up with a group name and cheer. Each group had to complete the station games before they were allowed to indulge the durians. Overall, the partners had a good time with their fellow partners while being spoiled for choice with the durians and other seasonal fruits that they were allowed to pluck from the trees in the orchard.



Sydney Quays, CEO of Berjaya Food Berhad and Managing Director of Starbucks Malaysia (left) with the Starbucks partners.



Sydney Quays in a jovial mood with the Starbucks partners while enjoying the durians.

## A FUTURISTIC LOOK INTO STARBUCKS STORES NATIONWIDE

Team members from Starbucks Malaysia recently visited Futuristic Store Fixtures, the leading store fixtures specialist for Starbucks stores all over the country. These fixtures, such as shelves and hanging bars, are all made in their factory in Setia Alam and then installed into the stores. This is made possible through the company's use of a prefabricated modularised system that allows them to produce consistent designs with quality and economies of scale. All of Starbucks Malaysia's core bar and reserve bar units from 2016 onwards were developed by Futuristic Store Fixtures, which makes for a promising look into enhancing the Starbucks Experience of the future.



The Starbucks Malaysia team getting a glimpse of the production and tailoring process for the fixtures of the stores.



Starbucks Malaysia and Futuristic Store Fixtures team during the visit.

## RAISING AWARENESS ABOUT DEAF CULTURE

To raise awareness about the local Deaf and Hard of Hearing community, Starbucks Malaysia collaborated with Grab to host a sign language workshop at the world's 1st signing store in Bangsar Village II for Deaf and Hard of Hearing drivers. This collaboration also saw the attendance of Grab customers, who redeemed a seat in the class via the Grab App with their Grab Rewards points.



The attendees from Grab with Starbucks partners at the sign language workshop.

## STARBUCKS X NAELOFAR SCARF COLLECTION



The Starbucks X Naelofar scarves with the Starbucks tumbler replica as packaging.

On 6 August 2019, Starbucks Malaysia announced its second collaboration with Malaysian actress and entrepreneur, Neelofa with the launch of a curated collection of scarves, exclusive to Starbucks Malaysia. The Starbucks X Naelofar Scarf Collection is the first of its kind to be exclusively retailed at selected Starbucks stores nationwide.

The collaboration draws inspiration from the timeless and iconic colours of Starbucks Frappuccino beverages derived from Chocolate, Caramel and Green Tea flavours. As such, the Starbucks x Naelofar Scarf Collection features colours which include warm brown, soft beige and pastel green. Packaged in an adorable Starbucks tumbler replica, the scarves are made from pleated material and can be versatily worn in a multitude of styles to accessorize and complete any outfit.

## THE WORLD'S 1ST STARBUCKS SIGNING STORE CELEBRATES 3 YEARS OF SILENT BREWING

The world's first Starbucks Signing Store located in Bangsar Village II commemorated its 3rd anniversary by showcasing the passion and growth of their Deaf partners, who have now achieved the certification of Advanced Coffee Masters in the Pour-Over method, a testimonial to the development of their barista skills and coffee knowledge.

During the celebration on 25 July 2019, Deaf partners, Aizad, Lim and Akmal conducted a coffee chat for the media using the Pour-Over method in sign language. The media then tasted the coffee that was brewed using the 4 steps: smell, slurp, locate and describe.

The event continued with a signing quiz for the media after an express workshop of simple signing words like: "I love Starbucks", "Latte is delicious", and so on. They then utilised their newly acquired signing skills to order their drinks in Malaysian sign language.



Sydney Quays, CEO of Berjaya Food Berhad and Managing Director (third from left) and Rina Siew, Corporate Social Responsibility Manager of Starbucks Malaysia (centre) with the certified Advanced Coffee Masters Deaf partners Aizad, Lim and Akmal.

## STARBUCKS MALAYSIA INTRODUCES REUSABLE CUPS ON ITS 20TH ANNIVERSARY



The Starbucks Malaysia exclusive 20th Anniversary reusable cups.

Starbucks Malaysia continues to uphold its effort in Recycling and Reducing Waste by launching the exclusive 20oz reusable cups for its 20th Anniversary Celebration. The reusable cups are available in two versions which are hot and cold.

The hot cup comes in a solid white color, while the cold cup comes in transparent with a light blue lid and acrylic straw. Both cups feature the famous Siren diving into the sea with the number 20 marking the number of years that Starbucks has been brewing in Malaysia.



The Starbucks Malaysia Merdeka Card.



The Bearista bear.

## STARBUCKS MALAYSIA CELEBRATES NATIONAL DAY

Starbucks Malaysia introduced the Tiger Bearista in conjunction with National Day. Usually found in the jungles of Peninsula Malaysia, the Malayan Tiger, which is also the national animal, is brought to life through Starbucks' own iconic Bearista bear. Starbucks Malaysia also released a 'Merdeka' card to commemorate the nation's independence. The design of the card was inspired by Malaysia's national flag, which features the vibrant colours and symbols of the Jalur Gemilang.

## SANDAKAN DRIVE-THRU STORE OPENING



The interior of the Starbucks store in Sandakan.

After much anticipation from the local community, Starbucks Malaysia opened its doors in Sandakan, Sabah on 12 July 2019. This is the 1st drive-thru in the state, and the 14th store overall in the land below the wind. Standing tall at 4,456 square feet, this store is located in the commercial area of Sandakan town. The unique feature of the store is the hand drawn artwork of the Starbucks Siren over a combined wood finish.

## VISIT TO SYDNEY CAKE HOUSE



Sydney Quays, CEO of Berjaya Food Berhad and Managing Director of Starbucks Malaysia presenting a souvenir to Jenny Chuang, the Managing Director of Sydney Cake House Sdn Bhd.

Starbucks Malaysia visited the factory floors of Sydney Cake House Sdn Bhd, the leading halal baking manufacturer of ready-to-eat pastries and hot food. Sydney Cake House supplies wide range of baked goods to Starbucks stores nationwide, including its croissants, Danish and puff pastries. A unique feature about Sydney Cake House is its state-of-the-art production line that includes tunnel ovens and robots that help move trays along the factory floor, all of which are automated to ensure a seamless delivery.

## A TRIBUTE TO P. RAMLEE - AN ICON OF UNITY

On 9 July 2019, BERJAYA UC's Department of General Studies paid tribute to the ongoing significance of P. Ramlee through a two-hour show. The theme focused on P. Ramlee's role as an icon of unity in Malaysia.

The event also featured Fairuz Misran, Malaysia's most famous P. Ramlee lookalike and impersonator who won the RTM Bintang P. Ramlee in 2012, bringing the songs sung by the legend back to life both on stage and through the media. Fairuz also performed the song 'Getaran Jiwa' through a duet with BERJAYA UC lecturer, Normaizura binti Md Zain.

Dr De Rycker, Head of General Studies defines unity as "building trust, courage to address and solve team problems, accepting and expecting accountability and an active orientation to getting results". The event involved students from Culinary Arts, Hospitality, Hotel Management, Tourism, Events, Business, Finance and Communication.



Fairuz Misran, a P. Ramlee lookalike and impersonator (front, right) with the students of BERJAYA UC.

## 10TH ANNIVERSARY CARNIVAL

As part of BERJAYA UC's 10th anniversary celebration, a two-day carnival was held from 20 to 21 July 2019 at the Concourse of Berjaya Times Square. The carnival showcased engaging workshops, talks, quizzes, interactive games, coffee and food carving demonstrations as well as interviews with the winners of the Raja Sawit cooking competition and a coffee tasting session by Starbucks, one of BERJAYA UC's sponsors. BERJAYA UC also had its partner centre conduct the Enneagram personality profiling which maps out 9 distinct strategies for each type of personality.



A forum session held during the carnival.



Food carving demonstration by BERJAYA UC students.

## BERJAYA UC-PERKESO SEMINAR FOR YOUTHS

On 18 July 2019, BERJAYA UC collaborated with PERKESO for a one day seminar on 'Managing Risks Among Malaysian Youth', attended by youths from several schools in the Klang Valley. The speakers were Prof Dr Tong Seng Fah on 'Managing a Healthier Lifestyle Among Malaysian Youth'; Mr Pramekumar Nair on 'Safety Risks Management Among Malaysian Youth' and Mr Sam Loh Wei Sum on 'Financial Risk Management Among The Malaysian Youth'.



The youths from several schools in Klang Valley listening attentively to the various talks presented.

## BASTILLE DAY CELEBRATION

To commemorate the national day of France, Bastille Day, BERJAYA UC students who are taking French as an elective course participated in the preparation and celebration to learn more about French culture on 19 July 2019. The students also sang a very famous French song titled 'La Vie en Rose'.



BERJAYA UC students and lecturer introducing several French words and phrases to the guests.

## BERJAYA UC CAMPUS DAY

BERJAYA UC hosted a Campus Day on 17 and 18 August 2019. Prospective students, as well as visiting students from several schools, had the opportunity to take part in workshops hosted by the various faculties. Activities ranged from quizzes about business and economics in Malaysia to a culinary and table-setting demonstration, and learning about how to spot "fake news" in the media.



BERJAYA UC lecturers giving a demonstration to the visitors during Campus Day.

## MERDEKA AFTERNOON TEA

On 17 August 2019, students from the Faculty of Culinary Arts and the School of Hospitality worked together with Tea Drop, an Australian-based tea specialist, to host an Afternoon Tea with a “Merdeka” theme during their practical examinations. A selection of teas was offered to guests, from which they could choose what would pair perfectly with the food prepared. As part of an authentic high tea experience, pastries were served on a three-tier platter; and to keep the theme in mind, various types of traditional kuih were also served. It was a unique opportunity for the students to participate in a collaborative experience, one that they accomplished with confidence, elegance, and exceptional proficiency. It was an event that represents the excellent level of professionalism and skills taught and perpetuated by BERJAYA UC.



The setup of the high tea for the evening.

The traditional kuih served during the high tea.

## BERJAYA UC COLLABORATES WITH EMBASSY OF PERU

On 18 September 2019, BERJAYA UC and the Embassy of Peru in Malaysia collaborated on two events namely, a cooking demonstration conducted by Chef Jaime Arbulu, which was well received by the students from BERJAYA UC and Berjaya TVET College; and an intimate dinner at Samplings on the Fourteenth attended by the media and industry partners of the University College. A photo exhibition of the Fiesta de la Candelaria was also held at Samplings on the Fourteenth until 27 September 2019.



Chef Jaime Arbulu and the BERJAYA UC and Berjaya TVET College students at the cooking demonstration.

## BERJAYA UC SEPTEMBER ORIENTATION

For the September 2019 intake, students from the various schools and faculties worked with the Department of Student Services (DOSS) to organise a three-day orientation based on the famous TV series, *Game of Thrones*. The new students were put into different groups, and had to work together through the various activities prepared for them, beginning their academic future with the value of teamwork. Throughout the three days, the students took part in a treasure hunt, and attended lectures hosted by different departments that would support them as BERJAYA UC students, such as the Department of General Studies. Speeches were given by BERJAYA UC Executive Director/CEO Madam Mae Ho, and Vice-Chancellor Emeritus Professor Walter Wong. They spoke of the need to work together and the ambition students should have to become better persons. The final day saw students expressing their creative side through skits and dance performances. The orientation brought about a cheerful atmosphere to symbolise a happy start to the trimester!



The students at the end of the three-day orientation.

## BERJAYA YOUNG ENTREPRENEURS COMPETITION



BERJAYA UC lecturers and the participants and winners of the BERJAYA Young Entrepreneurs Competition.

The BERJAYA Young Entrepreneurs Competition (“BYEC”) is an inter-school competition endorsed by the Ministry of Education, Malaysia designed to provide students aged 16 and 17 years old studying in Secondary 4 or 5 in all public and private schools or Year 10 & 11 of international schools from Kuala Lumpur, Selangor, Putrajaya and Negeri Sembilan with the opportunity to nurture the ideas and values of entrepreneurship. This competition aimed to develop personal entrepreneurial competencies amongst students through a series of free training workshops by professionals in the four categories of the competition: Culinary Arts Competition, Business Pitch Competition, Social Media Marketing Competition and Travel Vlog Competition. Several workshops were held as a lead up to the finals on 14 September 2019. Finalists were also required to post on social media some of their artistic works which includes photography, vlogs and public service announcements. The winners of the competition received trophies and scholarships.

## U MOBILE SHOWCASES GOPAYZ AND GOBIZ, A COMPREHENSIVE FINTECH ECOSYSTEM EQUIPPED WITH DIGITAL FINANCIAL SERVICES

On 17 June 2019, U Mobile announced that it would be rolling out a fintech ecosystem in July. The comprehensive ecosystem will be the telco's first foray into the fintech world and consists of two distinct platforms, GoPayz and GoBiz. GoPayz is a universal e-wallet offering digital financial and lifestyle services targeting consumers while GoBiz is a digital payment acceptance solution created to benefit all types of businesses. U Mobile aims to make fintech services a lot more accessible, affordable and inclusive.



U Mobile CEO, Wong Heang Tuck and Minister of Communications and Multimedia Gobind Singh Deo launching the showcase along with the management of U Mobile.

## U MOBILE WINS BIG AT THE FROST & SULLIVAN ASIA PACIFIC BEST PRACTICES AWARDS 2019

On 29 June 2019, U Mobile clinched a total of 4 awards at the Frost & Sullivan Asia Pacific Best Practices Awards Ceremony held at Hilton Kuala Lumpur. Apart from receiving the title of Malaysia's Mobile Service Provider of the Year for the second year running, the telco also received acknowledgement for its Excellence in Customer Experience in the area of Mobile Experience, Online Experience and Overall Experience in Telecommunications Industry.



The U Mobile management team with their award.

## U MOBILE AND TENCENT COLLABORATE ON SMART+ TECHNOLOGIES



U Mobile CEO Wong Heang Tuck (left) and Tencent Vice President of International Business Group Poshu Yeung during the MOU signing ceremony.

On 2 July 2019, U Mobile and Tencent signed a Memorandum of Understanding (MOU) to explore providing enterprise-focused smart technology and services that are supported by Tencent Cloud. The MOU signed at Tencent's Hong Kong office covers potential areas of collaboration which include big data analytics, artificial intelligence, Internet of Things, and smart+ technologies, as well as digital application and services.

This collaboration will enable U Mobile to leverage on Tencent's technology in rolling out its prepaid customers' self-registration functionality on different digital channels including WeChat Mini Programmes. With Tencent's Optical Character Recognition and Electronic Know Your Customer technologies, customers can register their U Mobile prepaid SIM cards anytime and anywhere. This convenient self-registration service will be available to U Mobile's prepaid customers by the end of this year.

## U MOBILE SIGNS MOU WITH CBMTI TO CONDUCT 5G HEALTHCARE LIVE TRIALS

On 26 August 2019, U Mobile and Centre for Biomedical Technology Integration (CBMTI), a research and development-based company set up by University of Malaya, signed a Memorandum of Understanding to conduct 5G healthcare live trials at selected hospitals. This partnership aims to see U Mobile powering CBMTI's medical communication device called MEDCOM during the 5G live trials. MEDCOM will enable long distance management of trauma cases for general surgeons, anaesthetists and specialised medical staff as it has the ability to transmit live videos and other clinical data, as well as archive and retrieve the received information for remote supervision and consultation. With the application of MEDCOM powered by U Mobile's 5G network, patients in remote or underserved areas will have access to quality healthcare without having to travel the distance for it.



(From left) U Mobile's Head of Regulatory Eric Liew Sze Yarn, CEO Wong Heang Tuck and CBMTI's Director Dr Vickneswaran Matheneswaran and COO Yuwaraj Kumar Balakrishnan.

## GOPAYZ INCREASES PAYMENT ACCEPTANCE GLOBALLY IN PARTNERSHIP WITH UNIONPAY INTERNATIONAL



(From left) U Mobile's Digital Financial Services General Manager Albert Loo, Chief Network Officer Too Tian Jen, Chief Technology Officer Woon Ooi Yuen, Digital Financial Services Assistant General Manager David Lam, Chief Marketing Officer Jasmine Lee, Chief Executive Officer Wong Heang Tuck and UnionPay International's Marketing Director Carlson Li Penglin, Product Department Assistant General Manager Jian Jiangtao, Malaysia & Brunei Country Manager David Chong, and Business Development Manager Abbie Wong.

On 5 July 2019, U Mobile and UnionPay International signed an agreement which enables its standalone GoPayz e-wallet users to perform local and cross-border payments. With this partnership, users of GoPayz will be able to make payments at close to 10 million UnionPay QR code merchants in 29 countries including Australia, China, Japan, Korea, Singapore, Thailand and USA.

## U MOBILE LAUNCHES UNLIMITED FUNZ™ PREPAID SIM PACK



On 25 July 2019, U Mobile launched its brand new prepaid SIM pack Unlimited Funz™ which offers unbeatable value as it is packaged with free unlimited data for gaming, social media and messaging for the most popular applications such as PUBG Mobile, Facebook, Twitter, Instagram, WhatsApp, WeChat, Facebook Messenger and more. With unlimited data for such a variety of applications, Unlimited Funz™ is poised to be the best prepaid pack in the market.

## U MOBILE X GOOD VIBES FESTIVAL 2019

On 20-21 July 2019, U Mobile returned to Good Vibes Festival for the third year in a row as part of its Unlimited Grooves initiative. Over the weekend long event at The Ranch at Gohtong Jaya, U Mobile heightened the festivalgoers' experience beyond just music with Instagram-worthy activation sets that were inspired by the 90s. There was the U Mobile Zone that resembled a giant boombox, dining areas made to look like vinyl record players, as well as a neon-lit basketball Shootout Spot. On top of that, U Mobile also created its own boba drink for attendees to enjoy.



The neon-lit basketball Shootout Spot.



The dining area that resembled a vinyl record player.

## U MOBILE PARTNERS WITH MICROSOFT TO LAUNCH GOOFFICE, THE COUNTRY'S FIRST VOICE, DATA AND OFFICE APPLICATIONS BUNDLE FOR SMES

On 7 August 2019, U Mobile, the data-centric, award-winning telco, and Microsoft, a productivity and platforms company that enables digital transformation in the era of an intelligent cloud and an intelligent edge, collaborated to launch GoOffice, a unique and affordable monthly bundle that offers voice, data, and Microsoft Office 365's suite of applications. GoOffice aims to enable all businesses, especially SMEs, to digitise their business.



(From left) Microsoft Malaysia's Integrated Marketing Manager Iva Chan, Chief Marketing and Operations Officer Michal Golebiewski, U Mobile's CEO Wong Heang Tuck, Chief Marketing Officer Jasmine Lee and Chief Financial Officer Chen Chiat Chiat.



Top view of the vibrant art mural inspired initiative of the outdoor basketball, volleyball and sepak takraw courts.

## U MOBILE'S VIBRANT ART MURALS INITIATIVE

On 5 September 2019, U Mobile partnered with Impact Malaysia to transform various youth-centric community spaces across Malaysia into vibrant art murals with 4G connectivity. The initiative, supported by the Ministry of Youth and Sports was unveiled at Spacerubix, a community event space and the home of Impact Malaysia in Puchong, Selangor. The completion of this vibrant art mural inspired initiative of the outdoor basketball, volleyball and sepak takraw courts at Spacerubix Puchong, signifies the kick off of U Mobile's Unlimited Moves campaign with Impact Malaysia.



Minister of Youth and Sports, YB Tuan Syed Saddiq (centre) and U Mobile CEO Wong Heang Tuck (right) trying their luck in a game of basketball.

## U MOBILE X TIFFIN FOOD COURT 2019

From 25 July - 1 September 2019, U Mobile sponsored Tiffin Food Court as part of its Unlimited Flavours initiative. As part of this sponsorship, U Mobile created a Dessert Funhouse for the event by providing a fantastic looking space for attendees to hang out, take photos and also win prizes.



The Dessert Funhouse area at Tiffin Food Court.

## U MOBILE LAUNCHES WECHAT GO MALAYSIA MINI PROGRAMME

On 19 September 2019, U Mobile partnered with WeChat, the communications platform from mainland China, in launching two Mini Programmes within the WeChat ecosystem - WeChat GO Malaysia Mini Programme and the Pavilion KL Mini Programme. These two Mini Programmes enable a digital travel experience in Malaysia that is curated based on the lifestyle preferences and needs of visitors from mainland China. Another important feature of the Mini Programmes is that visitors from mainland China can pay for the services found in the Mini Programmes in their home currency, Renminbi (RMB), using the payment function found in the WeChat ecosystem.



(From left) Pavilion KL CEO of Retail Joyce Yap, Malaysian Communications and Multimedia Commission Chairman AI-Ishsal Ishak, U Mobile CEO Wong Heang Tuck, Tourism Malaysia Deputy Director General Dato' Mohmed Razip and Wechat Head Of Global Marketing Ma Feng Ming.

## U MOBILE X GOOD VIBES PRESENTS FLUME & SNOW PATROL LIVE IN KUALA LUMPUR



The Dessert Funhouse area at Tiffin Food Court.



Fans enjoying themselves at U Mobile's interactive photo booth.

On 23 August 2019, U Mobile joined forces with Good Vibes Presents to be a part of Flume's debut performance in Kuala Lumpur. The Australian beat maker did not disappoint; he even invited a group of tai chi practitioners to perform with him on stage! U Mobile's LED-lit photo op at the show also gave the audience the opportunity to play with their own creativity and capture their moments at the show.

On 29 August 2019, U Mobile also presented Snow Patrol's Live and Acoustic in Kuala Lumpur. Snow Patrol gave the crowd a night to remember with a heartfelt performance. For both the shows, U Mobile had a LED-lit and interactive photo booth for the audience to commemorate their night.



## TUN DR MAHATHIR MEETS MALAYSIAN CORPORATES IN VIETNAM

Prime Minister YAB Tun Dr Mahathir Mohamad was in Hanoi, Vietnam for a 2-day official visit from 27 to 28 August 2019. He had a closed-door meeting with 27 Malaysian corporate organisations in Vietnam. Josephine Yei represented SBBS for the meeting. During the dialogue with YAB Tun Dr Mahathir, many issues pertaining business investment in Vietnam and Malaysia were discussed.



YAB Tun Dr Mahathir with the representatives of Malaysian corporate organisations based in Vietnam.

## SBBS VISITS KT-ZMICO SECURITIES

On 12 July 2019, SaigonBank Berjaya Securities JSC (“SBBS”) visited its business collaboration partner KT-Zmico Securities in Bangkok, Thailand to foster the bilateral relationship between these 2 companies following the signing ceremony of an MOU in April.



From 2nd left: Lim Shiu Beng, Deputy General Director of SBBS; Josephine Yei, CEO of SBBS; Chatpai, CEO of KT-Zmico and Tan Mun Choy, Executive Director of Inter-Pacific Securities Sdn Bhd.

## 54TH SINGAPORE NATIONAL DAY CELEBRATION

On 2 August 2019, Singapore celebrated its National Day at Park Hyatt Hotel, Vietnam. Josephine Yei represented SBBS at the official function hosted by the General Consulate of Singapore in Ho Chi Minh City, Vietnam.



Roy Kho, Consul-General of Singapore (second from left) and his spouse Pauline (third from left) with Josephine Yei, CEO of SBBS (far right).

## HIIT ON A BIKE WITH LES MILLS SPRINT



The Les Mills Sprint.

HIIT (High Intensity Interval Training), is a 30-minute intense workout aimed at getting results from a condensed and intense regime. Les Mills Sprint takes this to a whole new level by combining HIIT and indoor cycling, essentially creating an intense workout session where you are able to push your physical and mental limits to get rapid results. Les Mills Sprint is easy to get into because you don't need to worry about being a cyclist, or if you are not fit enough. You only really need to hit the gym 2 to 3 times a week to build lean muscles, train your body to burn fat, and push your mental and physical limits. Sports Toto Fitness Centre is one of the 9 gyms in Malaysia which hosts the programme, and it kicks off five times a week at 7.30am, 1.00pm, 6.30pm, and 7.30pm.

## B. YOUTH VOLUNTEERING PROGRAMME

To encourage more youth to make a difference in the community, Berjaya Youth (B.Youth) organised volunteering programmes in collaboration with Tzu Chi Foundation Malaysia and Persatuan Kebajikan Hope Worldwide Malaysia.

On 10 August 2019, approximately 30 B.Youth volunteers participated in a mooncake-making charity project by Tzu Chi Foundation Malaysia. The volunteers helped to produce about 1,500 pieces of mooncakes for a charity sale and raised about RM30,000 for the construction of the Tzu-Chi International School Kuala Lumpur at Bukit Jalil.

On 21 October 2019, B.Youth volunteers participated in the monthly food distribution programme by Persatuan Kebajikan Hope Worldwide Malaysia. Dedicated volunteers helped to pack and distribute groceries for 100 needy families in Sentul, Kuala Lumpur.



Volunteers busy making the mooncake fillings.



B. Youth volunteers at the mooncake-making project.



B. Youth volunteers at the food distribution programme.



B. Youth volunteers helping the needy.

## BERJAYA PHILIPPINES VISIT GK VILLAGES

Beneficiaries of houses donated by Berjaya Philippines through Gawad Kalinga were delighted to see in person the representatives of their generous corporate donor. A team of Berjaya Philippines staff which was headed by Executive Director, Tan Eng Hwa visited the first village in San Luis town in Pampanga province.

A month after, they then proceeded to visit the Berjaya GK Villages in the municipality of Monkayo and Panabo City, both in Davao.



Tan Eng Hwa (2nd from left) and GK Pampanga Head, Mon David (extreme left) with the beneficiary couple in San Luis, Pampanga.



Tan Eng Hwa (middle in white shirt) with the beneficiaries of Panabo City.



Visiting the Berjaya GK Village in Monkayo, Davao.

## BERJAYA HOTELS & RESORTS SPEND THE DAY WITH UNDERPRIVILEGED CHILDREN

In July 2019, 30 associates of ANSA Hotel Kuala Lumpur ("ANSA Hotel") and Berjaya Hotels & Resorts ("BHR") visited Rumah Bakti Nur Syaheera. They helped to clean up the centre, replaced fluorescent lights, and installed new wall-mounted fans and power sockets. The volunteers also bonded with the children through sand art and chopstick art.

The event was graced by Siew Peng Low, ANSA Hotel's Manager who gave a welcome speech for the programme. The volunteers also donated groceries to the centre which included rice, cooking oil, toiletries, and dry goods.



ANSA Hotel and BHR associates with the children of Rumah Bakti Nur Syaheera.



Children of the home enjoying a colouring activity with the ANSA Hotel and BHR associates.

## COACHING THE YOUNG ENTREPRENEURS OF TOMORROW

With the main goal of instilling an entrepreneurial mindset in the younger generation, 7-Eleven Malaysia organised an entrepreneurship workshop for the children of Happy Neighbourhood (Jiran Ria) at Pangsapuri Enggang, Puchong in collaboration with NGOHub Asia on 27 July 2019. The children were divided into two groups and assigned to make a famous local ice dessert - or locally known as 'aiskrim Malaysia' as their product and prepare attractive marketing materials to promote the sale of the products. The event ended with a delicious teatime spread and distribution of 7-Eleven goodie bags.

With the help of the children from Pangsapuri Enggang, Margaret Vani has turned a small 3-bedroom flat into a community center that nurtures close to 60 underprivileged kids.



The children from Happy Neighbourhood and volunteers from 7-Eleven Malaysia and NGOHub.

## A FESTIVE END TO SEMURNI KASIH 2019

This year, 7-Eleven Malaysia's annual CSR initiative, Semurni Kasih under the Community Care programme, collected more than RM3 million worth of provisions consisting of food and non-food items which were distributed to various charity organisations across Malaysia. Since 2008, the annual Semurni Kasih charity programme has given out more than RM19 million worth of necessities to the less fortunate.



7-Eleven Malaysia and several beneficiaries of Semurni Kasih at the handover ceremony and Hari Raya celebration on 27 June 2019 at The Pearl Hotel, Kuala Lumpur.

## HARI RAYA CHEER WITH UNDERPRIVILEGED KIDS

On 21 June 2019, 7-Eleven Malaysia and NGOhub Asia celebrated Hari Raya with the kids from Pusat Jagaan Nuri. The children enjoyed a coin bank-decorating session and a wonderful meal time together. They also received raya packets from the volunteers.

Founded in September 2007 by Puan Nopisrah, also known as Mama Noor, the home is now a shelter for 30 children with various needs.



Volunteers from 7-Eleven Malaysia and NGOHub Asia celebrated Hari Raya with the children of Pusat Jagaan Nuri.

## KNIGHT FRANK'S DAY OF GIVING

On 17 August 2019, 51 children from Yayasan Chow Kit gathered at Dewan Taman Dusun Bandar, Kuala Lumpur for the Knight Frank's Day of Giving 2019 where they were joined by representatives from Berjaya Langkawi Resort ("BLR"). The children were given cookies, goodie bags, and stationery, sponsored by BLR. The event was graced by Ms. Carole Yong, BLR's Director of Sales, Mr. Sasitharan Subramaniam, Associate Director (Valuation and Advisory) of Knight Frank Malaysia, and Mr. Sarkunan Subramaniam, Managing Director of Knight Frank Malaysia.



Staff from Berjaya Langkawi Resort, Knight Frank Malaysia and the children from Yayasan Chow Kit at the Knight Frank's Day of Giving 2019.

## BERJAYA SUPPORTS THE WORLD STATS RUN 2019



Flagging off the 5km category runners as early as 7am at Dataran Merdeka. (From left): YBhg. Dato' Dr. Noor Zari Bin Hamat, Deputy Secretary General Ministry of Economic Affairs, Morvin Tan, Dato' Zurainah Musa and Vivienne Cheng, Executive Directors of Berjaya Corporation, YBrs. Tuan Haji Ibrahim Bin Jantan, Deputy Chief Statistician (Economy) Department of Statistics Malaysia and Datuk Saiful Anuar Lebai Hussien, Secretary-General of the Economic Affairs Ministry.

Berjaya Corporation Berhad supported the World Stats Run 2019 as a Platinum Sponsor with a contribution of RM250,000.

The event held on 18 August 2019 at Dataran Merdeka saw more than 7,000 local and international runners who ran a route throughout the streets of Kuala Lumpur. Berjaya fielded a team of 30 runners for the 5km fun run.

Group Human Resource Division together with Starbucks, 7- Eleven and Berjaya Hotels and Resorts took up booth spaces for sales and promotional activities while Kenny Rogers ROASTERS and Krispy Kreme Doughnuts brought their food trucks.

The event was organised by the Department of Statistics Malaysia and Bank Negara Malaysia in conjunction with the 62nd World Statistics Congress 2019, which was being held for the first time in Malaysia from 18 to 23 August 2019.



Morvin Tan together with Berjaya senior management and staff with Dato' Seri Mohamed Azmin Ali, Minister of Economic Affairs.



Morvin Tan and Vivienne Cheng at the prize-giving ceremony.



Berjaya booths at the World Stats Run 2019 event.

## ZERO WASTE LIFESTYLE AWARENESS TALK

On 31 July 2019, Berjaya Cares Foundation organised a talk on Living a Zero-Waste Lifestyle in collaboration with Zero Waste Malaysia. More than 110 Berjaya employees attended the talk held at Berjaya University College, Kuala Lumpur. Topics included 5Rs of Zero Waste principles (Refuse, Reduce, Reuse, Recycle and Rot), zero-waste life hacks, tips for going plastic-free and waste minimization as well as guides to going zero-waste on a budget.

Zero Waste Malaysia is a non-profit organisation fueled by a group of passionate people whom continuously strive to spread the message about living sustainably.



Attendees listening to insightful presentations from the passionate zero-waste advocates, Seet Huay Ping (left) and Rene Fu Swee Yun (right).



Berjaya staff and students of Berjaya University College enquiring about the eco-friendly products from Origin Bulk Store, an online store pledging to mitigate single-use plastic.