



BERJAYA

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 4, 2020

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

GROUNDBREAKING CEREMONY FOR THE FOUR SEASONS RESORT AND PRIVATE RESIDENCES IN OKINAWA, JAPAN



(From left) Yukikazu Kokuba, President of Kokuba-Gumi Co. Ltd., Shimabukuro Akira, Land Owner Associates Chairman, Matayoshi Kaoru, Onna Village Counselor Chairman, Tan Teng Yan, Berjaya Okinawa Development Co. Ltd. Director, Nagahama Yoshimi, Onna Village Mayor, Higa Morimoto, Kuniken Chairman, and Izena Yoshio, Seikou Okinawa Construction Director during the groundbreaking ceremony.



Tan Sri Dato' Seri Vincent Tan delivering his speech virtually from Berjaya Corporation Berhad's Head Office in Kuala Lumpur.

A groundbreaking ceremony for the Four Seasons Resort and Private Residences Okinawa ("Four Seasons Okinawa") was held at Onna Village, Japan on 28 October 2020.

The ceremony was officiated by Nagahama Yoshimi, the Mayor of Onna Village and witnessed by key representatives from Onna Village and Berjaya Okinawa Development Co. Ltd. The project is developed by Berjaya Okinawa Development Co. Ltd., a wholly owned subsidiary of Berjaya Land Berhad, in partnership with Four Seasons Hotels and Resorts ("Four Seasons").

Comprising 35 acres of the project development area, Four Seasons Okinawa will be an exclusive low-density resort development with a total of 279 units, comprising 127 hotel rooms, 124 residential condominium units, and 28 private villas. Tan Sri Dato' Seri Vincent Tan, the Executive Chairman of Berjaya Corporation Berhad said, "We are pleased to continue our successful partnership with Four Seasons for Four Seasons Okinawa. Emulating the success of Four Seasons Hotel and Hotel Residences Kyoto, which has garnered numerous international recognitions and accolades. Beside Okinawa, we will also be building a Four Seasons Hotel in Yokohama".

Syed Ali Shahul Hameed, Chief Executive Officer of Berjaya Land Berhad said, "Known as the Hawaii of Japan, Okinawa is becoming an increasingly popular tourist destination in Japan. Coupled with the world-class reputation of the Four Seasons brand, Berjaya Land Berhad sees a great opportunity in Four Seasons Okinawa as the most exciting luxury resort, and will contribute significantly to the local economy".

Four Seasons Okinawa will be Berjaya's second hotel on the island. The Group opened ANSA Resort Okinawa in November 2019 at Uruma, the third largest city in the Okinawa prefecture. The Resort celebrated its first anniversary on 13 November 2020 which was attended by 150 guests at its dinner party.



Nagahama Yoshimi, Onna Village Mayor delivering his speech.



Guests of honour performing the Kuwairanogi (Ceremony of Hoe).

CEO's Message

2020 was an eventful year and I am proud and impressed with the employees of the various subsidiaries and head office for their hard work and dedication that have helped the Group weather the challenges encountered throughout the year. Looking back, it is encouraging to see that many of our businesses have remained resilient despite the economic uncertainty brought on by the COVID-19 pandemic. Some of our businesses have even expanded with new store openings and there was also a groundbreaking ceremony for the Four Seasons Hotel and Private Residences Okinawa.

During the year, our operating companies have also contributed in many ways to the frontliners and underprivileged communities who were affected by the COVID-19 pandemic through various activities such as food distribution and distribution of medical supplies. Kudos on being Berjaya's frontliners.

Apart from the contributions towards COVID-19, employees of our operating companies continued to bring joy to the underprivileged groups through various visits and contributions during Deepavali and Christmas while adhering to strict Standard Operating Procedures ("SOPs").

I would like to take this opportunity to express my appreciation to each one of you for your efforts and contributions throughout the year and I look forward to your continued dedication and perseverance in year 2021. Do continue to stay safe and adhere to the SOPs set by the National Security Council to prevent the spread of the COVID-19 virus. May the Year of the Golden Ox bring you good health and prosperity in abundance, as well as opportunities for further growth and achievements.

Dato' Sri Robin Tan



Performance of Companies for the 1st Financial Quarter Ended 30 September 2020 (unaudited)

Company	Revenue 3 Months Ended 30 September 2020 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 30 September 2020 (RM'000)	Revenue 3 Months Ended 30 September 2020 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 30 September 2020 (RM'000)
Berjaya Corporation Berhad	1,943,623	10,883	1,943,623	10,883
Berjaya Land Berhad	1,455,254	22,995	1,455,254	22,995
Berjaya Sports Toto Berhad	1,345,864	101,447	1,345,864	101,447
Berjaya Food Berhad	180,722	16,989	180,722	16,989
REDtone Digital Berhad (fka REDtone International Berhad)	36,203	7,946	36,203	7,946
Berjaya Assets Berhad	50,763	(5,174)	50,763	(5,174)
7-Eleven Malaysia Holdings Berhad	677,123*	24,368*	1,946,147**	50,318**

* 3rd Financial Quarter ended 30 September 2020

** 9 months ended 30 September 2020

BERJAYA IN REVIEW 2020

On 25 February 2020, Berjaya Golf Resort Berhad, a subsidiary of Berjaya Land Berhad officially handed over the keys to purchasers of its first affordable homes project, Residensi Lanai in Bukit Jalil, Kuala Lumpur. Residensi Lanai is a 29-storey condominium with a 5-storey podium car park built on 2.56 acres of freehold land in Bukit Jalil. Each of its 648 units has a built-up area of 800 sq ft., comprising 3 bedrooms and 2 bathrooms. Some of the condo units enjoy a panoramic view of the Bukit Jalil Golf & Country Resort.



Key handover ceremony to the purchasers of Residensi Lanai.

(continued from page 2)

On 18 September 2020, Berjaya Corporation Berhad launched the “Recycle For A Good Cause” programme to raise awareness towards how recycling efforts support the environment and community welfare. The programme is a group-wide initiative organised in collaboration with Taiwan Buddhist Tzu-Chi Foundation Malaysia in support of its “Kita1Keluarga” charity project to provide aid for needy Malaysian families affected by the COVID-19 pandemic.



Tan Sri Dato' Seri Vincent Tan sorting recyclables with volunteers for the “Recycle for a Good Cause” programme.



Launching the recycling programme - Tan Sri Dato' Seri Vincent Tan cutting the ribbon alongside Tzu-Chi Commissioners, Puan Sri Tong Siew Bee (right) and Josephine Tien Jin Xiang (left).



B.EDP participants attending Module 1 of the B.EDP programme at Bukit Jalil Golf & Country Resort.

2020 HR WRAP-UP

In adapting to the new normal, Group Human Resource & Administration Division (“Group HR & Admin”) has been conducting virtual events, including virtual orientation sessions for new employees, as well as participating in career fairs such as the Talentbank Digital Career Festival, and the ACCA Virtual Career Fair.

Group HR & Admin launched the annual Berjaya Executive Development Programme in March 2020 which saw the participation of 30 high-performing executives from various departments and subsidiaries across the Group. The participating subsidiaries include Amita Berjaya Sdn Bhd, Berjaya Land Berhad, Berjaya Roasters Sdn Bhd, Berjaya Sampo Insurance Berhad, Berjaya Starbucks Coffee Company Sdn Bhd, BLoyalty Sdn Bhd, REDtone Telecommunications Sdn Bhd, Sports Toto Fitness Sdn Bhd and Sports Toto Malaysia Sdn Bhd.

As a continuous development programme for the graduates of the Berjaya Manager Development Programme, Group HR & Admin launched the Berjaya Career Coaching Programme which is a self-reflective, action-focused and goals-oriented programme with an emphasis on gamification to digitise the career coaching process.

The L&OD team organised a series of online talks through the #LLLOL Virtual Talk Series on various topics such as “The Art of Building Rapport”, “Building your Solution Focused Conversation Skills”, “It’s Just a Matter of Perspectives”, and “Step Out in Style!”. On 28 September 2020, the L&OD team also organised a mini workshop, “The Art of Giving Feedback” for 26 employees. Whereby in-house trainer, Yvonne Pee, shared about the importance of giving feedback and techniques on constructing effective feedback. The Employee Engagement Committee (“EEC”) hosted a lunch talk on the topic “Marriage and Divorce for Muslims and Non-Muslims in Malaysia” with speaker Khairun Niza binti Husnin, a Partner of Messrs Aru & Co.

During the year, BERJAYA U.C. Toastmasters Club (“BUCTMC”) held a Chinese New Year quad meeting with Prudential Toastmasters Club, Royale Premiere Toastmasters Club, and NAWEM Toastmasters Club. On 10 December 2020, another joint meeting was held in conjunction with the Christmas celebrations, where BUCTMC conducted a Christmas-themed meeting via Zoom with Liquid Gold Advanced Toastmasters Club (“LGATMC”). On another note, Yvonne Pee, BUCTMC’s Vice President of Education clinched 2nd place at the International Speech and Table Topics contest at the District 51 level. Several BUCTMC members also received the ‘Distinguished Toastmasters’ award, which represents the highest level of education achievement in Toastmasters. Congratulations to Chung Chee Yan (Group Strategic IT), Patricia Yap (Inter-Pacific Securities Sdn. Bhd.), Dr. Ben Tan (U Mobile Sdn. Bhd.), and Dawn Chiew (Berjaya Higher Education Sdn. Bhd.).

BERJAYA Corporation Berhad
Employees of BERJAYA Group

We **WELCOME** you
as part of the **BERJAYA** Family

11,359 employees (Malaysia)
2,590 employees (Overseas)

A group photo with our new colleagues.



2020 FIRST VIRTUAL HR SYNERGY MEETING

Group Human Resource & Administration Division (“Group HR & Admin”) conducted its first virtual HR Synergy Meeting on 15 October 2020. The event was attended by 72 HR colleagues from various subsidiary companies in United States, China, South Korea, Vietnam, Philippines, Singapore and Malaysia.

Guest speakers, Alex Tan, Group Managing Director of Avidity International Sdn Bhd shared about the importance of making breakthroughs in managing changes and Lim Chee Gay, Executive Vice President Human Resource of TDCX Malaysia presented on the opportunity and threats for HR during crisis.

VIRTUAL TALK ON IR COURT CASES

On 20 October 2020, Group HR & Admin, in collaboration with Group Legal conducted a session on Recent Industrial Relations (“IR”) Court Cases for 100 participants.

Taranjit Kour, Assistant General Manager of Group Legal shared many recent IR cases on employees’ poor work performance, retrenchment, forced resignation and absenteeism or abandonment of employment. Taranjit has over 30 years of experience in handling IR cases and it was indeed a good opportunity for participants to obtain advice from her at the session.



Taranjit Kour (first camera box on the left) and the participants.



BINFINITE MINI FAIR

The cutest mini fair was held at the Cafeteria, Level 12 on 9 October 2020. Hosted by Blnfinite, the mini fair featured an assorted selection of Nutrifresh containers and products from Borders for employees to purchase at reasonable prices.

All employees observed strict social distancing procedures when visiting the fair and all payment transactions were done with a contactless method through Blnfinite’s e-wallet, Blnfinite Pay.

T.R.U.S.T. CONCEPT & BRIBERY RISK ASSESSMENT ONLINE SEMINARS

On 1 June 2020, the Government enforced the implementation of the corporate liability provision involving commercial organisations under Section 17A Malaysian Anti-Corruption Commission Act (MACC) 2009. In compliance with the provision, all companies under the Berjaya Group adopted Berjaya's T.R.U.S.T. Concept. The L&OD Team organised a series of T.R.U.S.T. Concept & Bribery Risk Assessment online seminars to create awareness among all the Heads of Operating Companies, Heads of Group Functions, HR Representatives from the Berjaya Group of Companies, and employees of the Corporate Office & Property Division.

A total of 8 online sessions were held starting from 25 November 2020 with presenters from Group Legal Division, Mr. Cheng Chang Chai, and Group Internal Audit Division, Ms. Charmei Tan.

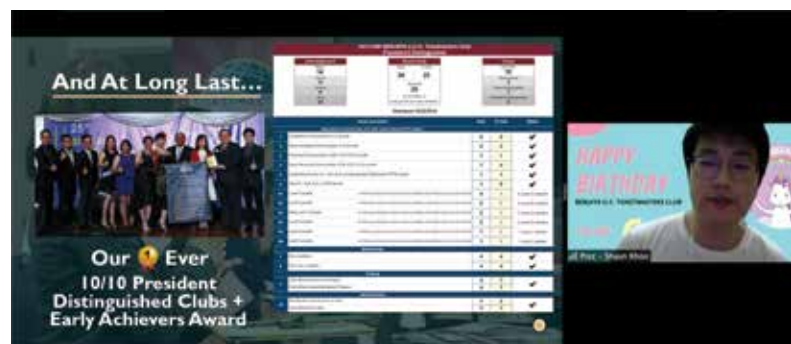


A snapshot of the online seminar.

BERJAYA U.C. TOASTMASTERS CLUB'S 6TH ANNIVERSARY

Members of BERJAYA U.C. Toastmasters Club ("BUCTMC") celebrated the club's 6th anniversary via Zoom on 22 October 2020. About 30 members and guests attended the meeting with a birthday themed virtual background as the meeting continued with the usual Table Topics, Project Speeches and Evaluation sessions.

BUCTMC's President, Shaun Khoo, IP3 delivered a short presentation on the club achievements for the past year and what the future brings to the club. As the meeting was held online, each member brought their favourite slice of cake for the celebration. A birthday song was sung during the break and everyone enjoyed the refreshments they had with them at the meeting.



BUCTMC received the President Distinguished Club & Early Achievers Award.

BERJAYA U.C TOASTMASTERS CLUB INTERNATIONAL SPEECH & EVALUATION CONTESTS 2020-2021

On 28 November 2020, BUCTMC held the club's International Speech & Evaluation Contests 2020-2021 via Zoom. Led by the Contest Chair, Dawn Chiew, DTM, a total of 9 participants participated in both the contests.

It was a healthy competition among the participants as everyone was equally good. Both the first place and second place winners will represent BUCTMC at the Area P6 International Speech & Evaluation Contests.

International Speech Contest

- 1st place: Wong Min Zhi, VC3 (Corporate Communications Division)
- 2nd place: Desmond Soon, EH1 (Berjaya Starbucks Coffee Company Sdn Bhd)
- 3rd place: Teo Rui Guan, DL2 (Alumni of BERJAYA University College)

Evaluation Contest

- 1st place: Yvonne Pee, EC5 EH1 (Group Human Resource & Administration Division)
- 2nd place: Mohamed Syairoz, DTM (Strategic Relations Division)
- 3rd place: Desmond Soon, EH1 (Berjaya Starbucks Coffee Company Sdn Bhd)



Winners of BUCTMC's International Speech Contest 2020-2021.



Winners of BUCTMC's Evaluation Contest 2020-2021.



Ronan Lee, 7-Eleven Malaysia's General Manager of Marketing (Centre) receiving the Excellent Brand Award



Marvel X Miniso promotion.



Dream Your Way singing competition.



The 2nd Malaysian International English chess competition for the disabled.

CONSUMER MARKETING & RETAIL HAPPENINGS IN 2020

Berjaya Times Square Kuala Lumpur ("BTSKL") hosted several events in the year 2020. In February, the "Spring of Prosperity" event was held in conjunction with the Chinese New Year celebrations. Ground Floor Central was decorated with breathtaking cherry blossom petals, while a 'river' was prepared for Chap Goh Meh celebrations where guests took part in the tossing of mandarin oranges. Other events included the Dream Your Way singing competition, Malaysian Championship of Performing Arts, Marvel x Miniso promotional event, and the 2nd International English Chess Competition for the Disabled.

When MCO 1.0 was lifted, BTSKL ran a series of campaigns to increase footfall to the mall. The campaigns included the Fashionista of The Times contest, Makan-Makan Time, Crazy Deals – "Jom Yum-Cha Lah" and Shop, Spin & Redeem.

7-Eleven Malaysia received the Excellent Brand Award at the 6th Worldwide Excellence Awards ceremony, marking another significant achievement as it represents the acknowledgement of brand excellence from its consumers.

On 1 June 2020, 7-Eleven Malaysia launched its e-loyalty programme via a mobile application, My7E™ which includes birthday rewards, in-app monthly product e-stamp cards and fortnightly products or service e-coupons which gives immediate savings. My7E™ members are able to link-up their B Infinite card and Razer Pay e-wallet, enabling seamless points collection and e-payment when shopping at 7-Eleven stores.

In recognition of 7-Eleven's momentous milestone of 71,100 stores opened across the globe, 7-Eleven Malaysia rewarded its customers with a series of daily in-store offers and special deals ranging from snacks, beverages to daily household necessities, from 7 to 11 July 2020.



The Spring of Prosperity decoration at Berjaya Times Square, Ground Floor Central.

POKEMON POKE PLATES 2.0 GIVEAWAY

Between 4 November 2020 to 16 November 2020, Berjaya Times Square KL ("BTS") organised the Pokemon Poke Plates 2.0 social media giveaway in collaboration with 7-Eleven. The objective of the event was to engage with and to reward BTS Facebook and Instagram followers with 10 pieces of Pokemon Poke Plates 2.0, sponsored by 7-Eleven.



Pokemon Poke Plates 2.0 social media giveaway campaign.

JOLLY 17TH CHRISTMAS AT BERJAYA TIMES SQUARE KL

Berjaya Times Square KL organised the Jolly 17th Christmas Lucky Draw between 26 November 2020 to 27 December 2020 in conjunction with the Christmas celebrations. Shoppers were required to spend RM50 in a single receipt to be eligible for the draw. On 7 December 2020 to 27 December 2020, a Spot the Gingerbread Man campaign was held at Tiny Taipei to attract more shoppers to Level 3. Shoppers who managed to spot the gingerbread man and capture a picture were rewarded with a free entry form for the Jolly 17th Christmas Lucky Draw. Prizes included a RM1,700 shopping spree, RM170 cash vouchers, and Berjaya Times Square Theme Park annual passes.



Jolly 17th Christmas Lucky Draw.



Spot the Hidden Gingerbread Man lucky draw contest.

BEYOND MEAT HAS LANDED IN MALAYSIA!



Beyond Beef plant-based burger patty.

Beyond Meat's plant-based meat alternative products can now be purchased at Jaya Grocer, Vegan District, Stella Food Hall, and Miyoshi Vegemart. Made from peas, mung beans, fava beans and brown rice, Beyond Meat products contain equal levels of protein with animal-based counterparts. Between 6 November 2020 and 13 December 2020, meals featuring Beyond Meat products like the Truffle Beyond Poke Bowl and Beyond Dry Wok Kuey

Teow were served at La Juiceria Superfoods, Super Saigon, Apollo Dining, and PC Studio Café. It will soon be made available at Sala and Real Food Café.



Beyond Meat products in Malaysia.

PRODUCTS FROM COSWAY



1. Prolin Antibacterial Wet Tissues

Prolin Antibacterial Wet Tissues protects skin against harmful bacteria while leaving your skin smooth, even when frequently used. Its deodorising agent removes odour caused by sweating from various physical activities and leaves your skin feeling cleaner and refreshed.

2. Prolin Antibacterial Hand Wash 300ml

The Prolin Antibacterial Hand Wash is a gentle hand wash specifically formulated with antibacterial ingredients to effectively eliminate dirt and 99.9% of germs. This hand wash comes enriched with rosemary extract to leave skin softer, smoother, hydrated and refreshed after every wash. Contains no SLS, SLES, parabens and triclosan.

3. Nn Calcium Complex 60 tablets

A calcium supplement with a unique formula, Nn Calcium Complex promotes maximum calcium absorption and utilisation. It combines several key bone-building nutrients from natural sources to support optimal bone and heart health.

- Made from ESC™ eggshell calcium, Aquamin™ magnesium, Vitamin D2, Menaquingold™ Vitamin K2-7 and colostrum milk basic protein (CBP) from New Zealand
- Natural form of calcium from eggshell – most absorbable form of natural calcium
- Natural magnesium harvested from the pristine waters off the coast of Ireland
- Vegetarian source of Vitamin D2
- All its ingredients work synergistically to build strong and healthy bones
- Vitamin K2 directs calcium from the bloodstream into the bones
- CBP boosts calcium absorption into the bones
- Replenishes your calcium without harming your heart, kidney and other soft tissues
- Easy to digest and does not cause bloating or constipation

4. Pei Pa Koa Herbal Candies 52.5g

A special blend of herbal ingredients, this delicious candy is effective in relieving itchy throats and refreshing your breath. Comes in a handy, resealable packaging for easy carry and your enjoyment anytime, anywhere.

5. Hexagon® Aroma Cartridge

The cartridge replacement for Hexagon® series shower heads.

Each Hexagon Aroma Cartridge contains vitamin C concentrate equivalent to 3,000 lemons, making it the best and safest way to neutralise chlorine from your shower water and acts as an antioxidant to promote healthier hair and skin. Mixed with aroma essential oil extracted from nature, its 'scent therapy' revitalises the tired body and mind.

- Hexagon® Aroma Cartridge Cool Lemon 48139
- Hexagon® Aroma Cartridge Sweet Mango 48140
- Hexagon® Aroma Cartridge Unscented 48141

6. Mildura Pudding with Nata De Coco

Delicious and pleasantly sweet strawberry pudding combined with hearty Nata De Coco. Delight your taste buds with its soft and smooth texture. It contains hearty and chewy Nata de Coco, is preservative free, and can be added into your favourite mocktail or dessert.

- Mildura Pudding with Nata De Coco 75133 Mango 126g x 6
- Mildura Pudding with Nata De Coco 75134 Strawberry 126g x 6
- Mildura Pudding with Nata De Coco 75135 Lychee 126g x 6
- Mildura Pudding with Nata De Coco 75136 Pineapple 126g x 6

7. Mildura Crispy Seaweed

Crunchy and crispy seaweed made from sustainably-cultivated South Korean premium seaweed. Naturally loaded with protein, minerals, and fibre, no MSG, cholesterol, preservatives, and artificial colouring.

- Crispy Seaweed Original Flavour 75137 36g
- Crispy Seaweed Wasabi Flavour 75138 36g

8. Mildura Peach Flavoured Iced Tea 20g x 15

An irresistibly delicious iced tea that's bursting with peachy goodness of vitamin C. It is refreshing and delicious with a perfect balance of black tea and sweet peachy flavour. No artificial colouring and preservatives.

9. SnackRight Roasted Nuts

Freshly roasted under low temperature to preserve nutrients, SnackRight Roasted Nuts are trans-fat and cholesterol free, high in protein, and a good source of fibre.

- SnackRight Roasted Cashew Nuts – Chilli & Lime 75147 90g
- SnackRight Roasted Walnuts – Honey Sesame 75148 90g
- SnackRight Roasted Almonds – Smoked BBQ 75149 90g

10. Designer Collection Indulgent Perfume Oil 78187 17ml

Indulgent – A floral fruity scent created from a blend of saffron, jasmine and vetiver notes. Alcohol-free, non-staining, and long-lasting.

11. Designer Collection Italian Bloom Perfume Oil 78188 17ml

Italian Bloom – A floral fruity citrus blend which bursts with citrus, rose and patchouli notes. Alcohol-free, non-staining, and long-lasting.





Oven baked thin crust margherita pizza pimientos, wild mushrooms and olives served at Berjaya Café.

BERJAYA HOSPITALITY IN 2020

On 20 February, Berjaya Hotels & Resorts (“BHR”) launched its inaugural flight from Subang Airport to Redang Island with the new ATR42-500 aircraft operated and managed by Berjaya Air. The aircraft, named Jojo Flight, marked its 100th landing on Redang Island in August 2020.

Berjaya Penang Hotel, Berjaya Times Square Hotel Kuala Lumpur and ANSA Hotel Kuala Lumpur were recognised as the winners of Traveloka Hotel Awards 2020. For the “Best Traveler’s Experience” category, Berjaya Penang Hotel and Berjaya Times Square Hotel, Kuala Lumpur achieved an 8.3 rating, while ANSA Hotel Kuala Lumpur achieved an 8.5 rating.

The Taaras Spa & Beach Resort was awarded the “Best 5-Star Hotel” at the Terengganu Cultural Awards 2018/2019; achieved an 8.5 rating by Booking.com’s Traveller Review Award 2020, and was recognised as Tripadvisor 2020 Travellers’ Choice Award, placing the resort in the top 10% of hospitality businesses around the globe. Visitors to the resort now have an extra Insta-worthy setting at its newly opened pontoon

with an attached glass platform to take in magical views of the ocean beneath. This new attraction is an ideal spot for sunset dinners, special occasions and a perfect place for marriage proposals.

Starting August 2020, guests at Berjaya Times Square Hotel Kuala Lumpur can enjoy healthy and balanced vegetarian meals at the newly rebranded restaurant, Berjaya Café. Highly recommended menu items include pizza, nasi lemak, curry laksa, mild curry spinach risotto, burned cauliflower with ‘au curry’, coconut cheesecake and white chocolate avocado tart.

Water salute ceremony at Subang Airport for the launch of the inaugural flight to Redang Island.



INTRODUCING THE NEW ACES HOTEL, KUALA LUMPUR

ACES Hotel, Kuala Lumpur is a new affordable accommodation located on the 5th floor of Kota Raya Complex. Set in a strategic location opposite the ever-bustling Chinatown, this newly repurposed floor turned budget hotel offers a convenient access to plenty of dining, shopping and entertainment options.

Prior to the hotel’s soft opening on 15 December 2020, a team of hoteliers from Berjaya Hotels & Resorts Corporate Office and Berjaya Times Square Hotel, Kuala Lumpur were invited to experience a trial stay between 4 – 7 December 2020. Approximately 35 associates participated in the trial stay to rehearse operations and to make adjustments prior to the opening. This also gave the associates an opportunity to rediscover this lively part of Kuala Lumpur. For more info on ACES Hotel, visit www.aceshotels.com



Guest room at ACES Hotel.

BERJAYA HILLS RESORT HOSTS MEDIA GROUP



Tourism Malaysia Eastern Region and members of the media at Colmar Tropicale.

On 25 November 2020, Tourism Malaysia Eastern Region (Pahang) organised the ‘Chillax Media Pantai Timur’ FAM trip, in collaboration with Colmar Tropicale and several resorts at Janda Baik. 37 participants from Tourism Malaysia Pahang, RTM Pahang, Utusan Malaysia, Sinar Harian, Pahang Media Club, Malaysia Nanban, Makkal Osai, and other bloggers from Kelantan and Pahang participated in the trip which included a 2-day 1-night stay at Colmar Tropicale.

The media personnel enjoyed the fresh and tranquil greenery at the Japanese Village and the Botanical Garden. In addition, The Chateau Spa & Organic Wellness Resort also treated them to a scrumptious breakfast buffet spread at La Vie, followed by a tour around the resort and the La Serre Glasshouse.

BERJAYA HOTELS & RESORTS COLLABORATES WITH MALAYSIA HEALTHCARE TRAVEL COUNCIL



Malaysia Healthcare Video Competition 2020.

Berjaya Hotels & Resorts was one of the sponsors for the Malaysia Healthcare Video Competition 2020 from 5 November 2020 to 10 December 2020 on social media. This video competition was organised by the Malaysia Healthcare Travel Council (“MHTC”) in Indonesia, which is an initiative under the Ministry of Health, with the objective of promoting healthcare tourism to visitors from Indonesia. Open to all Indonesians residing in Indonesia and Malaysia, participants were required to create a short video combining 2 themes, highlighting tourism and healthcare in Malaysia.

For this social media campaign, MHTC worked with multiple brands in the healthcare industry comprising premier Malaysian healthcare facilities, airline companies, hotels and many more. To support this initiative, Berjaya Hotels & Resorts sponsored hotel stays in Berjaya Times Square Hotel Kuala Lumpur, ANSA Hotel Kuala Lumpur, Berjaya Penang Hotel, Berjaya Waterfront Hotel, Johor Bahru and entrance tickets to Colmar Tropicale, Berjaya Hills. The campaign was also shared by a few top social media influencers from Indonesia.

THE TAARAS BEACH & SPA RESORT OFFERS FINE WEATHER GUARANTEE

The Taaras Beach & Spa Resort offers a fine weather guarantee to guests. Between 1 November to 28 February 2021, guests can opt for the Fine Weather Guarantee at RM200 nett upon booking. In the event where it rains continuously for 6 hours between 7am to 7pm during their stay, guests are entitled to receive a complimentary 1-night stay or an accommodation voucher valued at RM400, to be redeemed at any Berjaya Hotels & Resorts in Malaysia. For more information, kindly visit <https://www.thetaaras.com/fine-weather-guarantee>.



A promotional banner for the Fine Weather Guarantee offer.

WHAT'S NEW AT ANSA HOTEL KUALA LUMPUR

ANSA Hotel Kuala Lumpur announced the launch of its new room, featuring a king-sized bed and a super king size sofa bed which can accommodate up to 4 guests. Its new ANSA Executive Quadroom is most suitable for a family staycation in the heart of the city. On another note, a new Caring Pharmacy has just been opened along ANSA Walk. The pharmacy is located next to the entrance of ANSA Hotel Kuala Lumpur and is aimed at providing greater convenience to hotel guests throughout their stay.



The new ANSA Executive Quadroom.

BERJAYA HOTELS & RESORTS PARTNERS WITH GOCAR



On 7 December 2020, Berjaya Hotels & Resorts (“BHR”) established a partnership with GoCar, an on-demand car sharing platform which allows guests to rent a car via the GoCar app. This partnership provides added convenience to in-house guests of BHR at Berjaya Times Square Hotel, Berjaya Penang Hotel, and Colmar Tropicale. Guests are entitled to special discounts on GoCar rental rates.

GoCar at Berjaya Times Square Hotel, Kuala Lumpur.

INTRODUCING MALAYSIAN FLAVOURS TO FILIPINOS



Executive Sous Chef RJ Mabalay during the Berjaya Makati Tik Talk live stream.

Inspired by the recent TikTok trend, Berjaya Makati Hotel in the Philippines organised live streaming sessions on the platform titled “Berjaya Makati Tik Talk” on 20 October 2020 and 19 November 2020. The streams featured Executive Sous Chef, RJ Mabalay and DeeJay Castillo and were aimed at promoting authentic Malaysian flavours such as Teh Tarik and chicken satay. The hotel offered prizes to reward their viewers and this managed to attract thousands of views on the platform.

BERJAYA MAKATI HOTEL DONATES SAFETY KITS



Gladiolyn Biala, Resident Manager of Berjaya Makati Hotel with staff members.

Berjaya Makati Hotel collaborated with Project Pearls, a non-profit organisation helping children and families in need through education, literacy, nutrition, healthcare, and empowerment. The programme, which began in early December 2020 was aimed at promoting health and safety in the midst of the COVID-19 pandemic, especially to impoverished areas where 200 safety kits have been donated. Each safety kit consists of 4 pieces of face masks, a toothbrush set, alcohol spray and soap. Staff from Berjaya Makati Hotel handed some of the safety kits to Jay-R C. Panagsagan, the Executive Assistant/Associate Director from Project Pearls.

BHR COLLABORATES WITH TY MALAYSIA TO SPREAD CHRISTMAS JOY



In conjunction with Christmas celebrations, Berjaya Hotels & Resorts (“BHR”) collaborated with Ty Malaysia for a special Ty Christmas Tree campaign on Ty Malaysia’s Facebook page between 18 and 30 November 2020. The contest was open to the public where participants would decorate their own Christmas trees complemented with Ty Malaysia’s products. Participants with the most likes stood a chance to win a 2-day 1-night stay at Berjaya Times Square Hotel (“BTSH”). Winners also got the chance to help decorate BTSH’s Christmas tree located at its lobby. The 2nd winner was entitled to a 2-day 1-night stay at Colmar Tropicale. There were also 3 consolation prizes in the form of DIY gingerbread houses from BTSH.

The purpose of this campaign was to encourage togetherness among family members during Christmas. Results were announced on 12 December 2020. Fazlina Masbah, the winner of the contest decorated the Christmas tree at BTSH together with the Ty Malaysia team. The tree was adorned with Ty Malaysia merchandise, purchasable by guests.

Ian Lim, representative from Ty Malaysia putting on the finishing touches on BTSH’s Christmas tree.

2020 REWIND FOR F&B

Throughout 2020, despite the COVID-19 pandemic, Starbucks, Kenny Rogers ROASTERS, Krispy Kreme Doughnuts and Joybean expanded their operations with the opening of new outlets throughout Malaysia as well as in the Philippines and Singapore.

In January this year, Melissa Wathan of Starbucks Reserve Sunway Pyramid was crowned Starbucks' Barista Champion 2019/2020 at the 2019/2020 Barista Championship. She was one of the 30 partners around Malaysia who made it to the preliminaries and the final 5 coffee masters in the Grand Finals.

Starbucks embarked on a 12-year partnership with Royal Selangor with a limited edition 'Bearista Buddy' series. This series will see the 12 animal signs in the Chinese Zodiac come to life in pewter at Starbucks stores each year. For 2020, the Starbucks® x Royal Selangor Bearista Buddy (Rat) was a beautifully crafted figurine which also comes in gold where only 88 pieces were produced.

In October, Kenny Rogers ROASTERS introduced its new line of Kenny's Kitchen Inspirations 'Frozen-Ready-to-Cook' products, featuring Chocolate Lava (RM7 each), 1kg Golden Vanilla Muffin Mix (RM25) and Marinated Whole Chicken (Original or Black Pepper) at RM35 each.

New Outlet Openings

Starbucks



The opening of the first Starbucks Reserve store at Gurney Plaza, Penang.



Starbucks' first store in Kuala Selangor.



The newly opened Starbucks store in Sultan Mahmud Airport, Terengganu.



Starbucks Kuala Terengganu at KTCC Mall.



Newly opened Starbucks store at USJ 16, Selangor.



Starbucks Botanica, Penang.



Starbucks Indera Mahkota, Pahang.



Starbucks Connexion Putrajaya, a pilot project utilising the latest in-store technology.

Kenny Rogers ROASTERS



The new KRR Express restaurant at Caltex Putrajaya, Presint 8.



Newly opened KRR restaurant at Kuala Terengganu City Centre ("KTCC").



KRR restaurant at Tropicana Gardens Mall, Petaling Jaya.

(continued from page 12)

Krispy Kreme Doughnuts



Krispy Kreme's new outlet at Tropicana Gardens Mall, Kuala Lumpur.



Krispy Kreme Paradigm Mall, Petaling Jaya.



Krispy Kreme Sunway Velocity Mall, Kuala Lumpur.

Joybean



Joybean's 4th and 5th outlets at Tropicana Gardens Mall Kuala Lumpur (left) and SM City San Lazaro, Manila, the Philippines.



Jollibean



Joybean's first halal-certified outlet at Our Tampines Hub, Singapore.



Jollibean and Sushi Deli's joint outlet at Singapore Polytechnic.

**KENNY ROGERS ROASTERS
EPIC ROAST**



Ring in the festive spirit with Kenny Rogers Roasters' ("KRR") limited edition menu specially crafted for the holiday season! Roasted to perfection with a deliciously piquant Smoked BBQ Italian Herbs marinade, the Epic Roast comes with Roasted Mix Veggies, Herbs Roasted Potatoes and 3 varieties of Kenny's Signature Gravies, Smoked BBQ, Black Pepper, and Original Gravy.

The Epic Roast meal is available for take-away only at selected participating KRR Restaurants till 31 December 2020 with a selling price of RM98.00 per meal. Guests were required to place their order three (3) days in advance.

KRR's Epic Roast.

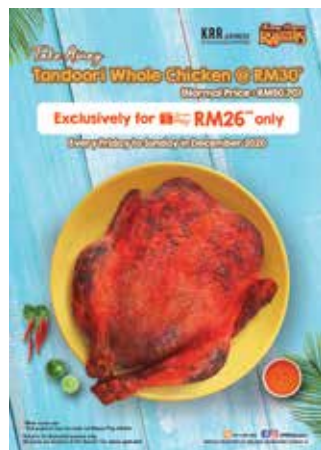
**KENNY'S KITCHEN
INSPIRATIONS**

Kenny Rogers Roasters introduced a new line of Kenny's Kitchen Inspirations "Frozen-Ready-to-Cook" products. Now you can be the masterchef in your own kitchen with Kenny Rogers Roasters' Chocolate Lava at RM7.00 each, Golden Vanilla Muffin Mix (1kg) at RM25.00, and Marinated Whole Chicken (Original/ Black Pepper) at RM35.00 each. These can be prepared with simple cooking steps and is ideal for home parties or weekend treats for family and friends.



Kenny's Kitchen Inspirations Frozen-Ready-to-Cook meals.

FESTIVE TAKEAWAYS



STARBUCKS LAUNCHES NEW FOOD MENU



Starbucks Malaysia Tiramisu Cake.

In early September, Starbucks Malaysia launched a new menu, featuring vibrant and hearty grab-and-go sandwiches, pies, and wraps. New cake options are also available, including a new category of “cake bars” for those who want something light to pair with their favourite coffee or tea. Among the new food offerings were the Chicken Florentine Pie, Beef Ragu Pie, Egg-in-a-Hole

Focaccia, Thai-Thai Wrap, Burnt Coffee Cheesecake, Orange Jaffa Cake Bar, and Stick Walnut Cake.

On another note, Starbucks brought the Autumn season to Malaysia with the launch of its Pumpkin Spice Latte, Pumpkin Spice Nitro Cold Brew, and Pumpkin Spice Cream Cold Brew. To promote the beverages, the Starbucks team worked with LooLoo Soaps, a local business, to create pumpkin spice candles packaged in Starbucks mugs. These candles were distributed exclusively to members of the media as well as various social media influencers.

STARBUCKS PARTNERS MASK UP

Starbucks Malaysia distributed complimentary reusable masks to all Starbucks partners in Malaysia. These cloth masks will be standard issue where new ones will be provided every month along with a daily supply of filters, protecting frontline partners as well as reducing waste.



A Starbucks partner with her newly received face mask.

FIVE YEARS OF THE RAREST, MOST EXTRAORDINARY COFFEE

Starbucks Reserve™ Malaysia turned 5 on 13 October 2020, and to celebrate the milestone, an experiential journey of the rarest and most exotic beans was brought online through a digital Starbucks Reserve™ tour. This specially curated experience was hosted by Sarah Hisham, an up-and-coming Key Opinion Leader on Instagram.

The tour of Starbucks Reserve™ Berjaya Times Square comprised 6 stations, highlighting the various touchpoints which makes it uniquely a Starbucks Reserve™ store. This includes the premium store design, specially designed merchandise, and the core bar. Viewers who paid close attention to the livestream were given a chance to answer pop quizzes to win prizes.

At the conclusion of the livestream, viewers were also treated to a lucky draw, where 5 lucky winners walked away with an exclusive Reserve™ 5th Anniversary Malaysia Starbucks Card and other prizes. The livestream had a consistent viewership of about 500 throughout the session, with total views reaching 70,000 on IGTV.



The Starbucks Reserve™ tour livestream in progress.

PLAN YOUR GOALS WITH THE 2021 STARBUCKS PLANNER

The 2021 Starbucks planner has been launched! Made from vegan leather, this Malaysia-exclusive planner comes with several card slots, extra pockets, and a zipper slot to store stationery. The tri-fold planner sleeve also comes with an elastic band, completing the chic look. The 2021 Starbucks planner is redeemable with the purchase of 15 Grande or Venti beverages. Customers can also purchase it upfront for RM188.



The 2021 Starbucks planner, now available for redemption or purchase.

GIFTING MADE EASIER WITH SIREN GIFTING

Starbucks Malaysia launched its Siren Gifting initiative, aimed at ensuring customers' gifts were delivered safely for the year-end holiday season. Customers could purchase gifts from participating Starbucks stores across Malaysia and Starbucks' partners would handle the packing, wrapping, and delivery. The gifts were also delivered along with a greeting card.



A promotional poster for Siren Gifting.

STARBUCKS CELEBRATES DEEPAVALI

In conjunction with Deepavali, Starbucks Partners at the Starbucks Support Centre took some time off their busy schedule to create a Kolam artwork inspired by the design of the 2020 Deepavali Starbucks card.



The completed Kolam on display at the Starbucks Support Centre.

TIFFIN GIFTING THIS MID-AUTUMN

In conjunction with the Mid-Autumn festival, Starbucks Malaysia introduced the Exclusive Mooncake set which features 4 mooncakes in a nostalgically designed tiffin carrier. Inspired by the "Porcelain Tingkats" which were widely used in the 20th century among the Peranakan community to place snacks and tidbits, the surface of the tiffin carrier features intriguing designs of Osmanthus flowers, symbolising the Autumn season, surrounded by bunnies gazing at the moon.

The mooncake flavours were inspired by Starbucks' handcrafted beverages, namely the Chocolate Lava Mooncake, Mocha Lava Mooncake, and returning favourites, Green Tea Key Lime Mooncake, and Tiramisu Mooncake.



The Starbucks Malaysia Exclusive Mooncake set.



Peter Wong, General Manager of Berjaya Enviro Holdings (3rd from left) and YB Chan Foong Hin, Member of Parliament for Kota Kinabalu (5th from left) presenting the ATV mock key to YBhg. Datuk Haji Nordin Siman, Mayor of Kota Kinabalu City. The event was witnessed by DBKK officials.



The Trash Skimmer Boat deployed for seaboard cleansing of floating debris and garbage.

CARING FOR THE ENVIRONMENT

In 2020, Berjaya Enviro Holdings (“BEH”) officially launched the first Borneo Trash Skimmer Boat pilot project under The Save The Sea initiative, which encompassed a 3-month deployment of a trash skimmer boat. The project aimed to remedy the condition of Semporna’s seaboard area which is ridden with floating debris and garbage, to ensure its long-term viability as a premier tourism attraction. The trash skimmer boat operated at Semporna’s open sea area, together with 2 units of sampan boats to service the shallow waterfront areas such as the jetty and the coastal line. The boats were able to cover an area of 2.9 million sq.m., from Bangau-Bangau to Semporna City, Kampung Sejati and Tampi-Tampi.

As a part of BEH’s commitment to assist the Government in attaining a zero-waste status city, BEH handed over the keys to 2 units of All-Terrain Vehicle to the Mayor of Kota Kinabalu City, Datuk Haji Nordin Siman to facilitate the ongoing cleaning activities around Kota Kinabalu’s beach areas.



Dr See Hoon Peow, the CEO of Berjaya University College.

NURTURING THE FUTURE GENERATION

In 2020, BERJAYA University College (“BERJAYA UC”) appointed Dr See Hoon Peow as its new Chief Executive Officer.

With more than 20 years of experience in the education industry, Dr See is an exceptional leader with strong experience in growing and turning around educational institutions. His broad knowledge and skills are aimed at building and inspiring teams.

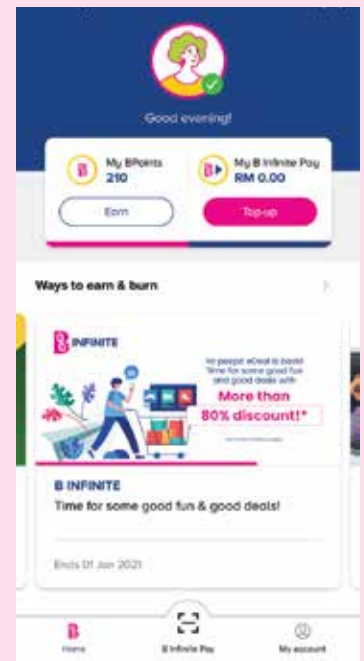
LOYALTY AT ITS BEST

On 2 March 2020, B Infinite entered into a collaboration with Malaysia Airlines whereby BPoints earned from purchases made with B Infinite partners, may be exchanged for Enrich Miles and vice versa. The conversion rate is a minimum of 2,000 BPoints for 300 Enrich Miles.

Both B Infinite and Enrich members are able to inter-use the points to make their redemptions for flights to a choice of 1,000 destinations, hotel stays, holiday packages, car rentals and other shopping and lifestyle privileges under Enrich, and a wide range of lifestyle products and services offered by B Infinite partner brands such as Starbucks, Tealive, Caltex and many more.

On 17 April 2020, B Infinite introduced its e-wallet, B Infinite Pay as its new mobile application feature.

Members who are signed up on the new application will be able to make exclusive purchases that can only be paid using BPoints. Those with insufficient BPoints will be able to use B Infinite Pay to make up the difference.



The new B Infinite Pay feature added to the B Infinite application.

SAFETY THROUGH CONNECTIVITY IN 2020

On 17 August 2020, U Mobile partnered with Waze and SMART Tunnel to make GPS connectivity possible for all drivers commuting through the world's longest dual-purpose tunnel. Through this partnership, over 240 Bluetooth®-enabled hardware devices known as Waze Beacons were installed along the 5.2km road tunnel to enable seamless connectivity and uninterrupted navigation.

U Mobile launched its Fast Forward with 5G live trial on 7 September 2020 at Berjaya Times Square, enabling its customers to experience 5G first-hand before 5G is commercially available in Malaysia. The telco has provisioned all its SIMs to be ready for 5G, so customers were able to test out the 5G network with selected smartphones from 7 September 2020 until 31 December 2020.

For the third year running, U Mobile was awarded Malaysia Mobile Service Provider of the Year at the 2020 Frost and Sullivan Asia Pacific Best Practices Awards. The telco also gained recognition in five categories under the 2020 Excellence in Customer Experience for the Telecommunications Industry in Malaysia, which included Overall Experience, Mobile Experience, Online Experience, Contact Center Experience and Dealership, bringing the total awards won to six.



Launching of Waze Beacons right before the Movement Control Order (MCO) in March.



For the third year running, U Mobile was awarded Malaysia Mobile Service Provider of the Year at the 2020 Frost and Sullivan Asia Pacific Best Practices Awards.

U MOBILE AND STARHUB SUCCESSFULLY COMPLETE 5G STANDALONE VIDEO CALL

On 5 October 2020, Malaysia's U Mobile and Singapore's StarHub announced that they have successfully completed a multi-party roaming video conference call over 5G standalone (5G SA) technology, completely independent of 4G, as a part of trials to pave the way for consumers and businesses to enjoy crystal-clear and lag-free communication and entertainment experiences no matter where they are. This is one of the first-of-its-kind trials in the world and the key learnings received will be applied to accelerate the roll-out and take-up of 5G roaming services in Malaysia and Singapore once 5G becomes commercially available in both countries.



U Mobile and StarHub roaming video conference call over 5G SA technology.

U MOBILE REWARDS CUSTOMERS IN "WE WANT U" CAMPAIGN

On 1 October 2020, U Mobile launched its biggest giveaway campaign, the "We Want U GIVEAWAY", rewarding customers with a total of RM3 million in prizes. The giveaway campaign started on 1 October 2020 and will end on 8 January 2021. Prizes include Proton X70 and Proton Iriz cars, Modenas Kriss motorcycles, Huawei Mate 30 Pro 5G, iPhone 11 Pro smartphones and Shopee vouchers.

To win, customers of U Mobile's prepaid or postpaid plans must accumulate the highest number of points during the daily, weekly or monthly tally by simply performing a variety of actions such as activating a new plan, upgrading their plans, purchasing data plans, boosters, top-ups or add-ons.



Promotional poster for the We Want U Giveaway Campaign.

CSR ACTIVITIES IN 2020



(From left) Vincent Seow, Executive Director of Berjaya Sports Toto Berhad, Nerine Tan, Chief Executive Officer of Berjaya Sports Toto Berhad, and YB Tan Kok Wai, Special Envoy of Malaysia to China cum Member of Parliament for Cheras at STM's 33rd Chinese New Year Ang Pow Donation Campaign.



Tan Sri Dato' Seri Vincent Tan led a group of 20 employees to carry out a beach clean-up activity at Pulau Lima, Redang.



Cosway opened its doors to guests from Rumah Kasih Harmoni from Paya Jaras, Selangor to commemorate Cosway's Facebook Live Merdeka celebration at Menara Cosway. They contributed daily essentials which included washing machines, toiletries, and face masks.



Berjaya Times Square Kuala Lumpur's 'Spring of Prosperity' Chinese New Year celebration with children from Rumah Charis.



In Singapore, Jollibean and You Tiao Man paid tribute to frontliners at Tan Tock Seng Hospital. 168 sets of tea break snacks were given out that day.



Kenny Rogers ROASTERS celebrated Chinese New Year with 23 residents of Siri Jayanthi Metta Care Centre on 6 February 2020.



Berjaya Penang Hotel staff and residents of the Penang Home for the Infirm and Aged.



7-Eleven's "Lend a Helping Hand" campaign between 29 March to 28 April 2020 channelled supplies and daily necessities to government hospitals, medical clinics, civil services, charity homes, public universities, and student dormitories.

(continued on page 20)

(continued from page 19)



The Taaras Beach & Spa Resort collaborated with the local community or Redang Island to distribute packed food and mineral water to 25 frontliners at roadblocks around the island, consisting of Polis Diraja Malaysia and Malaysia Civil Defense Force personnel.



Berjaya Times Square Hotel and The Giving Bank distributed 70 packets of food to police officers from IPD Dang Wangi.



In the Philippines, Berjaya Philippines Inc. distributed relief packs to 350 individuals from 100 families affected by the eruption of Taal volcano at an evacuation centre in Barangay San Antoni, Batangas, which includes eating utensils, towels, and clothing.



B. Youth! Volunteers and members of Charity Food Basket Klang at the wheelchair repair and medical bed assembly charity event.



The Taaras Beach & Spa Resort's management team visited 36 orphans from 19 families to present Raya goodies and duit raya.



7-Eleven collaborated with NGOHub to sponsor Android tablets to women support NGOs, namely, Women of Will, Persatuan Ibu Tunggal Shah Alam and Persatuan Suri Rumah Rahman to aid single mothers, widows, abandoned or abused women living in poverty.



Sports Toto Malaysia contributed about RM8,000 worth of daily essentials to about 80 families at low-cost flats in Subang Jaya and Kelana Jaya during Ramadan.



7-Eleven organised a Chinese New Year celebration for senior citizens of Joy Garden Old Folks Home at Semenyih.

INTERNATIONAL MEATLESS DAY 2020



International Meatless Day 2020 campaign poster.

In conjunction with International Meatless Day, Berjaya Corporation Berhad, in collaboration with the Malaysian Meatless Day Campaign Committee ran an awareness campaign that encouraged employees of the Berjaya Group to pledge to go meatless for 1 day on 25 November 2020. Berjaya Youth also ran a similar campaign targeting members of the public to pledge to go meatless on the same day. The combined responses were overwhelming, with more than 100 people from Berjaya Group and the public taking the pledge to go meatless on 25 November 2020.

Berjaya Café also offered pledgers a “Buy 1 Main Meal Free 1 Main Meal” deal, which was valid from 12:00pm to 8:00pm. On 25 November 2020, Berjaya Youth also ran a photo competition on Facebook and Instagram in tandem with the pledge, to generate more awareness and to stimulate public interest. The Top 3 winners with the most combined “likes” on their photos were given RM100 Berjaya Café cash vouchers each.

CELEBRATING DEAF AWARENESS MONTH



The special Signing “Love” Starbucks card.

In conjunction with Deaf Awareness Month, Starbucks Malaysia launched the Signing “Love” Starbucks Card on 1 September 2020. This exclusive Starbucks Card comes with a specially designed card sleeve which depicts the sign “Thank You” in the local sign language. The design was inspired by Ernest Ting from the Sarawak Society of the Deaf. This card can only be activated at Starbucks’ Signing Stores at Bangsar Village 2, Kuala Lumpur, and Burmah Road, Penang.

Adding to the initiatives for Deaf Awareness Month, a series of quizzes were posted across Starbucks Malaysia’s social media channels from 21 September 2020 to 27 September 2020 to engage with the community and to create awareness on sign languages. In conjunction with Malaysia Day celebrations, there were also a series of Instagram stories aimed at teaching communities on naming the 14 states of Malaysia in sign language.

In addition, Malaysia’s leading English newspaper, The Star, and international publication, Arab News interviewed Starbucks’ deaf partners, highlighting job opportunities and the contributions of Starbucks Signing Stores to the deaf community.

STARBUCKS MALAYSIA CONTRIBUTES TO ZERO HUNGER

Starbucks Malaysia partnered with The Lost Food Project to distribute groceries and household rations to 32 underprivileged families in Kuala Lumpur. Over the course of 2 weeks, Starbucks Malaysia collected essential food items, which included bags of rice, noodles, biscuits, canned food, laundry detergent, toothpaste, and face masks. 20 Starbucks Support Centre partners helped pack these items into boxes on 6 November 2020, which were subsequently distributed to the beneficiaries.



Starbucks partners who volunteered for the packing of daily necessities.

STARBUCKS BRINGS CHEER TO FAN

Starbucks Malaysia was surprised when its Support Centre received a fan mail, expressing her love for the Fantasy Tail Frappuccino. She even took the initiative to create her own artwork of the beverage, depicting a Unicorn Frappuccino.

As such, the Starbucks Malaysia team got in touch with the mother of 6-year-old Afreen to give her a surprise on her birthday with a recreation of her dream beverage. The product team used existing ingredients to bring to life a special creation made according to her illustration, which is topped with a mermaid tail chocolate. The Starbucks Malaysia team then delivered the beverage along with some gifts to Afreen’s home. She was pleasantly surprised upon seeing the Starbucks Malaysia team at her door step.



The Starbucks Malaysia team together with Afreen and her birthday gifts.

SPARK JOY CHARITY DRIVE



The launching of Spark Joy Charity Drive.



This Christmas season, the Employee Engagement Committee (EEC) in collaboration with Corporate Communications Department organised the Spark Joy Charity Drive to invite corporate office employees to sponsor gifts for children at Rumah Hope and Rumah Charis.

This programme was launched by BCorp CEO, Dato' Sri Robin Tan on 8 December 2020 at the Cafeteria, Level 12. In conjunction with this charity programme, Borders also had a mini fair, featuring stationery, story books and educational toys for convenient gift purchasing. Employees enjoyed the staff discount for their

purchases while at the same time, they made the children's Christmas wishes come true.

KRR'S WISHING TREE CONTINUES TO FULFILL WISHES



KRR's Wishing Tree campaign 2020.

and happiness to the community. Over the years, more than 24,000 wishes have been fulfilled through this simple yet meaningful campaign. The public was encouraged to take part in this campaign which ran till the end of December 2020 by visiting participating KRR restaurants. Their gifts were then wrapped and delivered to the respective NGOs. For more information, visit www.krr.com.my or www.facebook.com/krrmalaysia.

Ring in the year-end festive season, the 16th annual Wishing Tree campaign continued to fulfil wishes for underprivileged children across Malaysia. In 2020, Kenny Rogers Roasters ("KRR") aimed to fulfil wishes for more than 500 children from 15 non-government organisations ("NGOs") which had their 'Wishing Cards' displayed at participating KRR restaurants nationwide.

KRR started the Wishing Tree campaign in 2005 with a simple objective, which is to bring love

BERJAYA PHILIPPINES' VISIT TO BERJAYA GK VILLAGE

On 25 November 2020, Tan Eng Hwa, Berjaya Philippines Executive Director visited Berjaya GK Village in Barangay Pabanlag, where 30 housing units were recently built through Berjaya's funding in partnership with Gawad Kalinga to assess the community's wellbeing amidst the COVID-19 pandemic. The beneficiaries said that they are feeling more secure now with the new homes as their previous homes were made from light materials, prone to damage during a typhoon.



Tan Eng Hwa, Berjaya Philippines Executive Director (extreme left) together with the beneficiaries at Berjaya GK Village located in Barangay Pabanlag, Floridaablanca, Pampanga.

WORLD CLEAN-UP DAY 2020 AT BHR'S ISLAND RESORT

In conjunction with World Clean-up Day 2020 on 19 September 2020, staff members of The Taaras Beach & Spa Resort and Berjaya Langkawi Resort came together to show their support by participating in a beach cleanup activity held at the respective islands to raise awareness on the mismanagement of waste. A total of 18 resort staff members, 30 students, 2 teachers from S.K. Pulau Redang and 2 interns from Sea Turtle Research Unit (SEATRU) from The Taaras Beach & Spa Resort, and 30 staff members from Berjaya Langkawi Resort participated in this event.



Participants working together for the beach cleanup at Berjaya Langkawi Resort.



Volunteers at The Taaras Beach & Spa Resort with the collected waste ready to be transported to mainland Kuala Terengganu.

#BUATBAIKTOGETHER IS BACK FOR THE 4TH CONSECUTIVE YEAR

From 28 September 2020 to 8 November 2020, #BuatBaikTogether partners and Damai Disabled Person Association Malaysia ran a campaign which encouraged members of the public to purchase daily necessities such as food items, non-alcoholic beverages, household products, and other provisions to be placed into contribution boxes at more than 2,350 7-Eleven Malaysia outlets across the nation. The collected items will be donated to Damai Disabled Person Association Malaysia. In addition, RM0.10 will be donated to the organisation with every purchase of a 7-Eleven partner product.



Representatives from 7-Eleven Malaysia with V. Murugeswaran (third from left), the President of Damai Disabled Person Association Malaysia and committee members of the organisation.

SOWING SEEDS FOR A COMMUNITY GARDEN

On 18 September 2020, 7-Eleven Malaysia and NGOHub took the initiative to contribute to the edible community garden at Pangsapuri Mutiara Magna, Kepong, Kuala Lumpur. This initiative was aimed at providing residents at the low-cost flats with the opportunity to grow edible plants and to provide fresh produce for vulnerable groups in the community. The contributions include polybags, soil, and various vegetable seedlings like brinjal, Brazilian spinach, broccoli, and mustard greens.



Ronan Lee, General Manager of Marketing, 7-Eleven Malaysia (centre), and Zuredisham Zulklepli Chairman of Mutiara Magna Community Garden (second from right) together with residents and representatives from NGOHub.

EMPOWERING SINGLE MOTHERS AND UNDERPRIVILEGED WOMEN

On 23 October 2020, 7-Eleven Malaysia, together with NGOHub took the initiative to contribute sewing machines to a non-profit social enterprise, UmieAktif which works with economically challenged women in areas such as Chow Kit, Kampung Melayu Ampang, Kelantan, Pahang, and Terengganu. The contribution of sewing machines will provide single mothers and underprivileged women with the opportunity to make a living through sewing using recycled materials and fabric.



Ronan Lee, 7-Eleven Malaysia's General Manager of Marketing (centre) and co-founders of UmieAktif, Lawrence Anak Abus Zulklepli (left) and Nik Sin Nik Man (right).

7-ELEVEN MALAYSIA BRINGS JOY TO LESS FORTUNATE CHILDREN

7-Eleven Malaysia donated over 4,000 limited edition Pokemon Poke Plates 2.0 to more than 40 orphanages and child care centres in conjunction with World Children's Day on 19 November 2020. This initiative is coordinated in collaboration with 7-Eleven Malaysia's partners, NGOHub and X-Promosi.

Among the recipients were Pertubuhan Kebajikan Lindungan Ikhlas Kuala Lumpur, Pertubuhan Kebajikan Umum Malaysia, Monfort Boys Town, RMHC House Charities, Persatuan Rumah Sayangan, Rumah Tititan Kasih, Desa Amal Jireh, and Yayasan Chow Kit.



Dharshini Rajendran, caretaker at Pertubuhan Kebajikan Lindungan Khas Kuala Lumpur (centre), receiving the Pokemon Poke Plates 2.0 from representatives of 7-Eleven Malaysia and NGOHub.

(continued from back cover)

COVID-19 CONTRIBUTIONS



Kenny Rogers Roasters ("KRR") delivered 900 sets of Kenny's Quarter Meal (worth more than RM18,800) to frontliners at Sungai Buloh Hospital.



7-Eleven Malaysia organised a CSR programme with the Armed Forces Football Club ("AFFC") to contribute essential food items worth RM60,000 to the Ministry of Defense ("MINDEF").



Starbucks Malaysia donated around 30,000 face masks to Hope Worldwide. The masks were distributed to B40 communities in hardest hit areas in Selangor and Kuala Lumpur. This initiative came after Starbucks' transition to reusable masks for its Partners as a sustainable alternative, which resulted in a surplus of disposable masks across its outlets. The masks were collected and delivered to Starbucks Support Centre in Kuala Lumpur, where it was handed over to Hope Worldwide.

Redtone Digital Berhad collaborated with Malaysia Association of Professional Trainers & Coaches (MAPTaC) to support the COVID-19 support group, and initiative to provide psychosocial support service for frontliners.



In conjunction with Starbucks' 22nd Anniversary, Starbucks Malaysia created a digital mural to commemorate the sacrifices of frontliners. The mural consisting over 300 photos of doctors, nurses, emergency personnel, policemen, and firefighters was posted on 17 December 2020, receiving more than 20,000 engagements and messages from its viewers.



Starbucks partnered with Semporna Heroes, an NGO based in Tawau, Sabah, which is also one of the hardest hit area of the pandemic. They distributed around 500 packets of VIA™ Ready Brews which were placed as a part of their meal packs. This initiative is aimed at engaging with local communities and to also show appreciation to frontliners stationed at hospitals.

COVID-19 CONTRIBUTIONS

The Berjaya Corporation group of companies provided various assistance to lighten the burden of those affected by the COVID-19 pandemic as well as to show appreciation for the sacrifices made by the frontline workers during these challenging times.



Dato' Sri Robin Tan, Chief Executive Officer of Berjaya Corporation Berhad and Tan Sri Muhyiddin Yassin, Prime Minister of Malaysia during the presentation of RM1 million to the national COVID-19 fund.



Berjaya Corporation Berhad's donation of 1 million latex gloves to Red Cross Society of China to help curb the spread of COVID-19.



In the Philippines, BPI donated PPE amounting to approximately Peso1 million to various hospitals, namely The Medical City and St. Camillus Medical Center in Pasig City, St. Dominic Hospital in Bacoor Cavite, St. Martin de Porres Charity Hospital in San Juan City, East Avenue Medical Center in Quezon City, and Lucena United Doctors hospital in Quezon Province.



Berjaya Enviro donated a total of 130,000 pieces of face masks to the Ministry of Federal Territories, Ministry of Environment and Water, and the Minister of Housing and Local Government.



Berjaya distributed food aid to 4,200 B40 families in Kuala Lumpur & Selangor.



Starbucks Malaysia delivered 200 cups of drinks to the frontliners at University Malaya Medical Centre, Klinik Kesihatan Bangi and Klinik Kesihatan Kajang.



U-Mobile contributed 100 new mobile phones with 100 GX68 postpaid SIMs to University Malaya Medical Centre and Sungai Buloh Hospital. The mobile phones and SIMs with unlimited high-speed data and calls were used to reach out to patients under investigation and to conduct contact tracing.



7-Eleven Malaysia in collaboration with NGOHub distributed hand sanitisers, multivitamin supplements, and antibacterial household cleaning products to charitable homes, including Pusat Jagaan Sri Mesra, Persatuan Kebajikan Rumah Victory, Aiyide Old Folks Home and also other charitable homes.