



BCorp Celebrates
Berjaya Founder's Day
in a Memorable way

Tan Sri Vincent Tan presented a total of RM11.6 million to 61 charitable organizations.



Tan Sri Vincent Tan receiving a birthday bouquet from special guest-of-honour, DYMM Sultanah of Pahang, Sultanah Hajjah Kalsom.

On 25 February 2012, the second Berjaya Founder's Day was celebrated amidst much gaiety in a carnival-like atmosphere. Berjaya Founder's Day was conceptualised as a celebration to honour our Founder, Tan Sri Dato' Seri Vincent Tan for his vision and hard work over the past 28 years which has taken the Berjaya Group to where it is today. It is also a day dedicated to lending a hand to the less fortunate in our society in line with the Founder's belief in corporate philanthropy.

On this day, Tan Sri Dato' Seri Vincent Tan, through his personal foundation, the Better Malaysia Foundation, and the Berjaya Cares Foundation contributed RM11.6 million to 61 charitable organizations. These charitable organizations included those that support community, education, health causes, environmental awareness and animal protection. In addition to this, Tan Sri Vincent Tan has also pledged RM600 million worth of securities and shares to Better Malaysia Foundation for charitable initiatives.

During the ceremony, Tan Sri Vincent Tan presented the inaugural Better Malaysia Foundation Personality of the Year Award 2012 to Madenjit Singh, founder of Science of Life Studies 24/7 (SOLS 24/7), in recognition of his commendable efforts in motivating, educating and helping youth in poor communities in Malaysia and the region. As a recipient of the award, Madenjit Singh also received a RM500,000 cash award from our Founder.

Tan Sri Vincent Tan receiving a gift made by the children of Dignity for Children Foundation during his tour of the NGO booths.



A musical to honour the Founder called "The Legacy of Care" was also featured and warmly received. The musical depicted the life of our Founder from his childhood to his numerous successes. BTS Hotel presented him with a magnificent 130-foot long dragon cake in honour off his birthday.

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2 ambulances and 24 vans; of which 7 vans had been modified and fitted with electro-hydraulic wheelchair lifts were presented to selected beneficiaries.

Chairman's and CEO's Message

As we bid adieu to 2011 and welcome 2012, we saw a significant milestone for Berjaya in the first quarter. Our Founder, Tan Sri Dato' Seri Vincent Tan, stepped down from the Board of Berjaya Corporation on 23 February 2012 on turning 60. I would like to thank my father and the Board for their confidence in me, to continue my father's good work in growing this Group and taking it to the next level. I am also thankful that my father left a team of professional and efficient management who will continue to work with me in our future endeavours. On my father's part, he is still very involved in his other private businesses and will be devoting more of his time to efforts that will bring him more emotional and spiritual satisfaction.

This quarter, we celebrated the 2nd Berjaya Founder's Day on 25 February in honour of our Founder. I would like to congratulate and thank every staff and company for all efforts put in. The event was a great success. This year, our Founder, through his Better Malaysia Foundation and the Berjaya Cares Foundation contributed a total of RM11.6 million to 61 charitable organizations, in support of causes ranging from medical, educational and animal causes, to environmental conservation. I am indeed happy that we are able to provide the necessary support and assistance in helping the less fortunate to lead better lives and contributing towards a better environment in which we live. This quarter, we also visited quite a few underprivileged homes and NGOs. The more notable ones are Kim Loo Ting Hong Ying Old Folks Home and the Science of Life Studies 24/7 (SOLs 24/7) centre in Segambut. Moving forward, our objective for our Corporate Social Responsibility (CSR) efforts is to take it to the next level by supporting more sustainable initiatives, which will impact lives more meaningfully in the long term.

This year's Founder's Day is also about our Berjaya family. As we consider all our staff a part of the Berjaya family, a food and games carnival was organised for their enjoyment, in appreciation of their hard work and dedication to the Group. The event provided an opportunity to all our staff to build and strengthen their relationships with fellow colleagues as well as enjoy a fun day out with their family members.

This quarter saw some significant development in the Food and Beverage front. Berjaya Food (BFood) acquired 51% of PT Boga Lestari Sentosa (PT Boga) which will be accountable for

the growth and development of the Kenny Rogers ROASTERS (KRR) Franchise across Java and Bali in Indonesia. Currently, KRR has 8 restaurants in Jakarta. KRR has also expanded to the Middle East region via a joint-venture with Al-Attaya Group from Doha, Qatar in November 2011. The first KRR restaurant in Doha is expected to be completed in the second quarter of 2012. KRR International has also been participating in franchise exhibitions to boost and elevate Kenny Rogers Roasters brand awareness and presence and also to exploit potential networking opportunities, one of which was Franchise India 2011 Exhibition in December 2011.

For 2012, other than our Food and Beverage business, we will focus on expanding our consumer business here and abroad through Cosway. We are looking into opening approximately 200 to 300 Free Pharmacy stores in Malaysia and another 200 to 300 stores abroad the next 12 months. Cosway will also expand further to countries such as Russia, Latin America and China.

We are also looking at new waste water management business in China and Philippines. Currently in China, we have commenced operations of our Sanshui sanitary landfill project in Foshan and have also started construction of our Sanshui wastewater treatment project there. We also have wastewater and raw water projects in Shandong Province in China.

Since I became CEO in early 2011, we have implemented a few initiatives at the Group level which I hope will propel the Group to the next level. These include :

- Group Human Capital Committee – to look into elevating HR practices and improving working conditions within the Group such as better medical, Hospitalization and Surgical benefits. Different scholarship and loan schemes to assist staff's children in the area of education are being introduced.
- Branding issues – Group Integrated Marketing department was newly set up last year to look into improving brand perception of the Group.
- Companies Performance Review Committee – reviews and appraisals of business plans and budget/forecasts and financial performance of the operating companies to ensure they achieve their targets and objectives moving forward.



For this new year 2012, let us raise our benchmarks in preparation for even greater achievements both personally and as a team. Continue to be dedicated in carrying out your duties and together we will achieve all the goals we have set for the Group. I hope that the coming year will bring you peace, good health, and much prosperity.

Dato' Robin Tan

Performance of Companies for the 3rd Financial Quarter Ended 31 January 2012 (unaudited)

Company	Revenue 3 Months Ended 31 January 2012 (RM'000)	Profit Before Tax 3 Months Ended 31 January 2012 (RM'000)	Revenue 3 Months Ended 31 January 2012 (RM'000)	Profit Before Tax 3 Months Ended 31 January 2012 (RM'000)
Berjaya Corporation Berhad	1,807,013	135,263	5,292,933	690,831
Berjaya Land Berhad	1,121,431	114,657	3,111,025	311,886
Berjaya Sports Toto Berhad	983,459	164,939	2,691,640	443,831
Berjaya Media Berhad	12,695	959	39,681	1,900
Berjaya Food Berhad	26,164	5,476	64,458	11,151
Berjaya Assets Berhad	84,918	25,596	161,014	58,756

* As at 31 December 2011

Chairman's visit to the Okinawa office

On 13 March this year, Dato' Robin Tan visited the site of our development in Okinawa, Japan. Berjaya Land is the master developer of a 100-acre site on the main resort strip of Onna-son, Okinawa, Japan. The development will be anchored by a Four Seasons Resort and Residences. The site will also consist of luxury condominiums, townhouses, commercial lots, a wellness centre and a shopping mall. The project is currently at the design stage with construction of the Four Seasons Resort and Residences expected to commence in the first half of 2014.

(From left) Leong Wy Joon (Executive Director, Berjaya Land), Dato' Robin Tan (Chairman and CEO, Berjaya Corporation), Tan Teng Yan (General Manager, Property Development division, Berjaya Land, Shin Nakamatsu (Project Manager, Berjaya Okinawa Development), Akiko Kubota (Office Administrator, Berjaya Okinawa Development).



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More than 20,000 Berjaya staff and their families enjoyed the carnival at Berjaya Times Square.



Tan Sri Vincent Tan receiving birthday cards and special mementos.

1. Madenjit Singh, founder of SOLS 24/7 was the proud recipient of the inaugural Better Malaysia Foundation Personality of the Year Award.
2. Tan Sri Vincent Tan greeting his guests on arrival.
3. Tan Sri Vincent Tan, Dato' Robin Tan presenting to Persatuan Mobiliti Selangor and Kuala Lumpur.
- 4 & 5. Tan Sri Vincent Tan during the walk-about of the NGO booths.

(Continued from page 1)

This Berjaya Founder's Day celebration also recognised the hard work, dedication and support of all employees of the Berjaya Group. More than 20,000 employees and their respective families turned up for the carnival. Staff were given food and beverage and games vouchers, free entrance to the BTS theme park for a family of four and a chance to enter a lucky draw with 200 prizes. About 500 children from various children's homes in the Klang Valley were also invited to join in the celebration.



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(Continued from page 3)

There was a full entertainment programme that included performances by Dato' Leonard Tan also known as The Maestro of a Thousand Voices, beat-boxer, Shawn Lee and violinist Dennis Lau, K-Pop dance group, Ruffneckz, and other local artistes such as TP Lim, Peter Ong, Nell Ng, Vince Chong, Amirah Ali, Azura Zainal, Ash Nair, Michael Rao, Vanessa Chong, Pamela Chong, and Ady Suwardy, among others.

There was also a Lucky Draw which offered more than 200 prizes including holiday packages, IT gadgets, electrical items, food vouchers and hampers. Lucky winner, Christine Chong from Prime Credit Leasing, walked away with the First Prize of a 55-inch LED 3D television worth RM8,000! Choy Foong Yee from Cosway won the Second Prize, a MacBook Pro worth RM6,799, and Emily Tan from Sports Toto Malaysia won the Third Prize of a 3-Day Stay for Two at Berjaya Langkawi Resort.

Amidst the fun and games, Berjaya employees and members of the public also gained more insight and awareness into the respective causes of 24 selected charitable organizations when they visited the booths set up by these organizations in the mall.

The Berjaya Founder's Day 2012 organizing committee would like to thank everyone who has contributed in one way or another towards success of this event. Thank you for making our 2nd Founder's Day a truly memorable and meaningful one!



Tan Sri Vincent Tan cutting his 130-foot long dragon birthday cake, accompanied by Dato' Robin Tan.



Tan Sri Vincent Tan and some of his family members on stage during the cake cutting ceremony.



The narration of Tan Sri Vincent Tan's life through the "The Legacy of Care" musical.



1. Staff enjoying themselves at the Game Zone.



3. The overwhelming crowd of more than 11,000 at the BTS theme park.



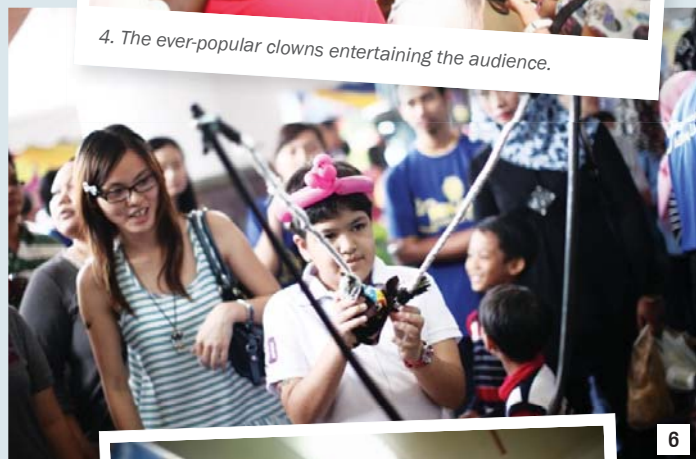
2. Children participating in the sand art at Kiddy Zone, level 7, Berjaya Times Square.



4. The ever-popular clowns entertaining the audience.



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5, 6 & 7. Staff of Berjaya Group and their families having a fun time at the various carnival games stalls and inflatables at the Kiddy Zone.

8, 9 & 10. KRR, Cosway and 7-Eleven managing their food and beverage stalls in The Boulevard, Berjaya Times Square.

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1, 2, 3 & 4. Berjaya staff and their families having a fun day at the BTS Theme Park.

5 & 6. Berjaya Group director, Hajjah Zurainah and Kenneth Chang (U Mobile) presenting lucky draw prizes on stage.

7. The Top 3 lucky draw prize winners!

News from Saigonbank Berjaya Securities, Vietnam



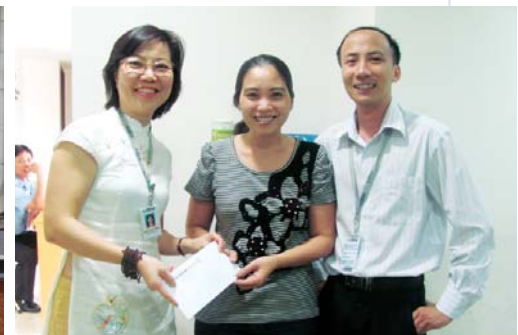
Josephine Yei, CEO of SBBS delivered her speech at the investment seminar that was co-organized by SBBS and Hong Leong Bank Vietnam.

On 7 January 2012, Saigonbank Berjaya Securities (SBBS) co-organized a half-day investment seminar with Hong Leong Bank Vietnam on economic outlook and stock investment. The knowledge shared by the SBBS speakers was enlightening to clients from SBBS and Hong Leong Bank.



The team of SBBS celebrated the 15th day of Chinese Lunar New Year with authorities from the State Securities Commission, Ho Chi Minh Stock Exchange and Vietnam Securities Depository.

SBBS participated in the Malaysia Business Chamber's "Chap Goh Mei Dinner" to celebrate the 15th day of Chinese Lunar New Year. SBBS invited authorities from the State Securities Commission, Ho Chi Minh Stock Exchange and Vietnam Securities Depository to join in the celebration.



SBBS rewarded the top female investor (center) who achieved the highest trading value of the day on International Women's Day.

On 8 March 2012, SBBS celebrated the International Women's Day 2012. As a token of appreciation to the contribution of women towards the country, SBBS rewarded a 3-day/2-night stay at Berjaya Phu Quoc Resort in Vietnam to the top female investor who had achieved the highest trading value of the day.

Borders Promotions

Borders are currently running two promotions:

John Carter Movie Promotion in March

Purchase any John Carter title and receive an exclusive John Carter notebook. While stocks last Promotion is valid at selected outlets.

Maybank and Borders joint promotion for Avengers

Exclusive to Maybank Cardmembers: 15% off on all Marvel's The Avengers books and graphic novels plus spend above RM100 on Maybankard and win Marvel's the Avengers exclusive screening tickets. Book promotion ends 30 June 2012.



Enjoy every bite with Wendy's® RM2 OFF Weekday Combo Saver!



Make your preferred selections of combos in any size from Monday to Friday, with awesome sides.

Take a pick on your favourite dish, made specially on different days at Wendy's® from 4th January until 29th February 2012. So whether you love the meaty ¼ lb. with cheese, shrimp-ly irresistible Shrimp Supreme, hot spicy Chicken Sensation, tender juicy Fried Chicken or cheesy Mushroom Melt delight, you can definitely get it at Wendy's®. Different day, different great taste, only at Wendy's®.

Great combo, great value ANYTIME ANYDAY @ Wendy's®!



Enjoy great savings with Wendy's Super Value Combo meals from RM5.50 onwards! Discover Wendy's® Super Value Combo and enjoy delightful combos ANY TIME ANY DAY from 1st March 2012 onwards. Make your favourite from an awesome selection of Crispy Chicken, Fried Chicken, Cheeseburger, Junior Mushroom Melt and Mushroom Melt Pasta. Complement your preferred Super Value Combo with natural-cut fries and refillable soft drinks. Get your combo ANY TIME ANY DAY at your favourite Wendy's stores!

Prosper with Papa John's New "Ong Lai" Pizza



Papa John's restaurant ushered the year of the Dragon with a new prosperous "Ong Lai" Pizza at all its 13 restaurants nationwide starting 9 January 2012.

Adding in a little more abundance to the all-time-favourite Hawaiian Papa Pizza was the perfect recipe for this New Year celebration - the delicious Hawaiian Papa with chicken

roll and extra pineapple "Ong Lai" bits - a sweet symbol for ushering in wealth and prosperity!

Papa John's, believes in making better traditional pizza by using fresh, never frozen dough that has been given the proper time to work its flavor and texture, delicious pizza sauce which begins with superior-tasting, fresh-packed tomatoes, 100% real mozzarella cheese which is mild and delicate yet full-bodied in flavor and superior-quality ingredients. Couple all this with Papa John's signature extras, the special garlic dipping sauce and zesty pepperoni and it has a winning combination of a "Better Ingredients, Better Pizza" eating experience.

Today, Papa John's boasts more than 3,700 restaurants in 32 countries. In Malaysia, Papa John's has 12 outlets in Klang Valley and one in Melaka with two new outlets scheduled to open in Ipoh, Perak soon.

Take-out and delivery services are available by calling 1300 88 7272.

Wendy's® Combo Choice

At Wendy's®, we believe in choice. Choice in toppings. Choice in dressings. And the choice to select from a variety of nutritious options for your combo meal. Just add RM0.99 and choose between creamy Cheese Baked Potato or rich and meaty Chili to complement your regular/large combo meal with real satisfaction!



Kenny's Roast Lamb is Baaa-ack!

Kenny's Roast Lamb meal made its comeback to Kenny Rogers ROASTERS (KRR) restaurants nationwide by popular demand available from 5 March 2012.

The Kenny's Roast Lamb is carefully marinated with a special blend of herbs and spices then, generously topped with your choice of Kenny's Signature Sauce (Black Pepper or Smoked BBQ). Each serving of Kenny's Roast Lamb is delectably complemented with three (3) side dishes of your choice and a Kenny's Home-made Muffin.

For those of you who can't go without KRR's rotisserie-roasted chicken, get the Kenny's Chicken and Lamb platter as it comes with a quarter chicken and the Kenny's Roast Lamb.

Feast on it now as the Kenny's Roast Lamb and Kenny's Chicken and Lamb Platter is only available for a limited time only.



New Products from Cosway



4. CFO Organic Full Cream Milk Powder

CFO Organic Skim Milk Powder

An Ideal Certified Organic Milk Source For Your Family.

- A soluble powder made by spray-drying fresh pasteurised milk.
- Free of antibiotics, hormones, pesticides and chemical fertilisers.
- Naturally high contents of protein and calcium.

1. Nn Olive Essence Concentrate with HIDROX™

300 times the goodness of olive oil minus the calories or fat!

- Beautifies skin in many ways.
- Supports heart health.
- Soothes scaly, itchy, irritated skin.
- Nourishes joints.

5. Chia Seeds

The Most Versatile Superfood & Healthiest Vegetarian Source Of Omega-3.

- Aids healthy weight loss.
- Regulates blood sugar level.
- Improves cardiovascular health.
- Reduces acid reflux or heartburn.
- Alleviates constipation.
- Boosts energy levels.
- Improves ability to concentrate & remember.
- "Lubricates" the joints for flexibility and mobility.
- Soothes skin conditions such as eczema, cracked heels, etc.

2. Hexagon™ High-Energy Water Tumbler

For Tastier and Healthier Beverages!

The Hexagon Energy Glassware....

- Triples the health-promoting negative ions in water.
- Reduces stress levels in just 30 minutes after drinking the water.
- Increases the energetic quality of bottled mineral water by well over 10 times.

3. Mildura Honeycomb Biscuits

Tasty, Crispy, Sweet & Irresistible.

- Sugary confectionary made from granulated sugar.
- Non-greasy, crispy, sweet and fragrant.
- Available in 2 flavours: original and black sesame.
- No preservatives or artificial colourings.

7. Xylin Refreshing Mouth Spray

For Instant & Lasting Freshness!

This minty formula freshens breath instantly and leaves mouth with a cool, clean feeling that lasts!

- Eliminates germs and bacteria.
- Helps prevent cavities and plaque.
- Provides relief for dry mouth.
- Soothes sore, inflamed gums with aloe, ginseng and green tea extracts.

Author Appearances and Book Signing at Borders



Author Appearances & Book Signing: O Thiam Chin and Daphne Lee

In January, Borders played host to author appearance and book signing sessions by local publisher, ZI Publications. The event was held at Borders the Curve on 19 January featuring O Thiam Chin, writer of The Rest of Your Life and Daphne Lee, editor of short stories collection, Malaysian Tales Retold.



Well Lit Session by New Straits Times

On 18 January 2012, New Strait Times hosted a Well Lit session at Borders, The Gardens to discuss Dracula by Bram Strokes and Frankenstein by Mary Shelley. Members of the public participated and shared their views on the two books with hosts, book critique Umapagan Ampikaipakan and Su Aziz, the previous Editor of Life Desk at NST.



Author Appearances & Book Signing: Marianna Pascal

On 18 March 2012, teacher and writer of English Fast & Easy, Marianna Pascal made an appearance at Borders, The Curve. The lively session had her engaging with customers on how to speak better English. Ms Pascal is married to a Malaysian and has taught English as a Second Language in Canada, U.S., Australia, and South East Asia.



Author Appearance & Book Signing: Tan Twan Eng

Acclaimed writer of The Gift of Rain, Tan Twan Eng attended a meet-and-greet session at Borders, the Curve on 19 Feb 2012. The event focused on his new

book, The Garden of Evening Mist where he discussed the book's style and imagery in its tale of Malaysia's turbulent road to independence, a time of insurrection, uncertainty and terror.



Author Appearances & Book Signing: Kee Thuan Chye

Borders, Queensbay Mall together with BookWorms hosted the first session of author Kee Thuan Chye's appearances on 25 March 2012. The event highlighted his latest

book, No More Bullshit, We're All Malaysians. Mr. Kee is the author of several books including March 8: Time For Real Change, and was the editor of 'Mind Our English' before he retired from The Star after over 30 years in journalism.

Visit your nearest Country Farm Organics store now to enjoy these affordable, healthy organic foods!



1. Certified Organic Soy Milk

Delicious, nutritious fresh organic soy - ready to drink!

- Made from certified organic and non-GMO soy beans.
- An excellent source of protein & isoflavones which is good for the heart.
- Lactose, gluten and cholesterol-free.
- Free of preservatives, pesticides & additives.
- Available in 1Litre & Convenient Packs (250ml x 6).

4. Certified Organic Lemonade

The refreshing and delicious drink with an authentic zesty Sicilian lemon flavour which is a truly delightful beverage!

- Free from pesticides, additives and contains non-GMO lemons.
- Rich in Vitamin C that strengthens immune system and improves digestive system.
- Less sugar and lower calories.
- Promotes healthier lifestyle by alkalizing our body.
- Alleviates common flu and cough, relieves asthma and sore throat symptoms.
- A healthy way for losing weight and good for detoxification.

2. Certified Organic Prune Concentrate

Boost your dietary fibre intake with delicious Certified Organic Prune Concentrate.

- Made exclusively from natural sun-ripped organic prunes from California, USA.
- Rich in soluble & insoluble fibre, vitamin A, potassium & iron which are known to promote optimal health.
- Acts as an excellent source of antioxidants & helps promote bowel movement.
- Produced in HALAL & HACCP certified facility.

5. Rainforest Acacia Honey

Product from the rainforest of Borneo, Sarawak and it is 100% organic. Awarded ECOCERT SA (approved organic standards & procedures).

Heated process during extraction and specially packed at below 45° Celsius to retain the maximum levels of active enzymes.

Health Benefits:

- Mankind's oldest food & medicine.
- Antibacterial properties that helps to heal wounds and burns.
- Effectively relieves coughs, colds and asthma.
- Enhances skin complexion and improves digestive system.
- Good energy source and helps boost the immune system.
- Relieves fatigue.

3. NQ Shiitake Mushroom Sauce

Enjoy the natural taste of Shiitake mushroom sauce.

- Packed in premium Italian grape seed oil, to ensure the freshness of the mushroom.
- Free of MSG, preservatives & colourings.
- Serve best as food topping during meal preparation.

6. Certified Organic Roasted Chestnuts

A great tasting, low calorie snack for all. Made from selected premium quality chestnuts grown organically on the Yanshan Mountains, Country Farm's Organic Chestnuts has a distinct crumbly texture with a sweet and mild flavour.

- Good source of dietary fibre and antioxidant.
- Cholesterol free and low in sodium.
- No preservatives, additives or other artificial flavouring and colouring.
- Helps in strengthening body resistance and speeds up the healing of wounds/ infections.
- A good energy source.
- Ideal snack for weight watchers including people with heart problems.
- Great for parties, camping and backpacking.

Think Organic Think Country Farms

7-Eleven CSI



7-Eleven is recruiting its agents to join 7-Eleven's CSI (Convenience Store Intelligence). The recruitment drive started from 6 February 2012 to recruit agents and to find out more about the quality of service, store environment and products available at 7-Eleven stores! The best commentator for the topic will win special prizes.

Want to get recruited? Simply log in to www.facebook.com/7ElevenMalaysia and click on the CSI tab (on the left side of the page), fill up the form, answer our simple questions, wait for our call and tell us your best opinion and suggestions for 7-Eleven. Who knows, your opinion may be what we are looking for to improve our services, and you stand to win a prize too!

What's The BIG Deal?



7-Eleven Malaysia launched its 1st major campaign of the year named 'What's The BIG Deal?' from 9 March till 13 April 2012. The campaign will run for 5 weeks with 5 types of gadgets to be won from 5 different partners! A total of 280 gadgets priced at RM7 and RM11 are waiting to be purchased by our winners throughout the campaign's period. The campaign will be held online via 7-Eleven Malaysia Facebook to attract more fans with rewards. The mechanics are simple :

- 1) From Friday till Tuesday: check out the required purchase item & mechanics on 7-Eleven Malaysia Facebook.
- 2) Purchase the required purchase items from any 7-Eleven store, keep the receipt.
- 3) Register your receipt/s in ' What's The BIG Deal ? ' tab on 7-Eleven Malaysia Facebook.
- 4) Verify your receipt/s on Wednesday for your chances.
- 5) Come back and play the game on Thursday at 12pm!

Be our lucky winners to bring home fabulous prizes at only RM7 and RM11!



Kenny Rogers ROASTERS Paints the Town RED

Thousands celebrate the third annual ROASTERS Eating Day (RED) at KRR by wearing RED

Masses of people clad in various shades of red were served at all 70 Kenny Rogers ROASTERS (KRR) restaurants nationwide. These people wearing red were celebrating life, health and vitality in conjunction with KRR's third annual ROASTERS Eating Day (RED).

RED is held annually on the second Wednesday of every New Year. Designed to recharge the public's motivation to achieve and maintain their health resolutions for the year, guests at KRR clad in any element of the colour red enjoyed two (2) Kenny's Quarter Meal for the price of one.



Patrons clad in red giving their thumbs up to KRR's RED.

RED poster.

First KRR restaurant in Miri

Kenny Rogers ROASTERS (KRR) officially opened their first restaurant in Miri. Located at Bintang Megamall, the opening of this restaurant marks the sixth KRR restaurant in East Malaysia. This is in line with KRR's aggressive expansion plans for year 2012.

With the opening of this new restaurant, KRR now has 70 restaurants nationwide. Famous for their rotisserie-roasted chicken complemented by a wide variety of hot and cold side dishes, KRR is a mid-casual dining restaurant which advocates healthy lifestyles through wholesome and balanced meals.

KRR is expected to open 15 more outlets nationwide as they continue to embark on their regional expansion plan.



1. Miri folks can't wait to try KRR's delicious chicken.



2. The interior of the outlet.

KRR's Annual Dinner & Dance 2012

About 300 Kenny Rogers ROASTERS (KRR) team members were clad in glittering attire with creative masks for their annual dinner and dance on 19 Jan 2012, held at Berjaya Times Square Hotel, KL with the theme 'Superheroes Homecoming'.

Many exciting activities filled the evening such as 'League of Superhero', 'Garfu-nine', 'O-Draw_Man', 'Iron Hand', 'Mr. Stack Stick' and 'Bucketo'. This was followed by ROASTERS Dance Challenge, Best Dress Awards, Long Service Awards and lucky draws.



1

The champion for the inter-area ROASTERS Dance Challenge went to 'Alvin & The Gangs' from the Operations Department.



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3

1. KRR's Superheroes Homecoming.
2. Alvin & The Gangs from the Operations Department were the winner for ROASTERS Dance Challenge.
3. The Long Service Awards.
4. Best Dress Awards.

BFood Acquires 51% of PT Boga

Joint venture to expedite development of Kenny Rogers ROASTERS

Berjaya Food (M) Berhad (BFood) acquired 51% of PT Boga Lestari Sentosa (PT Boga) for a cash consideration of Rps 5.53 billion (RM1.91million) in December 2011 following the completion of the conditional Joint Venture Agreement penned in July 2011.

With this acquisition, PT Boga will be accountable for further growth and development of the Kenny Rogers ROASTERS (KRR) Franchise across Java and Bali, via general traders PT Mitra Samaya and PT Harapan Swasti Sentosa. To aid development of KRR in the Indonesian market, BFood will provide a shareholder's loan of up to Rps17.61 billion (RM6.09 million) to PT Boga over a period of 7 years.

The signing ceremony between BFood and PT Boga.



1

1. The participants from the MEF Young European Internship Program.
2. The Korean students from the Internship Attachment from BUCH with KRR team.



2

KRR hosted two internship programs

Kenny Rogers ROASTERS (KRR) had two internship programs - The Internship Attachment from Berjaya University College of Hospitality (BUCH) from September to December 2011 and The Malaysia-Europe Forum (MEF) Young European Internship Program from September 2011 to January 2012.

Jang Seo Eun and Kim Min Jun at students majoring in Distribution and Operation Management at Tong Myung University in Korea and their internship attachment is sponsored by the Korean Government to expose them in their selected fields out of Korea and to experience the different culture and procedures of a work place.

As for the MEF Young European Internship Program, Manon Eikelenboom and Ischa Harnam from The Netherlands had their training covered in the restaurants' daily operations, human resource, marketing, sales and event, finance and supply chain. The aim of this program is to promote Malaysia in Europe and vice versa through the exchange of views and enhancement of links between and among business leaders, professionals and other levels and sectors of civil society, and to improve the understanding on a number of current issues that may stand in the way of bilateral trade and investment between Malaysia and Europe. The interns were to have practical skills in a foreign environment to complement their education, opportunity to apply skills, attitude and values at work.

KRR International Aims For India and Middle East



Senior management from Al-Attiya Group with Senior management of KRR International and KRR Mid Valley team members.

Kenny Rogers Roasters (KRR) International plans to develop into new countries namely India and the Middle East region. They recently welcomed their joint-venture partner of Al-Attiya Group from Doha, Qatar in November 2011 and a potential franchisee from Chennai, South India in January 2012 to experience KRR's unique philosophy, culture and system.

The first KRR restaurant in Doha, Qatar is expected to be completed in the second quarter of 2012.



The potential franchisees from India with the management of KRR International and KRR team at Mid Valley outlet.

Franchise India 2011 Exhibitions

Kenny Rogers Roasters (KRR) International participated in the Franchise India 2011 Exhibitions from 2nd-3rd December 2011 at Hotel Ashok New Delhi, India. The exhibition held in effort to raise the profile of brands in key strategic markets was organized by Franchise India Association.

KRR International is looking forward to participate in various timely and significant international exhibitions to boost and elevate KRR's brand awareness and presence and also to create potential networking opportunities.

The exhibition comprises of exhibition and business match-making which aims to bring together more than 100 franchise brands, 20 restaurant expert speakers, 200 delegates and over 5000 investors from across India.

A welcome message by Gaurav Marya, President.



The Launch of Blonde Roast with Starbucks Coffee College



1. Ayesha Dahlan, Starbucks Coffee Ambassador and Jasfalynda, Store Manager Bandar Utama 2 explaining about Starbucks Blonde Roast and its line up to the media.

2. Sydney Quays (2nd from right), Managing Director introducing the new Starbucks Blonde Roast coffee.

Starbucks Malaysia welcomed the new roast spectrum; Starbucks Blonde Roast and launched the Starbucks Coffee College with media friends on 6 March and 7 March respectively.

A total of 30 invited media friends from established dailies, magazines and online media attended this fun and interactive event as they went through a 3-hour class to get to know more about the new Starbucks Blonde Roast.

The new coffee line-up offerings from the Starbucks Blonde Roast are Starbucks Veranda Blend and Starbucks Willow Blend.

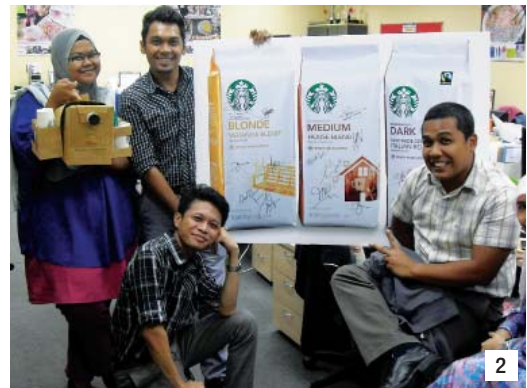
Starbucks Coffee Ambassador, Ayesha Dahlan welcomed media friends and introduced their 'lecturer' for that day. Not only did Starbucks Malaysia's media friends have a hands on opportunity to taste coffee from each roast spectrum and pair it with delicious food, they also got to make their own coffee using Starbucks VIA Ready Brew with just hot water!

It ended with a graduation ceremony whereby a certificate of participation was presented by Sydney Quays, Managing Director, Starbucks Malaysia.

Media Friends Welcomes Starbucks Blonde Roast to Malaysia

1. The invitation card and the coffee traveler containing Starbucks Veranda Blend.
2. Editor of KOSMO! and her team welcomes the Blonde Roast into their office.

Starbucks Communication & PR Department gave a surprise 'blonde' visit to all the editors of main daily newspapers in Malaysia i.e. theSun, The Star, New Straits Times, The Edge, Utusan Malaysia, Berita Harian, Harian Metro, KOSMO!, Sin Chew Daily, Oriental Daily and several others, a week before the launch of the Starbucks Blonde Roast coffee.



The editors also received an invitation to the Starbucks Coffee College on 7 March to learn about the new Starbucks Roast Spectrum together with the Starbucks Coffee Traveler containing Starbucks Veranda Blend coffee.

The editors and their team had the golden opportunity to kick start the launch by placing their autograph and message on the Starbucks Roast Spectrum board plus a candid photo with the board and their Starbucks Veranda Blend coffee.

Coffee Love Affair with Starbucks Malaysia Coffee Ambassador, Ayesha Dahlan

Malaysia Starbucks Coffee Ambassador, Ayesha Dahlan was invited to talk all about coffee by Bella on NTV7, a morning talk show on Tuesday, 31 January 2012.

Bella's host of the day, Deborah Henry and Elaine Daly talked with Ayesha on how to make the perfect cup of coffee, the pros and cons of coffee and the coffee culture among Malaysians. Ayesha also introduced Starbucks VIA Ready Brew where you can have your perfect cup of coffee anytime, anywhere.

Ayesha further shared on the types of coffee available in Starbucks and her experience working in the company for 7 years and currently based at store #133, Ampang Point.

Visit the link to listen to the full conversation about coffee on Bella - Episode 19 <http://bit.ly/starbucksbella19>



1. Ayesha (right) demonstrating to Elaine (left) on the types of Starbucks VIA Ready Brew available and how to make the perfect cup of coffee with ease.
2. A group picture after the talk show.

Starbucks Eastern Sunrise a Top Hit at Media Visits



Starbucks Eastern Sunrise, a truly mouthwatering concoction of Chinese and Western flavours, this delicious cake is topped with slices of the all-time-favourite Mandarin orange. Filled with cream cheese combined with chocolate cream cheese mousse became an instant hit among Starbucks' media friends during a New Year Media Visit.

Starbucks Malaysia paid a surprise visit to their media friends by bringing Eastern Sunrise – the featured cake for Winter campaign to 10 editors from top daily newspapers in Malaysia such as theSun, The Star, New Straits Times, The Edge, Utusan Malaysia, Kosmo!, Harian Metro, Nanyang Siang Pau, Sin Chew Daily and Oriental Daily.

After gaining an instant liking for Eastern Sunrise, media friends are already looking forward for its return next year.

1. Media friends from KOSMO! Holding the Eastern Sunrise cake.
2. Newspaper clipping on the Winter campaign in one of the daily newspapers.



Valencia macchiato tarikan baru

KOMPEN tahun baru, Starbucks Malaysia mula memulakan fokus utama mereka kembali kepada asal lalu memulakan persembakan dalam mempersembahkan, mempersembahkan dan membandingkan dalam membandingkan. Dengan persembakan tahun baru ini juga, menghasilkan kopi beraroma ini mempersembahkan satu bentuk persembakan dalam mengenal pasti minuman kegemaran mereka dan pada masa sama, berprestasi dengan persembakan rasa lama.

Pengumuman Usahan Bersama Starbucks Coffee Company, Coffee Kenya berkerja Starbucks Malaysia memulakan melalui rangkaian minuman persembakan rasa, bijan penuh kopi, kek serta hidangan kopi beraroma yang memulakan pada 10 Januari.

Antara hidangan yang bakal menjadi tarikan utama ialah Valencia macchiato yang dipersembahkan dengan sirup persembakan Valencia yang memulakan. Kek serta hidangan kopi beraroma yang memulakan pada 10 Januari.

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Starbucks Malaysia Twitter Reaching Over 60,000 Followers!

Starbucks is now active in digital media to connect with our customers and one of the channels is through Twitter.

As of March 2012, Starbucks Malaysia Twitter account @StarbucksMY has now reached over 60,000 followers!

Up to now, @StarbucksMY has:

- 3299 tweets
- 1,788 following
- 63,487 followers
- 496 listed

Follow Starbucks Malaysia on Twitter NOW at <http://twitter.com/StarbucksMY>.



Starbucks Facebook Contest, 'GiftAHamper' and 'createyourowntumbler' make CNY more special

Chinese New Year (CNY) was more special this year as Starbucks Malaysia ran not only one but two contests to excite their 55,000 followers. Starbucks Malaysia held a 3-day contest, 'GiftAHamper' and a 7-day contest of 'createyourowntumbler'.

The 'GiftAHamper' contest encouraged the moment of togetherness and reunion shared with family and friends, where each contestant shared with Starbucks Malaysia who they would want to give a CNY Starbucks hamper to.

The first winner chose to give the hamper to his family as they are coffee lovers and wants them to enjoy coffee at home when he visits them. The second winner chose to give it to the Shelter Home orphanage and the third winner chose to present hers to her friends while they have coffee tasting.

The winners' wishes were granted and the second winner was invited to present the hamper to the children of Shelter Home. There were over 300 participations and 350 LIKES!

As for 'createyourowntumbler' contest, Starbucks Malaysia wanted to challenge and showcase the creativity and passion for art among their followers. In a span of seven days, participants were to design a beautiful water dragon artwork and tag Starbucks Malaysia with 'createyourowntumbler'.

Starbucks Malaysia received 53 submissions and garnered over 300 LIKES for this contest and three (3) lucky winners each received a Limited Edition VIA Ceramic Mug which comes with a unique ceramic stirrer with Italian & Columbia VIA Ready Brew and a Starbucks Planner!



Starbucks Malaysia

We are happy to announce that the winner for this round of #GiftAHamper is..... Mr. Sherlock Fall!!! Here is a RM268.88 Chinese New Year hamper for you and your parents! We wish you and your family a very Happy New Year! Please email us your location and contact details at socialmediateam@starbucks.com.my! =)



Like • Comment • Share • January 5 at 3:15pm • 6
Tim Fernandez and 96 others like this.
View all 32 comments
Write a comment...



1. One of the hampers from 'GiftAHamper' contest.
- 2, 3 & 4. Some of the winning designs of the 'Createyourowntumbler' contest.

More Rewards for U Mobile Customers with BCard Loyalty Programme



U Mobile continues to expand its value-add experiences for its customers by allowing them to enjoy rewards and benefits through a partnership with B Loyalty Sdn Bhd or BCard sealed on 10 February 2012.

New and existing postpaid customers of U Mobile will receive their very own BCard membership that allows them to collect points while making purchases and paying bills at U Mobile stores. They can also collect points from other BCard merchants and accumulated points can be used to redeem rewards and discounts at 48 merchants nationwide, including Starbucks, Kenny Rogers Roasters, Berjaya Hotels and Resorts and many other BCard merchants.

Official Partnership: Aletheia Yashoda, Head of Product Marketing, U Mobile Sdn Bhd with Gary Yeoh, Director of B Loyalty Sdn Bhd.

MOL's payment product MOLPay becomes the official payment gateway for the new LiveJournal e-commerce platform.

LiveJournal has launched LJ Checkout - a combined product catalogue, shopping cart and online payment system - to provide online shoppers with a full-ledged e-commerce solution. To do so, LiveJournal has partnered with Malaysia-based MOLPay to provide the payment gateway.

MOLPay, a key payment product of MOL Global, enables e-commerce merchants to securely collect payments from online buyers through physical and online payment channels including national options like NETS and AXS Kiosks in Singapore as well as MEPS FPX in Malaysia. MOLPay will provide merchants with online channels like MOL's flagship product, MOLPoints as well as PayPal and other credit and debit card payments.

E-commerce is growing robustly in Asia, and MOLPay is delighted to provide merchants and consumers a safe payment system where every transaction made is secure. Online merchants are also able to collect and track their payments real time, thus there is no risk of credit card fraud.

Consumers may now go on a big online shopping spree with ease.



Malaysian users are now able to reload mobile credits for their families and friends anywhere in the world with MOLPoints.

MOL AccessPortal is delighted to announce that on 12 January 2012 it had entered into a partnership agreement with TransferTo, an Ingenico Company and global airtime remittance hub that interconnects mobile operator's prepaid systems, to deliver international top-up services with MOLPoints.

With this partnership, MOL users in Malaysia are able to utilize MOLPoints to purchase mobile credits via TransferTo's top-up system at over 19,700 physical payment channels, nationwide. This is good news for the people in Malaysia who wish to stay connected to their friends, families or colleagues, especially those for those who travel frequently. They just need to reload their mobile credits for them so that their loved ones will never run out of mobile credits to make calls to them.

Currently available in countries such as Bangladesh, China, India, Indonesia, Vietnam and rolling across an existing coverage of over five continents, TransferTo is the leader in prepaid airtime remittances, and enables real time prepaid top-up transfers to over 230 partner mobile network operators in 80 countries, reaching 3.6 billion prepaid users.

Now, making international phone calls to your loved ones has never been more convenient.



MAPCU & theSun Partnered in Higher Education Fair 2012

Ginny of theSun (far right) with 18 participating MAPCU Universities at the Education Fair.

theSun once again partnered with The Malaysian Association of Private Colleges and Universities (MAPCU) in the Higher Education Fair 2012 exhibition held on 14 & 15 January at the Mid Valley Exhibition Centre, Kuala Lumpur. It was launched by Ministry of Higher Education Deputy Director General Prof Dr. Morshidi Sirat and drew a huge turnout.

The fair was to arm SPM/STPM or pre-university school leavers with useful information on higher education options in Malaysia. It proved to be an effective platform for students to meet and discuss with university representatives about study options in Malaysia as well as overseas in order to make an early decision on a career path and suitable study options. The organiser also arranged a series of talks and a career forum by experts who shed more light on subjects such as career choices and prospects, the PTPN loan and other relevant topics.

This event leads up to the theSun-MAPCU Higher Education Scholarship Fund which is a bursary of RM 5.13 million to be awarded to deserving students enabling them to obtain quality education. Applications for the scholarship opens after the SPM / STPM results are announced in late March 2012.

In both events, theSun continues to associate itself with projects and programmes that raises the community's regard for the brand and entrenches theSun as a newspaper that enriches and adds value to stakeholders.



New Managing Editor at theSun



Sun Media Corporation is pleased to announce the appointment of Freddie Ng as Managing Editor of theSun from Jan 1, 2012. He replaced Mr. Chong Cheng Hai who retired in December 2011.

A career journalist with about three decades experience in the news industry, Ng was prior to this, the paper's Senior Editor in charge of news operations.

Ng joined theSun as News Editor in 2003, after more than 20 years with The New Straits Times and The Malay Mail in various capacities.

As Managing Editor, he assumes overall responsibility for all editorial operations at theSun.

Freddie Ng, the new Managing Editor of theSun.

News from BERJAYA TIMES SQUARE

William So's Promo Tour 2012

On 14 January 2012, William So's promo tour to promote his latest album "那谁" was held at Ground central of Berjaya Times Square. He sang some songs from his new album, while fans cheered and supported him.



William So during an autograph signing ceremony at Berjaya Times Square.

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CIMB Nicol David Kuala Lumpur Open Squash Championships 2012

Berjaya Times Square is once again, the venue sponsor for the CIMB Nicol David Kuala Lumpur Open Squash Championships 2012 for the seventh consecutive year. The championship period was held from 26 to 31 March 2012; at the Lower Ground Concourse, Berjaya Times Square. The press conference was also held here with the attendance of VIPs such as YBhg. Dato' Syed Mustaffa Syed Ali, President of SRAM and Chairman of the Organising Committee, YBhg. Dato' Azlan Meah bin Hj Ahmed Meah, Executive Director of Berjaya Corporation Berhad and YBhg. Datuk Ithnin B Jacob, the Chairman of SRAFT.



(From left to right) : Puan Rosniza Baharum (General Manager Group Corporate Communications, Pizza Hut Restaurants), Mr. Darren Althofer (General Manager, Astro Arena), YBhg. Dato' Azlan Meah bin Hj Ahmed Meah, YBhg. Dato' Syed Mustaffa Syed Ali and YBhg. Datuk Ithnin B Jacob.

Kai Ko Album Promo Tour

On 11 February 2012, Kai Ko, an upcoming new Taiwan artiste held his promo tour at Lower Ground Concourse, Berjaya Times Square to promote his album launch. Fans came and gave full support. They were also asked to go on stage to perform to win some prizes presented by none other than the singer himself.



Kai Ko entertaining the audience at Berjaya Times Square.

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The launch of Central Park, Berjaya Times Square

On 15 March 2012, Berjaya Times Square launched a new retail section called Central Park located on 3rd floor of Berjaya Times Square. Based on a blend of modern simple designs and open spaces, these exclusive lots are inspired by the intrepid nature of Mother Earth. The media including the press, magazines and bloggers were invited to do a coverage on this green wonder. All media attendees were treated to a haircut and a massage session fully sponsored by Michael and Guys Hair Saloon and Thai Odyssey. A one hour free and easy time at the Theme Park was included in the itinerary too.



The new retail section, Central Park in Berjaya Times Square.

AFC Celebrity Chef Chuck Hughes Makes an Official Visit to BERJAYA University College of Hospitality



Celebrity Chef Chuck Hughes giving an inspirational talk and demonstration to Students of Berjaya University College of Hospitality.

Berjaya University College of Hospitality (BERJAYA UCH) was proud to present Asian Food Channel's (AFC) Chef Chuck Hughes to the students and staff of Berjaya UCH for a cooking demonstration and motivational talk at BERJAYA UCH's culinary theatre on 23 of February 2012.

Chuck graduated from the Institut De Tourisme Et D'Hôtellerie Du Québec and has worked in some of Montreal's hottest kitchens like Globe, Tapeo and Time Supper Club and studied under reputable chefs. His food philosophy revolves around humble, well-made food instead of fussy pretentious haute couture cuisine. With an unwavering reverence for Mother Nature's finest, his pledge is to let quality ingredients speak for themselves.

Chef Hughes' visit to Berjaya UCH was indeed very timely as Berjaya UCH students were embarking on an educational journey discovering the Western cuisine and Berjaya UCH was very excited to be working alongside AFC again.

BERJAYA UCH wins New Zealand Culinary Competition

In conjunction with the New Zealand Week: Food for Thought, Berjaya University College of Hospitality (BERJAYA UCH) and the New Zealand High Commission collaborated and organised the New Zealand Culinary Competition held at the Upper East Side Cafe at Berjaya UCH's School of Culinary Arts on 16 February 2012.

The theme, "Food for Thought" which is the highlight of New Zealand Week 2012 in Malaysia, seeks to develop advanced foods for the 21st century, and foods with proven health claims for various conditions. New Zealand's High Commissioner to Malaysia, H. E. David Pine, said the New Zealand Week aims to develop science cooperation between New Zealand and Malaysia. At the same time, activities and events were planned to encourage more Malaysian students to venture into studies in science.

The inaugural culinary competition invited eight students from four Malaysian Hospitality schools to produce "Asian Flavours from Kiwi Ingredients" out of their own creativity. The judges, Datuk Chef Wan, Food and Tourism Ambassador of Malaysia, Chef David Warren, Advisory Chef for Regional Foodservice of sponsors Fonterra Brands (Singapore), the wife of New Zealand High Commissioner Mrs. Arti Pine and Berjaya UCH's chef lecturer Choong Siew Lee sampled the dishes and decided to crown Yong Chee Ken, student from Berjaya UCH as the winner.



(First row from left) Chef Siew Lee, Chef Lecturer of BERJAYA UCH, Mrs. Arti Pine, the wife of New Zealand High Commissioner, Datuk Chef Wan, Food and Tourism Ambassador of Malaysia, H.E David Pine, New Zealand High Commissioner, Chef David Warren, Advisory Chef for Regional Foodservices of Fonterra Brands. (Second row third from left) Winner from BERJAYA UCH, Yong Chee Ken.

BERJAYA UCH to Sign a Memorandum of Understanding with Gastronomic Educational Centre Koblenz EV



Top management of Berjaya UCH with representatives from GBZ.

Berjaya University College of Hospitality (BERJAYA UCH) and Gastronomic Educational Centre Koblenz EV (GBZ); which is an institution under the Chamber of Commerce Koblenz, Germany entered into a Memorandum of Understanding on the 9th of January 2012. The purpose of the signing is for both parties to establish a collaborative relationship in different areas of potential mutual interests. These include student and staff exchange, academic cooperation in teaching and learning methodologies, academic training and skills development support, and joint collaboration projects which are deemed suitable.

The significant signing of the MoU was witnessed by Mr. Alexander Stedtfeld, Executive Director of Malaysian-German Chamber of Commerce and Industry (MGCC).

Berjaya UCH and GBZ expressed a convergence of goodwill with the execution of a memorandum of Understanding at BERJAYA UCH. Both parties will strive for Malaysia's better future in the Culinary Arts industry.

Korean Allied Health Students Intership with BCNHS

Berjaya College of Nursing and Health Sciences (BCNHS) had 16 students from Shinsung College of South Korea for a 4-week Internship English programme. These students are from Nursing field, Dental Hygiene, Physical Therapy and Occupational Therapy field. Accompanied by Professor Kim Hyun Hee, these students are attached to BCNHS for 2 weeks and another 2 weeks at Tropicana Medical Centre for clinical observation. During this period they also visited Hospital Kuala Lumpur and Little Sisters of the Poor Home.



1. Korean students paid a visit to Kuala Lumpur Hospital.

2. Students were given CPR & first aid training at BCNHS.

News from BERMAZ

SKYACTIV Defying Conventions

SKYACTIV is a blanket term for Mazda's innovative next-generation technologies that are being developed under the company's long-term vision for technology development, Sustainable Zoom-Zoom. The SKYACTIV name is intended to reflect Mazda's desire to provide driving pleasure as well as outstanding environmental and safety performance in its vehicles. To achieve this goal, Mazda has implemented an internal Building Block Strategy to be completed by 2015. This ambitious strategy involves the comprehensive optimization of Mazda's base technologies, which determine the core performance of its vehicles, and the progressive introduction of electric devices such as regenerative braking and a hybrid system. All technologies that are developed based on the Building Block Strategy will fall under the SKYACTIV umbrella.



SKYACTIV is Mazda's innovative next-generation technology.

SKYACTIV G Petrol Engine

A whole range of entirely new technology has gone into the new highly efficient direct injection SKYACTIV-G petrol engine. Exceptionally strong yet remarkably efficient, it takes compression to a new level, solving all the issues that until now have prevented this approach from being feasible. Such unconventional methodology is typical of the Mazda's unique way of engineering.

SKYACTIV Body

Stronger and safer but lighter? Mazda's developers went back to the drawing board to design a SKYACTIV-Body integrating lightweight engineering, material strength and more new efficient structures.

SKYACTIV Drive

A smooth, responsive and fun yet fuel-saving automatic transmission: Mazda's SKYACTIV-Drive is engineered to deliver the best of all worlds in automatic performance and efficiency—even for a high-torque diesel engine. Put it in Drive!

SKYACTIV Chassis

Mazda has come up with a chassis that combines nimble handling with ride comfort and stability when pushing the vehicle to its limits. The SKYACTIV-Chassis also achieves superior rigidity from a lightweight design. The driver will be at one with the car.

Airport Cleaning Campaign at Tioman Island

In conjunction with the 4th Tioman Island Cleaning Day, 15 Berjaya Air staff and 25 airport volunteers from various departments such as Department of Civil Aviation, Police, Malaysia Airport Berhad, Civil Defence Department, Fire & Rescue Department, Immigration Department, Customs Department and Marine Park took part in Airport Cleaning Campaign hosted by Berjaya Air. This campaign includes airport cleaning exercise and "Foreign Object Debris" (FOD) sweep which is an aviation term used to describe debris on or around an aircraft which may cause damage to an aircraft.



Staff and volunteers working hard to ensure they cover all areas.



Berjaya Air staff and volunteers all geared up for Airport Cleaning Campaign.

BCorp Founder and Chairman / CEO Visit Kim Loo Ting Hong Ying Old Folk's Home and Science of Life Studies 24/7



Group photo with students, volunteers and staff of SOLS 24/7.

On 10 January 2011, in conjunction with the Chinese New Year, Berjaya Corporation Berhad (BCorp) Founder, Tan Sri Dato' Seri Vincent Tan, Chairman / CEO, Dato' Robin Tan and management and staff paid a visit to the residents of Kim Loo Ting Hong Ying Home and SOLS 24/7.

The Kim Loo Ting Hong Ying Home in Setapak provides shelter to 16 homeless senior citizens aged between 55 to 80 years old whom were referred to the Home by the government hospitals.

During the visit, Tan Sri Dato' Seri Vincent Tan and Dato' Robin Tan presented a cash contribution of RM15,000, a new 37-inch Singer LCD TV, and essential items to the Home. They also presented angpows and goodie bags to the senior citizens, caregivers and volunteers. The residents were also treated to a vegetarian lunch sponsored by Berjaya Times Square Hotel.

After the visit, the Berjaya team proceeded to Science of Life Studies 24/7 (SOLS 24/7) located in Segambut, Kuala Lumpur.

SOLS 24/7 is a youth development centre providing a unique education programme which includes English, Mathematics, computer and soft skills training with boarding facilities at no cost, to youths who are not able to acquire a proper school education or are unable to pursue higher education due to financial difficulties. SOLS 24/7 in Segambut currently has 100 students from various states across Malaysia.

Commenting on the visit, Tan Sri Dato' Seri Vincent Tan said "Promoting literacy and education is one of the core focus of Berjaya's corporate social responsibility initiatives. We are happy to partner with SOLS 24/7 in setting up a similar centre in Sabah for 100 disadvantaged youth. We are truly impressed with the work done by SOLS 24/7 in imparting quality education to the youth and helping them to discover their potential in life."



Raj Ridvan, Co-Founder and International Director of SOLS 24/7 (right) explaining their computer training programme to Tan Sri Dato' Seri Vincent Tan, Dato' Robin Tan and management of BCorp.



Tan Sri Dato' Seri Vincent Tan having a light conversation with the students in SOLS 24/7.



Tan Sri Dato' Seri Vincent Tan and Dato' Robin Tan sharing a conversation with the residents of the Kim Loo Ting Hong Ying Home.



Tan Sri Dato' Seri Vincent Tan accompanied by Dato' Robin Tan and Cheok Eng Tar of Berjaya-KUB Enviro Sdn Bhd presenting a contribution to Venerable Seck Fa Yin.

Sports Toto Chinese New Year Donation Campaign 2012

Ushering in and celebrating another auspicious Chinese New Year, Sports Toto launched the annual Sports Toto Chinese New Year Ang Pow Donation Campaign on 12 January 2012 at the Kuala Lumpur & Selangor Chinese Assembly Hall, KL (KLSCAH).

A total of about 2,900 needy old folks turned up at KLSCAH with each of them receiving an ang pow and mini hamper comprising 10 types of foodstuff, essential items and Mandarin oranges.

The launch at KLSCAH was officiated by the Deputy Women, Family and Community Development Minister Datuk Heng Seai Kie and Deputy Agriculture and Agro-based Industry Minister Datuk Chua Tee Yong.

The nationwide campaign, into its 24th year is one of the most significant ones for Sports Toto and it is also much-anticipated by many needy senior citizens during the Chinese New Year season.

For this entire campaign, Sports Toto gave away ang pows and hampers to about 16,000 needy senior citizens who were 60 years old and above in 41 cities and towns nationwide.



Datuk Heng Seai Kie giving out ang pows to the old folks. Looking on are (from left) Datuk Chua Tee Yong, Dato' Robin Tan and Vincent Seow.

The Wizards of Oz Coming to Town!



1. Group photo with the cast members.
2. From left: The Wicked Witch of the West, Tin Man, Dorothy, the Lion, Scarecrow and Glinda.
3. Preview of the musical

A press launch was held on 28 March 2012 at Berjaya Times Square Hotel to promote The Wizard of Oz-The Musical. The musical is proudly presented by Berjaya Corporation Berhad and Kenny Rogers ROASTERS in support of the growth and development of local performing arts.

Adapted for the stage from the beloved 1939 film musical, Pan Productions assembled together some of Malaysia's finest performers to bring the iconic characters to life, including Stephanie Van Driesen as Dorothy, Tria Aziz as the Wicked Witch of the West, Suhaili Micheline as Glinda and Mano Maniam as the Wizard together with the unforgettable trio of the Scarecrow, the Tin Man and the Lion, which are played by Peter Ong, Radhi Khalid, and Zalina Lee, respectively.

Directed by the talented Nell Ng, the spellbinding musical promises to be a fantastic roller-coaster ride through the wonderful land of Oz.

The musical will be starting its run at the Kuala Lumpur Performing Arts Centre from 28 April – 6 May 2012.

U Mobile Bids for a Greener Future

U Mobile recently embarked on the company's first CSR initiative by organizing environmental preservation awareness seminar in approximately 50 schools within Klang Valley. The purpose of this initiative is to cultivate and instill awareness towards environmental preservation amongst youth and encourage the, to adopt a 'greener' lifestyle. The project kick started on 15 February 2012.



Pictures taken during the seminar held in one of the selected schools.

7-Eleven Gives Hope to NKF Kidney Patients

7-Eleven Malaysia Sdn Bhd successfully raised RM26, 220. 00 in a charity drive in aid of the National Kidney Foundation of Malaysia ("NKF").

A total of 1,315 7-Eleven outlets nationwide participated in this meaningful "Spare A Change, Save A Life" donation drive in November 2011. In order to attract support from the community, charity messages were carried on 7-Eleven's Facebook page, its corporate website, and on the in-store donation boxes. Emails promoting this good cause were also sent to all Berjaya Corporation staff to encourage their participation in community care.

The 7-Eleven Community Care programme has brought much difference for the community in need with the generous support from the public. Nikkie Tan, representative from 7-Eleven Malaysia Sdn Bhd said, "At 7-Eleven, we believe and practice the culture of receiving and giving. Every person should be given an opportunity to grow, and to be in a safe environment with proper care. Through the funds channeled via 7-Eleven Community Care, we hope that the kidney patients at NKF will benefit from quality dialysis treatment. Giving hope is what we take pride in."



7-Eleven Malaysia representative, Ms. Nikkie Tan (left) and National Kidney Foundation Malaysia CEO, Mr. Chua Hong Wee during the cheque presentation ceremony at NKF's office in Petaling Jaya.

Berjaya Hotels & Resorts and Media Friends Exploring a Day of Love

Play, laugh and love were the main elements of a visit to the 'Pusat Aktiviti Kanak-Kanak' day-care centre of Yayasan Chow Kit by the Berjaya Hotels and Resorts (BHR) team, together with its media friends on 10 December 2011. As part of the two-day Berjaya Times Square Hotel, Kuala Lumpur's Media Excursion of the 3-2-1 STOP! @ BHR brand campaign, the team was brought to the day-care centre to expose them to the lives and living conditions of the many underprivileged children taking shelter in the home.

Amongst the many activities carried out on that day was the cake cutting ceremony of a 2kg chocolate cake, specially made by the pastry team of Berjaya Times Square Hotel, Kuala Lumpur as well as a get-to-know-you session with the children.

Yayasan Chow Kit (YCK) or Pusat Aktiviti Kanak-Kanak, formerly known as Nur Salam, is a 24-hour crisis centre focusing on providing counseling and protection to marginalised children for children of age 5 to 12 years old. Its aim is to provide a safe and positive environment in the high-risk area of Chow Kit and its immediate surroundings. YCK has three day-care centres in total - 'Taska Baitul Amal', 'Pusat Aktiviti Kanak-Kanak' and 'KL Krash Pad', which are distinctively separated by the age of the children.

During the day of love, the team of BHR and media celebrated the birthdays of these children who were born in November and December with a chocolate cake.

Time, devotion and empathy would best summarize the day. The media friends shared their knowledge and communication skills with the children who were very inquisitive and quick witted. The children in turn, presented well-choreographed dances and plays.

At the end of the event, each child was presented with a goodie-bag. With a big smile, it made the day truly a memorable one; both for the media as well as for the children. After an emotional goodbye, the journey back was all about reminiscing the day and placing treasured memories close to everyone's heart.

1 & 2. The staff of BHR and media friends having a good time with children from Yayasan Chow Kit.



Bread and Pastries for the Needy

In January 2012, Berjaya Times Square Hotel, Kuala Lumpur participated in the “Roti 1 Malaysia” charity programme, initiated by Datuk Heng Seai Kie, the Women, Family and Community Development Deputy Minister. The presentation ceremony was held at Berjaya Times Square Hotel, Kuala Lumpur in the presence of Datuk Anne Eu, Chairman of “Roti 1 Malaysia” and Mr. Adrian Chung, the Hotel’s General Manager.

Berjaya Times Square Hotel, Kuala Lumpur contributed 6 boxes of assorted bread and pastries which will be delivered to orphanages and old folk’s home selected by the “Roti 1 Malaysia” charity programme. According to Adrian Chung, this programme has been a part of Berjaya Times Square Hotel, Kuala Lumpur’s objective and passion to build and further strengthen its relationship with the community.

“Roti 1 Malaysia” is a charity programme to aid the poor and the unfortunate ones; giving them the opportunity to savour quality food, at the same time, to improve their living standards through the 1Malaysia vision put forward by the Prime Minister, Dato’ Sri Najib Razak.



Adrian Chung, General Manager of Berjaya Times Square Hotel (centre) and staff during the “Roti 1 Malaysia” charity programme.



1



2

Tossing to the Year of Dragon with Senior Citizens from Caring Home

1. Residents of Persatuan Rumah Caring in Kajang invited to a ‘yee sang’ celebration.

2. captions needed

On 11 January 2012, Berjaya Times Square Hotel, Kuala Lumpur in collaboration with Oriental Daily organised a Chinese New Year visit to the senior citizens from Persatuan Rumah Caring, Kajang. The home which has 28 senior citizens, aged from 60 to 92 years old were given a surprise Chinese New Year lunch celebration. This is part of Berjaya Times Square Hotel, Kuala Lumpur’s passion and commitment in building and strengthening its relations with the community.

‘Yee sang’ was tossed at the common area, where the senior citizens gathered. Adding to the festive mood, Chinese New Year music was played along with an exchange of words of blessings for joy, harmony and health.

Towards the end of the luncheon, Assistant Manager, Marketing & Communications, Ms Cheng Siew Yee and Training Manager, Ms Melissa Mow handed-out ‘Ang Pow’ packets and Mandarin Oranges to all the residents of Persatuan Rumah Caring, Kajang. To end the much meaningful occasion, some of the old folks were also invited to try their skills in Chinese Calligraphy.

Berjaya Manila Hotel Continues ‘Bayanihan’ Project

Berjaya Manila Hotel continues to be an advocate for a more pleasant environment; promoting the value of keeping its property and surrounding area clean by organising its annual ‘Bayanihan’ project. The project which was held for the second time in February 2012, subsequently saw the hotel’s senior management and employees committed in tidying up the hotel’s premises and vicinity which is on the corner of Makati Avenue and Eduque Street in Makati City.

This year, the mission was carried out with more enthusiasm as the hotel staff have been familiarized with the sanitization procedure. Spotting identical T-shirts of different colours, the hotel’s officers and employees embarked on an anticipated clean-up activity in ensuring a cleansed hotel to welcome its guests.

Through ‘Bayanihan’, Berjaya Manila Hotel hopes to instill the value of maintaining a clean environment, not only in one’s area of work but also in every personal space. It also aims to project good corporate image and encourage other associates of the hotel industry to emulate its initiative in embarking on their own Corporate Social Responsibility (CSR) initiative in their respective properties.

Last year, Berjaya Manila Hotel had successfully launched ‘Bayanihan’, the first clean up drive hosted by the hotel which resulted in a specked-free surrounding. Each of the hotel’s employees held brooms, mops and other cleaning implements for an expedition to a thorough cleaning activity in making sure the hotel appears dazzling, clean and comfortable for its guests.

With this small step ahead, Berjaya Manila Hotel hopes to inspire the hotel industry to likewise recognize the importance of promoting a clean and healthy environment that is conducive for both business and leisure.



Berjaya Manila Hotel senior management and staff during the ‘Bayanihan’ project.

A Christmas with Lights of Hope at Berjaya Penang Hotel



The event which was held at the hotel lobby was officiated by YB Phee Boon Poh (State Exco member for Health, Welfare, Caring Society and Environment), who was present throughout the occasion. The children and folks were all warmly welcomed and entertained by staff of the hotel, getting to know one another and exchanging stories.

The highlight of the event was when the children received a variety of Christmas presents from Berjaya Penang Hotel's General Manager, Cheah Hooi Theng and YB Phee Boon Poh. Brightly lit faces plastered with big smiles were everywhere as these children clasp on to their lovely presents. It was a joyful setting as carolers and the hotel's band, Back Again performed benevolently on that night.

The kids and adults were served with a tantalizing Christmas buffet dinner that evening. Everyone enjoyed the merry occasion at Berjaya Penang Hotel.

Ushering a magical Christmas was a magnificent delight as Berjaya Penang Hotel invited 55 children and disabled folks to join in the act of igniting hope, love and joy to the world. Light-Up The Christmas Tree Charity Event was held in support of sharing the celebration with one another. Held on 15 December 2011, from 7.00 to 9.30pm, children who attended the event that evening were from the Salvation Army and Penang's Crystal Family Home.

Salvation Army provides residential care for neglected children and the disabled. Crystal Family Home cares for abused, neglected, orphaned, troubled, or poor children from dysfunctional families.

1 & 2. Children from Salvation Army and Crystal Family Home at the Light-Up The Christmas Tree Charity Event.



1. Group photo of the participants.
2. A diver collecting Crown of Thorns (COT).
3. The participants collecting wastes into plastic bags



Tioman Island Clean-Up Day

A CSR Mission Impossible by Berjaya Hotels & Resorts – it's more than taking action; it's about educating and inspiring others to do the same.

A momentous effort to restore the pristine beauty of Tioman Island was recently undertaken by Berjaya Hotels & Resorts, accomplished by a total of 60 divers and over 100 participants comprising staff, media and children from SK Tekek, Tioman.

Endorsed by Professional Association of Diving Instructors (PADI) Project AWARE, the three-day TICD (2nd-4th March) vowed to strengthen conservation of underwater life and educate people on the importance of coral reefs to the ecosystem.

A total of 121 reef-destroying Crown of Thorns (COT) were removed during the dive clean-up, covering islands with diving sites where coral beds are abundant and also productive areas of coral reefs breeding ground. 15 bags of discarded plastic litters, paper wastes, beverage cans and bottles hauled up from the beach, weighing over 300kg were collected.

The Turtle Conservation Society of Malaysia also held a Turtle Conservation Workshop by the beach which was co-facilitated by the media aimed at fostering awareness on protecting turtles through interactive and fun-filled learning activities. The children were asked to create actual size sand-turtle on the beach based on pictures and information of the four species of Sea Turtles in Malaysia given during the workshop.





KRR Brings Festive Cheer to the Elderly

As part of the Kenny Rogers ROASTERS (KRR) Community Chest Campaign, more than 40 staff from all levels brought smiles and laughter to the elderly at Rumah Sejahtera Seri Setia, Sungai Way.

The patrons of the home were treated with delicious and healthy Kenny's Quarter Meal packed individually in their special i-care tray.

As New Year was approaching, the KRR team had a great 'lou sang' session with the patrons and each of them also received 'ang pows' given by the 'God of Prosperity' dressed by a KRR team member.

1. A group photo with the patrons for the album.
2. 'God of Prosperity' handing out 'ang pow' and goodies to a patron.
3. A KRR team member helping a patron with his meal.

Starbucks Support Centre Visits Shelter Home



1. A group photo of the staff with the children of Shelter Home.
2. The children receiving a goodie bag of books and stationeries for their back-to-school preparation.

Starbucks Support Centre started the year 2012 by bringing joy to the children at Shelter Home, Jalan Gasing – a home for children from 4 to 12 years of age who have been abused, neglected, at-risk or abandoned by their families, parents or guardians.

Starbucks Support Centre brought groceries from their 'need list' which consists of rice, sugar, milk powder, salt, flour, biscuits and other essential for the children. Ms Yu Jen Lai, winner of 'GiftAHamper' joined in the event to present her hamper to the children of Shelter Home too!

After an ice breaking session, everyone played games and other activities. Starbucks Support Centre surprised the children by presenting Starbucks Eastern Sunrise to celebrate the birthdays of January babies served with the children's favourite – Iced Chocolate. Each of the children also received a gift of books and stationeries for their back-to-school preparation.

For more pictures, please visit <http://on.fb.me/SSCSshelterHome>

Starbucks Community Clean-Up at Lake Garden, Kuala Lumpur

Starbucks partners conducted two clean-up projects at the Lake Garden (Taman Tasik Perdana) in January and February 2012.

The clean-up in January was carried out by District Manager, Tengku Ferry and 30 Starbucks partners while the February clean-up was led by Mira, the store manager at Menara Maybank, with more than 40 Starbucks partners.

Starbucks partners worked with the management of Lake Garden to protect and maintain the lush greeneries in this oldest and most popular

park in Kuala Lumpur, which is a place for the community to get away from the hustle and bustle of the city.

The teams cleaned-up the children's playground, jogging tracks and exercise stations and also maintained the Herb Garden and Botanical Garden by loaming and fertilizing the soil as well as trimming dead leaves and branches.

A total of 390 community service hours were contributed in the clean-ups.



Partners raking dry leaves around the park.

Partners loamed and fertilized the soil.

A group photo for the album!