



BERJAYA

# BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 1, 2017

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## OFFICIAL OPENING OF BERJAYA GARDEN RESTAURANT AND CULINARY CENTER, PHILIPPINES



(From left) Berjaya Assets Berhad executive director Morvin Tan, Philippines Senator Bam Aquino, Berjaya Land Berhad executive director Chryseis Tan, Tan Sri Dato' Seri Vincent Tan, Tony Meloto, Luis Oquinena and Paul Soo at the ribbon-cutting ceremony.

On 22 January 2017, Tan Sri Dato' Seri Vincent Tan ("TSVT"), Founder of the Berjaya Corporation Group of Companies officiated the opening of the Berjaya Garden Restaurant and Culinary Center ("BGRCC") in Angat, Bulacan, Philippines. Located on the grounds of GK Enchanted Farm, which is touted as the first farm village university in Asia, the BGRCC is a training facility that supports the farm's dynamic role as an incubator-hub for the country's growing social entrepreneurship. The BGRCC serves as the primary food center of the farm, catering to the 200,000 partners, entrepreneurs and students who visit the GK Enchanted Farm annually. The food served in the restaurant is locally produced, sourced and processed, providing livelihood for local farmers. BGRCC is also a school-within-community where students and social entrepreneurs can develop their culinary skills and products.

GK Enchanted Farm was built by Gawad Kalinga ("GK"), a Philippine-based movement that aims to end poverty by first restoring the dignity of the poor. Formally established in 2003, GK has grown into a

global movement of nation builders who are committed to expanding the work and advocacy of caring and sharing across countries, with presence in Indonesia, Singapore, Cambodia, Canada, USA, Austria, France, Ireland, Netherlands, United Kingdom, Australia, and Papua New Guinea.

Also present at the official opening were Tony Meloto, Founder & Chairman, Gawad Kalinga Community Development Foundation Inc., Jose Luis Oquinena, Executive Director, Gawad Kalinga Community Development Foundation Inc., and Paul Soo, Country Head of Berjaya Philippines Inc.

Berjaya Philippines Inc. contributed PHP4.5 million (approximately USD90,000) to build the first Berjaya Culinary Arts Center, which was launched on 4 November 2013. After three years, the Culinary Center needed a complete reconstruction to meet the continued demand of serving the growing number of GK Enchanted Farm visitors. Thus, in 2016, Berjaya Philippines Inc. donated PHP26.3 million (approximately

USD531,000) to construct a much-improved BGRCC which occupies a total floor area of 755 square meters and has a main dining area, function room, kitchen, pathways and garden. It was designed to mimic nature, not just in beauty, but also in sustainability features. For instance, it has a Biomimicry design allowing it to tap solar energy through solar panels and rain water harvester roofs.

Berjaya's collaboration with GK started in 2012 when TSVT, through Berjaya Philippines Inc., pledged to contribute PHP300 million over three years to GK for the construction of houses for Filipinos affected by Typhoon Sendong and other natural calamities, as well as for poverty-stricken families across the Philippines. To date, Berjaya has helped build more than 800 houses in the Philippines in collaboration with GK. What began as a shared vision to help victims of calamity has now expanded to bigger dreams of building a sustainable template through initiatives such as the BGRCC, to help the poor and needy.

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## Chairman and CEO's Message

As we complete our first quarter of 2017, we saw some significant activity in our various businesses. Our food and beverage companies, namely Starbucks, Kenny Rogers, Wendy's and Rasa Utara introduced various food promotions in addition to their daily menus, while Radioshack organised a few exciting contests for its customers.

Spurred by the success of the inaugural Berjaya Teen Star Challenge last year, Berjaya Youth launched its second year of the competition in February 2017 to secondary school students across the country. This year's competition will introduce cultural dance as one of its categories, in place of duet/group singing, and offer a total of RM50,000 in prizes, sponsored by various Berjaya companies.

Our subsidiaries continued to be actively involved in various CSR activities in conjunction with the lunar New Year. Sports Toto Malaysia shared festive joy through its annual Ang Pow Donation Campaign, now in its 29th year, giving away red packets and mini hampers to 18,000 needy senior citizens in 50 cities and towns nationwide. Other companies such

as Starbucks, Kenny Rogers Roasters, Wendy's, Bukit Jalil Golf & Country Resort, and 7-Eleven visited old folks' homes and children's homes to spread festive cheer.

In the Philippines, Tan Sri Dato' Seri Vincent Tan officiated the launch of the Berjaya Garden Restaurant and Culinary Center in January, whereby Berjaya Philippines Inc. contributed PHP26.3 million for its construction. The Berjaya Garden Restaurant and Culinary Center serves as the primary food center for more than 200,000 annual visitors to the GK Enchanted Farm, a farm university in Bulacan, Philippines which is an incubator-hub for the country's social entrepreneurship.

With a great start to the year, let us continue the momentum and make the second quarter a fruitful one.

Dato' Sri Robin Tan



### Performance of Companies for the 3rd Financial Quarter Ended 31 January 2017 (unaudited)

Company	Revenue 3 Months Ended 31 January 2017 (RM'000)	Profit/(Loss) Before Tax 3 Months Ended 31 January 2017 (RM'000)	Revenue 9 Months Ended 31 January 2017 (RM'000)	Profit/(Loss) Before Tax 9 Months Ended 31 January 2017 (RM'000)
Berjaya Corporation Berhad	2,221,305	83,855	6,903,223	563,952
Berjaya Land Berhad	1,532,883	90,752	4,703,222	442,987
Berjaya Sports Toto Berhad	1,367,054	86,256	4,257,469	278,039
Berjaya Media Berhad	10,721	(4,493)	33,679	(7,076)
Berjaya Food Berhad	163,538	8,618	454,020	23,623
7-Eleven Malaysia Holdings Berhad	523,609*	12,022*	2,103,367**	70,817**
Berjaya Assets Berhad	91,543***	6,787***	183,371****	6,165****

\*4th Financial Quarter ended 31 December 2016

\*\*12 months ended 31 December 2016

\*\*\*2nd Financial Quarter ended 31 December 2016

\*\*\*\*6 months ended 31 December 2016

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Food prepared at the BGRCC kitchen, Philippines.



The façade of Berjaya Garden Restaurant & Culinary Center, Philippines.



# BERJAYA TEENSTAR CHALLENGE 2017

The 2nd Berjaya TeenStar Challenge 2017 officially started its talent recruitment process in February 2017. Open to Form 1 to Form 6 (Year 7 to Year 12) students nationwide, this talent quest initiative undertaken by Berjaya Youth ("B.Youth") aims to provide a platform for budding teenage performing arts enthusiasts to hone their skills while gaining some great learning experiences through competing and interacting with others.

The inaugural Berjaya TeenStar Challenge 2016 was very well-received with more than 2,500 teen star hopefuls turning up for auditions and 1,115 of them qualified for the preliminaries. The grand finals saw an exciting competition among 142 finalists in 4 competition categories ie. solo singing, duet/group singing, modern dancing and band. It is also interesting to note that more than 53,000 Facebook likes, shares and comments were captured for all postings related to this talent quest project in 2016.

As part of the efforts to enhance this year's competition, cultural dancing was introduced to replace duet/group singing, as the former is considered more popular among students and more meaningful in showcasing the rich spectrum of our diverse cultures in Malaysia.

The total prizes up for grabs have also increased to RM50,000 this year from RM30,000 last year. These prizes comprising trophies, cash and cash vouchers will go to the top 3 winners of the 4 competition categories as well as special prize winners. Contributing towards the prizes are key partners Berjaya Starbucks Coffee Company ("Starbucks"), Kenny Rogers ROASTERS ("KRR"), B Infinite (formerly BCARD) and Berjaya University College of Hospitality ("Berjaya UCH"); and supporting partners Wendy's, Borders and RadioShack.

To increase the level of awareness and reach of this competition, B.Youth is targeting 100 schools for roadshows and auditions, and broadening its reach to not just schools in the Klang Valley and Selangor, but also Putrajaya, Negeri Sembilan and Malacca. B.Youth is also actively publicizing this competition on social media and mainstream media, hoping to reach out to as many talented teenagers as possible.

Subsequent to the roadshows and auditions, the next stages of this competition involve technical workshops in May, preliminaries in July and grand finals in August 2017. Do look out for the exciting updates in the next issue of Beritajaya.



Senior Manager Ms. Emily Tan with students of SM Sains Seri Puteri.



Students of SMK Seksyen 4 Kota Damansara with students of SM Seri Sains.



The organiser briefing the students of SMK Methodist Klang at their Saturday morning co-curriculum assembly.



Berjaya TeenStar Challenge 2017 banners are hung during school visits to promote the competition.

## ENGAGING YOUTH AT TEDXYOUTH@KL 2017

TEDxYouth@KL 2017 took place on 25 February 2017 at EX8 Auditorium, Subang Jaya with approximately 1,300 participants in attendance - a majority of whom were university students and young executives. Berjaya Youth ("B.Youth") supported the conference as an Ideas Partner.

The well-curated list of 11 presenters at the conference provided a gathering point for like-minded youths who look for inspiring thoughts and innovative ideas. Themed "What Now?" this year, it aimed to prompt the youths to think about the present and what they would want the future to be.

Among the notable presenters was the famed award-winning Malaysian game designer, Wan Hazmer who designed Final Fantasy XV which sold 5 million units globally on the very first day of release. Alongside Hazmer, the executive director of Borneo Rhino Alliance (BORA), John Payne, shared on the conservation issue of the critically endangered Sumatran rhinoceros. Another interesting presenter was Lithuanian-born artist, Ernest Zacharevic, whose signature work included the murals on Armenian Street in Georgetown.

B.Youth ran a few booth activities to engage the participants during the intermissions. "Boomerang with B.Youth" was a contest whereby participants used the B.Youth props provided to capture creative and funny short clips and share them on Instagram, out of which 5 outstanding ones were chosen to win B.Youth goodies. B.Youth also signed up more than 120 potential volunteers who registered their interest to participate in future B.Youth activities.

Following the TEDxYouth@KL event, B.Youth in collaboration with Berjaya University College of Hospitality ("Berjaya UCH"), also ran a TEDxAdventure event on 21 March 2017, featuring a cooking and food art workshop. 22 TEDxYouth@KL participants attended the workshop that was facilitated by experienced chefs from Berjaya UCH's School of Culinary Arts. Donned in chef hats and aprons, each participant was given the choice of cooking tomato minestrone soup, chicken cordon bleu or crème caramel. For lunch, the eager participants were served a three-course meal comprising the dishes they cooked. The workshop provided a wonderful culinary experience for the participants.



Participating in the "Boomerang with B.Youth" contest.



Wan Hazmer, game designer of Final Fantasy XV.



The B.Youth booth crowd during intermission.



Line-up of presenters for TEDxYouth@KL 2017.



Participants of TEDxAdventure with Chef Zul of Berjaya UCH's School of Culinary Arts.



Participants of B.Youth's TEDxAdventure featuring a cooking and food art workshop.

## ANOTHER FEATHER IN THE CAP

On 15 February 2017, Grace Chan Hwee, Senior General Manager of Group Human Resource & Administration was presented with the 100 Most Influential Global HR Professionals Citation at the World HRD Congress, held at Taj Lands End, Mumbai.

The criteria and competencies benchmarked were: Strategic Perspective; Track Record; Ability for Sustainability; Future Orientation; Integrity and Ethics; HR Impact (Internal to the Organisation), Future Orientation and Other HR Competencies.

Grace's passion to learn and constantly challenging herself to greater heights also brought her the Distinguished Toastmaster title, the highest recognition by Toastmasters International. In order to achieve this admirable recognition, Grace would have already presented at least 40 project speeches, 4 technical and/or motivational presentation, conducted the Youth Leadership Program/Speechcraft, established new Toastmasters Club, played a crucial role to coach and guide new members in her capacity as the Mentor, served the District 51 as the Area Director and completed a six-month leadership project. Grace benefited a lot from the Toastmasters Programme and in return she contributed to the success of the District 51 in many ways such as being a core team member in the District 51's 24th Semi Annual Conference in Kuala Lumpur in year 2016.

Congratulations to Grace Chan Hwee on her achievements as the 100 Most Influential Global HR Professionals and a Distinguished Toastmaster (DTM)!



Ms Grace Chan Hwee with her two recent awards. She received the DTM plaque from the District 51 Director, DTM Johnson Tang.

## HR SYNERGY MEETING 2017 AT BERJAYA COLLEGE

On 20 February 2017, Group Human Resource & Administration hosted the first HR Synergy Meeting for year 2017 at The Auditorium, Berjaya College. The event was attended by 61 HR colleagues and their representatives from Berjaya's subsidiary companies.

The guest speaker was Hong Kok Siong, General Manager, Contracts & Commercial, from MMC Gamuda who shared about his organisation's initiatives in implementing a project for special needs employees. Hong gave an insightful yet inspiring presentation on the conception, implementation, challenges and rewards his team underwent to realise this project, "Project Differently-abled".

Other guest speakers included Jonathan Tan from Sports Toto Fitness Centre who shared about Health and Wellness at the Workplace; and David Cheah, Deputy General Manager, Group IT, who spoke on security in cyberspace. Participants were also brought up-to-date on the implementation timeline of the Human Resource Management System (HRMS) by CY Chung, Assistant General Manager, Strategic Group IT; and Group HR's SOP on Recruitment/Resignation Process by Low Wai Yee, Senior Manager, Group Human Resource.

Special thanks to Berjaya Krispy Kreme and Wen Berjaya for the delicious food sponsored for the participants.



Hong Kok Siong from MMC Gamuda.



Participants of the HR Synergy Meeting.



The Recruitment team in their new corporate uniform.

# BERJAYA UCH TOASTMASTERS CLUB INTERNATIONAL SPEECH & TABLE TOPICS CONTESTS

On 23 February 2017, BERJAYA UCH Toastmasters Club held the International Speech & Table Topics Contests for the third time since its inception.

7 members participated in the contests and among them was a new member, Ricc Oon who joined the Club for less than 1 year.

Contestants for the International Speech Contest amazed the audience with their witty yet inspiring speeches. Congratulations to all the winners! The champion, Shaun Khoo will represent BERJAYA UCH Toastmasters Club at the Area P1 International Speech & Table Topics Contests on 30 March 2017.

### International Speech Contest Results

- 1st Place : Shaun Khoo, Student of BUCH
- 2nd Place : Chung Chee Yann, Group Strategic IT
- 3rd Place : Shakira Lee, U Mobile Sdn Bhd

### Table Topics Contest Results

- 1st Place : Shaun Khoo, Student of BUCH
- 2nd Place : Patricia Yap, Inter-Pacific Securities Sdn Bhd
- 3rd Place : Ricc Oon, Student of BUCH



The winners and Division P Director Cyril Jonas, DTM and Area P1 Director Mohamed Syairoz, CC CL.

# JOBSTREET.COM MALAYSIA CAREER & TRAINING FAIR 2017

Group Human Resource and Administration participated in Jobstreet.com's Malaysia Career & Training Fair (MCTF) from 13 - 15 February 2017 at Mid Valley Exhibition Centre. Other subsidiary companies which participated were Berjaya Starbucks Coffee Company Sdn Bhd, Berjaya Roasters (M) Sdn Bhd and Berjaya Books Sdn Bhd.

Group Human Resource & Administration also seized the opportunity to introduce their Instagram page and invited jobseekers to take a selfie/wefie and to follow them on [www.instagram.com/berjaya\\_careers](http://www.instagram.com/berjaya_careers) where jobseekers were rewarded with prizes and premium gifts.



Berjaya's Group HR & Admin with colleagues from Starbucks, Kenny Rogers and Berjaya Books.



Jobseekers taking a wefie to be posted on Instagram.



Part of the crowd that visited Berjaya's booth.

# CHINESE NEW YEAR LANTERN-MAKING CLASS



Berjaya's in-house instructor, Madam Lee Hor Choo.

In conjunction with Chinese New Year, Group Human Resource & Administration organised a lantern-making class on 18 January 2017. Participants were guided by a very special in-house instructor, Madam Lee Hor Choo who is a tea lady at Corporate Office. The participants learned how to transform their recycled greeting cards into beautiful lanterns while enjoying the camaraderie and each other's company during the lunch-hour class.

Group HR & Admin wishes to extend their heartfelt appreciation to Madam Lee for volunteering to share her craft with the staff.



Participants were all smiles. Pictured here with their colourful lanterns.

## TOASTMASTERS – WHAT’S IN IT FOR ME?



*"I would like to take this opportunity to thank Berjaya University College of Hospitality for giving us this platform to learn and BERJAYA UCH Toastmasters Club for building my confidence in expressing my opinion and speaking in public. Yes, I will recommend my friends to join Toastmasters, to overcome their fear in public speaking." – Yap Choy Ying*

"Little do we know that we could actually do so much, ONLY IF, we walked through the self-enrichment journey."

Yap Choy Ying, a chartered member of BERJAYA UCH Toastmasters Club, led a team of 6 students from Berjaya University College of Hospitality ("BERJAYA UCH"), School of Tourism for the 2016 International MICE Destination Marketing Contest held on 6-8 September 2016 in Taipei, Taiwan. The team won the 1st prize! That was the proudest achievement for the team, the lecturer, Mr Jaston Ng, and for BERJAYA UCH and BERJAYA UCH Toastmasters Club!

Choy Ying attributed the power of communication to her success. The learning experience she gained from Toastmasters since year 2014 built her confidence in both communication and leadership skills. Choy Ying and her team leveraged on the Toastmasters Competent Communication Manual when planning for their presentation to the Taiwan External Trade Development Council. The presentation about their selected destination, Sarawak, was wholesome and awesome as it displayed a good flow of ideas with supporting materials, vivid words that described the beauty of Sarawak, convincing eye-contact with the judges, purposeful body language, attention-grabbing vocal variety and eye-catching presentation slides with an irresistible resonance of persuasion. The team amplified their presentation by wearing Ibanese and Bidayuh traditional costumes sponsored by the Sarawak Convention Bureau.

## APPOINTMENT OF NEW DEPUTY CEO FOR 7-ELEVEN MALAYSIA

7-Eleven Malaysia Holdings Bhd has appointed Hishammudin bin Hasan as its new Deputy Chief Executive Officer (CEO) with effect from 10 February 2017. Hishammudin, who is a Singaporean national, has a wealth of experience across various FMCG companies and held directorships in Kraft Malaysia and Danone Indonesia. He joined Berjaya Corporation Berhad as Director of Business Development since 2015.



## GET AKTIF WITH SMURFS



*(From left) 7-Eleven Malaysia Marketing Senior Executive Haley Ong, SONY Pictures Malaysia Marketing Manager Catherine Chai and 7-Eleven Malaysia General Manager (Marketing) Ronan Lee.*

On 14 March 2017, 7-Eleven Malaysia introduced their latest initiative, an online photo contest featuring prizes worth a total of RM50,000 to loyal customers. The Get Aktif with Smurfs contest is open to all 7-Eleven customers and the submission period begins from March until 1 May 2017.

Customers are required to purchase a minimum of RM5 in a single receipt of 7-Eleven's range of Aktif brand mineral or drinking water, collage the receipt with a creative photo of anything blue, and post it publicly on their personal Facebook or Instagram page with the hashtags #AktifSmurfs and #7ElevenMY. Participants can increase their chances of winning by posting more entries.

The winner with the most creative entry will be rewarded with an exciting 7 days 6 nights' trip for two to Belgium and Amsterdam, including a visit to the Smurfs Museum in Brussels worth up to RM20,000; while the next best 100 entries will each receive a Limited Edition Scooter from Smurfs: The Lost Village worth RM300 each.

## LION DANCE AT BORDERS

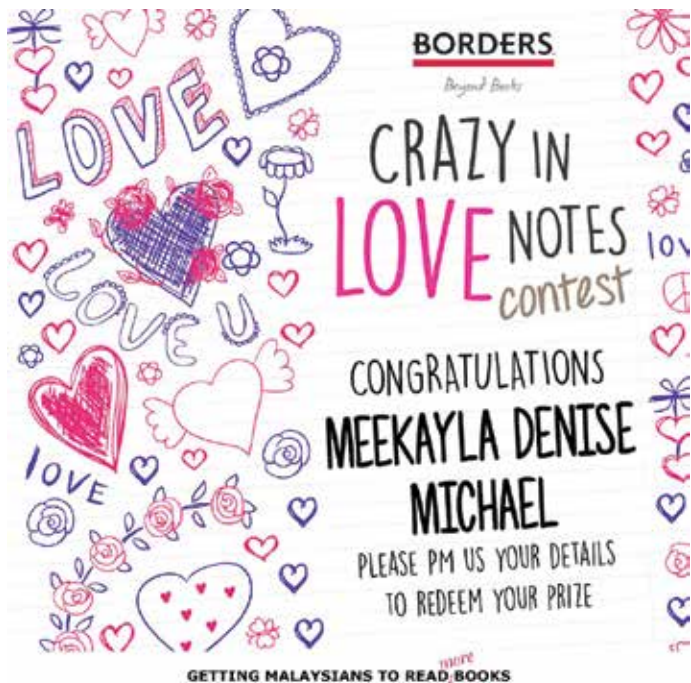
BORDERS celebrated the year of the Fire Rooster with a lion dance performed at all BORDERS stores and headquarters and ended by presenting a prosperity tray to the General Manager of BORDERS, Teoh Peng Hong as a sign of good luck and prosperity. The event was greatly enjoyed by children and the family crowd at BORDERS.



*General Manager of BORDERS Teoh Peng Hong (right) receiving the prosperity tray.*

## CRAZY IN LOVE NOTES CONTEST

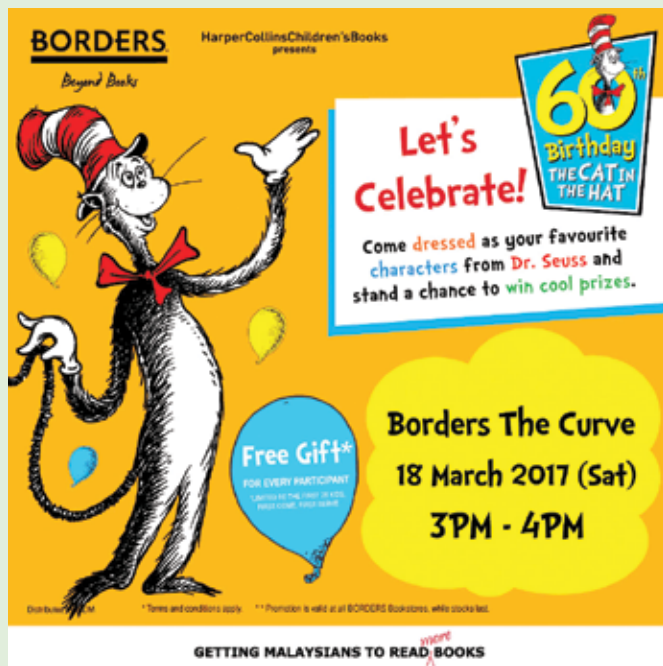
BORDERS organised a Facebook contest known as “Crazy in Love Notes contest” in conjunction with Valentine’s Day in February. Contestants were required to write the most outrageous love notes to their loved ones and the winner would win a Valentine’s Day dinner on 14 February for 2 at Samplings on the Fourteenth restaurant worth RM596. Michaela Denise Michael won the contest and shared her Valentine’s Day dinner photo on BORDERS Malaysia’s Facebook page.



Crazy in Love Notes Contest.

## THE CAT IN THE HAT 60TH BIRTHDAY EVENT

In conjunction with the celebration of The Cat in the Hat’s 60th birthday, BORDERS The Curve together with MPH Distributors organised a storytelling session with the kids. Held in true Seussical-style, participants had fun solving puzzles, colouring Dr Seuss characters and crafting a one-of-a-kind The Cat In The Hat Bow Tie. Awesome prizes were also presented to the top 3 Best-Dressed participants who came as their favourite character from Dr. Seuss.



## ROBI ROBOT AT BORDERS NOW!

Breathe life into Robi as you build it yourself. Each issue comes with a copy of the magazine and different parts of Robi. After 70 issues, collectors will have a fully assembled Robi that stands 13.4 inches (34 cm) tall and weighs just 2.2 pounds (1 kg). Great for kids and adults alike! Unlike other robots, Robi is very agile and can dance to music played from his very own internal speakers and even balance on one foot. As if this is not impressive enough, Robi also doubles as a timer and is definitely a great assistant in the kitchen. Now, who can resist waking up to a morning call from this cute little companion! You can even meet Robi, the humanoid robot in person at BORDERS this April 2017.



Robi Robot.

## THE 8TH STORE TO BORDERS' CHAIN

Booklovers in Nilai, Negeri Sembilan will now have a brand new option with the opening of BORDERS at Mesa Mall scheduled for May 2017. With its positioning as a whole new “lifestyle bookstore”, BORDERS Mesa Mall will house a Shortcut Barberhouse, offering shoppers the opportunity to enjoy a perfect haircut while reading a good book at the same time. Students in more than 10 universities and colleges in Nilai can enjoy a wide selection of books and stationery which are offered at affordable prices. In conjunction with the opening of the new store, BORDERS will organise a host of fun activities such as a singing competition, BORDERS Got Talent.



BORDERS Mesa Mall.



# EVENTS AT BERJAYA TIMES SQUARE KUALA LUMPUR



## 1. BERJAYA TIMES SQUARE KUALA LUMPUR PRESENTS CITY OF PROSPERITY 2017 CHINESE NEW YEAR PROMOTION

From 7 January - 11 February 2017, Berjaya Times Square Kuala Lumpur ("BTSKL") ushered in the Year of the Rooster with a "City of Prosperity" theme. Depicting scenes of activities typical of ancient China, the city welcomed shoppers to bask in the glory of its golden years with amazing decorations emulating forgotten centuries.

## 2. MEET & GREET FINALISTS OF ANUGERAH JUARA LAGU 31

On 7 January 2017, a Meet & Greet event was held to introduce some of the finalists of Anugerah Juara Lagu 31 and to promote the programme. Interactive games between the artists and fans, a Q&A session, and an autograph session were also held.

## 3. M-GIRLS 2017 CHINESE NEW YEAR ALBUM PROMO TOUR

On 15 January 2017, The M-Girls, consisting of Queenz Cheng, Angeline Khoo, Cass Chin and Crystal Ong made an appearance at BTSKL in conjunction with the Chinese New Year celebrations. They belted out some festive songs, played interactive games and had an autograph session with fans.

## 4. <BETTER LIFE> CHARITY EVENT

On 22 January 2017, <Better Life> Charity Event was held to raise funds for the poor via Yayasan Nanyang Press. Local artist Thomas & Jack made an appearance and belted out some songs.

## 5. "LOVE & SWORD" ONLINE GAME VALENTINE'S ACTIVITIES

From 11-14 February 2017, MOL organised a series of activities in conjunction with Valentine's Day. The activities included lucky draws to win travel packages, games experiment zone, confession session, photo booth, flowers giveaway, DIY postcards, and many more.

## 6. ASTRO MEET & GREET – TEDDY SHERINGHAM

On 12 February 2017, former England international footballer, Teddy Sheringham, who enjoyed a glorious stint with Manchester United in the English Premier League was here for an intimate Meet & Greet session with fans. During the session, Teddy Sheringham shared his wealth of experience and discussed technicalities with the fans.

## 7. CITIZEN AGAINST CHILD SEXUAL ABUSE CAMPAIGN

On 5 March 2017, Citizens Against Child Sexual Abuse (CACSA), a

coalition formed by various NGOs such as Protect & Save the Children, Voice of the Children, NGOhub, and many others, held a Citizen Against Child Sexual Abuse Campaign. The objective of the campaign was to create awareness on the prevention of child sexual abuse and also to educate parents on ways to protect their children against child predators.

## 8. 21ST INTERNATIONAL ENGLISH CHESS AND 5TH CHINESE CHESS COMPETITION FOR THE DISABLED

On 5 March 2017, The Lions Club of KL Central organised the 21st International English Chess and 5th Chinese Chess Competition for the Disabled with the objective to generate public awareness that this special group of people do possess a positive attitude including self-discipline, confidence and competitive spirit.

## 9. MAJLIS PENYERAHAN BANTUAN PENTADBIRAN KEPADA PERSATUAN-PERSATUAN SUKAN WILAYAH PERSEKUTUAN TAHUN 2017

On 11 March 2017, a ceremony to award cash tokens to 60 sports clubs in Kuala Lumpur was held to support their expenses for 2017. YB Datuk Seri Tengku Adnan Tengku Mansor launched the ceremony.

## 10. BERJAYA TIMES SQUARE KUALA LUMPUR – HAPPY DREAMER ART EXHIBITION

From 18-26 March 2017, in conjunction with the school holiday, BTSKL presented the "<Happy Dreamer> Art Exhibition 2017" by Creative Volts Malaysia. This exclusive project showcased upcoming artists and designers of the creative community in Malaysia, with an impressive combination of 80 framed artworks from 10 local artists and 30 sculpture arts built from recyclable materials. Live mural art paintings from 4 local doodle artists and 4 creative workshops were also held for the public across the 2 weekends.

## 11. ASTRO MEET & GREET – JOHN ARNE RIISE

On 19 March 2017, John Arne Riise, a former Norwegian international footballer who enjoyed a successful stint with Liverpool in the English Premier League was here for an intimate Meet & Greet session with fans. During the session, John Arne Riise shared his wealth of experience and discussed technicalities with the fans.

## PRODUCTS FROM COSWAY



### L'elan Vital Body Perfect Intensive Sculpting & Body Reducing Concentrate

- Enjoy an all-round body-beautifying experience with the L'elan Vital Body Perfect Intensive Sculpting & Body Reducing Concentrate. Like an instant surge of comfort for your skin, this nourishing formula smoothens stubborn "imperfections" & firms up your skin, while leaving behind a delicate, fresh scent.
- Enriched with high-performance, award-winning natural ingredients from Spain.
- Awarded the "Most Innovative Prize" by German Consultancy, BSB.



### L'elan Vital Velvet Matte Chubby Lip Color Balm

- Experience gorgeous matte coverage of a lipstick, the precise application of a lip liner and the moisture of a balm in just 1 swipe!
- High impact shades in a creamy formula saturates lips with colour that stays on. Super loaded with natural oils to keep lips comfortable and nourished. Best of all, it never needs sharpening, simply twist to reveal more!
- Premium Italian formula.
- Non-sticky, non-drying and non-feathering.

## MERRY SHACK-MAS PRIZE-GIVING

Congratulations to the winners of RadioShack's Merry Shack-mas contest! With a prize pool of awesome gifts from RadioShack, SONOS, KLIPSCH, RERO, SKULLCANDY, HAPPY PLUGS and SONY, the contest where customers were required to write down their wishes for Christmas saw a huge participating rate and many creative entries.



Grand Prize winner, Shukri Kamal (right) receiving his box of happiness.

## SAY YOU LOVESHACK CONTEST



Love us and we'll love you back! In the month of Love, RadioShack awarded one winner with a trip for 2 to Berjaya Langkawi Resort. All they had to do was just tell how much they love RadioShack products through RadioShack Malaysia's Facebook page. The contest duration was from 8-28 February 2017.

Poster of the Say You LoveShack Contest.

## FORTUNE SHOT CONTEST AND PRIZE-GIVING



Poster of Fortune Shot Challenge.

From 20 January to 12 February 2017, RadioShack stores challenged its customers to a shot on wealth with the RadioShack Fortune Shot contest during Chinese New Year. Customers were given a shot with every RM50 spent - on targets set-up by RadioShack's dedicated retail staff. Winners were decided by a simple scoring system - the more you hit, the higher the score. Congratulations to all winners!



Contest winner in RadioShack The Gardens Mall, Alvin Chin.



Contest winner in RadioShack Berjaya Times Square.

## RADIOSHACK WAREHOUSE SALE

Due to popular demand, RadioShack Warehouse Sale was held again from 10-19 March 2017. This time around, the warehouse sale was in Pearl Point Shopping Mall, Jalan Klang Lama. The sale was very well-received with customers coming from all walks of life and purchasing their favourite products with discounts up to 90%.



Warehouse Sale in Pearl Point Shopping Mall.



Customers browsing products on sale.

## MOTOROLA VERVEONES MUSIC EDITION ONLY IN RADIOSHACK!

The Motorola VerveOnes Music Edition wireless earphones are only available at RadioShack Malaysia. These water and dust resistant true wireless earbuds have up to 8 hours of playtime and feature a deep, rich HD sound for all your music and entertainment enjoyment. Get yours today only in RadioShack Malaysia stores nationwide from March until May 2017.



Motorola VerveOnes Completely Wireless Smart Earbuds

## ROBI IS OFFICIALLY HERE IN RADIOSHACK

Finally you can own the World's-Best-Selling-Humanoid-Robot-from-Japan. It walks, talks, dances and even turns on your TV for you. Get the first issue starting from 7 March 2017 at a low introductory price of RM24.90!



## ADDING A LITTLE SPICE OF LIFE

On 17 February 2017, Kenny Rogers ROASTERS ("KRR") turned up the heat in their all-new Spicy Gilerrr meal promotion!

Featuring an explosive spicy sensation with a combination of exotic flavours that give guests the best of both worlds – a spicy and tangy taste that complements the famous KRR rotisserie-roasted chicken. Guests are also in for a delicious treat with the new Kenny's Peanut Butter Chocolate Muffin.

From RM19.90 onwards, guests can opt for different meal options to suit their preference:

- 1) **Spicy Chicken Favourite Meal:** ¼ Spicy Chicken + 2 side dish + 1 Peanut Butter Chocolate Muffin
- 2) **Spicy Chicken & Soup Meal:** ¼ Spicy Chicken + 1 side dish + 1 Country-style Chicken Soup + 1 Peanut Butter Chocolate Muffin

Complementing the spicy meal is the Blue Chillax drink, a refreshing ice-cold blue lemonade which will tingle your taste buds!

Also available is the a la carte Spicy Whole Chicken at RM51.50 for a great family feast, and for those who just can't get enough of peanut butter, ½ dozen Peanut Butter Chocolate Muffins are available at RM20.50 (not available in East Malaysia).

Promotion ended on 30 April 2017.



The different Spicy Gilerrr meal options.



The delicious Peanut Butter Muffin.



Sit back and cool down with the refreshing ice-cold blue lemonade, the Blue Chillax drink.

## KRR MUFFINS @ SCHOOLS PROGRAMME

In line with its "I Love i.care for My Community" programme, KRR's "Muffins @ Schools" programme continues to reach out to more schools in Malaysia in 2017 to promote a healthy diet and lifestyle.

Kicking off the programme this year, KRR team members set out to SJK (C) Jinjang Selatan, reaching out to more than 150 students with gifts in the form of goodie bags containing KRR's i.care Box and Kenny's Home-made Muffins.

What began as a modest initiative back in October 2015 as part of KRR's community outreach programme, has evolved into a full-fledged programme that sees the team from KRR visiting schools to conduct health workshops to promote a heightened awareness on the need to maintain a healthy lifestyle. To date, more than 800 students have benefitted from the programme.

During the workshops, students are treated to a learning experience that also incorporates elements of fun. Besides getting these children engrossed in physical activity by doing light exercises, they are also taught how to differentiate one food category from another through a food pyramid. Participants also learn to distinguish between healthy and unhealthy food. The interactive nature of the workshops makes it easy and fun for students.



Students of SJK (C) Jinjang Selatan put their knowledge on healthy eating through a quick quiz!



Ling Shiau Yunn, Guest Engagement Manager of Berjaya Roasters (M) Sdn. Bhd. distributing Kenny's Home-made muffins and goodie bags to the students.



Young children know the benefits of eating healthy.



SJK (C) Jinjang Selatan Assistant Principal, Liew Kim Moy (standing, right) joining the lively and ecstatic students at the "Healthy Me, Happy Me" workshop by KRR!

## GET RED-DY FOR MORE – KRR UNVEILS TRIPLE TREAT AND TREASURES!

Encouraging wholesome living among Malaysians while keeping to their healthy annual tradition, the ROASTERS Eating Day ("RED") event by Kenny Rogers ROASTERS ("KRR") returned at KRR restaurants nationwide for the 8th year running! The healthy initiative took a brand new twist this year as it was held for 3 days across all KRR restaurants nationwide from 11-13 January 2017 instead of the usual one-day event.

Lending his support towards the RED event on the back of an immensely successful inaugural Million Dollar Feet ("MDF") campaign was former Liverpool captain, Steve McMahon who was accompanied by 13-year old Adam Roshan Azman, one of the starlets who topped the MDF campaign.

Adding on to the celebrations, KRR also revealed the all-new design of the Timeless Treasure series KRR card that features traditional Malaysian games such as sepak takraw, gasing, wau and congkak which most Malaysians would be familiar with. It also celebrates Malaysia's rich culture and fond childhood memories by encouraging sportsmanship and camaraderie.

The annual RED event is held on the second Wednesday of the New Year in all KRR restaurants nationwide. Guests have to flash their RED e-voucher (attainable from the KRR Facebook page) to receive one free Red Hot Meal with the purchase of one Red Hot Meal.

With the all-new Timeless Treasure KRR Card series that is available from 11 January 2017 onwards at all KRR restaurants nationwide, guests can enjoy a host of benefits such as getting a free Kenny's Quarter Meal with purchase of 10 main meals, weekly Buy 1, Free 1 Wednesday treats, reload bonus and annual birthday gift for registered members.

(Second to fourth from left to right) Adam Roshan, one of Million Dollar Feet's winners; Steve McMahon, Head Coach of Million Dollar Feet; Lee Siew Weng, Senior General Manager of Berjaya Roasters (M) Sdn. Bhd. and Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn. Bhd. at ROASTERS Eating Day and unveiling of the all-new Timeless Treasure series KRR Card.



The crowd at ROASTERS Eating Day.



The all-new KRR card Timeless Treasure series.



All smiles: Guests coming together for a photo in support of a healthy initiative!



KRR Aeon Tebrau City opened on 6 January 2017.

## NEW AND RELOCATED KRR RESTAURANTS



KRR Aeon Mall Kinta City relocated to their current location at the mall on 3 March 2017.

## RASA UTARA'S CLASSIC MODERN MENU

Rasa Utara is launching its Classic Modern Menu this April! The menu features Burger Ayam Rendang which is a grilled boneless chicken with Rasa Utara's signature Northern rendang sauce and onions on a toasted sesame bun, served with tapioca chips.

The Burger Ayam Telur Berkeju is Rasa Utara's famous chicken chop served as a burger. The fried boneless chicken is topped with coleslaw and layered with cheese, fried egg and vegetables on a toasted sesame bun with BBQ sauce and tapioca chips on the side.

Last but not least is the Nasi Lemak Sambal Sotong Petai, a classic recipe of coconut milk rice served with eggs, peanuts, fried anchovies, sambal and wok fried squid with Rasa Utara's homemade chilli paste served with petai.

The price range of the menu items is between RM15.80-RM19.80.



Burger Ayam Rendang.



Nasi Lemak Sambal Sotong Petai.



Burger Ayam Telur Berkeju.

## STARBUCKS' 1ST DEAF EMPOWERMENT & AWARENESS FOR YOUTH WORKSHOP

To further enrich the deaf community, Starbucks Malaysia collaborated with the Society of Interpreters for the Deaf (S.I.D) to organise the first ever workshop dedicated to the deaf youth community. The objective of the workshop was to enhance the livelihood of the deaf community by providing empowerment and awareness education for the deaf. The workshop was held at the Starbucks Signing Store on 6 December.

20 deaf students and teachers from Selayang Community College participated in the workshop. Starbucks' deaf partners from the Signing Store, Aizad and Lin kicked off the workshop by conducting a coffee-tasting session via sign language. The topic for the workshop was on Internet Safety. A welcome speech was given by Mr. Ahmad Nordin, Assistant Director of Investigations and Assistant Commissioner of Police (ACP) from Multimedia Cyber Crime and Commercial Crime Investigation of Royal Malaysia Police and guest speaker, Mr. Riduan shared many tips and knowledge about internet safety and how the deaf can protect themselves. The workshop was assisted by interpreters from S.I.D in translating the workshop content into sign language for the youth.



Mr Ahmad Nordin from Royal Malaysia Police giving his welcome note, assisted by a sign language interpreter from S.I.D.



Aizad conducting the coffee-tasting session.



The guests, students and teachers with the Starbucks partners.

# STARBUCKS CARD MALAYSIA'S 5TH ANNIVERSARY PARTY IN PENANG

On 18 February, Starbucks threw a 5th Anniversary Starbucks Card Malaysia party at the famous by-the-beach Starbucks Batu Ferringhi.

Although it was a party for the first 350 people who responded, fans were at the location as early as 10am to secure good seatings! Each fan received exclusive luggage tags, cards, and Penang edition travel tags. There were also 100 pieces of the limited edition Starbucks card up for grabs. As with all good fashioned Starbucks get-togethers, the evening was lined up with live band performances, a curator session specially conducted for card collectors, a coffee-tasting session and games.

Starbucks Batu Ferringhi garnered twice the sales that day thanks to the enthusiastic support of diehard Penangites who came in throngs. Until the next anniversary party, have a Grande day, Penangites!



Starbucks fans queuing to get to the party.



Rain did not stop these Starbucks fans from attending the party!

# STARBUCKS MALAYSIA'S MEDIA APPRECIATION

As 2016 came to an end, Starbucks Malaysia organised 2 media appreciation sessions in Kuala Lumpur and Penang.

The first event was held at Starbucks Coffee in 1 Utama Shopping Centre on 20 December 2016 with more than 30 media titles gathered together for a coffee break. All media guests were greeted with complimentary food and beverages upon arrival while a few Starbucks' Coffee Masters took turns to host small coffee-tasting sessions. There were also lucky draw sessions for the guests where everyone took home gifts from Starbucks.

The second media appreciation session was held in Penang on 22 December 2016 at Starbucks Sri Pinang and was attended by around 20 media friends from various titles.



Starbucks partners and their media friends.



Starbucks Coffee Master hosting a small coffee-tasting session.



Some of the items up for lucky draw.

# STARBUCKS' EDIBLE GARDEN BENEFITS KOTA KEMUNING NEIGHBOURHOOD

In less than nine months, the community edible garden at Starbucks Kota Kemuning Drive-Thru will be ripe for harvesting. On 16 February, two new plants were added to the family garden comprising 6 lime trees and 6 aloe vera plants.

Azilah, District Manager enthused, "We had no idea how much attention this community edible garden would get when we started out at the beginning. Now we have curious onlookers who would just drop in to check out the garden."

Madam Khairiyanty, Assistant Officer Department of Agriculture, "This is an amazing example of a platform for human connection between corporates and the community. I applaud Starbucks Coffee for their effort to make a difference. I am as excited as the community to see the fruits of their harvest!"

This community edible garden is taken care by Azilah and her team of fourteen partners.



Starbucks partners with their new plants.



Starbucks partners giving the lime trees a new home in their garden.

## EARLY SPRING AT STARBUCKS AMPANG DRIVE-THRU

Playing along the concept of “We had an idea and it’s delicious”, Starbucks Coffee Malaysia invited media friends over for a sneak peek of what’s brewing for Spring. The cloudy afternoon of 23 February 2017 did not deter the eager invitees in making their way to Starbucks Ampang Drive-Thru.

The three new beverages introduced were Valencia Orange Cocoa Cappuccino, Tahitian Vanilla Macchiato, Coconut Water Espresso Shakerato. At the same time, Starbucks also introduced its new croissant buns.

The group was pleasantly surprised at the new range of mixology beverages.

More so when they were invited behind the counter to get a firsthand experience at concocting the Spring beverage.

They were also given a glimpse of the new Spring merchandise. In this session, the invitees were cajoled into decorating a Starbucks paper cup with flower petals and craft. The winner was selected based on the best decorated cup. At the end of the two-hour long event, each invitee walked away with a special momento – a Spring merchandise and the memory of an afternoon spent at espresso wonderland.



Group photo of Starbucks partners and their media friends.



The new beverages and croissant buns.



Media friends decorating their Starbucks paper cup.

## STARBUCKS’ OUTREACH COMMUNITY PROGRAMME RIPPLES WITH POSITIVITY

On 18 February 2017, Starbucks Coffee Malaysia, in a joint effort with the Society of Interpreters for Deaf (S.I.D) conducted a series of outreach sessions with the purpose of enhancing the livelihood of the deaf. Within this community outreach programme, the deaf individual is equipped with soft skills so they will be more prepared to join the workforce. The outreach programme also includes bi-weekly sign language classes for the hearing, enabling them to better communicate with the deaf community.

This particular session had media friends participating in the class. Michelle, from The Sun Daily newspaper said, “I’m amazed that the attendance is at an overwhelming 62 today. This programme is a testament to the goodness of the human spirit.”

Starbucks Coffee Malaysia will continue to create a positive ripple through the programme.



Group photo of the participants.



Participants learning to sign.

## BERJAYA STAFF TREATS

Long queues were seen during lunch and dinner period as Berjaya employees took advantage of the special treats by Wendy’s Malaysia that were specially designed to appreciate their support towards the Wendy’s brand.

On 30 December 2016, Berjaya employees were treated to 2 Mushroom Melt Burgers for only RM10 all day long.

Whereas on 28 February 2017, Berjaya employees were given a 50% discount for 2 Haha burgers at ala-carte price.



## EAT, DRINK AND BE MERRY

On 21 December 2016, Wendy's Malaysia organised a Christmas Party that gathered its Support Centre team and operational level restaurant managers to celebrate and acknowledge a year's worth of progress and accomplishments together. Also in attendance were Berjaya Food Berhad Executive Director Sydney Quays and the team from Starbucks - Louise Chin, June Beh and Jeffrey Ng.

The Christmas Party served up a delicious feast of classic Christmas dishes which included roast lamb, chicken, farmer's pie, aglio olio spaghetti, corn on cob, roasted vegetables and lychee pudding as dessert. Among the activities was a

gift exchange where every individual was recognized for their amazing work throughout the year.

Laughter filled the air when it came to some fun and games. The Human Christmas Tree brought out a lot of laughter as participants went all out in their creativity to have the best decorated "Christmas Tree". The Paper Dance Duo game ended up with a lot of glee seeing participants perform some crazy dance moves.

The party gave everyone an opportunity to bond and extend to each other best wishes for the New Year.



Merry Christmas from all of us at Wendy's Malaysia!



Gift exchange among the Wendy's Malaysia team.



Wendy's Malaysia Deputy General Manager, Saw Yung Sheng presenting Wendy's commitment plaque to Berjaya Food Berhad Executive Director, Sydney Quays.



The human Christmas tree saw everyone unleashing their creativity in tree decorating.



Paper Dance Duo made everyone laugh, watching the extraordinary choreography by the duo on a small sheet of paper.

## HAVE A Haha NEW YEAR AT WENDY'S

Shrimp has always been a must-have dish on every reunion table come Chinese New Year. In conjunction with the year of the fire rooster, Wendy's Malaysia introduced the HaHa Burger for the very first time to Malaysian shores.

"In Chinese, shrimp is pronounced as 'Ha' which it also sounds like laughter and serving shrimp symbolizes a happy year end," said Sydney Quays, Director of Wendy's Malaysia.

The Chinese community often say that eating shrimps on Chinese New Year brings the person happiness and good fortune for the year, and eating lettuce brings prosperity.

The HaHa burger consists of deep fried chunks of shrimp loaded in a burger patty, topped with lettuce and tartar sauce all tucked in Wendy's signature glazed bun.

On the other hand, Wendy's also brought the Haha burger cut in tasting portions together with some nuggets and Wendy's signature chilli to several Berjaya subsidiaries, namely Krispy Kreme, 7-Eleven and also to Berjaya's HR Synergy Meeting.

The staff enjoyed the short food tasting and provided their feedback on the burger at the same time.



Haha visit to Krispy Kreme on 20 January 2017.



Haha visit to 7 Eleven on 8 February 2017.



Haha visit and food tasting during Berjaya HR Synergy Meeting on 20 February 2017.



## LION DANCE AND CNY CELEBRATION

10 February 2017 was an auspicious day for Wendy's Malaysia as they celebrated their Haha New Year. The small scale event was graced by Berjaya Corporation Berhad Chairman/Chief Executive Officer, Dato' Sri Robin Tan; Berjaya Food Berhad Executive Director, Sydney Quays along with Managing Director and Vice President of Wendy's Asia Pacific and EMEA, John Pain.

The bright day began with a chicken dance by the Wendy's team whereby everyone was given a chicken mask to mark the Year of the Rooster. It was then continued by Wendy's commitment call, a short presentation of Wendy's over the years and speeches by the guests-of-honour.

A Chinese New Year party would not be complete without the tossing of yee sang. The room came to live once again with everyone taking turns to say prosperous wishes for Wendy's Malaysia.

On 3 February 2017, Wendy's Malaysia received a roaring visit from the lion dancers as they brought in happiness, longevity and good luck.



Sydney Quays shares his vision of Wendy's Malaysia with the team.



Dato' Sri Robin Tan gives a short speech to the Wendy's team during the Chinese New Year celebration.



Group photo of Wendy's Malaysia and the lion dance performers.



Have a Haha New Year from Wendy's Malaysia!



Getting ready to toss the yee sang!

## WENDY'S GETS ANOTHER DATE WITH COCA-COLA

Being one of the leading hamburger food-chains worldwide, Wendy's Malaysia will continue to serve Coca-Cola beverages until December 2019. This came into place after the previous agreement expired in December 2016.

Diners will be able to enjoy a choice of Coca-Cola, Coke Zero, Sprite, Fanta Grape, Heaven and Earth Ice Lemon Tea and Minute Maid Refresh along with freshly prepared food that Wendy's is known for.

"At Wendy's stores, you know you're going to get a great burger and some awesome chilli, which tastes even better when accompanied by a cold beverage from Coca-Cola," said Stephen Lusk, Chief Executive Officer of Coca-Cola's Bottling Investment Group Singapore, Malaysia and Brunei.

The agreement signing was witnessed by Gareth McGeown, Commercial Director for Coca-Cola Singapore, Malaysia and Brunei, and Saw Yung Sheng, Deputy General Manager Wendy's Malaysia.



(from left) Gareth McGeown, Commercial Director for Coca-Cola Singapore, Malaysia and Brunei; Stephen Lusk, Chief Executive Officer of Coca-Cola's Bottling Investment Group Singapore, Malaysia and Brunei; Sydney Quays and Saw Yung Sheng.



Sydney Quays, Executive Director of Berjaya Food Berhad signs the brand new contract with Coca-Cola. Looking on is Saw Yung Sheng, Deputy General Manager of Wendy's Malaysia.

## WE RISE, SO YOU SHINE!

Wendy's Malaysia has introduced an attractive breakfast menu at Wendy's Berjaya Times Square and Wendy's Suria KLCC beginning 13 March 2017 from 8am to 11am.

Among the items on the menu are Classic Frank, Egg Sunrise Supreme, Egg Buritto, King's Platter and Queen's Platter.

Two new drinks, White Coffee and Teh Tarik have also been added to the menu and there were free refills from 13 March 2017 to 13 April 2017.



## AICA LAUNCHING



Mae Ho, Executive Director/Chief Executive Officer of BERJAYA Higher Education Sdn Bhd (fourth from right) and Professor Li, Chairman of China Europe Hospitality Education Group (fifth from right).

On 19 January 2017, BERJAYA UCH and China Europe Hospitality Education Group ("CEHE") formally launched the Asian Institute of Culinary Arts ("AICA") in Malaysia. The ceremony was officiated by Berjaya Higher Education Sdn Bhd Executive Director/CEO, Mae Ho and the Chairman of CEHE, Professor Li Li. CEHE is a global organization established with the support of renowned International Hotel Groups and Higher Hospitality Education Institutes Worldwide. This collaboration is intended to develop an international culinary educational joint venture and establish an AICA, BERJAYA UCH-CEHE. It aims to promote international talents exchange and cooperation programmes and it also facilitates the Chinese and Asian cooking educational training between China and Malaysia.

"Being in partnership with CEHE further enhances the learning curve for Berjaya UCH students not only through the appreciation of their culinary heritage but also through cross cultural promotion of gastronomy, culture and education," said Mae Ho.

## HERITAGE CUISINE PROGRAMME



The launch of the Heritage Cuisine Programme.

It is timely that BERJAYA UCH recently launched its Heritage Cuisine Programme where heritage cuisines from various states of Malaysia were appreciated. The opening ceremony was held at the main campus of BERJAYA UCH and attended by top management officials from Berjaya Higher Education and Chinese Europe Hospitality Education ("CEHE").

"It is my hope and vision to see that students of today do not forget their tradition, culture and heritage, especially of Malaysia, where her culture is so rich and colourful," said Mae Ho, Executive Director/CEO of Berjaya Higher Education Sdn Bhd. Founder and Chairman of CEHE, Professor Li stated, "Our vision is to cultivate students to become outstanding professionals and leaders with exquisite skills, international cooperation and comprehensive education provided with professional skills, professional spirits, theoretical basis and art design. This collaboration will serve our vision well."

## BE INSPIRED SHOWCASE



On 17-18 December 2016, the "Be Berjayan" campaign was launched during the Open Day Showcase inviting the public to experience how learning actually takes place at both Berjaya University College of Hospitality ("BERJAYA UCH") and BERJAYA College. The college is geared up to equip all students with as much real life exposure as possible so that they will go on to become professional, poised, global and competent business leaders, industry professionals or vocational practitioners. Students and parents got the opportunity to explore the city campus while immersing in the activities as well as enjoying free flow of refreshments prepared by the culinary arts students of BERJAYA UCH. With 21 inspiring forum talks by industry professionals and 66 exciting hands-on workshops, the open day was indeed a success as many registered and enjoyed the activities that were presented.

## HEALTHY COOK-OFF COMPETITION



Group photo of participants from Berjaya UCH Diploma in Culinary Arts (front row), BERJAYA UCH and NKF representatives (standing).

On 18 February 2017, BERJAYA UCH collaborated with National Kidney Foundation ("NKF") in bringing together four Diploma in Culinary Arts students to a Healthy Cook-off competition.

The event that took place at Samplings on the Fourteenth was hosted by NKF CEO, Chua Hong Wee. This act was to promote the importance of healthy eating among youths worldwide to prevent kidney disease and its risk factors, together with the World Kidney Day 2017 theme "Kidney Disease and Obesity". This campaign was held to reduce the frequency and impact of kidney disease worldwide and the winning entries of the cook-off finale will be compiled into a recipe booklet to be distributed to the public at the upcoming World Kidney Day 2017.

## U MOBILE LAUNCHES 'BOOKU' FOR AVID READERS

On 28 February 2017, U Mobile partnered with four popular regional and local digital publishers – SPH Magazines, Pubu eBook, FullAMark and NovelPlus to launch bookU.

The first-of-its-kind service in Malaysia, bookU enables U Mobile subscribers to purchase e-books and e-magazines from the four publishers even if they do not own a credit card. U Mobile's prepaid subscribers will have their e-book and e-magazine purchases deducted from their mobile credit, while postpaid subscribers will be charged through their monthly bills.

To celebrate the launch of bookU, U Mobile is offering RM20,000 worth of e-book vouchers to be given out this year. To find out more, visit [www.u.com.my/booku](http://www.u.com.my/booku).



bookU enables U Mobile customers to purchase e-books and e-magazines even without a credit card.

## U MOBILE LAUNCHES UNLIMITED POWER, THE ALL-NEW PREPAID PACK

U Mobile kick-started 2017 with a bang, unveiling a prepaid pack that would delight any social media lover. The UNLIMITED POWER Prepaid comes bundled with App-Onz™, a new service that offers unlimited data for Facebook, Instagram and Twitter. Prepaid customers are now able to share, upload and view posts on Facebook, Instagram and Twitter without ever having to worry about data!

To mark the launch of the very social media-friendly prepaid product on 16 February 2017, U Mobile invited their guests to a picnic coupled with a helicopter ride, giving them endless opportunities to upload, stream, view, post, comment and share their experiences with friends and family.

App-Onz™ is also available to U Mobile customers on Hero Postpaid (U28, P50, P70 and P98), iPlans, Ultimate Device plans and Broadband plans.



Guests at the Unlimited Power Prepaid launch getting excited about their upcoming helicopter ride.

## U MOBILE SPONSORS ACTION MOVIE HIT, J REVOLUSI

U Mobile is delighted to be the title sponsor for the hit local action movie, J Revolusi. Jasmine Lee, U Mobile's Chief Marketing Officer, shared that, "U Mobile is excited to be the main sponsor of J Revolusi. It is an honour for the telco to be able to support local talents."

J Revolusi revolves around Jay, a Special Action Unit (Unit Tindakan Khas) member who fights tooth and nail to redeem himself (and save his sister!) after he is accused of betraying his team. Besides heart-stopping action, the film offers an exclusive glimpse into the tactics and operations of Malaysia's elite Special Action Unit.



Chairman/CEO of Berjaya Corporation Berhad, Dato' Sri Robin Tan (far right) and Chief Marketing Officer, Jasmine Lee (third from left) with the producers, TP Lim and Gayatri Pillai and star of J Revolusi, Zul Ariffin (centre).

## STAFFIELD CHAP GOH MEI CLASSIC 2017

The Staffield Chap Goh Mei Classic is well-known as the grand opening event for members of Staffield Country Resort each year. This annual event never fails to attract full house participation for over 20 years. This year, the event was held on Sunday, 19 February 2017. Champions in the row namely Shaari Hashim won Gross Champion Trophy by recording 76 gross, Tan Haw Liang secured his A Medal Champion's title by scoring 39 points with 11 handicap while Mohd Noorshahrn Md Salleh became a B Medal Champion with handicap 14 and scored 40 points respectively.



(From left) Staffield's Senior Gold Executive Mohd Yunus, A Medal Champion Tan Haw Liang, Gross Champion Shaari Hashim, B Medal Champion Mohd Noorshahrn Md Salleh and Staffield's Maintenance Manager Manivellu.

## MBC VIETNAM CHAP GOH MEI CELEBRATION



On 18 February 2017, SaigonBank Berjaya Securities JSC (“SBBS”) attended the MBC Chap Goh Mei and Vietnamese Tet Celebration Dinner organised by the Malaysia Business Chamber (“MBC”) Vietnam. Being one of the corporate sponsors for the event, SBBS invited MBC clients from Korea, Canada and Vietnam for the corporate dinner to foster relationship, and to introduce the Chinese New Year celebration to their foreign clients. MBC is the business chamber formed by Malaysian corporate organisations and individuals to share a business platform and support corporate activities amongst members and members from other business chambers in Vietnam.

*From left : Brokerage Manager of SBBS, Lim Shiu Beng, Deputy General Director of SBBS (second from left); Josephine Yei, CEO of SBBS (fifth from left); Tran Manh Hung, Deputy General Director of SBBS (third from right) with broker managers of SBBS and guests.*

## SUPPORTING VIETNAMESE FINE ART

On 26 February 2017, the Vietnamese Fine Art organised a competition to discover and recognise young artists in Vietnam. Supporting young talents for global recognition has been well accepted and endorsed by private organisations. CEO of SBBS, Josephine Yei attended the prize presentation dinner along with other 150 other guests.



*(From left) David Lim and spouse from Zico Law, Josephine Yei and Angelia Lee from Artsy Expressions.*

## SBBS PHOTO CONTEST

On 8 March 2017, in conjunction with International Women’s Day, SBBS organised a contest on “female employees working in the office” to recognize their contribution to the company. Female employees were invited to take pictures in the office and post them on SBBS’ Facebook page. The picture with the most shares and likes would win the contest. The contest invited nearly 3,000 contacts to share their likes. SBBS hopes to foster closer relationships with their clients and contacts via social activities and media activities like this.



*From left; Nguyen Thi Thai Hang (1st runner up); Lim Shiu Beng (Deputy General Director); Ho Thi Thu Hong (winner) and Mai Thi Tuyet (2nd runner up).*

## 7-ELEVEN MALAYSIA BRINGS FESTIVE CHEER TO HOME

7-Eleven Malaysia brought festive cheer to Sincere Care Home, Kajang in collaboration with its start-up, NGO Hub Asia. Founded in 2002, Sincere Care Home is a home dedicated to the elderly, mentally ill and less fortunate. During the visit, 7-Eleven contributed financial assistance to support the home’s operational expenses and conducted a spring-cleaning session with the volunteers to beautify and liven up the environment. The volunteers also handed out goodie bags containing daily necessities and spent time chit-chatting with the residents.



*Photo (2nd from left): General Manager (Marketing) of 7-Eleven Malaysia, Ronan Lee; Chairman of Sincere Care Home, Mdm. Danapakiyam Arumugam (3rd from right) with volunteers from 7-Eleven Malaysia and NGO Hub.*

## BERJAYA PHILIPPINES' BLOOD DONATION DRIVE

On 7 March 2017, Berjaya Group Philippines collaborated with Philippine Blood Center for a blood donation drive at Berjaya Makati Hotel.



Blood donation by volunteers.

The activity was organised by the Human Resource division of Berjaya Philippines which aims to raise awareness of volunteerism among its employees. The activity received full support from the management and staff of Philippine Gaming Management Corporation, Berjaya Makati Hotel, Bermaz Auto Philippines, and guest company, KMC Marketing Corporation.



Berjaya Philippines Executive Director Tan Eng Hwa (Second from left) with management and staff during the blood donation programme.

## KRR REWARDS VOLUNTEER TEACHERS ON "22 DELICIOUSLY HEALTHY YEARS" ANNIVERSARY

On 9 March 2017, the dedicated Fellows (teachers) of Teach For Malaysia received a warm visit by Kenny Rogers ROASTERS ("KRR") in conjunction with KRR's "22 Deliciously Healthy Years" anniversary initiative to reward volunteers of non-governmental organisations (NGOs) nationwide.

Understanding the tireless work that these Fellows go through to educate the future generation, KRR contributed a total of 50 sets of Kenny's Quarter Lite Meal to the Fellows at their Dragons' Den event, a community meeting where Fellows pitch ideas and solutions to address issues that they identify in the schools that they teach.

Chan Soon Seng, Head of the South Region of Teach For Malaysia remarked, "At Teach For Malaysia, we believe that all students should be empowered to realise their potential, regardless of their background. Our Fellows teach in high-need schools across Malaysia, to be part of the solution to the challenges faced by

our students today. We're excited to have public and private sector partners and supporters like Kenny Rogers ROASTERS working with us toward a common goal; to invest in our collective future, and create real and lasting transformation in our schools and communities."

Apart from Teach For Malaysia, other charitable organisations that KRR have contributed meals to include EPIC, Malaysian Nature Society and Society for the Prevention of Cruelty to Animals (SPCA), MERCY Malaysia, Give.my and Hospis with more organisations scheduled.

The "22 Deliciously Healthy Years" anniversary initiative garnered more than 11,300 likes on KRR's Facebook page. KRR pledged to contribute a meal for every 22 'likes' received which saw a fruitful outcome of over 500 meals.

Bottom right: Muhammad Azril Shah bin Md Nor, Restaurant Manager of Kenny Rogers ROASTERS Tesco Tebrau City and (top left) Chan Soon Seng, Head of South Region of Teach For Malaysia with the Fellows (teachers of Teach For Malaysia)

## HAHA CHINESE NEW YEAR FOR 40 SPECIAL RESIDENTS

It was a Haha day for 40 special residents of Persatuan Insan Istimewa Cheras, Selangor as the Wendy's Malaysia team visited them at their residence to spread the Chinese New Year spirit.

The short visit began with the customary yee sang toss followed by ang pow distribution to the residents.

Wendy's Malaysia also donated some provisions to ease the burden of the home in preparing meals for the residents.

Smiles and laughter filled the air as they do not often get visitors; they held hands and some residents had long chats with the team.



Team Wendy's Malaysia with the residents of Persatuan Insan Istimewa Cheras, Selangor.



Wendy's Malaysia representative giving out ang pow to the residents.



A little arm wrestle to spice things up.



It's Loh Hei time!



## GROUND-BREAKING FOR 30 NEW HOMES IN BERJAYA GK VILLAGE IN DEL CARMEN, SIARGAO

In 2013, the first 30 houses donated by Berjaya Philippines was built in Del Carmen and the team of Berjaya Philippines missed the opportunity to see the beauty of Siargao and its people, but not this time.

Siargao is labeled as the 'surfing capital' of the Philippines, a popular destination of wave surfers located in the province of Surigao del Norte, Caraga region in Mindanao.

Berjaya Group Philippines Executive Director, Tan Eng Hwa led the ground-breaking of another 30 houses to be built in the same area, along with Del Carmen Mayor Alfredo Coro II, GK Executive Director Luis Oquiñena, and officers of Berjaya Philippines.

In his speech Tan said, "A couple of years back, Berjaya Philippines provided funding to GK to enable them to build 30 houses here in Del Carmen. Now we are back to build another 30 houses. We came here to fulfill the promise of our founder, Tan Sri Dato' Seri Vincent Tan."

For his part, Mayor Coro did not hide his emotions saying that it is his last term as the town Mayor and he will forever be grateful for the support given by Berjaya and Gawad Kalinga to his constituents.

The ground-breaking and capsule-laying ceremonies preceded the programme that was attended by GK leaders, local government officials and staff, and the beneficiaries of the housing programme.



Leading the ground-breaking ceremony of Berjaya GK Del Carmen Village are (right to left) Berjaya Philippines Executive Director Tan Eng Hwa, GK Executive Director Luis Oquiñena, and Del Carmen Mayor Alfredo Coro II.

## BJGCR VISITS RUMAH SEJAHTERA

Bukit Jalil Golf & Country Resort ("BJGCR") visited Rumah Sejahtera at Seri Kembangan which houses 30 old folks during their festive charity visit in the first quarter of 2017. The oldest resident of the home is 85 years old.

The team at BJGCR contributed items for the residents' daily needs which included rice, Milo, cooking oil, detergents, instant noodles, salt, sugar and other daily necessities. The 30 old folks were also given an ang pau each.



BJGCR staff and the old folks of Rumah Sejahtera.



An old folk happy to receive his ang pau.

## PGMC TREATS ORPHANED CHILDREN

Some 30 children from Bahay Maria Center, an orphanage in Bel-Air, Makati City were treated to a meal by Philippine Gaming Management Corporation ("PGMC"), a subsidiary of Berjaya Philippines Inc. The event held on 19 December 2016 was attended by Tan Eng Hwa, Vice President of PGMC, along with key officers, Tito Villalino, Au Nobleza, Leo Laca, Rodney Mallari and other PGMC staff.

PGMC gave a donation to the center to pay for transportation expenses meet medical needs, and other necessities.

Bahay Maria Center Directress Sister Carmela Borres thanked PGMC for the joy that is shared to the orphaned children. In return, the children sang several songs to the delight of the PGMC officers and staff.



Tan Eng Hwa (centre standing) is joined by officers and staff of PGMC with the orphaned children of Bahay Maria Center.



The children were treated to a chicken and pizza meal from Papa John's Pizza.

## KRR CELEBRATES CNY WITH SENIOR CITIZENS



Top from left to right: Esther Woo and Ling Shiau Yunn distributing red packets and goodie bags.

KRR team members celebrating the Year of the Fire Rooster with senior citizens of Ann's Care Centre and Little Sisters of the Poor.

On 8 February, in the effort to enhance their community initiatives, some 35 residents of Ann's Care Centre and 20 residents from Little Sisters of the Poor were greeted by Kenny Rogers ROASTERS ("KRR") in a heart-warming Chinese New Year celebration with Food Aid Foundation to spread the joy of the festive season!

The elderly folks were entertained throughout the event with a slew of fun activities by the KRR team members! The event started off with the classic Chicken Dance performance by KRR, followed by a lively karaoke sing-along session where everyone chanted and hummed from classic to popular favourites during the session. The senior citizens were then serenaded with a familiar folk song, Rasa Sayang and a dance performance to liven up the atmosphere.

KRR also prepared a special yee sang tossing session during the event as part of the Malaysian Chinese New Year tradition. To further add to the merriment, the elderly folks were given red packets and KRR goodie bags.

The elderly folks and caretakers were also treated with KRR's latest meal promotion, the Golden Teriyaki Chicken Meal and bottled water.



(Second and fourth from right, in red): Ling Shiau Yunn, Guest Engagement Manager and Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn. Bhd. tossing yee sang with the senior citizens.



One of the folks wasn't shy to join in the sing-along session with KRR team members!

## YOUNG AUTHORS PROGRAMME AT KAMPUNG LUBUK JAYA

The Young Authors Programme is a platform that aims to bring children together to cultivate and encourage the children to write, dabble with art and craft and also to inspire them to express their creativity and emotions through story-telling.

2 teams of Starbucks partners visited the children aged between 7-12 years old on 15 January 2017 and 25 February 2017.

The activities included an ice-breaking session whereby the children were encouraged to write about themselves and share it with the teams. Art and craft sessions were also conducted with guidance from Starbucks partners.

Deriving from the ethos in Connecting Communities in Malaysia, Starbucks has always put forth their dedication in recognising a balance between profitability and social conscience; thus the ultimate way to scale the power of brand is not only to give but also to share the good and proclaim their commitment in contributing to the local community. With the help of the volunteers, the children definitely gained new skills and knowledge in writing and presentation.



Starbucks partners with the second batch of children on 25 February 2017.



Starbucks partners with the first batch of children on 15 January 2017.



Starbucks partners assisting the children in their task at the Starbucks Community Computer Centre at Kampung Lubuk Jaya.

## BERJAYA CARES FOUNDATION SUPPORTS SPCA SELANGOR'S STRAY FREE SELANGOR CAMPAIGN



Tengku Permaisuri Norashikin (centre) with Dato' Zurainah Musa, Executive Director of Berjaya Corporation Berhad (4th from the right) and other contributors at the launch of the Stray Free Selangor campaign.

Berjaya Cares Foundation contributed RM20,000 in support of SPCA Selangor's Stray Free Selangor – The Humane & Compassionate Way campaign which focuses on humane education, high volume spaying and neutering as well as government lobbying for humane, effective and sustainable ways to curb stray populations in Selangor.

The campaign was launched on 23 March 2017 at the Shah Alam Convention Centre and graced by DYMM Sultan of Selangor, Sultan Sharafuddin Idris Shah, DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Norashikin and DYTM Raja Muda Selangor Tengku Amir Shah. DYMM Tengku Permaisuri Selangor, Tengku Permaisuri Norashikin is the Royal Patron of the campaign.

Also present were the Chief Minister of Selangor, Dato' Seri Mohamed Azmin bin Ali, SPCA Selangor Patron, Tan Sri Lee Lam Thye; SPCA Selangor Chairman, Ms Christine Chin Radford and the co-chairman of Stray Free Selangor, Datin Norely Abd Rahman.

## HEALTH TALK BY CANCER RESEARCH MALAYSIA



Professor Dr. Teo Soo Hwang (right) sharing insightful information about cancer with the audience.

On 8 March 2017, Berjaya Cares Foundation in collaboration with Cancer Research Malaysia organised a health talk entitled "Winning the fight against cancer" for more than 100 Berjaya staff at Berjaya University College of Hospitality, Kuala Lumpur.

Professor Dr. Teo Soo-Hwang, Chief Executive Officer of Cancer Research Malaysia gave an insightful presentation about cancer which included cancer statistics worldwide and in South East Asia, the financial impact of cancer, most common cancers among Malaysian males and females and the importance of health and genetics screenings as prevention measures.

The team from Cancer Research Malaysia also set up a booth to create awareness about cancer and sell merchandise.

Cancer Research Malaysia, formerly known as Cancer Research Initiatives Foundation, was established in 2001 to conduct research in finding ways to beat cancer. It is the only non-profit cancer research laboratory dedicated to Malaysian cancer research.

For further information, please visit [www.cancerresearch.my](http://www.cancerresearch.my).



Attendees completing the survey forms which assess the awareness of symptoms and risk factors of cancer.



The team from Cancer Research Malaysia together with staff from Corporate Communications Division.