



BERJAYA

BERITAJAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 3, 2013

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Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah with their family members who attended the celebration.



Tan Sri Dato' Seri Vincent Tan received the BrandLaureate Sports Branding Man of the Year Award 2012/2013 from Tun Dr Mahathir Mohamad during the dinner.

DOUBLE INFINITY BIRTHDAY CELEBRATION FOR TUN DR MAHATHIR MOHAMAD

Berjaya Corporation Berhad founder, Tan Sri Dato' Seri Vincent Tan and Chairman/CEO, Dato' Robin Tan hosted a joint birthday celebration for Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah on 6 July 2013. The theme, "Double Infinity" was significant in marking Tun Dr Mahathir's 88th birthday.

About 800 guests turned up for the celebration. As a birthday gift, Tan Sri Dato' Seri Vincent Tan presented Tun Dr Mahathir with a 110- year-old book titled *Youth*, written by Joseph Conrad. What is special about this copy is that it was originally owned by Sir

Frank Swettenham, the first Resident General of the Federated Malay States from 1896 - 1901, and on the first page of the book, there is a presentation inscription to Sir Frank Swettenham from Sir Hugh Clifford who served as British Resident in Pahang from 1896 to 1902.

Tun Dr Siti Hasmah was presented with a hand bound book titled *Sampler*, written by Emily Dickinson with illustrations by famous American artist, Kiki Smith.



Tan Sri Vincent Tan presenting the 110-year old book to Tun Dr Mahathir Mohamed as a birthday gift.



Tan Sri Dato' Seri Vincent Tan, Dato' Robin Tan and guests singing the birthday song to the birthday couple.

(Continue on page 2)

Chairman and Ceo's Message



Berjaya celebrated a few award wins in the 3rd quarter. Congratulations to KUB-Berjaya Enviro Sdn Bhd for scoring a double win in the Singapore Environmental Achievement Awards 2013, winning the Regional category award and Overall CDL Outstanding Singapore Environmental Achievement Award 2013. Congratulations also to Mazda

for winning the BrandLaureate Best Brand in Automotive 2013 from Asia Pacific Brands Foundation.

Bermaz Motor Sdn Bhd officially launched the production of its completely knocked down ("CKD") units of the Mazda CX-5 in May. The local assembly operations will reduce the waiting period for the CX-5 as well as give it a lower price tag compared to the completely built up models. Mazda Malaysia Sdn Bhd, a joint venture between Bermaz Motor Sdn Bhd and Mazda Motor Corp. Japan, has also started exporting the CKD units of CX-5 to Thailand, the biggest automotive market in the region.

Our overseas property front, Berjaya Sanhe Real Estate Co., Ltd hosted the launch ceremony for Les OE Residence Phase II (OE II) on 16 June in Beijing China. The project, located in Yanjiao Development Zone, Yanshun Road, Beijing, comprises a total of 6 blocks with 1,459 units. The sale of OE II has created history in Beijing by achieving more than 85% sales within 3 months.

In July, we celebrated the 88th birthday of Tun Dr Mahathir Mohamad and Tun Dr Siti Hasmah at Berjaya Times Square Hotel together with approximately 800 guests comprising family members and friends of the birthday couple, dignitaries, corporate guests, and senior management of Berjaya, among others.

On the CSR side, Berjaya Youth collaborated with PAWS to launch a mobile animal clinic worth RM220,000 in conjunction with the "It's Pawssible" campaign. The mobile animal clinic, which features a well-equipped examination room as well as a fully functioning operation theatre will travel across Malaysia to create awareness on the importance of spaying and neutering of animals to curb the escalation of strays. The "It's Pawssible" campaign has also achieved its goal of raising RM150,000 for the sterilization of 1,000 rescued animals through contributions from Berjaya staff, proceeds from various fundraising activities, and RM115,000 raised from the "Everyone Loves the 90s" charity concert held in September 2013.

This quarter, in the spirit of caring and sharing, various Berjaya subsidiaries also organised events and visits to spread Ramadhan cheer to the underprivileged communities.

As we enter into the final quarter of 2013, continue to be dedicated in carrying out your duties and together, let us achieve all the goals we have set for the Group.

DATU' ROBIN TAN

Performance of Companies for the 1st Financial Quarter Ended 31 July 2013 (unaudited)

Company	Revenue 3 Months Ended 31 July 2013 (RM'000)	Profit Before Tax 3 Months Ended 31 July 2013 (RM'000)	Revenue Year-to-date Ended 31 July 2013 (RM'000)	Profit Before Tax Year-to-date Ended 31 July 2013 (RM'000)
Berjaya Corporation Berhad	2,019,596	261,042	2,019,596	261,042
Berjaya Land Berhad	1,027,786	215,853	1,027,786	215,853
Berjaya Sports Toto Berhad	887,103	148,369	887,103	148,369
Berjaya Media Berhad	14,603	1,068	14,603	1,068
Berjaya Food Berhad	36,530	6,182	36,530	6,182
Berjaya Assets Berhad	103,643*	22,918*	361,651**	72,745**

* 4th Financial Quarter ended 30 June 2013

** 12 months ended 30 June 2013

DOUBLE INFINITY BIRTHDAY CELEBRATION FOR TUN DR MAHATHIR MOHAMAD

(Continued from cover)



Wan Suhaimi Wan Kamarudin, Berjaya's Got Talent 2013 champion presented his winning song, "Anak Kampung" during the celebration.

Shila Amzah performed during the event.



Tan Sri Dato' Paduka (Dr) Mohamed Hashim bin Mohd Ali presenting The BrandLaureate Quintessential Award 2013 to Tun Dr Siti Hasmah Mohd Ali.

Berjaya Great Mall of China

Berjaya Great Mall of China's ("GMOC") construction of the first block with an area of 102,000 sqm is scheduled to open by the end of 2014. GMOC occupies an area of 306,000 sqm, with a total construction area of 1,727,000 sqm, whereby the commercial area is 1,073,000 sqm. Once completed, it will be the largest integrated leisure and entertainment business center in China.

This one-stop integrated commercial project includes retail space, 3 theme parks, pedestrian street, cinemas, theater, conference and exhibition center, aquarium, sports center, hotel, offices, and serviced apartments. GMOC will also benefit from the convenient traffic link to Beijing Subway Line 6 (estimated to open in 2014) and Line 8 (in service). GMOC is located next to Beijing-Yanjiao Highway which is well-connected by public buses that travel directly to the Central Business District in Beijing and other commercial and residential areas.



Steel structure of theme park has completed.



GMOC, view from Chaobai River.



Scale model of GMOC.

Berjaya Sanhe launches OE II Residence in Beijing



Composite image of OE II.

On 16 June 2013, Berjaya Sanhe Real Estate Co., Ltd hosted the launch ceremony for Les OE Residence Phase II (OE II). The project is located in Yanjiao Development Zone, Yanshun Road, Beijing, China.

Mr. Mor Chun Lin, Berjaya's China Country Head together with Mr. Chen Qiming, GM of Berjaya Sanhe Real Estate Co. Ltd, and Mr. Ip Swee Tie, GM of Project Department were present at the ceremony. More than 600 customers attended the event and more than 60% of the first block (302 units) were sold during the event.

OE II occupies an area of 47,800 sqm, with a construction area of 185,106 sqm. There

are a total of 6 blocks with 1,459 units, a low density development with 43% landscape ratio. These six blocks were developed in two phases of 3 blocks each. Both phases will be ready and hand over to purchasers by October 2015. Parcel 1 comprising 764 units with a total sales value of RMB680 million was well-received by the public since it launched on 16 June 2013. The first 2 blocks were fully sold and the last block of 302 units has achieved 60% sales. The successful sale of OE II has created history in Yanjiao and Beijing by achieving more than 85% sales within 3 months. The 3 blocks of Phase 2 comprising 731 units with a total sales value of RMB845 million, is scheduled to be launched in May 2014.



Mr. Mor Chun Lin (centre), Mr. Chen Qiming (left) and Mr. Ip Swee Tie touching the crystal ball to officiate the launch of OE II on 16 June 2013.



Big crowd queued up to select their preferred unit.



DOUBLE WIN FOR KUB-BERJAYA ENVIRO AT THE SINGAPORE ENVIRONMENTAL ACHIEVEMENT AWARDS 2013



The recipients of awards at the SEAA ceremony.

On 22 August 2013, KUB-Berjaya Enviro Sdn Bhd ("KBE"), the developer and operator of the Bukit Tagar Sanitary Landfill, was awarded the Singapore Environmental Achievement Awards ("SEAA") 2013 in the Regional category at an awards ceremony held at the Conrad Centennial Hotel, Singapore

In addition, KBE also won the overall award, the CDL Outstanding Singapore Environmental Achievement Awards 2013 (winners from each of the four categories are eligible to vie for the overall award) over Keppel Land Ltd and Institute of Technical Education.

The Bukit Tagar Sanitary Landfill receives solid waste from Kuala Lumpur and Selangor and produces renewable energy from its state-of-the-art waste treatment and disposal processes.



Mr Chock Eng Tah, Managing Director of KBE (second from left) receiving the CDL Outstanding Singapore Environmental Achievement Awards (SEAA) 2013 from Dr Vivian Balakrishnan, Minister for the Environment and Water Resources, Singapore.

International certification for Country Farm Organics packaging facilities

On 22 July 2013, Country Farm Organics ("CFO") upgraded its packaging facilities from HACCP certification to ISO 22000:2005. The packaging plant in Shah Alam is fully certified by MOODY International in the repacking of Organic and Natural Food Products.

In line with the ISO 22000 certification, CFO packaging plant and its warehouse also upgraded its organic certification by the National Association for Sustainable Agriculture, Australia ("NASAA"). NASAA is internationally known to be one of the most stringent certified bodies in the organic industry.



CFO is the only leading player in the Malaysian organics industry with the ISO 22000 certification. These international certifications guarantee that CFO food products are organic and safe for end consumers.

How Versatile!

Modern living has occupied much of our time and attention, juggling between work, study, family and kids.

With the **Singer Mini Cooker (MC10)**, one can whip up a variety of simple dishes without much hassle. Noodle soup, pasta, eggs, and porridge, are some of the meals that can be cooked within a quick time span. Moreover, it can be used as an alternative kettle.

Simple, small and convenient, the Singer Mini Cooker's versatility is the ideal thing needed for a modern household.



Singer Mini Cooker (MC10)

New Products from Cosway



1. CFO Noodles

Get up to 12 times more nutrients from CFO Noodles that are made from organic wheat flour, and organic atta flour.

Compared to regular noodles, CFO Noodles consist of:

- 3x more Iron and Phosphorus.
- 4x more Dietary Fibre and Vitamin B.
- 6x more Magnesium.
- 12x more Vitamin E.

Key Benefits:

- Good source of protein and fibre.
- Low in Glycemic Index (GI) compared to regular noodles.
- Rich in vitamins and minerals.

2. Sea Buckthorn (SBT) : The Himalayan Miracle "Life Oil"

Certified organic Himalayan Sea Buckthorn (SBT) from world renowned SeabuckWonders Inc. USA, is wild-grown and hand-harvested, and uses proprietary CO2 extraction for maximum potency. A combination of berry and seed oil gives a more complete spectrum of nutrients such as omegas, carotenoids, phytonutrients, natural vitamins, minerals, and anti-oxidants.

- Fights the effects of Electronic Magnetic Frequencies (EMF) and radiation.
- Quenches silent inflammation - the culprits of heart attacks, and strokes.
- Alleviates gritty, or sensitive eyes.
- Improves cracked heels, and skin problems.
- Signals the body to stop storing fat.
- Protect lungs against damaging effects of air pollution.
- Repairs mucous membranes.

3. LeSoy Nutritious Instant Soya Drink

Nutritious Dehulled Soya Drink, Rich in Protein and smoother taste.

1. Made from 100% organic soya beans.
2. Using 'Dehulled' beans to reduce 'Beany' taste.
3. Cholesterol Free.
4. No preservatives or colouring.
5. Convenient Sachets.
6. Comes in three flavours: Cereal, Oat, Chocolate Malt.

New Products from Country Farm Organics

1. Organic Preserved Jams

Make your mornings brighter with Country Farm Organics' latest organic preserved jams. Maintal Organic Preserve jams from Germany uses only high-quality commodities from certified organic farming for the production of its jams since 1886.

With modern procedures, the sugar content is reduced by almost 10% making it a truly fruity aromatic breakfast experience that no toast can go without. Maintal Organic Preserve Jam is available in Strawberry, Raspberry, Sour Cherry, Apricot, Rosehip and Orange flavours.



2. Organic Baked Potato Chips and Organic Vegetable Chips

The potato and veggie snacks that are prepared from scratch and oven baked, NOT FRIED, to crispiness perfection. It is 60% less fat than any regular chips, which makes it a healthier snacking option.

Specially oven baked at low temperatures to maintain its flavor and nutrients, it is a good source of fiber and it is low in sodium with no MSG added. Cholesterol, GMO and trans fat free, it is now available in Sea Salt, Sour Cream & Onion, Red Pepper and Veggie (Carrot, Beetroot and Broccoli) flavours.



3. CFO Organic Spirulina Powder

Country Farm Organics Spirulina Powder is made from organically grown blue greenish algae. The intense blue pigment in this algae is derived from phycocyanin, which is a unique protein that enhances the body's own natural defences against toxic free radical damages.

World Health Organization ("WHO") recognized it as one of the greatest super food on earth due to its rich source of nutrients. It is highly recommended for the elderly and those with digestion problems.

- Nature's complete food source
- Strongly supports immune system
- Boost energy through the day
- Prevent nutrient deficiency
- Adjust body's pH balance



4. CFO Organic Barley Grass Powder

Barley grass is one of the most ancient cultivated food that has been a staple human food for thousands of years. Barley Grass Powder is extracted from the organically-grown young leaves of barley which contains the richest content of nutrients. It is highly regarded as an alkaline food, which helps in balancing the body's pH. The intense green colour is reflected by its abundant chlorophyll content.



5. CFO Organic Wheatgrass Powder

Wheatgrass juice is popularized in the 1970s by Dr. Ann Wigmore and other natural food pioneers.

Wheatgrass is simply a young green wheat plant harvested before it develops kernels (berries) and transforms into golden stalks of grain. Similar to Barley Grass Powder, Wheatgrass Powder is also highly regarded as an alkaline food and is renowned for its abundant chlorophyll content. Through careful processing, all the quality nutrients - antioxidants, chlorophyll, vitamins and minerals are retained.

- Energy booster
- Great detoxifier
- Body odour and toxins eliminator
- Healthy digestive system promoter
- Good blood builder
- Anti-inflammatory
- Immune system enhancer



Events at Berjaya Times Square



◀ CLEAR SHAMPOO ROADSHOW

5 - 7 July 2013: CLEAR introduced their Clear Ice Cool Menthol Anti Dandruff shampoo with an eye-catching Clear Igloo in the middle of the Boulevard. Shoppers were treated to an ice cool surprise and got to experience a sub-zero experiential journey with mint-scented mist sprays and the 'ice sculptures' placed within the igloo.



GLOBAL CHINESE MUSIC AWARDS ROADSHOW ▲

7 July 2013: RFM988 hosted the Global Chinese Music Awards ("GCMA") in Kuala Lumpur. GCMA is the sole global radio award show that honors the most popular local and international Chinese artists and songs across 7 regional cities (Beijing, Shanghai, Guangzhou, Hong Kong, Taiwan, Singapore and Malaysia). International artists were invited to make an appearance for the roadshow.

LAUNCH OF KIA CERATO ▶

1 - 7 July 2013: Naza Kia Malaysia Sdn Bhd launched their latest car model, Cerato to the public.



KARA KING MOVIE PROMO TOUR ▶

4 August 2013: Cast from the Kara King movie were here to promote the movie to the public. The public enjoyed song performances, interactive games and an autograph session with the cast.



MINDEF EXHIBITION ▲

24 - 25 August 2013: Ministry of Defence Malaysia ("MINDEF") held an exhibition recently to create awareness and to introduce all the divisions within their organisation. The public were able to gather information and got to know more on the tasks and roles held by each division.



◀ "JUSTICE BAO JR" DRAMA KICK OFF TOUR

10 August 2013: Artistes of the new drama series "Justice Bao Jr" were here for a meet and greet session. There were performances and merchandize giveaways during the event. The new drama series is broadcasted exclusively on 8TV.

8TV - MID-AUTUMN FESTIVAL CARNIVAL 2013 ▶

14 September 2013: In conjunction with the Mid-Autumn Festival, 8TV organised a mini concert which was broadcasted live on 8TV. Shoppers also enjoyed games and carnival booths set up along the Boulevard.



Berjaya Corporation Group of Companies Participates in the GRADUAN Aspire 2013

Held at KL Convention Centre from 6 to 7 July 2013, the event featured more than 70 leading organisations and institutions.

Nearly 1,000 resumes were received from various disciplines and backgrounds. Most of the visitors were overwhelmed and amazed by the number of companies under the Group and the career opportunities available.

Group Human Resource Division would like to express its appreciation and gratitude for the cooperation and support given by the following participating companies:

- 7-Eleven Malaysia Sdn Bhd
- Amat Muhibah Sdn Bhd
- Berjaya Books Sdn Bhd
- Berjaya Loyalty Sdn Bhd
- Berjaya Papa John's Pizza Sdn Bhd
- Berjaya Radioshack Sdn Bhd
- Berjaya Roasters (M) Sdn Bhd
- Graphic Press Group Sdn Bhd

We look forward to having more companies join us for future career fairs.



2,300 booklets featuring various career opportunities were distributed.



Team members promoting career opportunities to the participants.

BUKA PUASA WITH KENNY'S SPICY BBQ CHICKEN



From 1 July to 1 September 2013, in conjunction with the festive month of Ramadhan, KRR introduced Kenny's Spicy BBQ Chicken which featured Kenny's famous rotisserie-roasted chicken topped with an exotic BBQ sauce. The meal was served with aromatic tomato rice, a side dish of choice and a creamy Pandan muffin. Customers could opt for the Minty Passion mocktail, a refreshing fizzy thirst quencher, to complete their entire meal.

During Ramadhan, KRR introduced the ROASTERS Ramadhan Reservation service which allowed guests to enjoy a hassle-free buka puasa meal by making a reservation via call or walk-in to any KRR restaurant.

KENNY ROGERS ROASTERS INTRODUCED "TAKE IT HOME FEAST" FOR RAMADHAN

Kenny Rogers ROASTERS ("KRR") tailor-made a delectable offer, the "Take It Home Feast" which caters for four to six people, exclusively for KRR BCard members from 10 July to 7 August 2013.

The "Take It Home Feast" consists of two servings of KRR's signature 'rock n roll', which is specially baked chicken meatballs and chicken cocktail sausages topped with Kenny's Signature BBQ sauce; one whole rotisserie-roasted chicken with KRR's signature Original sauce or Black Pepper sauce; one serving of golden corn and carrot; one serving of BBQ baked beans; two servings of mashed potato and gravy; two servings of aromatic rice; half dozen muffins in an assortment of flavours and also six servings of its signature orange juice.

This meal which usually cost RM168.30 was only for RM118.00 for KRR BCard holders, saving them RM50!

KRR BCard is available at any KRR restaurant with a sign-up fee of RM10 and with each new sign-up, cardholders are entitled to half a dozen of Kenny's Home-made Muffins for free!



Christina Thong, Marketing Manager of Berjaya Roasters (M) Sdn Bhd introduces the "Take It Home Feast" spread.

Papa John's 100% Cash Back Promotion! We Pay For You To Eat!

During the festive month of Ramadhan and Aidilfitri, Papa John's launched a 100% Cash Back Promotion where customers received a complete 100% rebate of their purchases in cash vouchers. It was the ultimate Papa John's reward to the customers!

The promotional offer came with Papa John's Ramadhan deals for breaking fast packaged in great value set meals for two, four and six persons.



ROASTERS CATERING



Planning for office lunch, home party or company event? ROASTERS Catering is your perfect choice! Kindly enquire more by calling us now at **1-300-888-878**



Kenny Rogers Roasters Expands To The Kingdom of Saudi Arabia

On 21 June 2013, Roasters Asia Pacific (Cayman) Ltd. celebrated a significant milestone with its most recent country store development in the Kingdom of Saudi Arabia. A signing ceremony between Roasters Asia Pacific (Cayman) Ltd and Sheikh Saleh AlQahtani, General Manager of Alsalem Food Industry was held to mark the auspicious event.



From left, Sheikh Saleh AlQahtani, General Manager of Alsalem Food Industry; Dato' Hjh. Zurainah Musa, Executive Director of BCorp and Dato' Francis Lee, President, KRR International.

Malaysia Franchise Association Visits KRR

On 10 April 2013, Kenny Rogers Roasters ("KRR") International and the KRR Malaysia management team welcomed the Malaysia Franchise Association ("MFA") to its KRR restaurant at Berjaya Times Square. They were here to meet and visit members and also to introduce MFA's newly appointed Chief Executive, En. Zainudin Zakaria.



Luis Daniel, Senior Vice President KRR International (sixth from left); Esther Woo, Deputy General Manager Berjaya Roasters (M) Sdn Bhd (fourth from left) with the MFA team and KRR team members.

Kenny Rogers Roasters Franchise Owners Meeting

In the quest to exert a continuous improvement process and culture, achieve sustainable sales growth and create positive KRR guest experiences, Kenny Rogers Roasters International organized a local KRR Franchise Owners Meeting for franchise owners to come together to deliberate, establish and commit to specific targets or KPIs for the financial year ending 30 April 2014.



KRR Franchise Owners with the management of KRR International.

Starbucks Chill Patrol Van Buka Puasa With Media

On 23-24 July 2013, staff of the media - Kosmo!, Utusan Malaysia and Astro Awani TV, were excited as the Starbucks Chill Patrol Van arrived at their respective offices at 7pm, distributing over 500 cups of complimentary Starbucks® Chocolate Cookie Crumble Frappuccino® to break their fast.

Most of the staff were seen snapping pictures of themselves and their complimentary beverage and posting them on their social media sites for their friends and family.



The queue started building up in no time.



Staff with their complimentary drinks.

Starbucks Malaysia Facebook #icedVIAsummerGETAWAY



Some of the many entries during the 4-day contest.

From 10-14 June 2013, Starbucks Malaysia ran a #icedVIAsummerGETAWAY Facebook contest to promote the Starbucks VIA® Ready Brew Iced Coffee Sweetened - convenience on the go, for travel and weekend getaways.

Winners walked away with holiday packages to Berjaya Tioman Resort, Hard Rock Hotel Penang, complimentary entrance tickets to Legoland, Berjaya Air flight tickets as well as Starbucks merchandise worth RM500.

Contestants had to snap a photo of their purchase receipt of Starbucks VIA® Ready Brew Iced Coffee Sweetened together with the purchased pack of Starbucks VIA® Ready Brew Iced Coffee Sweetened, and post the photo on Starbucks Malaysia's Facebook page and tag 3 friends inviting them to join the contest with the hashtag #icedVIAsummerGETAWAY.

At the end of the contest, sales of Starbucks VIA® Ready Brew Iced Coffee Sweetened increased by 20%!

Breaking Fast With SSC Partners at Kelab Darul Ehsan

On 26 July 2013, all Starbucks Malaysia Support Center ("SSC") partners got together at Kelab Darul Ehsan over a delectable Ramadhan buffet spread. This get-together was organized by the Starbucks Enthusiast Team with the aim of enhancing the relationship among the partners.



Sydney Quays, Managing Director of Starbucks Coffee (standing, fourth from left) with some Starbucks SSC partners.



Some of Starbucks SSC partners came in their baju raya.

Starbucks Visits New Straits Times Press

On 19 June 2013, Starbucks Chill Patrol Van made a stop at New Straits Times Press Group to distribute complimentary Starbucks® Chocolate Cookie Crumble Frappuccino® which consists of chocolate, cookies and chocolaty cream for a hot afternoon!

Cheng Tuan, Chief Editor of The New Straits Times commented that she only mentioned once at a Starbucks event of her busy schedule and that she could hardly find time to grab a cup of Frappuccino between work - she was surprised because it was that comment to the Public Affairs team that Starbucks was brought to her and shared with her team.



Staff of New Straits Times Press queuing for a frappuccino to quench their thirst on a hot afternoon.



Baristas preparing Starbucks Chocolate Cookie Crumble Frappuccino to be distributed to the staff of New Straits Times Press Group.



Staff with their complimentary drinks.



Frappucino Fiesta and 'My Starbucks Gift To You' Rocks Berjaya Times Square Theme Park

On 6 July 2013, the official launch of Starbucks Summer celebration, Frappucino® Fiesta, held at Berjaya Times Square Theme Park saw 1000 customers having fun with family and friends on numerous adventure rides and game booths at the theme park.

Children invited from Shelter Home and Stepping Stones Living Centre were seen engaging in recreational activities at the Fantasy Garden, exploring the Fantasy Trail. A mascot also made an appearance during the ice breaking session with its Gangnam style dance.

Guests who brought their own tumblers received a complimentary Frappucino® blended beverage and those with pink tumblers received an additional Starbucks summer kit.

In addition to that, 'My Starbucks Gift To You' was introduced as a gifting option to the Starbucks Card whereby it allows Starbucks Card holders to transfer their rewards online to someone special with just a mouse click. Customers can also add a personalised message to their gift.

There were also booths that retailed a variety of Starbucks Cards, Starbucks Merchandise and Starbucks Iced VIA.



The children from Shelter Home and Stepping Stones Living Centre showing off their Starbucks tumbler designs which they created.



Sydney Quays (second from left) and Starbucks team members after the launch with life size Frappucino® and Starbucks card.



Sydney Quays, Managing Director of Starbucks Coffee (second from left) cutting the ribbon of the giant balloon to officiate Frappucino® Fiesta.



A 6-foot 'My Starbucks Gift To You' zepelin balloon was released by Sydney Quays to float around the concourse of the building.



Happy Starbucks fans with their goodies.

My Starbucks Gift To You This Autumn

This year, Starbucks' Mid-Autumn Mooncakes came in four delightful new flavours - Chewy Nutty Cranberry Mooncake, Green Tea Azuki Mooncake, Apricot Hazelnut Latte Mooncake and Signature Banana Chocolate Mooncake.

The mooncake premium package featuring all four flavours of mooncake was presented in an exquisite urbane class hard board box, a 3D Siren emblem as a clasp at the centre. The package also came with two limited edition Mid-Autumn mugs with golden streaks which made it a perfect gift for family, friends and business associates.

The Signature Banana Chocolate Mooncake was specially developed in support of Starbucks' Connecting Communities in Malaysia Project, of which, RM1 is contributed to building a computer center for the children of Kampung Lubuk Jaya with every set purchased using a Starbucks Card.



The mooncakes which came in a set of two or four in a box.

John Culver Visits Malaysia

On 25 June 2013, Starbucks' Global and Asia Pacific team members; John Culver - group president of Starbucks China-Asia Pacific Region, Channel Development and Emerging Brands; Christina McPherson, Jeff Hansberry, Jinlong Wang, Gail Wise, Josephine Di Loreto and Wayne Michigami were in Malaysia for Starbucks Malaysia's 15th Anniversary.

Their brief visit included visits to prominent stores within Kuala Lumpur, coffee tasting at Starbucks Support Centre, preparations on a business review, lunch with joint-venture partner group CEO, Dato' Robin Tan and a special evening of *MY Sunset Cocktail with John Culver at KL Tower* to celebrate the 15th year staple of Starbucks Malaysia.

At the cocktail event, 6 awards in various categories were given out at both store manager level and district level for Community Service Hours, Highest Starbucks Card Tender Rate, Customer Voice OSAT and Manager of the Quarter.



Sydney Quays, Managing Director of Starbucks Coffee and John Culver presenting the Manager of the Quarter award to Nor Faezah, Store Manager of Plaza Shah Alam.



John Culver, Sydney Quays, Jeff Hansberry and the Starbucks team cutting the cake to celebrate the 15th Anniversary of Starbucks Malaysia.



John Culver and Gail Wise having a coffee tasting session with the Starbucks Malaysia team.



John Culver, Sydney Quays, Jeff Hansberry and the Starbucks team cutting the cake to celebrate the 15th Anniversary of Starbucks Malaysia.



Group photo of Starbucks Malaysia and the Global and Asia Pacific team members.

Starbucks' Buka Puasa Promotion Brings In The Crowd

Every Tuesday and Friday throughout the Ramadhan month, from 5pm to 7pm (East Malaysia) and 6pm to 8pm (Peninsular Malaysia), Starbucks offered their customers a Starbucks Experience to share with their family and friends through the "Buy-One-Free-One" offer. The promotion was applicable for every purchase of handcrafted beverages at Starbucks stores nationwide.



The promotion was definitely a crowd puller as seen at these two Starbucks Stores.



Starbucks Treats For The Police Force

In conjunction with Ramadhan, 7 Starbucks stores organised a small gathering for the police at the SS2 Police Station, Petaling Jaya.

Starbucks delivered sweetened iced tea to the police and their families with some finger food to break fast. The treats were also delivered to policemen who were on duty at several police districts. The officers were overjoyed by the experience and expressed their gratitude.

This trip also helped us to maintain a strong connection and good relationship with the security forces in the neighbourhood.



The Starbucks team and the police forces at the SS2 Police Station.

BERJAYA BEAU VALLON BAY RESORT & CASINO LAUNCHES NEW MENU IN SUPPORT OF SUSTAINABLE FISHING IN SEYCHELLES



Designated Minister of Seychelles, Vincent Meriton giving a speech during the launch.



Berjaya Beau Vallon Bay Resort & Casino, Mr Ken Choo congratulating Pizzeria Restaurant Manager, Ms Amina Dupres after receiving "The Certificate of Partnership" from FBOA and Label Programme.

In August 2013, Berjaya Beau Vallon Bay Resort & Casino ("BBVB") launched a new menu at one of its dining outlets, Pizzeria Restaurant in support of sustainable fishing in Seychelles. The resort being the first hotel in Seychelles to be awarded "The Certificate of Partnership" from the Fishermen and Boat Owners Association ("FBOA"), now has the opportunity to promote "Premium Quality" labelled fish, which is a unique product of Seychelles to its international guests.

The "Label Programme" launched by FBOA and managed by Seychelles Hook and Line Fishermen Committee aims to guarantee the origin of the fishes caught and strengthen the relationship between fisherman and consumers. Labelled fishes will bear reference codes which will enable consumers to trace the fishermen, boat, fishing grounds and fishing technique used on the products they are consuming. This is to ensure that each consumer does not fund the activities of destructive and unsustainable methods of fishing such as fish farming, and overfishing which will affect the marine ecosystem in the long run.

TEAM BUILDING TRIP FOR SBBS STAFF



Brokers enjoying the competition during the team building activities.



Brokerage Director, Lim Shiu Beng (far right) with his staff from the brokerage department.

On 6 July 2013, SaigonBank Berjaya Securities JSC ("SBBS") organized a team building trip for the brokerage department at Vung Tau in Vietnam. Approximately 30 brokers from the department participated in the 2 days 1 night trip.

A series of team building activities were organized at the Vung Tau beach followed by a barbeque dinner prepared by the staff. The brokerage department achieved almost double the sales target compared to a year ago. SBBS is leaning towards a more aggressive growth in the retail business and aims to increase its market share in the stock broking industry.

MALAYSIAN KING & QUEEN VISIT VIETNAM

On 7 September, approximately 150 Malaysians representatives from various investment corporates and other industries in Vietnam were invited to the "Majlis Santapan Malam" organized by the President of Vietnam, Truong Tan Sang.

The appreciation dinner was held in conjunction with the 4-day royal visit by our Malaysian King and Queen, Seri Paduka Baginda Yang Di Pertuan-Agong, Tuanku Abdul Halim Mu'adzam Shah and Seri Paduka Baginda Raja Permaisuri Agong, Tuanku Hajah Haminah Binti Haji Hamidun. The CEO of SBBS, Ms. Josephine Yei attended the dinner held at Berjaya Sheraton Hotel, West Lake.



CEO of SBBS, Josephine Yei attended the dinner.



Josephine Yei (third left) giving her greetings to His Majesty and the royal family.

Merdeka and Raya celebrations in Vietnam



CEO of SBBS, Josephine Yei (extreme left) together with clients at the Merdeka-Raya celebration dinner.



One Malaysia, a night for many Malaysians to celebrate the Merdeka-Raya occasion together.



Cultural dance performance from Tourism Board Malaysia.

In conjunction with the 56th National Day of Malaysia, the Consul General of Malaysia in Vietnam organized a National Day reception at the New World Hotel, Ho Chi Minh City on 13 September 2013. Malaysian citizens and other guests of different nationalities were invited for the celebration. The award-winning cultural performance group from Tourism Board Malaysia also performed some multi-cultural dances at the event.

The Merdeka celebration continued the next day when the Malaysian Business Chamber in Vietnam organized a Merdeka-Raya dinner at the Equatorial Hotel, Ho Chi Minh City to celebrate the National Day and Hari Raya Adilfitri. SBBS sponsored a table for the gala dinner and invited some corporate clients to celebrate the dual occasion.

'Put Victoria on Your Table' Luncheon at BERJAYA UCH



From right to left: Tim Dillon, Commissioner-SE Asia Business Office, State Government of Victoria, Australia; Mae Ho, COO of BERJAYA UCH; Hon. Dr. Denis Napthine, Premier of Victoria; Freddie Pang, Executive Director, Berjaya Corporation Bhd; WACS Global Master Chef Jochen Kern.

On 26 June 2013, Honourable Dr Denis Napthine, the Premier of Victoria, Australia hosted a luncheon at Samplings on the Fourteenth in BERJAYA University College of Hospitality ("BERJAYA UCH"). The luncheon marked the first event of the Victorian Coalition Government's Super Trade Mission to South East Asia.

The four-course gourmet lunch, featuring the freshest produce from Victoria, was prepared by Chef Daniel Wilson, owner of the famed Huxtable and Huxtamburger culinary hotspots.

The luncheon was attended by the delegates of the Trade Mission and Malaysian food industry leaders.

Double Champions At The Monin Cup Student Malaysia 2013



The winning team of BERJAYA UCH, from left to right: Carson Ng Jung Yan, Carter Nguyen The Duc and Lim Daw Son.

On 6 July 2013, three students from BERJAYA UCH won the coveted trophies at the MONIN Cup Student Malaysia 2013, held at INTI International College Subang. Lim Daw Son emerged the Champion for the Mocktail Category, Carter Nguyen The Duc was Champion for Flair Category and Carson Ng Jung Yan was the Second Runner Up for Cocktail Category.

The MONIN Cup Student Malaysia 2013 is a beverage mixing competition organised by MONIN Asia KL Sdn Bhd. It is held annually and is open to all university and college students. In both the Mocktail and Cocktail Category, participants were required to produce the most creative and luscious cocktail and mocktail recipes using a selection of MONIN's Gourmet Flavours specially crafted for this challenge.

Second Season of AFC Original Production "Back To The Streets" Premieres in Malaysia

On 10 September 2013, the Asian Food Channel ("AFC"), premiered the second season of its fully produced Malaysian travelogue, Back to the Streets 2. The twelve-part series returned in collaboration with BERJAYA University College of Hospitality ("BERJAYA UCH") and is sponsored by NeuVida Omega-9 Cooking Oil.

The show features Chef Malcolm Goh, a Malaysian Celebrity Chef and BERJAYA UCH's Culinary Arts

Supervising Chef, and Tham Zher Peen, a Radio DJ, searching for tantalizing Malaysian street food outside of Kuala Lumpur. Chef Malcolm will then reinterpret and create his own version of the local dishes.

Tune in to AFC Astro Channel 703 each week to find out if Chef Malcolm's creations get the thumbs up or thumbs down from Zher Peen and his students!



Chef Malcolm and Zher Peen.

BERJAYA UCH - Developing Ideas Into Successful Businesses



The Vice President of MACEOS, Alun Jones inspecting one of the stalls.

On 24 June 2013, the students of BERJAYA UCH's Entrepreneurship Development programme were recently challenged to define, conceptualise and implement the idea of 'entrepreneurship'. They were all tasked with applying theoretical knowledge into practice.

To simulate real world entrepreneurs, the students were required to start and run their own businesses with zero or minimal capital. They were furnished with business contacts and tools needed to achieve their goals. The learning outcome for each project was to make a profit from the exercise while putting the theories learned in class to the test.



Students operating a lasagna and cupcake stall at the Young Entrepreneurs Fair.

Known as the Berjaya Immersion Methodology, interactive learning of this kind fosters dynamic engagement through student participation. The students also joined the Young Entrepreneurs Fair where participants designed and launched successful new ventures based on specially tailored team projects giving participants hands-on, practical experiences in developing new 'businesses'.

BERJAYA UCH AND INTERCONTINENTAL KL COLLABORATE TO IMPROVE LIVES

On 27 August 2013, BERJAYA UCH and InterContinental Kuala Lumpur signed a collaboration agreement to improve the lives of local people through skills development and employment opportunities through the IHG Academy.

The collaboration, which supports the BERJAYA Immersion Methodology platform and the IHG Academy Programmes, provide internship opportunities to complement classroom learning. This gives participants the skills and real life experience of working in a hotel. The programme engages highly skilled and motivated students from local communities to work in the hotel thereby providing direct access to careers in the industry.



Representatives of BERJAYA UCH and InterContinental KL during the signing ceremony.



Mae Ho, COO of BERJAYA UCH and Phil Riley, General Manager of InterContinental KL at the MOU signing ceremony.

BERJAYA UCH STUDENTS VICTORIOUS AT THE BATTLE OF THE CHEFS 2013



The BERJAYA UCH winning team: (front row from left), Chef Yong Peik Yee, Chef Mohd Roiziddin Bin Mohd Razalli, Shaun Liew, Chef Randall Chen Khin Foong; (back row from left), Andrea Bakhita, Ng Yun Ru, Adam Shafiq Chin Bin Firdaus Chin, Wong Lik Bing, Phua Yi Ren, Ong Wai Loon, Yeong Chik Choong, Ngieng Hui Fa and Leong Wei Ming.

Eleven students from BERJAYA UCH won various medals at the Battle of the Chefs 2013 held in Penang from 12-14 June 2013. The competition, with the theme 'Celebrate Our Heritage' is held biennially to recognize both individual and team achievements within the culinary field.

The competition provides a platform for entrants to demonstrate their skill and creativity and has raised the bar for cooking excellence and innovation in the culinary arts. Each category is judged against other entries based on an overall standard of excellence. This competition is endorsed by the Ministry of Tourism Malaysia, World Association of Chefs Societies (WACS), Chefs Association of Malaysia and the Penang State Government.

Silver Medals were won by Yeong Chik Choong and Ngieng Hui Fa for Practical - Modern Western Cuisine and Adam Shafiq Chin Bin Firdaus Chin for Display - Confectionery. Bronze medals were won by Leong Wei Ming and Andrea Bakhita for Practical - Modern Western Cuisine, Wong Lik Bing for Display Confectionery, Ng Yun Ru for Display - Plated Dessert - Asian/Continental, Ong Wai Loon for Practical - Fruit Flambé, while Diplomas were given to Lum Chee Shen and Tan Hoong Poh for Group Fruit and Vegetable Carving. Noteworthy was Phua Yi Ren who was awarded 3rd Runner Up despite facing stiff competition in the Battle of the Baristas 2013.

BOCUSE d'OR ACADEMY OPENS AT BERJAYA UCH

On 12 August 2013, BERJAYA UCH hosted several luminaries for the official launch of the Bocuse d'Or Academy Malaysia which was officiated by Kebawah Duli Yang Teramat Mulia Tengku Puan Pahang Tunku Hajah Azizah Aminah Maimunah Iskandariah binti Almarhum Almutawakkil Alallah Sultan Iskandar Alhaj, the Patron of the Bocuse d'Or Academy Malaysia.

Both BERJAYA UCH and the Bocuse d'Or Academy Malaysia are dedicated to making the careers of young chefs more meaningful by offering them the promising opportunity to compete and represent Malaysia at the prestigious Bocuse d'Or Competition held every two years.



(From left to right) Chef Federico Michieletto, Chef Otto Weibel, KDYTM Tengku Puan Pahang, Chef Kurt Jonas Lundgren, Mr Freddie Pang and Ms Mae Ho during the official launch of the Bocuse d'Or Academy Malaysia.

Korean Celebrity Chef Edward Kwon Appointed Honorary Chef of BERJAYA UCH

Korean Celebrity Chef Edward Kwon has been appointed as Honorary Chef of BERJAYA UCH and he is the first Chef that the University College has bestowed such honour. Chef Edward Kwon is the CEO of EK Food Co Ltd. and an Executive Chef of EK Restaurants in Korea.

Mr Freddie Pang, Executive Director of Berjaya Corporation Berhad, presented the Award Certificate to Chef Edward Kwon (Korean name Kwon Young Min). The ceremony was attended by Mr. Chung Chi-won, Consular Attaché from the Korean Embassy, representatives from the Korean Tourism Organization, guests from the corporate, hospitality and lifestyle industries, local celebrities as well as members of the Korean community in Kuala Lumpur.



Mr Freddie Pang (left) presenting the certificate of appointment to Chef Edward Kwon.



Chef Edward Kwon with students of BERJAYA UCH.

U Mobile's New Products and Plans

Ultimate Device 158 Plan

U Mobile's Ultimate Device 158 plan, offers 5GB of unlimited mobile internet for web browsing, downloads, video streaming and staying connected with their friends and family. On top of that, it comes with 200 minutes of FREE calls and 200 FREE SMS to all networks. Customers will also get a special rebate of RM38, so users will only have to pay RM120 monthly during the contract period of two years.

In addition to the Samsung Galaxy Note 8.0, U Mobile has also added a stable of brand new smartphones with the launch of the new Ultimate Device Postpaid Plans. The Ultimate Device postpaid plans will give consumers more data allocation using our high speed internet service. There is no pre-determined allocation of the data quota to any specific application or usage. Users can utilise their data for any applications without restriction of data allocation. The plans feature lower rates for the devices along with a lower upfront payment for the devices.

Samsung Galaxy Note 3 Promotion at U Mobile stores

Customers and smartphone fans will now be spoilt for choice with U Mobile's latest smartphone offer, as Malaysia's most dynamic and innovative 3G mobile operator is adding the brand new Samsung GALAXY Note 3 to its range of devices. The GALAXY Note 3 is available from as low as RM1,169 with U Mobile's Ultimate Device 158 plan which offers unrestricted data usage. U Mobile customers who sign up with their choice of Ultimate Device plans are entitled to purchase the GALAXY Gear, the new edge smart watch at an attractive price of RM888 (RRP: RM999).

In conjunction with the GALAXY Note 3 launch, U Mobile is also running a special promotion to reward its first 100 customers with an exclusive U Mobile power bank when they sign up for the plan at any of U Mobile service centres nationwide.

The Samsung GALAXY Note 3, now available at all U Mobile stores, is equipped with LTE 2.3 GHz Quad Core Processor which ensures seamless multitasking and exceptional processing power fit for various types of multimedia format. Users can view images, videos and web-pages with its 5.7" Full HD Super AMOLED. The 13-megapixel camera on the Note 3 captures rich pictures in low-light conditions and the display is impressive with great viewing angles when streamed with U Mobile high speed mobile internet.

U MOBILE PARTNERS WITH BCARD

On 25 July 2013, U Mobile introduced the U Card, the new Rewards Programme in partnership with BLOyalty Sdn Bhd, exclusively for U Mobile customers.

With no annual fee, U Card holders enjoy discounts on selected U Mobile products, special privileges and invitations to exclusive members-only events. In addition, they are also able to collect points at more than 70 BCARD merchant partners nationwide, redeem rewards as well as enjoy benefits in over 700 BCARD participating retail outlets ranging from food and beverages, holiday packages, shopping and many more, or redeem exclusive items online.

In conjunction with the launch of the U Card, the first 50,000 customers who signed up for the reward programme received 200 U Card reward points. The offer ended in October 2013. These lucky customers also stand a chance to win exciting prizes such as 1,000,000 U Card points, a BlackBerry Z10 smartphone and 3D/2N holiday packages at a Langkawi resort. The promotion ends in December 2013.



U Buddies from the Marketing team with a mock U Card.

U Mobile the Official Mobile Service Provider for Malaysia International Gourmet Festival 2013



(R-L) Mr. Trevor Bull, CEO - Zurich Insurance Malaysia Berhad, Ms Jasmine Lee, Director of Marketing - U Mobile Sdn Bhd, YAM Tunku Naquiyuddin ibni Tuanku Ja'afar - Royal Patron of the Malaysia International Gourmet Festival, Mr Paul Ho, Senior Executive Director - Fujifilm (Malaysia) Sdn Bhd, Ms Elynn Chuah, Assistant Brand Manager - Carlsberg Marketing Sdn Bhd, Mr Nishdev Singh Sidhu, Marketing Manager - Land Rover Malaysia, YBhg Dato' Steve Day, Organising Chairman of the Malaysia International Gourmet Festival.

U Mobile was the official mobile service provider for the Malaysia International Gourmet Festival ("MIGF") 2013 which was held from 1 - 31 October, showcasing chefs from notable restaurants in Malaysia.

U Mobile organised an online contest and rewarded U Mobile customers with RM100 worth of 'Taste MIGF' tokens to feast upon a myriad of delectable food and beverage served at 'Taste MIGF', a special festival preview event held in Sunway Pyramid Convention Centre from 7 - 8 September 2013.

In conjunction with the MIGF preview event, U Mobile also had a roadshow to promote U Mobile hi-speed mobile internet products and services. In addition, the U Food Facebook page was launched where everyone can share their gastronomical journeys and adventures.

U Mobile Raya Open House

On 23 August 2013, U Mobile hosted a Hari Raya Open House at Putrajaya Marriott Hotel to celebrate the festivities as well as strengthen ties with its corporate partners, various government agencies, customers and friends from the media.

The guest-of-honour was YB Dato' Sri Ahmad Shabery Cheek, Minister of Communication and Multimedia. Mr Wong Heang Tuck, U Mobile Acting CEO and Chief Operating Officer, Mr Kenneth Chang, Director of U Mobile as well as U Mobile's senior management team were present to welcome the guests.

U Mobile also shared the joyous occasion with a group of underprivileged children from Pertubuhan Rahoma Darul Fakir Malaysia, who each received 'duit raya' and goodie items including school bags.



U Mobile spreads festive cheer with the children from Pertubuhan Rahoma Darul Fakir Malaysia - (centre L-R) Mr Wong Heang Tuck, YB Dato' Sri Ahmad Shabery Cheek, and YBhg Dato' Faridah Omar Shah, President of Pertubuhan Rahoma Darul Fakir Malaysia.

U Mobile Broadens Its Reach In SME And Enterprise Business Segments



Jasmine Lee, U Mobile Director of Marketing and Daniel Cheah, General Manager of BChannel officiating the partnership between the two entities for the BChannel digital advertisement initiative.

U Mobile teamed up with Berjaya Channel ("BChannel") to power up 1,000 BChannel digital TV screens across Klang Valley, Selangor, Pahang and Negeri Sembilan with U Mobile's 3G high-speed mobile internet connectivity.

This partnership which was officiated on 2 July 2013, entails the use of U Mobile's E28 plan and broadband dongles which provide the wireless broadband data connectivity to deliver advertisement content effectively across its 3G high-speed internet network and display that content on the BChannel "eye-catching" digital screens.

These Internet-powered screens will carry advertisements and creative content developed by subsidiaries within the Berjaya Group, U Mobile and other participating vendors that have invested to widen their brand visibility through this channel which will be prominently featured in restaurants, convenience stores, shopping malls, pharmacies and many other retail outlets.

U MOBILE BUILDS CONNECTIONS IN THE EAST COAST

The Kota Bharu community can now look forward to U Mobile's wide range of affordable products and experience hi-speed mobile internet service as U Mobile officially opened its new store in the city on 18 September 2013.

Present at the opening ceremony was Mr Wong Heang Tuck, U Mobile Acting CEO and Chief Operating Officer together with U Mobile's senior management team.

In conjunction with the new store opening, U Mobile offered special promotions for customers who registered from 15 to 18 September 2013. They stood a chance to win brand new Samsung, HTC, Sony and Huawei smart devices and many more lucky draw prizes.

Visitors and customers at the event were treated to a delicious meal and complimentary door gifts to celebrate the new store opening.



U Buddies posing with U Mobile's senior management team at the U Mobile store in Kota Bharu.

GRADUATION DAY FOR BERJAYA AIR'S CABIN CREW

A graduation ceremony for Berjaya Air's cabin crew was held at the Malaysia Airlines Academy, Kelana Jaya, Selangor on 18 September 2013. Dato' Eddy Leong, Director of Aviation, Berjaya Corporation Berhad presented the certificates to the graduates. Also present to witness the ceremony were some senior personnel from the Department of Aviation and Malaysia Airlines.

The ceremony was followed by entertainment by the graduates and a dinner.



Graduates with Dato Eddy Leong (centre), Mr Peter Tan, Senior General Manager, Berjaya Air (first left) and Capt Suhailin, Flight Operations Manager (first right).

HARI RAYA LUNCHEON @ BERJAYA AIR HANGAR

On 27 August 2013, in conjunction with the Hari Raya celebration, all staff of Berjaya Air were treated to a luncheon held at their own Hangar.

Present at the luncheon were personnel from the Department of Civil Aviation and Malaysia Airports Berhad. The luncheon gave an opportunity for all staff to mingle and get to know each other.



Hari Raya luncheon at Berjaya Air Hangar.

HARI RAYA CHEER FOR CHILDREN AT RUMAH ANAK YATIM & ASNAF AS-SOLIHIN



Encik Hisham Razali, Club Manager giving out duit raya to the children.



Sumptuous buffet spread for the children.

On 2 September 2013, a group of employees from Bukit Kiara Equestrian & Country Resort ("BKECR") brought cheer to the children of Rumah Anak Yatim & Asnaf As-Solihin in Banting, Kuala Langat, Selangor in conjunction with the Hari Raya celebration.

BKECR prepared a sumptuous buffet spread for the children and spent time chatting and doing handicraft with them. During the visit, the children were presented with *duit raya* and the Home received a cash contribution, some electrical appliances and groceries.

theSun's Journalists and Photographers Receive National Sovereignty Medals

On 2 August 2013, Prime Minister Datuk Seri Mohd Najib Abdul Razak presented the Pingat Kedaulatan Negara or National Sovereignty Medals to theSun's journalists, Charles Ramendran and Radzi Razak, and photographers, Syed Azahar and Norman Hiu at a ceremony held in conjunction with a breaking-of-fast at Putrajaya.

They were among 227 media personnel from both mainstream and online media involved in providing news coverage of the armed intrusion in Lahad Datu, Sabah, earlier this year.



Freddie Ng (centre), Managing Editor of theSun together with (from left) Charles Ramendran, Syed Azahar, Radzi Razak and Norman Hiu.

theSun brings Raya joy to former staff in Penang

On 25 July 2013, theSun brought Hari Raya Aidilfitri joy to former staff, Abd Razak Ali, with cash and in-kind contributions amounting to RM8,008 at his home in Bagan Dalam, Penang.

The 46-year old former print machine technician had his right leg amputated due to gangrene and quit his job in February 2013 after being diagnosed with diabetes. His luck took a turn for the worse when his house was razed by fire on 13 July 2013 in an incident which also destroyed three houses in the area.

"I am grateful for these contributions," he said adding that the monies will be used to prepare for Hari Raya celebrations and for taking care of his family.



theSun's Human Resources and Administration Senior Manager Noor Azillah Sabar (second from left) and theSun's Distribution Channels Manager Rafie Ali Ahmad (extreme right) presenting the contributions to Abd Razak Ali (second from right).



Abd Razak Ali's house which was destroyed in a fire.



The team from theSun sharing a light moment with Abd Razak Ali.

Bermaz Motor Launches Locally Assembled Mazda CX-5

Bermaz Motor Sdn Bhd organized a launch cum media test drive of the locally assembled Mazda CX-5 from its headquarters in Glenmarie, Shah Alam to Batu Ferringhi, Penang on 15 and 16 May 2013.

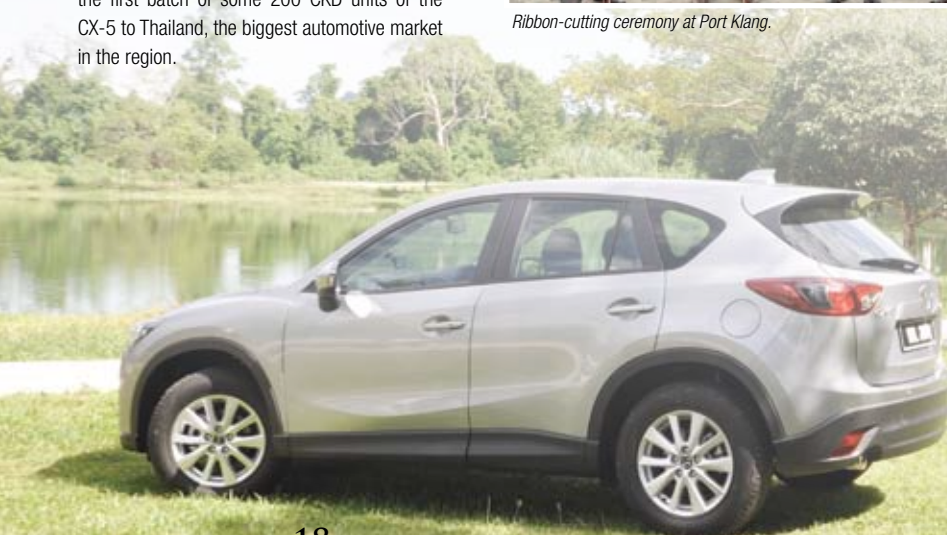
With the local assembly operations, a new 2WD mid-spec variant has been added to the existing high-spec 2WD and 4WD models.

On 21 September 2013, Mazda Malaysia Sdn Bhd, a joint-venture between Mazda Motor Corporation and Bermaz Motor Sdn Bhd, shipped the first batch of some 200 CKD units of the CX-5 to Thailand, the biggest automotive market in the region.



Ribbon-cutting ceremony at Port Klang.

The members of the media together with the senior management and staff of Bermaz Motor Sdn Bhd.



The locally Assembled Mazda CX-5

Mazda Awarded “The BrandLaureate Best Brand in Automotive 2013”



**BEST BRANDS IN
AUTOMOTIVE 2013**

Mazda was awarded The BrandLaureate Best Brand in Automotive 2013 at the BrandLaureate awards night held at the Majestic Hotel Kuala Lumpur on 28 May 2013.

The award was presented to Ms Lee Ai Hoon, General Manager of Bermaz Motor Sdn Bhd by The BrandLaureate Chairman, General Mohamed Hashim Mohd Ali and witnessed by The BrandLaureate President, Dr K.K. Johan.



Ms Lee Ai Hoon (second left) receiving the award from General Mohamed Hashim Mohd Ali (third left). Next to him is Dr K.K. Johan.

Mazda Philippines hosts first SKYACTIV Drive product familiarization event

Mazda Philippines recently hosted the first SKYACTIV Drive product familiarization event for its Dealer Principals and Sales Consultants at the Clark International Speedway. Committed to raising the level of product knowledge among its frontline team of sales professionals, Mazda Philippines showcased its latest SKYACTIV Technology-equipped Mazda6 sedan and CX-5 SUV. Motivated by Kaizen, the Japanese philosophy of continuous improvement, Mazda Philippines guarantees professional and highly informed personnel at its eleven dealerships across the country.



Berjaya Auto Philippines Celebrates 1st Anniversary

Berjaya Auto Philippines (“BAP”), the official distributor of Mazda vehicles in Philippines, celebrated its first year of operations on 16 August 2013. BAP received overwhelming response from customers and new Mazda cars sales have been tremendous in the past one year. Pushing through with its aggressive expansion programme, BAP continuously aims to champion Mazda’s Zoom-Zoom philosophy and its groundbreaking SKYACTIV Technology. BAP currently oversees fourteen dealerships across the country which offer Filipinos class-leading Mazda vehicles along with distinctive customer service.



Steven Tan, CEO of BAP (centre), with Dato’ Ben Yeoh (5th from left) and Dato’ Francis Lee (5th from right) with the BAP staff.

Berjaya Philippines Inc. hands over houses to typhoon victims in Compostela Valley, Philippines

Berjaya Philippines Inc (“BPI”) formally handed over 100 units of houses, through the Gawad Kalinga Foundation, to victims of the Typhoon Pablo in Compostela Valley, New Bataan on 24 July 2013.

Present at the handing over ceremony were Compostela Mayor, Lema Bolo; Compostela Valley Governor, Arturo Uy; Gawad Kalinga founder and chairman, Tony Meloto and Head of BPI, Paul Soo, amongst others.

“Berjaya Philippines is glad to be part of the solution in turning around the lives of the Typhoon Pablo victims by giving them home ownerships. We also hope to inspire other private entities to come forward to help the needy, especially through housing sponsorships,” said Paul Soo in his speech during the handing over ceremony.



(From left to right): GK Founder, Mr Tony Meloto; Berjaya Philippines Country Head Mr Paul Soo; Governor Arturo T. Uy, Mayor Lema Bolo and a house recipient.

7-Eleven Spreads Ramadhan Cheer

During the month of Ramadhan, 7-Eleven Malaysia spread the spirit of giving and sharing by encouraging its customers to play a part in helping the community through donating their purchased 7-Eleven items into allocated contribution boxes at 7-Eleven Malaysia stores nationwide.

Food and non-food items contributed by customers were collected and placed in *Semurni Kasih* labelled boxes, and distributed to 98 charities and charitable causes nationwide.

Organised yearly during the holy month of Ramadhan, *Semurni Kasih* is a CSR initiative in line with 7-Eleven Malaysia's CSR arm, Community Care. *Semurni Kasih* 2013 was a 5-week CSR campaign which started from 15 July 2013 until 15 August 2013.

This year, 7-Eleven Malaysia managed to achieve their target by collecting RM1,499,493.32 worth of food and non-food items.



Encik Mazlan Shamsuddin (Senior Operations Manager, 7-Eleven Malaysia) handing out a Semurni Kasih hamper to a child from Sekolah Kebangsaan Taman Klang Utama, Klang.



Semurni Kasih hampers were distributed to the underprivileged children from Sekolah Kebangsaan Taman Klang Utama, Klang.

Tree Planting at Bukit Gasing Forest Park

On 29 June 2013, 180 active volunteer teams which included Starbucks Malaysia and other organisations such as Yayasan Salam, SEGi College, Soka Gakkai Malaysia (SGM) participated in the 'Trees for Life', tree-planting campaign at the Bukit Gasing Forest Park supported by Majlis Bandar Petaling Jaya (MBPJ) Lanskap Malaysia.

Besides planting trees, the Starbucks team also cleaned the park which earned them 900 community service hours!



One of the volunteers digging a hole for the tree to be planted.



Starbucks Malaysia team after the campaign.

Papa John's Celebrates "Berbuka Puasa" with Pertubuhan Rahoma Darul Fakir

On 29 July 2013, Papa John's Malaysia joined 80 children and single mothers at Pertubuhan Rahoma Darul Fakir Malaysia for an evening of "Berbuka Puasa" and to entertain the children in the orphanage.

The children had delicious pizzas, snacks, drinks and party packs while Papa John's restaurant managers and area managers also entertained

the children, recited prayers and had evening prayers together.

The patron of Pertubuhan Rahoma Darul Fakir Malaysia, also thanked Papa John's Malaysia for the generosity in providing the meals for the children. The event ended with the children singing special songs for Papa John's Managers and staff.



The pizza mascot made a special appearance at the buka puasa event at Pertubuhan Rahoma Darul Fakir.



A Papa John's employee serving delicious pizza to the children.

Berjaya Makati Hotel Organises Annual “Bayanihan” Clean-Up Day

On 22 June 2013, Berjaya Makati Hotel gathered all of its employees to join in the “Bayanihan” Clean-Up Day to clean the hotel’s premises as well as its surrounding vicinity on the corner of Makati Avenue and Eduque Streets.

Employees were seen with brooms, mops and other cleaning equipment, working hard to pick up trash, remove debris and tidy up the vicinity, which consequently resulted in a more appealing, spotless and thoroughly clean hotel area.

Berjaya Makati Hotel’s “Bayanihan” clean-up drive aims to instill the value of cleanliness, not only in one’s personal space, but also in the work environment. Berjaya Makati Hotel hopes to inspire the hotel industry to emulate this initiative and embark on their own clean-up drives in their respective properties.



Employees of Berjaya Makati Hotel hard at work cleaning the hotel premises.



Employees filling up pails of water to be used for the “Bayanihan” clean-up.

Berjaya Times Square Hotel Visits Rumah Titian Kaseh

On 30 August 2013, 40 employees of Berjaya Times Square Hotel, Kuala Lumpur (“BTSH”) paid a visit to Rumah Titian Kaseh which houses 80 occupants - single mothers, disabled, old folks and children, including babies, under the care of the founder, Puan Hajjah Sharifah Adlan.

The hotel’s engineering team did repair works to the electrical issues such as fixing new light bulbs, repairing dysfunctional wiring issues, broken fixtures and other electrical equipment namely fans, lights and air conditioners. The team also fixed the piping system, broken toilet pumps and flushes and other fixtures that were not in the best conditions. The housekeeping team cleaned the house compound.

The hotel team also prepared a delicious hi-tea spread for the children and a celebration for all August babies by cutting a 3kg cake brought by the team.

Berjaya Hotels and Resorts (“BHR”) also donated RM1,000.00 to the home. The amount was derived from BHR’s CSR initiative via its ongoing “A Dollar A Scholar” charity programme whereby RM1.00 from every Ramadan Food & Beverage offer purchased at BTSH during the fasting month was channelled to Rumah Titian Kaseh in funding the education of the underprivileged children.

In addition to that, BTSH also contributed RM6,000.00 in kind for the maintenance and repair of the home, supply of educational materials as well as food and beverages.

Also present were General Manager of BTSH, Mr Mondy Mecja, Group Director of Corporate Marketing & Communications, Mr Abel Nelson Nang and Group Director of Training & Development, Ms Zaharah Yusof, both from BHR’s Corporate Office.



Children from Rumah Titian Kaseh and employees of Berjaya Times Square Hotel, Kuala Lumpur during their visit to the home.



Servicing of the air-conditioner by the maintenance team.



Berjaya Times Square Hotel, Kuala Lumpur also prepared a delicious buffet spread for the children.



Repairs done by the maintenance team.

At Wendy’s WE CARE. Wendy’s Provides Face Masks During Haze

On 23 June 2013, as the haze around Malaysia reached unhealthy levels due to forest fires in Sumatra, Indonesia, Wendy’s took the initiative to provide complimentary face masks to their customers as most of the pharmacies had run out of face masks.



Some of the customers who received the complimentary face masks.



“Everyone Loves the 90s!” Charity Concert Raises RM115,000 For “It’s Pawssible” Campaign



“It’s Pawssible” mobile animal clinic ribbon-cutting ceremony.



A brief tour inside the facility.



The representatives from animal-related NGOs, supporting organizations, celebrity friends and Berjaya staff.



The local celebrities and senior management of Berjaya.

The “Everyone Loves the 90s!” charity concert organized by Berjaya Youth (“B.Youth”) in collaboration with Pan Productions and SmartHeart raised approximately RM115,000 for the sterilization of 1,000 rescued animals. This amount, together with the previous contributions from Berjaya staff and various fundraising events, has enabled B.Youth to reach its RM150,000 fundraising target for the “It’s Pawssible” campaign.

The sell-out show staged on 13 September 2013 at the Kuala Lumpur Performing Arts Centre, featured local popular artistes such as TP Lim, Summer Grace, Pink Tan, Yang Wei Han, Candy Cheah, KK Wong, Ryan Foo, Bernie Chan, Peter Ong, Nell Ng, Chelsia Ng, Harith Iskandar, Vince Chong, Ewira Arul, Alizakri Alias, Hunny Madu, Fang Chyi, Ady Suwardy and Zalina Lee. Taiwan-based Malaysian artiste, Jet Qi who has written songs for the likes of Jacky Cheung, Jolin Tsai and Fish Leong, made a special appearance with

his rendition of “You Mean the World to Me”, a Mandarin song specially composed for the campaign. Thanks to all our celebrity friends who came to perform for the love of animals!

B.Youth also collaborated with PAWS in August 2013 to launch a mobile animal clinic worth RM220,000 contributed by Better Malaysia Foundation which aims to create awareness on the importance of spaying and neutering of animals to curb the escalation of strays in Malaysia. The mobile animal clinic features a well-equipped examination room as well as a fully functioning operation theatre to administer vaccination and perform sterilization on animals safely. The mobile animal clinic has been recognized by the Malaysia Book of Records as being the first in Malaysia!

The “It’s Pawssible” campaign is a collaborative effort between B.Youth, SPCA Selangor, Paws Animal Welfare

Society (“PAWS”) and Petfinder.my, to spread the message of responsible pet ownership through the SPCA Humane Education Programme, raise RM150,000 for the sterilization of 1,000 rescued animals, and find homes for 1,000 rescued animals.

Rescued animals are available for adoption through PAWS, and also on Petfinder.my, a pet portal that focuses on finding homes for animals, educating the public and providing a collaborative platform for animal lovers. Approximately 400 animals have been adopted through this campaign since April 2013.

Check out our Berjaya Youth facebook page for the latest updates on the campaign as well as other exciting activities.



Fundraising activities at KLPAC.



Some of the local celebrities who pledged their time and talents in support of the charity concert.

Sports Toto contributes to Seremban Half Marathon 2013



Participants of the Seremban Half Marathon waiting for the flag-off.



Participants queuing for a chance in a lucky draw after the race.



From left: Mr Mok Soon Fatt, refreshment and local promotion coordinator; Ms Emily Tan, Senior Communications Manager, Sports Toto Malaysia; YAM Tunku Naquiyuddin, patron of Seremban Half Marathon and Datuk Zainal Abidin, Seremban Half Marathon organizing committee chairman during the sponsorship presentation ceremony.

Sports Toto, once again, supported the 26th Seremban Half Marathon by contributing RM18,000 towards the event.

The contribution was handed over by Sports Toto senior communications manager, Ms. Emily Tan, to Seremban Half Marathon patron, YAM Tunku Naquiyuddin at a ceremony held at Antah Holdings' office on 6 June 2013.

As anticipated, this popular sports event among the Seremban folks saw tremendous response from about 9,500 participants. Among them, 800 participants came from Singapore, Australia, Germany, Indonesia, Ireland, Holland, Sri Lanka, England and the USA who took part in the Open category.

All the participants started thronging the event venue, Seremban City Council, as early as 5am on 7 July 2013 before the run was flagged off by Y.A.M Tunku Naquiyuddin at 6.30am.

The event was also graced by Y.M.M. Tunku Ampuan Najihah who gave away prizes to the top 3 winners.

Sports Toto supports Slim River MTB Challenge 2013

Supporting community sports is one of the key items on the CSR agenda of Sports Toto. In line with that, Sports Toto came in as the Honorable Sponsor for the Slim River MTB Challenge 2013 held on 29 September 2013, by contributing RM20,000 cash and items such as tumblers, sports bags and face towels worth RM5,000.

Organised by Batang Padang Cultures & Sports Association, the event was held at Taman Tasik YDP, Slim River, Perak, for the second consecutive year. Participants needed to complete a gruelling yet exciting cycling journey of about 42km, of which 6km were on tarmac roads while the remaining 36km were on bumpy tracks at oil palm and rubber estates.

The event attracted 800 participants including several from Singapore and Australia.



Participants at the Slim River MTB Challenge 2013.



Sports Toto supports Kuching Festival 2013



Sports Toto 3-On-3 Basketball Jamboree.

Sports Toto continued to lend support to Kuching Festival 2013, one of the biggest community events in Sarawak, with a cash contribution of RM25,000. Sports Toto also contributed premium items worth RM3,000 for the event. This was the 21st consecutive year that Sports Toto became the main sponsor for one of Kuching Festival's highlights, a basketball competition named Sports Toto 3-On-3 Basketball Jamboree.

Sports Toto senior communications manager, Ms. Emily Tan, handed over

the contribution to the Kuching City South Council (MBKS) mayor, Mr. James Chan, at a ceremony held on 9 July 2013.

Sports Toto 3-On-3 Basketball Jamboree was held at the foyer of MBKS on 4 August 2013. The event saw the tough competition from as many as 54 teams comprising over 200 players. The teams competed in 7 categories ie. Men's Open, Women's Open, Boys Under-20, Under-16 and Under-12 as well as Girls Under-16 and Under-12.

Rasa Utara provides Ramadhan cheer



Famous actor, Aaron Aziz (left) and Executive Director of Ikkhas Group, YM Tengku Hishammuddin Zaizi B. YAM Tengku Azman Shah Al-Haj,

On 18 July 2013, Rasa Utara collaborated with Ikkhas Sdn Bhd and held a charity event in conjunction with the Ramadhan month at Shaftsbury Square, Cyberjaya.

Children of Rumah Baitul Hidayah, a centre for orphans as well as children from troubled or poor homes, were invited to participate in a wonderful festive atmosphere as well as the enjoyment of a good wholesome meal.

Children of the home had a wonderful time with the staff of Rasa Utara.

BERJAYA CARES FOUNDATION PROVIDES RENT-FREE PREMISES TO DIGNITY FOR CHILDREN FOUNDATION AND PERSATUAN KEBAJIKAN HOPE WORLDWIDE IN SENTUL



Official ribbon cutting ceremony at the 6-storey office building provided to Dignity for Children Foundation.

On 10 September 2013, Berjaya's Founder, Tan Sri Vincent Tan together with his son, Chairman and Chief Executive Officer of Berjaya Corporation Berhad, Dato' Robin Tan officiated two office buildings located at Sentul Raya Boulevard. Present at the event were other senior management and employees of Berjaya.

The two buildings are provided rent-free by Berjaya Cares Foundation ("BCF") to Dignity for Children Foundation ("DCF") and Persatuan Kebajikan HOPE Worldwide Kuala Lumpur ("HOPE Worldwide KL") for its daily operations.

Currently, DCF is occupying 5 floors of a 6-storey corner lot office building for its secondary education and virtual high school programmes while HOPE Worldwide KL is occupying 2 floors of a 5-storey office building for its administrative operations, children activities and education centre.

This contribution resulted in an annual rental savings of approximately RM150,000 for DCF and RM48,000 for HOPE Worldwide KL respectively.

DCF operates Harvest Centre, an education institution which provides educational programmes from pre-school to secondary level for approximately 800 underprivileged children while HOPE Worldwide KL organizes programmes such as children education programmes, health and medication and food distribution for urban poor families.



Tan Sri Vincent Tan (third from right) and Dato' Robin Tan (top left) observing the children as they learn numbers by using Montessori teaching materials. Looking on is Reverend Elisha, Chairman of DCF (right).



Tan Sri Vincent Tan and Dato' Robin Tan receiving a "Thank You" card from the children of DCF. With them are Reverend Elisha and his wife, Petrina Shee.



Tan Sri Vincent Tan interacting with the secondary students of DCF.



BCorp Executive Director, Ms Vivienne Cheng sharing a light moment with the children.



Tan Sri Vincent Tan and Dato' Robin Tan with the lower primary students.



Tan Sri Vincent Tan unveiling the plaque at the office space provided to HOPE Worldwide KL.

KRR's Wholesome Raya Joy With Children of Yayasan Chow Kit



KRR's mascot welcoming the children.



Christina Thong, Marketing Manager of Berjaya Roasters (M) Sdn Bhd ensuring every child enjoyed their KRR wholesome meal.



KRR brought cheer and laughter to the children of Yayasan Chow Kit.

On 10 September 2013, in the spirit of Aidilfitri, Kenny Rogers ROASTERS ("KRR") celebrated the joyful occasion with 30 local neighbourhood kids from Yayasan Chow Kit at its restaurant located in Berjaya Times Square.

In line with KRR's "i Love i.care" campaign, the Jamuan Raya served as a way for KRR employees to connect with those in need, especially children. Besides offering wholesome meals to the children, the KRR team members played and interacted with the kids via the fun and games planned including a unique game entitled *Pass My Muffin* and KRR's first mobile application - *Muffin Maniac*.