

# BERITA JAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 4, 2014

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



Group photo of the Top 10 finalists with the judges and Nerine Tan (sixth from right).



Nerine Tan giving the opening speech for Berjaya Youth Short Film Competition 2014 Grand Finals.



Berjaya Youth Short Film Competition 2014 Top 10 Finalists cheering for their achievements.



Afdlin Shauki (centre) giving suggestions to the finalists on ways to improve their production.



Ms Nerine Tan handing over the mock cheque to the Champion, Tan Seng Chang.

## ASPIRING YOUNG FILM MAKERS WIN A TOTAL OF RM80,000 WORTH OF PRIZES AT THE 4TH BERJAYA YOUTH SHORT FILM COMPETITION 2014

The 4th Berjaya Youth Short Film Competition 2014 Grand Finals was held at Berjaya Times Square Hotel, Kuala Lumpur on 20 November 2014 and prizes worth more than RM80,000 in total were presented to the Top 3 winners, People's Choice Award winner and the finalists.

After a contest duration of 5 months with more than 170 entries received, the shortlisted Top 10 short films were shown at the Grand Finals where a panel of 5 judges selected the Grand Prize winner and the First and Second Runners-Up. This year's panel of judges comprised local film directors/producers, Afdlin Shauki, Aniu, Gayatri Pillai, Datin Paduka Shuhaimi Baba and Nell Ng.

This year's Grand Prize award was RM30,000 Cash and a Mac Pro Quad Core with 27" LCD Display worth RM12,798, the 2nd Prize was RM12,000 Cash and a MacBook Pro worth RM6,499, while the 3rd Prize was RM5,000 Cash and a MacBook Air worth RM3,299. The winner of the People's Choice Award who was selected based on the film which had the highest number of votes from the online audience won RM8,000 cash.

Berjaya Youth Short Film Competition is open to Malaysian youth aged between 18 to 25 years old and their entries will need to match the given themes each year. This year's themes were Culture, Eco, Inspiration and Youth.

Speaking on the competition, Nerine Tan, Executive Director of Berjaya Group Berhad said, "Berjaya Youth has been organising this short film competition for 4 years now and we are really happy to see that the competition is receiving overwhelming response from the youth every year. The quality of this year's entries was impressive and competitive in terms of content, creativity and technical aspects. It also reflects positively for our local film scene seeing the growing potential of future young film makers."

### WINNERS

#### CHAMPION

- TAN SENG CHANG for his short film titled SIGHT under the theme Inspiration

#### 1ST RUNNER UP

- EMILY YII EN LI for her short film titled WHEN LIFE under the theme Inspiration

#### 2ND RUNNER UP

- AMEERUL AFFIQ ADENAN for his short film titled AHMAD & HIS ANALOG CAMERA under the theme Inspiration

#### PEOPLE'S CHOICE AWARD

- CLAIRE MA TZI YING for her short film titled HOME under the theme Inspiration

(The Top 10 short films are available for viewing at [www.youtube.com/berjayayouth](http://www.youtube.com/berjayayouth))

## Chairman and CEO's Message

2014 has been an eventful and fruitful year for the Group. There have been many challenges along the way, but we have also achieved quite a few milestones. During the year, 2 companies were successfully listed. 7-Eleven Malaysia Holdings Berhad was the largest IPO to be completed in Malaysia in 2014 when it made its debut on Bursa Malaysia Securities Berhad on 30 May, while in October, MOL Global Pte Ltd was the first South-East Asian Internet company to list on NASDAQ USA.

A few brands under the Group, namely Kenny Rogers Roasters, Starbucks Coffee, Mazda, and Berjaya Hotels and Resorts won awards in the year. Similarly, students from Berjaya University College of Hospitality had also done their University College proud by winning recognitions at international level competitions.

Berjaya Corporation Berhad was again voted as one of Malaysia's 100 Leading Graduate Employers in 2014 by 14,760 university graduates from local and international universities, with our ranking improving from 25th position to 15th position this year. We have been putting in place various employee development programmes, such as the Berjaya Advanced Leadership Programme and the Management Development Programme to build more effective managers and groom successors for the Group. Besides that, we have also introduced various training programmes to improve employees'

skill sets, so do take advantage of these programmes for your own career development.

I am pleased to note that the respective companies and divisions in the Group have been diligently continuing our long standing tradition of contributing towards the underprivileged communities through various projects and programmes throughout the year. Various Berjaya subsidiaries have also visited old folks' homes, children's homes and hospitals to spread cheer during the festive seasons. I am indeed happy that we are able to provide the necessary support and assistance in helping the less fortunate to lead better lives and contributing towards a better environment in which we live.

Through Berjaya Youth, we have been reaching out to and engaging with the youth community with the objective of promoting positive youth development through various projects and activities such as the Berjaya Youth Short Film Competition, which has garnered positive response from young filmmakers; the EPIC Homes build, where youth volunteers came together to build a home for a poor orang asli family of 16; and the Berjaya Youth - Stop Hunger Now meal packing event which brought 400 young volunteers together to pack 100,000 meals for needy communities.



I take this opportunity to thank you for your hard work and dedication this year. It is because of your efforts and commitment that I have great confidence in our future. Moving into 2015, we should remain focused on our business development objectives and aim to maximize the full potential of our brands. If we continue to work diligently and manage our businesses prudently, it should stand us in good stead to weather the challenges ahead. I wish all of you a happy holiday season with good health and success in the New Year. Here's to looking forward positively to 2015.

Dato' Sri Robin Tan

### Performance of Companies for the 2nd Financial Quarter Ended 31 October 2014 (unaudited)

| Company                           | Revenue<br>3 Months Ended<br>31 October 2014 (RM'000) | Profit/(Loss) Before Tax<br>3 Months Ended<br>31 October 2014 (RM'000) | Revenue<br>6 Months Ended<br>31 October 2014 (RM'000) | Profit/(Loss) Before Tax<br>6 Months Ended<br>31 October 2014 (RM'000) |
|-----------------------------------|---|--|---|--|
| Berjaya Corporation Berhad        | 2,576,050   | 427,956  | 5,061,080   | 628,256  |
| Berjaya Land Berhad               | 1,408,904   | 122,419  | 2,819,730   | 254,795  |
| Berjaya Sports Toto Berhad        | 1,254,139   | 143,237  | 2,498,024   | 263,923  |
| Berjaya Media Berhad              | 13,612  | 761  | 29,314  | 2,015  |
| Berjaya Food Berhad               | 75,316  | 165,301  | 114,952   | 171,558  |
| Berjaya Auto Berhad               | 508,822   | 81,033   | 1,016,773   | 157,501  |
| 7-Eleven Malaysia Holdings Berhad | 487,284*  | 23,994*  | 1,411,980**   | 63,673**   |
| Berjaya Assets Berhad             | 97,332***   | 9,843***   | 97,332****  | 9,843****  |

\* 3rd Financial Quarter ended 31 December 2014 \*\* 9 months ended 31 December 2014 \*\*\*1st Financial Quarter ended 30 September 2014 \*\*\*\*3 months ended 30 September 2014



All set and ready! Anticipating the arrival of the volunteers!



A line marshal (2nd right) demonstrating to volunteers on the process flow.

## VOLUNTEERING AS A BERJAYA FAMILY

*"If our hopes of building a better and safer world are to become more than wishful thinking, we will need the engagement of volunteers more than ever." - Kofi Annan*

On 11 October 2014, more than 400 Berjaya Youth (B.Youth) volunteers gathered at Berjaya Times Square KL to help pack 100,000 meals at a meal-packing initiative organised by Berjaya Youth and Stop Hunger Now Charitable Association, Malaysia.

This volunteering opportunity gave about 260 Berjaya staff and many other members of the public a chance to create a meaningful difference in the lives of people in need. Through this project, Berjaya Youth aimed to instil the spirit of volunteerism among Berjaya employees and the Malaysian youth.

It was truly a wonderful sight to see all the volunteers coming together to lend their helping hands and at the same time, fostering friendships with each other.

Volunteers were required to work in teams to manage 12 packing stations. Each of the volunteers had a chance to play a part in the entire process of filling, weighing, sealing and boxing the meals. Prior to the food packing activity, volunteers were required to sanitize their hands, wear a pair of medical gloves and a hair net to maintain a high standard of hygiene and food quality.

A line marshal was assigned to each of the 12 packing stations to monitor and supervise the packing line, ensuring that the packing process was smooth and spillage of food ingredients were minimised.



# VOLUNTEERING AS A BERJAYA FAMILY



Hardworking volunteers from Cosway took a break and smile for the camera. Good job peeps!



Thumbs up! Volunteers from BCorp Corporate Office having a blast!



Sealing the 'Stop Hunger Now' meal packs.



Left to right : Maple Keh, receiving on behalf of International Care Ministries; Rhoda Kortum, Advisor of Chin Student Organisation (CSO); Judy Tan, Senior General Manager of Corporate Communications Division, Berjaya Corporation Berhad; Tiki Keh, President of Stop Hunger Now Association, Malaysia; Wendy Porter, volunteer from Alliance of Chin Refugees; and Dato' Zakaria, Club President of The Malaysian Red Crescent Society.



Dato' Robin Tan, Chairman of Berjaya Corporation Berhad trying out the meal-packing process.



Appreciation certificates for Kiwanis Club and Roots & Shoots representatives for volunteering.

The 100,000 meals of highly nutritious ingredients comprising rice, soy, dehydrated vegetables and 21 essential vitamins and minerals were distributed to the Malaysian Red Crescent Society for the Orang Asli community in Pahang and Johor who will brace the monsoon season; the Myanmar refugee children's schools and clinic from Alliance of Chin Refugees and Chin Student Organisation which are based in Kuala Lumpur; as well as the International Care Ministries for the Haiyan and Glenda typhoon victims in the Philippines.



Ray Cheong & Elvira Arul jazzing it up on stage.



Great performances from local celebrities.



Berjaya Youth - Be the difference!

The Berjaya Youth team is very appreciative of the dedication, hard work and enthusiasm demonstrated by all the volunteers. A very big thank you to all!





Mary Wan with her AHRI Professional Certification in Human Resources.

## AHRI GRADUATION CEREMONY

On 5 December 2014, Mary Wan, Corporate Manager of Human Resources at Berjaya Hotels & Resorts successfully attained the Australian Human Resource Institute (AHRI) Professional Certification in Human Resources. Mary is among the 26 HR professionals who enrolled for the first batch of AHRI Professional Certification in Human Resource in collaboration with Talent Corporation and K-Pintar.



Warm up session before starting the day at FRIM.



Group photo of the Group HR & Admin team.

## GROUP HR & ADMIN AWAY DAY

On 13 December 2014, 35 excited Group HR & Admin staff marched into the Forest Research Institute of Malaysia (FRIM) with smiles and laughter. The Away Day was packed with adventure and fun activities which included a treasure hunt. This outing definitely brought all the HR colleagues closer to each other as they bonded away from the office environment.

## BERJAYA MANAGER DEVELOPMENT PROGRAMME

On 24 June 2014, the Learning & Development department of Berjaya Corporation Berhad ("BCorp") launched a 15-month training programme for mid-level management staff of BCorp group of companies. Mr Freddie Pang, Executive Director of BCorp officiated the programme which is aimed at enhancing the skills and knowledge of mid-level management staff, preparing them to be effective managers. 38 participants registered for the programme which features six face-to-face workshops and six e-learning modules.

## MALAYSIA'S 100 LEADING GRADUATE EMPLOYERS FOR 2014

Berjaya Corporation Berhad has again been voted as one of Malaysia's 100 Leading Graduate Employers in 2014 by 14,760 university graduates from local and international universities. Our ranking has improved from 25th position to 15th position this year.

On 7 November 2014, a total of 16 highly competed-for awards were presented to recognize the most popular graduate recruiters in Malaysia. Berjaya emerged as one of the Top 3 finalists for two sectors - FMCG/Retail and Leisure, Travel and Hospitality.



The two trophies for being one of the Top 3 finalists for the FMCG/Retail and Leisure, Travel and Hospitality sectors.

## 7-ELEVEN MALAYSIA CELEBRATES 30TH BIRTHDAY WITH BRING YOUR OWN CUP DAY!



Muliati Chui Ping, one of the 7 Grand Prize winners of BYO.



Bring Your Own Cup Day poster.

7-Eleven Malaysia recently celebrated its 30th birthday on 7 November 2014 with its annual Bring Your Own Cup day.

Slurpee lovers were able to enjoy their drink uniquely by bringing their own choice of container for only RM 2.20 from 11am - 7pm available at all 7-Eleven Malaysia outlets nationwide.

As the icing on the cake, Slurpee lovers were able to win 10 Go Pro Cameras and 20 Fujifilm Instax Cameras for the most creative Slurpee 'cup' invention.

To participate, contestants had to like the 7-Eleven Malaysia Facebook page, snap a photo of the most creative 'cup' filled with Slurpee with hashtags **#7ElevenMy #BYOCupMy** and share them on the 7-Eleven Malaysia Facebook page.

Massive response was received virally as fellow Malaysians uploaded videos and pictures of their unique 'cup' on social media to showcase their creativity in enjoying Slurpee.



## EVENTS AT BERJAYA TIME SQUARE



01



02



03



04



05



06



07



08



09

**01: A MYTHICAL DEEPAVALI**

11 - 26 October 2014

Deepavali was celebrated in a mythical style this year at Berjaya Times Square Kuala Lumpur. Embracing the symbolic festival, shoppers were welcomed into the mall by two majestic peacocks flanked by colourful lamps at the main entrance.

**02: CANON PHOTOMARATHON 2014**

11 October 2014

Canon PhotoMarathon Malaysia 2014 is an annual event organised by Canon Marketing (M) Sdn Bhd and this is the third year the event was held at Berjaya Times Square.

**03: DEW CHALLENGE - DEWMOCRACY 2014 (REGIONAL)**

18 &amp; 19 October 2014

Dew Challenge – Dewmocracy 2014 is an annual event organised by Mountain Dew where participants challenge each other in obstacle paths to win a chance to compete in the final challenge in December 2014. Complimentary Mountain Dew canned drinks were distributed to the shoppers during the event.

**04: EXHIBITION & PWD PRODUCT SALES IN CONJUNCTION WITH NATIONAL PDK CONVENTION 2014**

12 &amp; 13 November 2014

In conjunction with the National PDK Convention 2014 held at Berjaya Times Square Hotel on 12 & 13 November 2014, an exhibition formed by the Persons With Disabilities (PWD) was organised in Berjaya Times Square to promote their produce in the community-based rehabilitation. All proceeds generated from the exhibition were channeled back to the communities.

**05: A CHRISTMAS TO REMEMBER**

15 November - 31 December 2014

Berjaya Times Square built the 'Biggest Christmas Tree Replica' in the country as certified by the Malaysian Book of Records®. The giant tree sat at Ground Floor Central and it measured 11.6 metres in height, 6.1 metres in diameter and comprised 4,350 branches and 76,125 tips.

**06: MOVIE GALA - RENTAP**

22 November 2014

The movie director of Rentap and its main cast, Zahiril Adzim, Syafie Naswip, Elfira Loy, Fara Nadiyah, Alvin Wong, Mano Maniam, Gambit Saifullah & Ezlisa Loy attended the movie gala on 22 November 2014. Stage activities such as parkour performance and workshops were organised to hype up the event. Guests and media were also invited to attend the gala premiere at GSC Maxx, 10th floor.

**07: AND1 3X3 STREETBALL CHALLENGE 2014**

23 November 2014

The popular AND1 3x3 Streetball Challenge in its 11th edition saw all 220 slots snapped up weeks ahead of the tournament by eager basketball fans. The main tournament is an established attraction for serious basket ballers to pit their skills against other teams in the competition. It is also a platform for discovering new street ballers.

**08: MISS TOURISM INTERNATIONAL VISITS BERJAYA TIMES SQUARE**

21 December 2014

62 beauty queens from 62 countries graced Berjaya Times Square on 21 December 2014 and had a fun outing at Berjaya Times Square Theme Park. During the event, the delegates thoroughly enjoyed themselves with exhilarating rides.

**09: WORDS CHANGE WORLDS**

26 November 2014

Berjaya Times Square hosted the children from Good Samaritan Home, Klang to a day of fun at Berjaya Times Square Theme Park. The children were also gifted with goodie bags and school bags to start the new school year cheerfully.



# Cosway's New Products

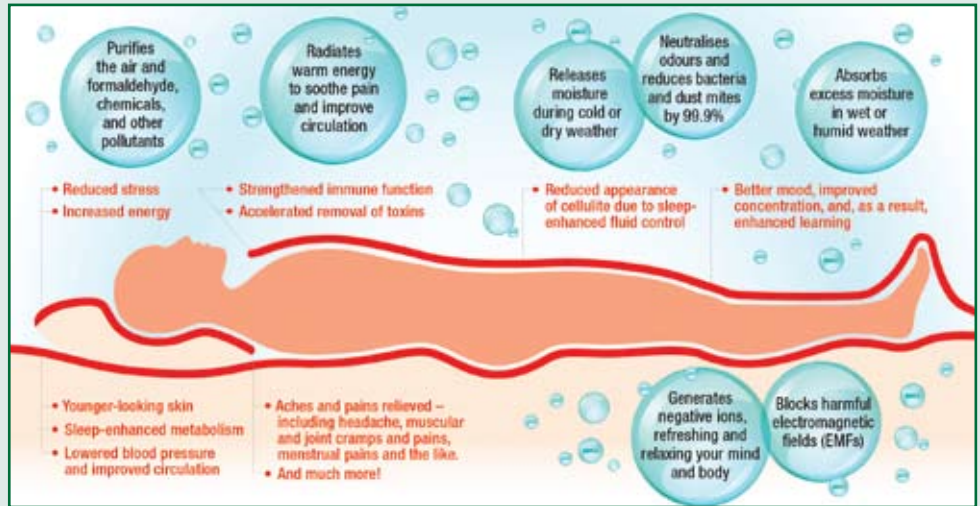
## HealthClub Bed Set and Comforter

Enjoy the amazing health effects of a good night's sleep—while you energize and rejuvenate your body.

Introducing the new HealthClub bed set and comforter. The ultimate 7-in-1 solution for dramatically improved sleep and health.

Sleep blissfully in comfort without getting too hot, too cold, or feeling sweaty while protecting yourself from dangerous toxins, allergy-causing dust mites, and other irritants. Plus you'll enjoy all these other life-changing benefits:

- Increase energy
- Feel less stressed
- Relief for headache, back pain, muscle cramps, menstrual pain, and joint aches, stiffness, and swelling
- Enhanced metabolism and elimination of cellulite
- Better mood, concentration, and learning
- Lowered blood pressure and improved circulation
- Strengthened immune function
- Accelerated removal of toxins
- Younger-looking skin
- Purifies your air of formaldehyde, chemicals, and pollutants
- Blocks harmful electromagnetic fields (EMFs)
- Generates approximately 10,300 ion/cc of negative ions, relaxing your mind and body
- Radiates warm energy (far-infrared rays) to soothe pain and improve circulation
- Neutralises odours and reduces bacteria and dust mites by 99.9%
- Absorbs excess moisture in wet or humid weather
- Releases moisture during dry weather



Consumer Marketing and Retail



HealthClub Mattress Pad & Pillow Case and Comforter

## Newly-launched:

### Clinically-Tested Formula Offering Effective Internal Cleansing Action

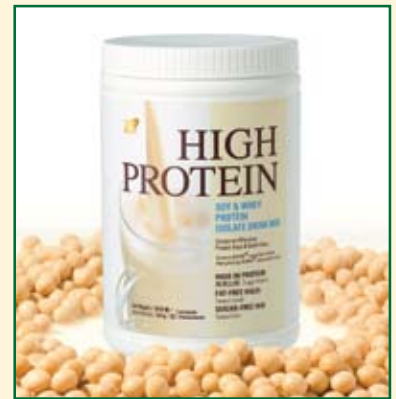


PectaClear® is touted as the most researched, safe and effective natural compound capable of thoroughly cleansing your body via the gut and systemically boosting overall health dramatically without depleting crucial levels of essential minerals like calcium, magnesium, or zinc. PectaClear® also prevents toxin re-absorption in the digestive tract and is an ideal natural solution with significant clinical benefits as supported by 10 published studies, including human clinical trials.

- Works in as fast as 24 hours!
- Patented & scientifically-tested
- Used and trusted by health professionals & wellness advocates for decades
- Synergistic blend of modified citrus pectin & modified brown seaweed

PectaClear® is manufactured and sold under license from EcoNugenics, Inc.

## Healthier, Leaner Body and Youthful-Looking Skin with Complete, High Quality Protein from USA



Made with patented SUPRO® Soy protein isolate from renowned soy product leader DuPont, and whey protein isolate from Glanbia Nutritionals, an award-winning innovator of nutritional ingredients.

- Provides 90% protein in each serving. 2 servings/ day are enough to fulfil the recommended daily intake of 25g of soy protein to give the lowering effect on blood cholesterol
- Complete with all essential amino acids
- Maximum absorption and digestion
- Sugar, fat and lactose free
- No added flavourings, colourings and preservatives



## Country Farm's Organic Virgin Coconut Oil awarded the Readers' Choice Awards 2014 by Natural Health magazine

Virgin Coconut Oil is widely known as the most healthy and versatile of all edible oils. It can be used as a liquid supplement that helps to increase your metabolism rate and aids in slimming process, as well as a delicious cooking oil to prepare food at high heat. It can also be added to food as an ingredient or topping or simply applied externally for dramatic benefits for your hair and skin.

Country Farm's Organic Virgin Coconut Oil is made from the finest, freshest organically-grown coconuts. It is certified organic according to NOP, EU and NASAA organic standards and it has no added chemicals or GMO!

On 1 November 2014, the readers of Natural Health magazine had chosen Country Farm's Organic Virgin Coconut Oil as the Best Coconut Oil in their 4th Readers' Choice Awards 2014.

## RADIOSHACK OPENS IN BORDERS, IOI CITY MALL, PUTRAJAYA



RadioShack outlet at IOI City Mall, Putrajaya.



Various products on display at the store.

RadioShack opened its 4th outlet this year within Borders in IOI City Mall, Putrajaya. This addition brings RadioShack's store count to 12 in KL/Klang Valley and Penang.

Located on the second floor, the 850 sq.ft. store-in-store seeks to serve the outskirts of south Kuala Lumpur and Selangor including Putrajaya, Cyberjaya, Sri Kembangan, Semenyih and Kajang, complementing the offerings from Borders.

## STAY HEALTHY WITH SINGER

Singer Malaysia in collaboration with Vertergaard-Frandsen recently conducted a product demo testing on Singer LifeStraw Home 1.0 Water Purifier and LifeStraw Go Bottle at PJ Lake.

Vertergaard-Frandsen, headquartered in Switzerland, whose expertise is in R & D, Product and Design Development, and strong technical innovations, developed the patented LifeStraw Home 1.0, specifically for consumer home use. It is a certified product by the United States Environmental Protection Agency (EPA), US Food & Drug Administration (USFDA), and even the World Health Organisation (WHO) has endorsed this unit to be fully compliant to the highest standards.

Singer LifeStraw Home 1.0 Water Purifier is suitable for both home or office use, and well defined as clean drinking water for daily consumption. This is a non-electric water purifier and has THREE stages of filtration process where it is able to remove chlorine, odour and reduce turbidity. It is proven effective in removing minimum 99% of bacteria, viruses and protozoan.

This counter-top unit is designed to hold 9 litres of water and through natural gravity begins to purify the untreated water into the bottom container at a rate of 3 litres every hour, thus producing the same 9 litres of pure clean water every three hours. No need to waste gas or energy boiling water and no waiting time for the water to cool down.

Besides that, adding on to the home unit, Singer Malaysia also brought in the fully imported 650ml food grade plastic drinking bottle from Korea, the LifeStrawGo Water Bottle, designed for outdoor use. It comes in handy for just any individuals on the move, for school children and for traveling, especially to remote areas where clean drinking water is scarce. Just fill in the bottle with any raw or untreated water and the specially designed filter will instantly turn any untreated water to purified clean and safe drinking water. Retailing at RM119, this unit is good for one year on a normal everyday use by one individual.



Mr Neeraj Dogra, Regional Director Asia-Water Division from Vestergaard pouring raw water (fetched from PJ Lake) into Singer Life Straw Home Water Purifier, while Mr Ng John Kit, General Manager (Marketing Services) from Singer Malaysia looks on.



Mr Ng John Kit and Mr Neeraj Dogra drank water that has been purified from the Life Straw Go Bottle.



## Community Is Where The Heart Is - Kenny Rogers Roasters Socially Committed

On 10 November 2014, Kenny Rogers ROASTERS ("KRR") won the 'Best Franchise Corporate Social Responsibility Award' in the Malaysia Franchise Awards 2014. KRR is no stranger to such acknowledgements, having won three prestigious brand awards in the previous year alone, cementing its position as an industry leader. The three previous awards include the Superbrands 2013 award in the Malaysia's Choice category, Putra Brand Awards 2013 and The BrandLaureate Awards for four consecutive years.

However, though the franchise boasts of various major achievements, the brand holds this particular success in the social sector closer to heart, as it recognises their efforts with the community that they are a part of.

The prestigious award offers franchises a valuable opportunity to be recognised as the year's leading franchise players through various categories, with KRR distinguishing themselves through their continuous engagement via unique social initiatives driven at creating a more holistic Malaysian society.

This is evident through various initiatives undertaken by the KRR Community Chest Campaign that KRR created back in 2005 in aid of the less fortunate. Under this umbrella, it saw the inception of annual charitable events like the ROASTERS Chicken Run, which has successfully raised more than RM500,000 for a variety of charitable organisations in the past, as well as Wishing Tree, which has granted the wishes of more than 11,000 children in the past nine years.

On top of that, the brand also hosts the annual Jamuan Raya celebration, conducts regular visits to elderly homes and more – the giving continues beyond the larger charity campaigns it carries out.



Esther Woo, Deputy General Manager of Berjaya Roasters (M) Sdn Bhd receives the award from YB Dato' Sri Hasan bin Malek, Minister of Domestic Trade, Co-Operatives and Consumerism.



Group photo of KRR team members during the MFA 2014 gala dinner.

## New Restaurant Openings



AEON Taiping Mall, Taiping



IOI City Mall, Putrajaya



Nu Sentral, Kuala Lumpur



Perda City Mall, Pulau Pinang

## The Next Champion Of 9th Roasters Health Watch – Team Cuerdo!

Group photo of Team Cuerdo (front row) and Team Firefit (standing) at the grand finale.



Petronas Solaris Putra, Kajang

On 1 December 2014, after two months of dietary and fitness regimens, Team Cuerdo was crowned the champion of the 9th ROASTERS Health Watch (RHW) 2014!

Team Cuerdo walked away with prizes worth more than RM29,000.00 which included Kenny Rogers ROASTERS (KRR) meal vouchers, a six-month membership at Sports Toto Fitness Centre, Brooks cash vouchers and a Gintell Magnetic Fitness Bike FT234 each!

It was an intense competition between the participants who went through the 8-week programme, going head-to-head in the grand finale which tested their stamina, strength and endurance within the stipulated time.

The final showdown challenge featured a course comprising two different fitness exercises that tested the participants' agility, strength and stamina. All six members of each team, including the Malaysian celebrities - Fiqrie and Ke Qing were required to cover two challenges within the fastest time, with the team completing the course in the shortest time frame crowned as the champion of RHW 2014.

Team Firefit walked away with prizes worth more than RM11,000.00 which included Kenny Rogers ROASTERS meal vouchers, a three-month membership at Sports Toto Fitness Centre, Brooks cash vouchers and a Gintell G-Minnie Massage Cushion (GT122) each at the grand finale.

The ROASTERS Health Watch 2014 was made possible with the participation of Sports Toto Fitness Centre, Brooks and Gintell.



## Papa John's New Look Outlet Kicks Off Two New Pizzas And Papa@Home Loyalty Card

On 10 December 2014, Papa John's re-launched its Sunway Pyramid outlet with a big bang! After a short hiatus, the Papa John's outlet opens at its new location on the 3rd floor of the shopping centre with a sleek new look. The re-launch introduced two new delicious pizzas, and for ardent pizza lovers, the Papa@Home Loyalty card to ensure discerning customers get to enjoy their favourite food via various value-for-money daily promotions that the privileged cardholders will be entitled to.

The grand launching of all three aspects of the Papa John's business' (new look outlet, new pizzas and loyalty card), ties in with the celebration of the chain's 30th anniversary worldwide.

Berjaya Papa John's Pizza Sdn Bhd's Head of Franchise Food Services, Eric Leong said the whole team is extremely proud of its latest milestone as it is a testament to the company's commitment to consumers that it will always be relevant and strive to provide international product innovation to locals while at the same time continuously offer value propositions to customers.

The Papa John's outlet in Sunway Pyramid is the first in Malaysia to feature the new look. The outlet is indeed more special than the rest as it also boasts of extra items on its menu such as more variety of pasta and beverages.

On the business front, Leong said the chain will continue to invest in various R&D channels such as to come up with more ways to cater to the ever discerning consumers, rewards programmes, creatively better and more delicious pizzas. On expansion plans, Berjaya Pizza Company projects to open 10 new outlets in the country per year.



From left: Eric Leong, Head of Franchise Food Services, Berjaya Papa John's Pizza Sdn Bhd, Intan Ladyana and Toni Bianco, Papa John's Vice President Operations Asia at the Sunway Pyramid outlet relaunch.

### Kenny Rogers Roasters International Won the "Asia's Most Admired Food Brand 2014" Award by Top10 of Asia



President of Kenny Rogers Roasters International, Dato' Francis Lee (second from right) received the award at the presentation ceremony.

On 21 November 2014, Kenny Rogers Roasters International was awarded the "Asia's Most Admired Food Brand 2014" award. The prestigious award was awarded by the Top 10 of Asia, a magazine owned and published by RHA Media Sdn Bhd. The recognition will definitely enhance the brand value of the Kenny Rogers Roasters brand. The awards presentation night was held at the Palace of The Golden Horses Kuala Lumpur.

### Rasa Utara Introduces Satay Ayam In Menu



Rasa Utara's very own satay ayam grilled in its own unique way.

For the perfect place to indulge in Northern Malaysian cuisine, Rasa Utara impresses in every way, making it the perfect destination to enjoy with family and friends for any special occasion. Rasa Utara will be opening a new outlet at IOI City Mall, Putrajaya in December 2014.

Rasa Utara has added Satay Ayam to its ala carte menu. Rasa Utara's satay is seasoned, skewered and grilled in its own unique way, providing a lush savoury taste, with a healthy portion per stick. Visit a Rasa Utara outlet today, and have a satay ayam treat for the whole family.

### STARBUCKS VIA LATTE LAUNCH AT KL TOWER'S OPEN DECK

On 29 September 2014, Starbucks Malaysia launched Starbucks VIA Latte at the Open Deck of KL Tower with base jumpers and media friends. Starbucks is the 'Official Coffee' for KL Tower International Jump Malaysia 2014 and this marks the third year Starbucks is collaborating with KL Tower for this exciting event.

Sydney Quays, Managing Director of Berjaya Starbucks Coffee Company said: "Customers can experience and enjoy Starbucks on the go with our new Starbucks VIA® Lattes. Starbucks VIA® Lattes introduces customers to the convenience and quality of Vanilla Latte, Café Mocha, and Caramel Latte in a single serve sachet. It's a new way to experience Starbucks wherever you go."

Base jumpers Mitch Potter and Haziq Azlan demonstrated the art of "brewing" their own latte with VIA Latte at 421 metres above ground level. The extreme sportsmen were photographed taking their VIA Latte with them while jumping off the KL Tower.



Sydney with base jumpers at Starbucks VIA Latte Launch.

Haziq Azlan poses before taking the leap.





Group photo of the winners.

In collaboration with Singer Malaysia, Starbucks Malaysia embarked on another truly unique initiative in conjunction with the summer season. The endeavor takes the form of a patchwork quilting contest with the winning designs to be showcased at a prize giving ceremony at a Starbucks store.

## THE ART OF QUILTING CELEBRATED AT STARBUCKS

Themed "Patches of Summer", the contest ran from 11 August - 7 September 2014, leveraging on the unique yet artistic design of swirls from Starbucks' summer campaigns with bright and bold summer colors. The unique color swirls from the summer campaigns are similar to patchwork designs which inspired the contest and its theme.

A prize giving ceremony was held on Friday, 7 November 2014 at Starbucks, Bangsar Village 2. Tiew Sim May took home the grand prize of a Starbucks hamper worth RM1000, a one year's supply of Starbucks Coffee and a Limited Edition Singer 160 Computermatic Sewing Machine worth RM1,895. Betty Ting Su Nee was crowned first runner-up and was presented with a Starbucks hamper worth RM800 and a Singer 2259 Portable Sewing Machine worth RM945. Meanwhile, second runner-up Lau Pong Tong walked away with a Starbucks hamper worth RM600 and a Singer 8280 Portable Sewing Machine worth RM745.

Consolation prizes of Starbucks hampers and Singer merchandise totaling up to RM3,200 were awarded to participants in 4th through 7th placings.

## STARBUCKS BRUNEI OPENS FIRST DRIVE-THRU STORE IN BERIBI

On 7 September, Starbucks Brunei introduced a new drive-thru concept store in Beribi. This new platform gives customers the option to enjoy their favourite coffee on the go, or at the store should they prefer to stretch their legs and relax.

The full-day affair included a carnival where activities such as balloon distribution, photo booth, coffee-tasting and face-painting took place. Special guests at the grand launching included Mr. Malai Hj Abdullah bin Malai Hj Othman, President of the Society for the Management of Autism Related Issues in Training, Education and Resources (SMARTER Brunei), Mr. Hj Mohd Hj Arsad, Chief Executive on behalf of the President of Persekutuan Pengakap Negara Brunei Darussalam (Brunei Scout Association), Mr. Ak Noor Sham, Member of Kumpulan Putra Seni, and Mr. Asmalee Ariffin, Founding Member of Independent Motorcycle Club (IMC) Brunei. There was also a merchandise fiesta where one could purchase limited edition Starbucks merchandise and stand a chance to win prizes up to BND 500.

The design concept of this store is Regional Modern featuring lots of woodwork (Semangkok - Tropical hardwood from Malaysia), and the wooden planks of this store are actually made using recycled pallet wood (crate). The store measures 6,329 sq ft and can seat approximately 185 people.



Members of Independent Motorcycle Club (IMC) Brunei and their families.



Starbucks Beribi Drive-Thru Store.



Ribbon cutting ceremony by (Centre) Sydney Quays, Managing Director of Berjaya Starbucks Coffee Company Sdn Bhd with Community Leaders.



Starbucks partners and customers posing at the photobooth.

## DISCOVERING LATTE MOMENTS WITH MEDIA FRIENDS

Starbucks® Brunei invited friends from the media to rekindle their love for the perfect latte. The journey into espresso bliss started with a welcome note from Sydney Quays, Managing Director of Starbucks Malaysia and Brunei, followed by a coffee tasting session of Starbucks Autumn Blend, where media friends sampled this full-bodied blend with notes of subtle spice, cocoa and fine herbs. Next, they got to experience the creamy goodness of the new seasonal lattes available hot or iced - French Vanilla Latte and Dark Caramel Latte. There were also two new delicious Danish pastries - Strawberry Cream Cheese and Apple and Cheddar. The journey ended with a presentation that showcased Starbucks Autumn merchandise, and there was even a game session where media friends could win exclusive Starbucks Autumn merchandise!



Sydney Quays giving a welcome note to the press.



The media having a coffee tasting session of Starbucks Autumn Blend.



## STARBUCKS MALAYSIA'S 2014 AWARDS PARTY



Starbucks partners participating in the event.

On 17 December 2014, Starbucks Malaysia celebrated its 16th anniversary. To commemorate this significant milestone, an Awards Party with the theme Engagement, Recognition and Fun was held 421 meters above sea level at the Kuala Lumpur Tower. Starbucks partners throughout Malaysia gathered and celebrated this joyous occasion together.

The party, launched by Sydney Quays, Managing Director of Starbucks Malaysia and Brunei, was a fun-filled event with delicious food and beverage, which included Starbucks coffee and tea, performance by the operations team, lucky draws and awards presentations.

Many awards were presented to Starbucks partners to recognize their commitment, passion and hard work throughout the year. The Store Manager of the Year went to Natalie Inja Anak Tony, who is currently the store manager of Starbucks Drive-Thru Beribi, Brunei. Irene Tiong Guat Ci, who is currently the District Manager for Starbucks stores in Genting and Subang Jaya was awarded District Manager of the Year.

All partners enjoyed themselves and everyone toasted to a great new year ahead!



Manager of the Year - Natalie Inja with Sydney Quays.



Starbucks partners enjoying the party.



District Manager of the Year, Irene Tiong (Centre) with Sydney Quays (left) and Starbucks' Operations Managers.



### WENDY'S PROMOTION

**Pizzario Burgers - Chicken/Beef**

We've all heard of the secret recipe and now it's finally here! With a lightly breaded chicken thigh or juicy tender 100% Australian beef patty and chicken crisps, Wendy's Pizzario Burger is slathered with lip-smacking Napolitana Sauce and cheese on warm, oven-toasted buns. Come and experience the story behind the legendary taste, mamma mia!



### Sizzling Trio Burger - Chicken/Beef

Wendy's Chicken Sizzler is back in town with Curly Fries on the side and Frosty Float to sizzle your senses! Boneless chicken thigh coated with mayonnaise and a blend of peppery spices along with crunchy nachos, fresh lettuce and tomatoes in oven-toasted buns, you're bound to experience an irresistibly fiery goodness.



### Wendy's International APEMEA Region Conference 2014

This year's International APEMEA Region Conference (13-15 October 2015) was held in Manila, the capital of the Philippines. Over 90 participants comprising franchisees, supplier partners, the Singapore and Dublin RSC teams came together for the event. This year's conference theme was "Recipe for Growth" which highlighted the imperative to grow the business and achieve this by building Brand and Economic Model relevance. Wendy's Malaysia was awarded "Golden Grill Award for the highest Comp Sales Growth Malaysia".



## BTS HOTEL CELEBRATES BIG WINS AT THE 2014 MALAYSIA INTERNATIONAL GOURMET FESTIVAL

Berjaya Times Square Hotel, Kuala Lumpur's exquisite fine-dining outlet, Samplings On The Fourteenth Restaurant received eight awards at the 14th edition of the prestigious Malaysia International Gourmet Festival in November 2014.

Matched against 27 other prominent diners throughout Malaysia, Samplings On The Fourteenth Restaurant scooped eight awards out of the 35 categories it contested in, namely Most Outstanding Soup, Most Outstanding Cold Starter, Most Outstanding Warm Starter, Best Use of the Festival Theme, Most Popular Restaurant at the VIP Gala Launch, Most Popular Restaurant at Taste MIGF and Most Outstanding Service Team. Samplings On The Fourteenth Restaurant's Chef de Cuisine, Valmurugan Subramaniam, voted as the most amiable and admired chef of the festival, also took home the Chef Congeniality Award.

Since opening its doors in 2011, Samplings On The Fourteenth Restaurant has built a steadfast name as one of the most distinguished fine-dining restaurants in the local dining scene. Defined by its modern style and refined setting, it is an exquisite addition to the upscale eating establishments in Kuala Lumpur.



Chef Valmurugan Subramaniam who won the Chef Congeniality Award was also voted as the most amiable and admired chef of the Malaysia International Gourmet Festival.



The Samplings On The Fourteenth Restaurant's F&B team.

## BATTLE OF THE CHEFS 2014 - BERJAYA UCH CULINARY STUDENTS RETURN VICTORIOUS

The BERJAYA University College of Hospitality ("BERJAYA UCH") Culinary Arts team returned victorious from Battle of the Chefs 2014, held in Subterranean Penang International Convention and Exhibition Centre (SPICE), Penang, from 22-25 October 2014. The team won 10 Silver medals and 3 Bronze Medals.

BERJAYA UCH Chef Lecturer, Chef Randall Chen Khin Foong, who also mentors the students, bagged 3 Silver medals in three categories Practical - Main Course 5 (Lamb), Practical - Main Course 2 (Beef) and Practical - Main Course 3 (Fish / Seafood, Either Alone Or As A Combination).

BERJAYA UCH COO, Mae Ho said, "We are exceptionally proud with the team for all their efforts and hard work. At the University College, the Chef Lecturers provide the technical competency and our BERJAYA Immersion Methodology - where students learn by doing, transforms the way our students think and gives them the confidence to display their skills in public. We spare no cost in investing in their talents and send them to these competitions to give them the proper exposure. It empowers them to develop the mental flexibility to think independently and discover what inspires them, and gives them fulfilment to overcome the inner barriers that hold them back."



The BERJAYA UCH winning team.

## INCULCATING CORPORATE CITIZENSHIP VALUES

The students of BERJAYA University College of Hospitality ("BERJAYA UCH") who are undertaking the Contemporary Ethics & Corporate Citizenship subject, organised a charity event known as "A BIG GIFT OF ART" on 8 November 2014 at the city campus.

The main purpose of "A BIG GIFT OF ART" is to inculcate corporate citizenship values that encompass social and personal responsibility plus ethics amongst students. It is also aimed at creating awareness on abstract art as well as provide opportunities to children with learning disabilities to explore and express themselves through art. The event brought together more than 40 participants from the Association of Learning Disabilities, Petaling District (GOLD) and special education needs students from the Centre for Professional Development and Life-Long Learning (CPDLLL) at Berjaya Higher Education.

Malaysian abstract artist, Parameswary Velautham, well known for her artwork titled The Flight which she dedicated to the victims of the MH370 tragedy, guided the participants to create and fully express their emotions in their own piece of abstract art painting. These paintings were made available for sale and proceeds were channeled back to the association. To bring more fun and joy, students of BERJAYA UCH also organised interactive games and performances during the event.



(Standing 8th and 9th from left) CEO of BERJAYA UCH, Mae Ho and Parameswary together with the organising students and event participants.

A student of BERJAYA UCH and event participants showing their work of art in abstract paintings. Chinese Name reference: Chia K Rou 谢可柔.



## BERJAYA UCH INSTALLS ITS INAUGURAL CHANCELLOR AND COMMEMORATES 3RD CONVOCATION CEREMONY

H.R.H. The Crown Princess of Pahang, Tunku Hajah Azizah Aminah Maimunah Iskandariah binti Almarhum Almutawakkil Alallah Sultan Iskandar Alhaj graciously accepted the appointment as Inaugural Chancellor of BERJAYA University College of Hospitality (BERJAYA UCH), during the 3rd Convocation ceremony held on 16 November 2014, at Berjaya Times Square Hotel. The installation ceremony was presided by Dato' Sri Robin Tan, Chairman and CEO of Berjaya Corporation Berhad and Chairman of BERJAYA UCH Board of Governors.

As Chancellor of the University College, H.R.H. The Crown Princess of Pahang awarded graduating students with their scrolls for the following courses of studies: Bachelor of Hospitality Management (Honours), Bachelor of Events Management (Honours), Bachelor of Tourism Management (Honours), Bachelor of Retail Management (honours), Diploma in Hospitality Management, Diploma in Culinary

Arts, Diploma in Tourism and Travel Management, Diploma in Event Management, Diploma in Retail Management and Foundation in Hospitality.

Professor Dominic John Szambowski, Vice-Chancellor of BERJAYA UCH said, "On this historic occasion of the installation of our Chancellor, and the third convocation of BERJAYA UCH, we have to acknowledge the foresight of Berjaya's founder Tan Sri Dato' Seri Vincent Tan, our Pro Chancellor, for establishing our University College and thereby offering students the opportunity to study, in the epitome of a modern, vibrant, innovative University College and this path sets us apart from the traditional "chalk and talk" university college experience. At BERJAYA UCH, we are acutely aware of the need to keep abreast of the ever changing demands of industry. We regularly tailor syllabi to be current, relevant and industry driven."



(Second from right) The inaugural Chancellor of BERJAYA UCH, H.R.H. The Crown Princess of Pahang, Tunku Hajah Azizah Aminah Maimunah Iskandariah binti Almarhum Almutawakkil Alallah Sultan Iskandar Alhaj, awarding a scroll to a graduate.

## BERJAYA UCH AND INTERCONTINENTAL KL COLLABORATES ON GINGERBREAD HOUSE PROJECT FOR CHRISTMAS

Christmas was made more meaningful for nine students taking the Diploma in Patisserie programme at BERJAYA University College of Hospitality (BERJAYA UCH). The students were invited to participate in making a 'life-sized' gingerbread house project at the InterContinental Kuala Lumpur from 17 November to 29 November 2014.

The gingerbread house, measuring at approximately 12 feet in height and 64 square feet dimension, was made with more than 20kg marzipan, 100kg caster sugar, 50kg chocolate couverture, 100kg flour, 120kg icing Sugar and 40kg eggs. To complete the project, the students worked closely with the hotel's pastry team and under the guidance of Chef Sam Kung (Executive Chef) and Chef Chan Eng Hua (Executive Pastry Chef) of Intercontinental KL.

InterContinental Kuala Lumpur's celebrated pastry chef Chan Eng Hua highlights that it has been a wonderful experience working with students of BERJAYA UCH. They were passionate and dedicated which saw the success of the gingerbread house project. This is also a great opportunity for the students to be exposed to real-world industry experiences, while applying their practical knowledge and skills.



Chef Roiz (right) with students and lecturers of BERJAYA UCH at the gingerbread house.



General Manager of Intercontinental Kuala Lumpur Mr Hafidh Al Busaidy (second from left) presenting the certificate of appreciation to Shahadah Abdullah (right) as Executive Pastry Chef Chan Eng Hua (left) and Executive Chef Sam Kung (third from left) looks on.



At the exhibition booth, from left: Yen Lee Cheng, Ng Sze Cin, Ms. Anna Górska (judge), Mr. Gebert Janssen (judge), Shoo Lik Fang.



At the exhibition booth, from left: Ms Lah Wan Yee (BERJAYA UCH lecturer), Yen Lee Cheng, Ng Sze Cin, Shoo Lik Fang, Lim Hui Lek, Tommy Lee Kui Hock.

## PROMOTING MALAYSIA'S TOURISM AT ASIAN MICE FORUM (AMF) 2014

It was an amazing lifetime experience for five students of BERJAYA UCH who were awarded the 2nd Runner-up - Engaging Visitor Category, at the International 2014 MICE Destination Marketing Contest. The contest was held recently alongside the Asian MICE Forum 2014 from 16 to 18 September, in Taipei International Convention Centre, Taiwan.

The 5 students, namely Shoo Lik Fang (Diploma in Event Management) Lee Kui Hock (Bachelor in Events Management [Hons]), Lim Hui Lek (Diploma in Tourism & Travel Management), Yen Lee Cheng and Ng Sze Cin (both Bachelor of Tourism Management [Hons]) were selected from among the students of BERJAYA UCH School of Tourism.

Organised by the Taiwan External Trade Development Council (TAITRA), the participants

comprised universities students from Thailand, South Korea, Singapore, China, Hong Kong, Vietnam and Malaysia. With the contest theme 'Green MICE Destination Marketing', each team had to promote a chosen city as a venue for a particular event to attract both tourists and MICE travellers.

BERJAYA UCH's team leader Lee Kui Hock said, "Our strategy was to promote four key aspects of Eco Adventure Tourism in Malaysia through nature, wildlife, adventure and sustainability of communities. We designed our booth with recycled and hand-made items such as a Malaysia map plotted with Eco Adventure attractions, together with informative leaflets detailing exciting Eco Adventure activities that tourists can try when they visit Malaysia".

## STUDENTS AWARDED 'CHAMPIONSHIP' TROPHIES FOR MONIN CUP STUDENT FINAL 2014

Lim Daw Son, Bachelor of Hospitality Management (Hons) and Demitria Dana Paramitha Bachelor of Culinary Arts Management (Hons) of BERJAYA University College of Hospitality bagged the Championship trophies from MONIN Cup Student Final 2014, held at Sunway University on 13 September 2014.

Lim was named "Champion for the Cocktail Category" with his signature drink 'SUPERNOVA'; a mixture of Don Julio tequila, MONIN Sundried orange syrup, Kerala bitter gourd juice and celery juice. The cocktail glass was rimmed with preserved sour plum and celery salt to enhance the taste.

Lim will be representing Malaysia in MONIN Asia Pacific 2014 together with the Malaysian champion for MONIN Professional category.



Team BERJAYA at MONIN CUP 2014, from left: Ronald Willie Binati (Lecturer / Mentor); Demitria Dana Paramitha; Kumaran Govindarajoo (Lecturer / Mentor); Lim Daw Son and Nguyen The Duc (participant).



Lim Daw Son with his winning cocktail - SUPERNOVA.

## TAREQ TAYLOR'S NORDIC FLAVOURS AT BERJAYA UCH

BERJAYA University College of Hospitality (BERJAYA UCH) together with The Asian Food Channel (AFC) brought Chef Tareq Taylor, restaurateur, best-selling cookbook author, and host of "Tareq Taylor Nordic Cookery" show, to the university college for "Tareq Taylor's Nordic Flavours" Malaysia tour.

Chef Tareq hosted two dinners at Samplings on The Fourteenth, a fine-dining restaurant. He cooked up a storm with the students of BERJAYA UCH for fans, corporate clients and media guests. The dinner served up a mix of quintessential Nordic dishes from his programme such as signature dishes Cod with Apple and Elderflower and Potato and Jerusalem Artichoke Soup with White Truffle. Tareq served a number of dishes that he created especially for the tour, including Beetroot and Potato Cake with Goat Cheese and Coconut Panna Cotta, Caramelized White Chocolate and Raspberries. The chef also hosted a cooking demonstration exclusively for the students of BERJAYA UCH where he showcased his cooking skills and shared his lifetime stories.

"Having travelled the world, the distinct flavors of Asian cuisines continue to fascinate me. There is something special about Asia's love and passion for food that reminds me of home," said Tareq. "I was excited to learn more about its fascinating culture and flavors with the dinner guests and BERJAYA UCH students. This is my first time being in a culinary school in Malaysia and this is a beautiful place, it is an inspiring environment to be in."



Students of BERJAYA UCH and Chef Tareq Taylor preparing the dishes for Tareq Taylor's Nordic Flavours dinner.



Chef Tareq Taylor (center) and his sous chef Andrew Eves (first row 3rd from left) posing with the students of BERJAYA UCH at the end of the dinner events.

## BERJAYA IMMERSION METHODOLOGY PREPARES STUDENTS TO RUN REAL WORLD EVENTS

Working collaboratively with Y Us Sdn Bhd, the students held the launch of Malaysia's first interactive and comprehensive portal known as 'Venueville' on 3 November 2014, at the Students' Lounge of BERJAYA UCH. The launch was fully planned, conceptualised, and executed by the students as part of their course assessment.

'Venueville', a new website by Y Us Sdn Bhd, is a search engine for event planners to source for venues seamlessly. The website lists 'unique boutique venues' as all other conventional venues for MICE have already been identified by websites based in Malaysia and Singapore.

In conjunction with the launch, BERJAYA UCH also signed a Memorandum of Understanding with Y Us to include Evenesis (an online web application that is available on the cloud) as part of the syllabus in the events management programme of the university college. Both parties will collaborate in areas of training, research and development and sharing of information relating to events management.



Group photo of Yusno Yunos, CEO of Y Us Sdn Bhd (fifth from left) and students of BUCH.



Sealing the collaboration, from left: Kit Thong, Patricia Ong (Academic Registrar, BERJAYA UCH), Yusno Yunos (CEO, Y Us Sdn Bhd) and Farid Nor (Sales VP, Y Us Sdn Bhd).



## OSCAR NIGHT FOR BERMAZ MOTOR

Being the highly anticipated event of the year, the Bermaz Motor Annual Dinner 2014 with the theme "Oscar Night" was held at Holiday Villa, Subang and was incredibly well-received by the Bermaz family, with an astounding turnout of more than 500 staff from the Klang Valley as well as the Northern branches.

Bermaz's Executive Director, Dato' Seri Ben Yeoh opened the annual dinner with a heartfelt and inspirational message, leaving the stage to a roaring applause. Everyone was entertained by numerous performances during the dinner including one by Bermaz's very own talent and amusing game activities were also held throughout the night.

The Oscar Awards were presented to the Best Dressed Man and Woman. Other Awards of Excellence awarded on that night were the Certified Service Advisors, Mazda Technician Contest ASEAN 2014, IMI Awards Level 2 and Top Sales Executive Performing Awards. The lucky draw prize winners walked away with a featured 50" LED TV as the grand prize and other premium products such as iPads, Samsung Smartphones, and Home Theatre System. The annual dinner was a wonderful night for the entire Bermaz Family to remember.

Bermaz staff glamorously dressed for the red carpet event.

Dato' Seri Ben Yeoh giving his opening speech for the night.



Dato' Seri Ben Yeoh presenting the mock cheque of RM 2,000 to the Mazda Technician Contest ASEAN 2014 2nd runner up - Ahmad Soufee Bin Bistamam.



The winners proudly exhibiting their Oscar trophies.

Dato' Amer Hamzah (middle) posing with the Oscar Award Winners for the Best Dressed of the night.



A rocking performance by make believe band "Midnight Sun" - consisting of Bermaz's Board of Directors & VIPs.

## MAZDA PHILIPPINES' FIRST MAZDA TECHNICIAN PHILIPPINES CONTEST

The first Mazda Technician Contest Philippines (MazTechPH) was held on 29 November 2014 at the ACE Logistics Warehouse in Calamba, Laguna. Two of the best technicians from each of the eight Mazda Philippines dealer and dealership groups - Mazda Alabang; Mazda Greenhills; Mazda Quezon Avenue; Mazda Cebu; Mazda Pasig-North EDSA; Mazda Cavite-Batangas-Iloilo; Mazda Cagayan De Oro-Davao; and Mazda Dagupan-Cabanatuan-Tarlac-Pampanga participated in actual vehicle diagnosing and trouble-shooting exercises.

After a whole day of testing and deliberation, the team from Mazda Quezon Avenue was declared the champion. The duo from Mazda Cebu came in as first runner-up and the crew from Mazda Pasig finished second runner-up.

The champions will represent Mazda Philippines in the Mazda Technician ASEAN contest slated for the first quarter of 2015 in Bangkok, Thailand.



Group photo of all participants from the eight Mazda Philippines dealer and dealership groups.



The technicians from Mazda Quezon Avenue who emerged as champions doing the necessary checks during the competition.

## HIGH VISIBILITY VEST FOR BERMAZ STAFF

According to the Road Safety Department, there were 6,916 deaths on the road in 2013 and 60% of the deaths involved motorcycles ridden by youths. Seeing the high number of road accidents and fatalities, Bermaz's Safety & Health Manager, Iskandar Teoh decided to take precautionary measures by improving the safety of staff commuting daily with motorcycles.

Bermaz handed out high visibility safety vests in fluorescent yellow to the staff who commute with motorcycles to help them increase their visibility on the road and minimize the risk of getting involved in accidents.



Guards at Bermaz headquarters ensure that the staff riding motorcycles put on their high visibility vests & safety helmets prior to starting their journey.



## THESUN'S THIRD QUARTER EDITORIAL EXCELLENCE AWARDS

An exclusive news report on a house owner who illegally extended his house onto state land won two reporters the first prize in theSun's 2014 Third Quarter Editorial Excellence Awards (July-September 2014).

Both Muhammad Haniff Rahmat and Ahmad Zainul Ariffin won Borders's book vouchers worth RM300 each and the prizes were presented to them by theSun's Managing Editor, Freddie Ng recently.

Second prize went to Fashion and Beauty writer, Rachel Law for her report "Crossing the Line" on appreciating culture through the way you dress. She took home RM200 worth of Borders book vouchers.

Five special awards worth RM100 Borders book vouchers each were also awarded to writers, Timothy Achariam, Eva Yeong, Ee Ann Nee, S. Indra Sathibalalan and Bissme S.



theSun's Managing Editor, Freddie Ng presenting the prizes to Muhammad Haniff Rahmat (2nd from left) and Ahmad Zainul Ariffin. Looking on is theSun's Executive News Editor, Annie Freeda Cruz.



Rachel Law receiving her prize from theSun's Managing Editor, Freddie Ng.



## CALSBERG MALAYSIA VISITS THESUN IN CONJUNCTION WITH OKTOBERFEST

On early October, the Calsberg Malaysia team visited theSun's office in conjunction with the annual Oktoberfest and bought along their Oktoberfest icon, the Oktoberfest Bier Bike and a few models to kickstart the festive occasion.

Flanked by two models on each side are (from third left) Carlsberg Corporate Communications and Corporate Social Responsibility Director, Pearl Lai; theSun Entertainment & Lifestyle Editor, Sebastian Lim; Sun Media Corporation Managing Director, Chan Kien Sing; theSun Managing Editor, Freddie Ng; theSun Financial Controller, Ricky Ng Yooi Meng; theSun Senior Marketing Manager Lee Siew Siew, Carlsberg Malaysia Brand Manager, Koh Kian Mei and theSun Human Resource Assistant Manager, Santhana Mukundhan.

## INTERNATIONAL LOTTERY & TOTALIZATOR SYSTEMS, INC. ("ILTS")

During the calendar year 2014, International Lottery & Totalizator Systems, Inc. ("ILTS"), a California corporation and a subsidiary of Berjaya Sports Toto Berhad, has been actively involved in the voting industry in the United States through its wholly-owned subsidiary, Unisyn Voting Solutions, Inc. ("Unisyn"). Unisyn's OpenElect® digital optical scan election system and voting machines were used multiple times to conduct elections starting with the local county elections in various States in March 2014 up through the recent federal elections held on November 4, 2014.

Unisyn's OpenElect® election system and machines were deployed successfully to tabulate ballots and provide election results, in over 10,000 precincts for the year. In the November 2014 election, over 3,200 systems and machines were used to tabulate votes accurately across eight states such as Arizona, Indiana, Iowa, Kansas, Missouri, Tennessee, Utah, and Virginia.

To date, Unisyn has implemented its OpenElect® voting system in over 110 counties in the U.S. throughout the States of Arizona, Indiana, Iowa, Kansas, Missouri, Tennessee, Utah, and Virginia. (Refer to the representative map below). Unisyn also provides technical election support to Los Angeles County, the largest voting jurisdiction in the U.S. with a voting age population of more than 5.5 million.



Mr. Randy Wertz, the Voter Registrar of Montgomery County in Virginia State, shows off a Unisyn OpenElect® vote computation and archive machine. The machines leave a polling paper trail, helpful if votes need to be recounted, but many polling places must cut costs to afford them.



Demonstration on how a paper ballot would be inserted into the Unisyn OpenElect® vote computation and archive machine.



## OCM-SPORTS TOTO OUTSTANDING ATHLETES OF THE GAMES AWARD

On 16 October, Sports Toto once again joined hands with Olympic Council of Malaysia (OCM) in organising the OCM-Sports Toto Outstanding Athletes of the Games Award 2014 held at Sport Museum Hall of Fame to recognise Malaysian Athletes who had delivered outstanding performances at the XX Commonwealth Games in Glasgow, U.K as well as the 17th Asian Games in Incheon, South Korea.

Sports Toto recognised The XX Commonwealth Games outstanding Malaysian athletes in 4 sports and disciplines and one Team Sport that won gold medals in the Weightlifting, Squash Women Individual and Diving competition. These athletes were awarded with RM3,000 cash and a medal, while both gold medallists in the badminton men's doubles were each awarded RM1,500 and a medal. Meanwhile, 10 players from the gold-winning Badminton Mixed Team were awarded RM1,000 and a medal each.

The 17th Asian Games saw Sports Toto awarding 8 outstanding athletes who won gold medals, of which 2 gold medalists who participated in Men International 420 Sailing received RM1,500 and a medal each, while 2 medalists who participated in Men Individual Kata (Karate) and Women Kumite (Karate) competitions respectively received RM3,000 and a medal. Squash exponent, Datuk Nicol Ann David was awarded a total of RM4,000 and 2 medals for winning gold medals in Squash Women Singles as well as Squash Women team sport.

In addition, as an important facilitating body, the OCM also received RM9,000 from Sports Toto. All in all, Sports Toto contributed a total of RM50,000 towards the awards scheme.

OCM President Tunku Tan Sri Imran Tuanku Ja'afar said the Malaysian contingent did extremely well. He added that Malaysia's performances at both these games were of a very high standard and the athletes did their best to make the country proud.

Sports Toto communications manager Giam Say Khoon expressed hope that this gesture of appreciation from Sports Toto will serve as motivation for national athletes to do well in future games.



Group photo of the athletes together with Tunku Tan Sri Imran Tuanku Ja'afar, OCM President (eighth from left) and Giam Say Khoon, Communications Manager of Sports Toto Malaysia (ninth from left).



Tunku Tan Sri Imran Tuanku Ja'afar, OCM President presenting the award to Lai Pei Jing who represented Malaysia in badminton.



Sports Toto booth during the race offering several small games to the participants.

## RUN FOR YOUR LIVES MALAYSIA

Sports Toto was one of the supporting partners for 'Run For Your Lives' – a world premier zombie-themed 5km obstacle race organised by Dusty Monkeys and held for the first time on 13 December 2014 at Malaysia Agro Park Serdang. There were two more races lined up, in Penang and either in Johor or East Malaysia respectively.

Sports Toto contributed RM45,000 towards the race and also distributed rain coats to participants when it rained before the race. The participants, who took the roles of zombies and also survivors, were rewarded with an Apocalypse Party where they were entertained by music groups, celebrity models and Zouk's DJ.





Group photo session of BSIB's first convention in 2014.



Group photo session of all participants at the National Convention 2014.

## BERJAYA SOMPO INSURANCE BHD HOLDS TWO CONVENTIONS IN 2014

Berjaya Sampo Insurance Berhad ("BSIB") hosted a regional convention at Hatten Hotel in Melaka from 2-4 October 2014. The three-day convention was attended by 120 agents and 46 staff from BSIB offices nationwide. Yuji Kawauchi, Executive Director of BSIB presented an uplifting opening speech and shared information on the challenges in overcoming the liberalization in Japan.

Other convention speakers were Jessica Teng, Head of Finance & Accounts who shared on the introduction of Goods & Services Tax (GST) and Yap Foo Vee, Head of Underwriting, Non-Motor & Processing Centre who introduced the benefits and features of the new Home Content Insurance and Home Care plan.

The following month, BSIB organised its national convention at Deevana Plaza in Phuket, Thailand from 20-22 November 2014. The convention was attended by 97 people comprising platinum agents, gold agents and internal staff.

Dato' Patrick Loh, CEO of Berjaya Sampo Insurance Bhd expressed his gratitude to the business associates for their continuous loyal support during his opening speech. He also shared about the corporate achievements and company's vision in future.

The highlight of the national convention was the award presentation ceremony where 15 top achievers received awards - 10 agents received awards in the Top Producers Category and 5 agents won awards in the Most Profitable Agents Category.

## MINISTER OF INTERNATIONAL TRADE AND INDUSTRY HOSTS DIALOGUE SESSION IN VIETNAM

On 21 November 2014, Yang Berhormat Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry ("MITI") visited Ho Chi Minh City for an official function. The Malaysia Trade Commission in Vietnam organised a dialogue session between MITI and Malaysian business owners to exchange business ideas, and updates on the latest developments. Josephine Yei, CEO of SBBS and Lim Shiu Beng, Deputy General Director of SBBS cum Vice President of MBC were present at the business dialogue for the discussion.



Group photograph after the dialogue discussion with MITI and MaTrade.

## A SPECIAL CHARITY DINNER BY THE WINNER OF MASTER CHEF U.S. SEASON 3

On 5 July 2014, SaigonBank Berjaya Securities JSC ("SBBS") was invited to a charity dinner at the Park Hyatt Hotel. Josephine Yei, CEO of SBBS was honoured to meet the American-born-Vietnamese, Christine Ha who was the winner of Master Chef U.S. Season 3. She was the first contestant with visual impairment who won the Master Chef title. Despite her vision impairment, she continues to pursue her dream and passion in food. Christine prepared the dinner menu for the charity event.



Josephine Yei (right) with Christine Ha at the charity dinner.



## MERDEKA CELEBRATION IN VIETNAM

On 12 September 2014, the Malaysia Business Chamber Vietnam (“MBC”) organised a Merdeka Dinner at the New World Hotel to celebrate the 57th Independence Day of Malaysia. As a participant of the event, SBBS invited guests and clients to commemorate the celebration.



Josephine Yei (standing 2nd left) with Dato’ Dr. Shimi, Chua Chun Fong from Berjaya Land Vietnam, Monica On from Givi Vietnam and Kenji Hamada from Dragon Capital Group Limited.



L-R: Wong Heang Tuck Chief Executive Officer of U Mobile and Jasmine Lee, U Mobile’s Chief Marketing Officer, officiates the Vision 2 Million New Customers campaign as the telco aims to grow its subscriber base with an additional 2 million new customers by 31 December 2014.

Jasmine Lee, U Mobile’s Chief Marketing Officer, sharing about the Vision 2 Million New Customers campaign, which is the telco’s aggressive strategy to grow its subscriber base with an additional 2 million customers, as well as bringing the U Mobile experience closer to more consumers.



## U MOBILE TO ADD TWO MILLION NEW CUSTOMERS THROUGH “VISION 2 MILLION” CAMPAIGN

U Mobile brings forth yet another great surprise on 17 September 2014 to the market with its Vision 2 Million campaign – the company’s aggressive initiative to add two million new subscribers to its existing pool of customers by 31 December 2014 making it as the first telco in the market to initiate a campaign of this nature.

To encourage mobile users to switch to U Mobile, several unique promotions were introduced to the market such as the Mobile Number Portability (MNP) promotions where new prepaid customers will be offered FREE 250 MB high-speed mobile Internet for one year for every RM30 top-up and above.

U Mobile is also encouraging its customers to grow their community within the network and enjoy greater savings when they stay connected with one another through the new ‘Friend Referral Programme’. Upon successful connection through the website by entering the friend referral code, both the introducer and the friend will receive RM3 credit, and subsequently, the introducer will receive 10% of the reload amount made by their friends for the next six months.

## U MOBILE HITS THE NOTES WITH DAFI AS ITS FIRST OFFICIAL BRAND AMBASSADOR

U Mobile has appointed local popstar favourite, Dafi, as its official ambassador beginning September, 2014. His vibrant personality seeks to reach out in support of the youth-driven brand through U Mobile related advertisements, promotions and campaigns during a 12-month period. The appointment is in line with the brand’s continuous efforts to bring the U Mobile experience closer to consumers with its products and services.

In conjunction with the appointment of its new ambassador, U Mobile lends its support towards Dafi’s latest album titled ‘#D4F1’ with an all-exclusive cover art that is synonymous with the brand’s identity. The brand’s support stays true with its longstanding commitment to nurture, cultivate and encourage young talent to achieve their dreams.



L-R: Dafi and Jeanette Lee, Head of Marketing Communication, Brand & Digital of U Mobile. U Mobile appoints pop sensation Dafi to be its official brand ambassador in conjunction with its continuous efforts to bring the U Mobile experience closer to consumers with its products and services.



L-R: Jeanette Lee, Head of Marketing Communication, Brand & Digital of U Mobile and Malaysian pop sensation, Dafi signing the album cover for Dafi’s latest album, ‘#D4F1’. U Mobile lends its support towards Dafi’s latest album with an all-exclusive cover art that is synonymous with the brand’s identity, staying true with its longstanding commitment to nurture, cultivate and encourage young talent to achieve their dreams.

## MINISTER OF COMMUNICATION AND MULTIMEDIA VISITS TO U MOBILE OFFICE

7 October 2014 has been a historical day to all U Mobile staff in Berjaya Times Square as YB Dato' Sri Ahmad Shabery Cheek, Minister of Communication and Multimedia paid a visit at U Mobile office for the first time. We are fortunate because the Minister and his entourage explored U Mobile fun office and stopped over during the brainstorming session held by the Marketing team where he even had time to take a selfie with them.

We also had the privilege of having the Minister place his colourful handprint on the 'U' Wall as a sign of support for the company. The Minister also stop by at the Flagship Store before he leaves the building.



## STAY CONNECTED WITH U MOBILE FREE INTERNET ROAMING IN 8 DIFFERENT COUNTRIES!



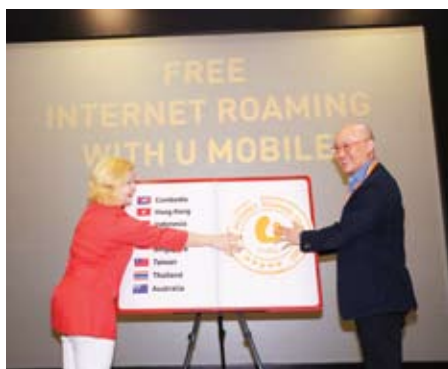
L-R: Jasmine Lee and Lee Fook Heng (General Manager of Product Development) during the Q&A session.

U Mobile is proud to once again be a leader in product innovation by being the first to offer FREE Internet Roaming for prepaid customers in 8 countries and regions (Australia, Cambodia, Hong Kong, Indonesia, Philippines, Singapore, Taiwan and Thailand). The media launch was officially held at Nexus@Connexion in Bangsar South on 18 November 2014 and saw the 'U' team dressed up as the 8 respective countries and regions, much to everyone's delight!

To be eligible for the Free Internet Roaming for prepaid customers, all they need to do is to simply make a top up with the minimum amount of RM50 to enjoy complimentary 50MB data every day for the next 30 days. Once the 50MB is exhausted, customers can continue to enjoy the roaming services at the lowest rate of RM30/day.

This free internet roaming service comes in a timely occasion following the year-end holidays and festive season enabling customers to find directions and places to visit, or to stay connected to roam to their hearts' content with their friends and family while travelling overseas.

For more information about Free Internet Roaming, please visit <http://www.u.com.my/international-roaming/unlimited-internet-roaming>



L-R: Jasmine Lee, Chief Marketing Officer and Wong Heang Tuck, Chief Executive Officer launched the Free Internet Roaming product.



U Mobile team during the photography session.



U Mobile staff dressing up in national costume from different countries in supporting the Free Internet Roaming event.



## U MOBILE SOLIDIFIES NETWORK COVERAGE TO THE NEXT LEVEL WITH ZTE AND HUAWEI



L-R: Steven Ge, Chief Executive Officer of ZTE Corporation Malaysia, Dato' Mohamed Sharil Mohamed Tarmizi, Dato' Sri Ahmad Shabery Cheek, Wong Heang Tuck, Chief Executive Officer of U Mobile Sdn Bhd, Madam Ma Jia, Dato' Sri Robin Tan and Abraham Liu, Chief Executive Officer of Huawei Technologies Malaysia.

On the 4th December 2014, U Mobile announced its partnership with leading network solutions provider with ZTE Corporation and Huawei Technologies to further upgrade and enhances its 3G and 4G LTE network coverage, staying true to its commitment of providing superior high speed mobile experience catering to its growing pool of subscribers.

The collaboration was celebrated in a momentous occasion where the CEOs of the three companies tied knots to symbolize a strong and solid partnership. The auspicious signing ceremony was grace in the presence of Dato' Sri Ahmad Shabery Cheek, Minister of Communication and Multimedia Malaysia, Madam Ma Jia, Chargé d'affaires a.i. & Minister Counsellor, Embassy of the People's Republic of China in Malaysia, Dato' Mohamed Sharil Mohamed Tarmizi, Chairman for Malaysian Communications and Multimedia Commission, and Dato' Sri Robin Tan, Chairman & Chief Executive Officer of Berjaya Corporation Berhad.



R-L: Abraham Liu and Wong Heang Tuck officially holding up the inked partnership of the strategic partnership between U Mobile and Huawei Technologies.



L-R: Steven Ge and Wong Heang Tuck officially holding up the inked partnership of the strategic partnership between U Mobile and ZTE Corporation.



L-R: Dato' Mohamed Sharil Mohamed Tarmizi, Wong Heang Tuck and Madam Ma Jia witnessing Dato' Sri Ahmad Shabery Cheek signing during the official ceremony for the network strategic partnership of U Mobile with ZTE Corporation and Huawei Technologies.

## SPECIAL ACKNOWLEDGEMENT BY BUKIT KIARA EQUESTRIAN & COUNTRY RESORT

## GYMKHANA EVENT BY RDA & BUKIT KIARA EQUESTRIAN COUNTRY RESORT

Horse riding has been known to be a beneficial form of therapy in achieving a positive state of independence and worth, while improving the physical and mental state in both children and adults. As a compassionate effort to help the children with varying disabilities, Bukit Kiara Equestrian & Country Resort teamed up with RDA (Riding for the Disabled Association) to provide opportunities for these children to enjoy horse riding.

On 14 October 2014, the non-profit organization made up of Malaysians and expatriate volunteers held a Gymkhana event at Bukit Kiara Equestrian & Country Resort. The event was officiated by RDA's Royal Patron YAM Raja Dato' Seri Azureen Sultan Azlan Shah. Other than the venue, the club also provided free use of horses/ponies from its Riding School as well as the use of its facilities for all RDA's activities on that day.



Mr Akbor Hussein receiving his certificate of appreciation from Rotary Club of Pantai Valley.

On 27th October 2014, Mr. Akbor Husien from Bukit Kiara Equestrian & Country Resort's banquet team received a certificate of appreciation and token given by the Rotary Club of Pantai Valley for high-quality services provided each time the Rotary Club held a meeting at the resort.

The Management of Bukit Kiara Equestrian & Country Resort greatly commends Mr.Akbor's exemplary work and attainment and would like to congratulate Mr. Akbor for his recent accreditation.



Group photo of the Royal Patron YAM Dato' Sri Raja Azureen (third from left); Bukit Kiara Resort Berhad's Club Manager, En. Hisham Razali (second from left); RDA's Trustee, Pn. Almaz Abdul Halim (fourth from left) and all the volunteers.



A participant getting ready for a horse ride.



## KELAB DARUL EHSAN - CARLSBERG GOLF CLASSIC TOURNAMENT 2014

On 18 October 2014, a total of 60 players competed in the annual Carlsberg Golf Classic Tournament 2014 hosted by Kelab Darul Ehsan. Kelab Darul Ehsan would like to congratulate all the winners and look forward to meeting all the participants again in the next tournament!



Gross Category's Champion, Yeoh Guan Hoon (Left) with Key Account Manager of Carlsberg Marketing, Keith Mah.



Nett Category's Champion, Ong Boo Keat (Left) receiving his prize from Kelab Darul Ehsan's Assistant General Manager, Siva Kangasu.

## ACTIVITIES BY KUB-BERJAYA ENVIRO SDN BHD FOR YEAR 2014

Part of KUB-Berjaya Enviro Sdn Bhd's ("KBE") Corporate Social Responsibility (CSR) initiative is participating in educational programmes in disseminating information and knowledge on solid waste management practices to create public awareness in this area.

In this regard, KBE hosted numerous visits from public universities, government agencies, media, NGOs, professional bodies and foreign government agencies during the year. During these visits, the visitors are shown the best and sustainable practices in solid waste management applied in Bukit Tagar sanitary landfill that places a premium in maintaining the integrity of the environment.



Serdang and Ulu Langat Parliament Members visited the Bukit Tagar landfill site.



An educational visit for the students of Universiti Teknologi Malaysia.



An educational visit for students of University Diponegoro Indonesia.



Chock Eng Tah, Managing Director of KBE giving a brief introduction to YDP Mohd Azizi bin Mohd Zain of Selangor Municipal Council (in purple).



Chock Eng Tah (second from left) briefing media representatives at the Bukit Tagar landfill.





From left Eddie Ng, Erica Lam, YBhg. Professor Emeritus Dato' Dr. Khalid, Dr. Balachandran Appoo and Dr. Mallina Sivarajasingam posing with the FIRST AcuPulse DUO Surgical CO2 Laser in Southeast Asia.

## TROPICANA MEDICAL CENTRE – THE FIRST IN SOUTHEAST ASIA TO ACQUIRE THE NEXT-GENERATION SURGICAL CO2 LASER, THE ACUPULSE™ DUO

Tropicana Medical Centre (TMC) celebrated the inauguration of the first AcuPulse DUO Surgical CO2 Laser in Southeast Asia on 24 September 2014. The state-of-the-art CO2 Laser system was introduced to their business partners, general practitioners and representatives from the Healthcare industry.

Collectively, the two resident Consultant ENT Surgeons of TMC, Dr. Balachandran Appoo and Dr. Mallina Sivarajasingam have successfully performed more than 6,000 ENT, Head & Neck surgeries using CO2 laser technology in TMC over the past 5 years. With the support of these two strong advocates of CO2 laser surgery, TMC successfully launched its ENT, Head and Neck Laser Centre on 28 February 2013. With patient's safety and good clinical outcome being the top priorities, it is essential for the Centre to keep abreast with the latest technologies in the treatment of ENT, Head & Neck conditions in order to provide the best solution available in this field to its patients.

Introduced at the American Academy of Otolaryngology - Head and Neck Surgery annual meeting at Vancouver, September 2013, the AcuPulse DUO Surgical CO2 Laser is currently the only integrated CO2 laser system that allows surgeons the flexibility to electronically switch between fiber and free beam modalities.

"Treatment of ENT, Head & Neck conditions using CO2 lasers have long been the preferred choice of our patients since the inception of this hospital due to the faster healing/recovery period, minimal bleeding and post-operative discomfort, significantly lower chances of relapse and infection, lesser pain and shorter stay in the hospital," said YBhg. Professor Emeritus Dato' Dr. Khalid, Chairman of TMC Life Sciences Berhad, in his opening speech.



Dr. Mallina demonstrating a procedure using the AcuPulse DUO Surgical CO2 Laser.

## TROPICANA MEDICAL CENTRE ORGANISES HEALTH TALK AND SCREENING IN CONJUNCTION WITH WORLD DIABETES DAY

In conjunction with World Diabetes Day, which is celebrated every year on 14 November, Tropicana Medical Centre (TMC) held a health talk titled Diabetes for more than 80 members of the public. The strong link between diabetes and obesity was underlined during this forum.

Professor Emeritus Dato' Dr. Khalid Bin Abdul Kadir, a Consultant Endocrinologist with more than 30 years of experience in the field of Endocrinology shared on 'How Obesity affects Diabetes'. Professor Khalid said "Diabetes is preventable. It's all about making a lifestyle change and ensuring we keep our weight in the healthy range". Other than diabetes, obesity can cause a number of other severe medical complications such as coronary heart diseases, high blood pressure, stroke, gynaecologic abnormalities, pulmonary diseases and cancer.

TMC Diabetes, Obesity & Metabolic Centre comprises a team of Consultant Specialists ranging from Endocrinologist, Obstetrician & Gynaecologist, Gastroenterologist, Bariatric & Metabolic Surgeon, Plastic & Aesthetic Surgeon and Dietitian. Its multi-disciplinary team will customise programmes for individuals to achieve a healthy, sustainable and progressive weight loss.



Professor Emeritus Dato' Dr Khalid Abdul Kadir speaking at the Obesity & Diabetes talk.



Free Screenings at the Diabetes Health Talk.



## SEEING BEYOND DISABILITY

Staying true to its tradition of continuously giving back to those in need, on 28 November 2014, staff of Berjaya Times Square Hotel, Kuala Lumpur paid a visit to Pusat Penjagaan Kanak-Kanak Taman Megah which houses approximately 138 residents aged between 9 months and 56 years old to bring them cheer and laughter.

Themed "Seeing Beyond Disability", the Corporate Social Responsibility programme was championed by the hotel's Finance Department and was initiated to inculcate the spirit of community service among its personnel. The activity served as an opportunity for associates from various departments to strengthen the values of generosity and solidarity within the community and at the same time, foster togetherness despite differences.

Fun activities were conducted for all those present and the residents of the shelter were also treated to a sumptuous buffet spread specially prepared with love by the hotel's Kitchen team. The day then continued with a birthday celebration for all the November babies and the cutting of a delicious Moist Chocolate Cake brought by the team added to the merriment of the occasion.

Before concluding the visit, Tin Yew Boon, Financial Controller of Berjaya Times Square Hotel, Kuala Lumpur also presented the home with 20 sets of bed sheets to further enhance the comfort of the residents.



Berjaya Times Square Hotel's representative presented a token to Pusat Penjagaan Kanak Kanak Cacat Taman Megah.



The shelter's staff shared with Berjaya Times Square Hotel staff volunteer on how Down Syndrome children are cared for.

## Early Christmas celebration for the Orang Asli Christians in Pahang

On 6 December, Sports Toto Malaysia ("Sports Toto") collaborated with Strategic Education Methods & Ongoing Advancements Bhd ("SEMOA") to reach out to the more than 600 Orang Asli Christian community in Raub, Pahang to celebrate early Christmas through a carnival.

Sports Toto contributed a total of RM27,500 in the form of Christmas presents and red packets for the adults and children, as well as a sumptuous buffet.

The celebration started with a Christmas carolling performance by the children who stay at the SEMOA dormitory to receive education at the adjacent schools, and a magic show, and ended with a Christmas concert in the evening. They also participated in various games to win prizes.

The Orang Asli children receiving their presents and red packets from Sports Toto staff.



Giam Say Khoo, Communications Manager of Sports Toto (right) giving out goody bags and red packets to the Orang Asli folks.

## Michele Bumgarner Visits Gawad Kalinga Dreamland Ville

Michele Bumgarner, a Champion Filipina International racing driver and also Mazda Philippines' sponsored race driver in Pro Mazda Championship series, United States visited Gawad Kalinga Dreamland Ville in San Jose del Monte, Bulacan - a 3.2 hectare Berjaya Village housing project for 500 former urban settlers.

Michele is partnering with GK USA to produce a video that will help raise awareness about Gawad Kalinga's goal to end poverty by building empowered and productive communities.





## BJGCR CELEBRATES CHRISTMAS WITH SRI EDEN HOME



BJGCR's management handing the members' contribution to Aimee Chan, principal of Sri Eden Home.



Santa Claus brought cheer to the children.

Bukit Jalil Golf & Country Resort ("BJGCR") invited 30 mentally disabled children from Sri Eden Home for a Thanksgiving Buffet Lunch at the Sri Bayu Restaurant on 29 November 2014.

With the patient guidance from the principal and team of Sri Eden Home, the children performed 3 songs in front of the audience which included It's a Small Small World, Joy to the World and We Wish You a Merry Christmas. The appearance of Santa Claus also brought cheer and laughter to the children.

## DEEPAVALI CHARITY VISIT

On 20 October 2014, the management and staff of Bukit Jalil Golf & Country Resort ("BJGCR") visited two underprivileged families to spread Deepavali festive cheer and support.

In the first family, the grandmother is struggling to take care of her grandchildren because both the parents were currently jobless due to an accident, while in the second family, the single mother is taking care of five children on her own with a monthly salary less than RM300 since her husband passed away two years ago.

During the visit, BJGCR staff and members contributed some essential groceries and support to both the families to help them to have a better Deepavali celebration.



BJGCR'S Assistant Club Manager, Simon Tan handing contributions from the club and members to the first family.



BJGCR'S Assistant Club Manager, Simon Tan passing the contributions from both club and members to the second family.



BJGCR's maintenance staff helps to install new lighting for the family.

## Underprivileged children from Little Yellow Flower Education Foundation get closer to nature

On 19 December 2014, Kenny Rogers ROASTERS (KRR) and Sinje Lee, Malaysia's very own international celebrity as well as co-founder of Little Yellow Flower Education Foundation, brought more than 50 underprivileged children from the foundation to the Putrajaya Botanical Garden.

Some of the activities that were enjoyed by the children, aged between 5 and 17 years old, included an educational tour together to acquire more knowledge on the various plants around them as well as a mini treasure hunt among themselves.



The meaningful day out ended with big smiles on their faces!



The children from Little Yellow Flower Education Foundation having a fun and educational time at the year-end outing!





Managing Director of Starbucks Malaysia & Brunei, Sydney Quays (left) launched the book drive with the Minister of Culture, Youth & Sports, Yang Berhormat Pehin Orang Kaya Pekerma Laila Diraja Dato Paduka Awang Haji Hazair bin Haji Abdullah.

## STARBUCKS LAUNCHES FIRST BOOK-DRIVE IN BRUNEI

Starbucks launched the first Starbucks Book-Drive in Brunei in hopes of creating and encouraging a reading culture in the community by connecting children with books.

Starbucks is currently working towards developing a platform aimed at bringing people together, inspiring change and making a difference in people's lives in local communities. Through the Starbucks Book-Drive, members of the public are encouraged to donate their used books, which will be collected and donated to SMARTER (Society for the Management of Autistic Related Issues in Training, Education and Resources) in Brunei. The Starbucks Book-Drive will be available at both outlets in Brunei for the rest of the year where customers can drop off books they would like to donate to the organisation. The guest of honour at the launch event was the Minister of Culture, Youth & Sports, Yang Berhormat Pehin Orang Kaya Pekerma Laila Diraja Dato Paduka Awang Haji Hazair bin Haji Abdullah.

## E-Learning Programme in Kampung Lubuk Jaya, Kuala Selangor, Malaysia

Starbucks launched an E-Learning programme in the Computer Centre of Kampung Lubuk Jaya, Kuala Selangor on 6 September 2014 with the objective of educating the children on computer basics and information technology. This project is part of the Starbucks Connecting Communities campaign, a project that contributes to farming villages, whereby Starbucks raised RM100,000 in April to build this Community Computer Centre.

HOPE Worldwide, an international non-profit organisation will be managing the centre by ensuring appropriate modular courses are conducted and preparing the necessary materials.

They also received a Computer Centre Project 2014 Grant of US\$10,483.40 from Give2Asia (Starbucks Fund) for this project. The E-Learning programme will run once a week, from September 2014 till October 2015.

A total of 60 children are involved in this programme and they are being guided by the facilitator of the E-Learning Programme, Mr Mohd Darwish, along with Starbucks partners, and trainers from HOPE Worldwide.



Children of Kampung Lubuk Jaya receiving lessons from the E-Learning Programme.



## Berjaya Roasters Provides Over 100 Books For Underprivileged Children

On 24 October 2014, 130 children from the Little Yellow Education Foundation received more than 100 copies of reading materials and books from Kenny Rogers ROASTERS (KRR) as part of its "Reading Wonderland" programme. The initiative was funded by the proceeds from the 10th ROASTERS Chicken Run held in May 2014.

The children from the foundation, aged between 5 and 17 years old, were presented with various brand new reading and academic materials including Key Words, Ladybird Classic, Mysteries Collections, Secret Seven series, Geronimo series, Brain Games series and Brain Quest series, among others.

Since its inception in 2005, the ROASTERS Chicken Run has successfully raised more than RM500,000.00 for a variety of charitable organisations and homes such as Tabung Kebajikan Pesakit HUKM, Pediatric Unit HUKM (Oncology), Unit TUTUR - Aural Rehabilitation Centre for Hearing Impaired Children together with Yayasan Budi Peyayang Malaysia and House of Joy and Faith, Yayasan Sunbeams Home, Rumah Juara, Rumah Kanak-kanak Tengku Budriah, Rumah Sayangan, Malaysian National Kidney Foundation - Dialysis Treatment for the Young, Rumah Hope, Rumah Kebajikan Anbu Illam, Rumah Charis Ti-Ratana Welfare Society, and Tabung Kebajikan Pesakit PPUKM - Young Diabetic Patients.



Esther Woo (right), Deputy General Manager of Berjaya Roasters (M) Sdn Bhd and representative of Little Yellow Flower Education Foundation (left) are equally excited that 130 underprivileged children from the foundation will be able to benefit from more than 100 copies of reading materials and books from KRR.



## BCORP TREATS 150 CHILDREN TO A FUN-FILLED OUTING AT BERJAYA TIMES SQUARE THEME PARK

Approximately 150 children and their caretakers from four charitable homes, namely Badan Amal Nur Zaharah, Persatuan Rumah Kebajikan Rita Klang, Persatuan Kebajikan Kanak-kanak Mata Air Kehidupan Selangor, and Home for the Angels were invited to a fun-filled outing at Berjaya Times Square Theme Park, Kuala Lumpur on 27 November 2014.

The children aged between 5 to 18 years old had a good time and enjoyed the thrilling rides in the theme park. They were also treated to a sumptuous buffet lunch sponsored by Berjaya Times Square Hotel, Kenny Rogers Roasters, Starbucks, Krispy Kreme Doughnuts and Papa John's Pizza. Besides food and fun games, the children also received a goodie bag each courtesy of Sports Toto Malaysia Sdn Bhd and Cosway (M) Sdn Bhd.

BCorp has been organising annual outings at Berjaya Times Square Theme Park for underprivileged children over the last few years during the school holiday period.



Group photo of the children with the staff of Berjaya Corporation group of companies.

## SUPPORTING THE INAUGURAL BURSA BULL CHARGE 2014

Berjaya Corporation Berhad was one of the sponsors and contributed RM58,000 towards the inaugural Bursa Bull Charge 2014. The Group was represented by 10 runners from Inter-Pacific Securities Sdn Bhd with 8 runners participating in the 5km race while two senior management ran the 1.5km CEO race.

The carnival-like charity event held on 21 October 2014 at Bursa's grounds, saw participation from more than 1,300 runners from over 130 organisations comprising Public Listed Companies, Brokers, Investment Banks, Ministries, Regulators and Media organisations, who ran a route throughout the Central Business District under a heavy downpour.

All proceeds raised were channeled to 8 beneficiaries namely An-Najjah Malaysia, Sekolah Latihan Wanita Ipoh, Sabah Cheshire Home, CADS Enhancement Centre, The Kalsom Movement, Women's International Networking, My Performing Arts Agency and Borneo Eco Festival.



Mr Tan Mun Choy (centre), Executive Director of Inter-Pacific Securities Sdn Bhd with the other participating runners.



The heavy downpour did not deter the high-spirited runners from completing the race



Avid supporters from participating companies at the starting line.



Representative from Persatuan Brahma Kumaris Malaysia giving an introduction about the association.



Meera Naganada, National Director of Persatuan Brahma Kumaris Malaysia sharing some examples on the power of positive thought development.

## Inspirational Talk About 'Understanding The Power Of Thought & Its Potential And Effects'

On 12 December 2014, Berjaya Cares Foundation in collaboration with Persatuan Brahma Kumaris Malaysia organised a talk on 'Understanding the Power of Thought & its potential and effects' at Berjaya University College of Hospitality, Kuala Lumpur.

Meera Naganada, National Director of Persatuan Brahma Kumaris Malaysia shared her knowledge from her study in Thought Management and explained the different ways to develop positive thinking and its effects.



## Berjaya Cares Foundation contributes RM360,000 to Malaysian AIDS Foundation's Paediatric AIDS Fund

On 30 November 2014, Malaysian AIDS Foundation hosted the Kidz Day Out! celebration held in conjunction with World AIDS Day. The event brought together 30 children living with HIV or from HIV-affected households across Klang Valley, who are beneficiaries of the Malaysian AIDS Foundation's Paediatric AIDS Fund, for a fun-filled day of magic shows, clowns, cooking lessons and sand painting at Kidz & Creme Café located at Setia Alam, Selangor.

Berjaya Cares Foundation contributed RM360,000 to the Paediatric AIDS Fund which was initiated in 2008. The Fund is one of Malaysian AIDS Foundation's signature financial assistance schemes under its Treatment, Care & Support banner, which specifically aims to alleviate the socio-economic burden of living with HIV for underprivileged children and their families. It provides monthly allowances of RM200 to 150 beneficiaries under the age of 12 from low-income households (combined household income of less than RM1,500 per month) from all over the country, which cover the costs of traveling to hospitals for treatment follow-ups and other daily expenses.

The Malaysian AIDS Foundation has a long history of partnership with Berjaya Corporation group of companies since the early days of its establishment. In 1994, Founder of Berjaya Corporation group of companies, Tan Sri Dato' Seri Vincent Tan contributed RM1 million to the Malaysian AIDS Foundation as a start-up fund, which as a result, has helped it grow to become one of the country's foremost charitable organisations. Through the years, Berjaya Corporation group of companies have made numerous contributions totalling to approximately RM2.23 million to the fundraising efforts of the Malaysian AIDS Foundation.



Dato' Zurainah Musa mingling with the children and their family members.



The children having a good time with the fun-filled activities lined up for the event.



Dato' Zurainah Musa (left), Executive Director of Berjaya Corporation Berhad and Prof. Dr Adeeba Kamarulzaman (right), Chairman of Malaysian AIDS Foundation presenting a school bag to one of the children.

## BERJAYA CARES FOUNDATION DONATES 14-SEATER VAN TO DIVINE LIFE SOCIETY, SELANGOR

On 19 October 2014, Executive Director of Berjaya Corporation Berhad, Dato' Zurainah Musa presented the mock key of a 14-seater van to representatives from Divine Life Society, Selangor in a ceremony witnessed by the Prime Minister of Malaysia, Dato' Sri Najib Tun Razak and the Chairman of Yayasan MyNadi, Datuk Dr. Jeyaindran Sinnadurai at Dewan Seri Endon, Putrajaya.

The event was organised in conjunction with Yayasan MyNadi 5th Anniversary celebration. More than 450 attendees from the respective charitable organisations that Yayasan MyNadi has been working with for the 5 past years attended the event.



Dato' Zurainah Musa (centre) with her spouse, Mr Sohrab Nasodari (5th from the right) and Datuk Seri Sharizat Abdul Jalil (5th from the left), Chairman of the National Welfare Foundation together with the volunteers from Yayasan MyNadi.



The mock key presentation ceremony witnessed by the Prime Minister of Malaysia, Dato' Sri Najib Tun Razak (centre) accompanied by Datuk Dr. Jeyaindran Tan Sri Sinnadurai (2nd from the left), Chairman of Yayasan MyNadi.