



**BERJAYA**

News from  
Feb to May 2023

# In Conversation With Berjaya's JGCEOs

Explore our cover story featuring Berjaya's Joint Group CEOs  
Ms Nerine Tan and Ms Vivienne Cheng  
on BCorp's women empowerment.



# In This Issue

*News from February to May 2023*



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**'In Conversation With'**  
**Berjaya's JGCEOs**  
**Ms Nerine Tan and**  
**Ms Vivienne Cheng**



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## **Editor's Letter**

Looking back these past several months, the trends are pivoting showing increasing support for diversity, equity and inclusion ('DEI'), at the modern workplace. This issue explores how Berjaya Corporation Berhad ('BCorp') embraces the concepts of DEI through the eyes of our Joint CEOs and how it will benefit our employees and the Berjaya Group of Companies ('The Group').

As The Group is taking progressive strides and placing emphasis in our ESG performance, we have added a 'Sustainability' segment in our #BCorpUpClose quarterly newsletter, to highlight The Group's efforts in its sustainability journey, ESG milestones and accomplishments.

This issue marks the half-way milestone for all of us so far in 2023. As we enter into the second half, let us strive for excellence with persistence and determination, as we elevate The Group along with ourselves to achieve our shared objectives and goals together.

## Ms Nerine Tan *and* Ms Vivienne Cheng

In this second issue, we invited our Joint Group CEOs, Ms Nerine Tan and Ms Vivienne Cheng, to provide their outlook on women empowerment and applying the Diversity, Equity and Inclusion (“DEI”) concept to BCorp.

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### **BCorp Embodies Women Empowerment and Diversity, Equity and Inclusivity**

In a bold and groundbreaking move in March 2023, Berjaya Corporation Berhad (“BCorp”) announced several changes to its boardroom with the establishment of its all-female board membership,



The latest board welcomes Tunku Tun Aminah Sultan Ibrahim Ismail as the Non-Independent Non-Executive chairman, Ms Nerine Tan Sheik Ping and Ms Vivienne Cheng Chi Fan as Joint Group CEOs; Norlela Baharudin and Chryseis Tan Sheik Ling as Executive Directors; Penelope Gan Paik Ling, Datuk Leong Kwei Chun and Nor Afida Abdul Ali as Independent Non-Executive Directors.

This landmark decision represents a significant step forward in promoting gender equality and inclusivity in the corporate world while reshaping traditional perceptions of leadership. The new boardroom of BCorp also complies with the organisation’s policy of promoting women’s empowerment within the company.

The decision comes at a time when gender equality and female empowerment have become key focal points in global discussions surrounding corporate governance. By proactively addressing this issue, BCorp aims to set a shining example for other companies in Malaysia, Asia, and beyond, urging them to embrace diversity and prioritise inclusivity.



**Q1: What are your views on the importance of women's empowerment as a key element of a company's diversity, equity, and inclusion ("DEI") strategy?**



*Ms Nerine Tan believes in harnessing the full potential of female workforce.*

**NT:** Firstly, I want to reiterate that both men and women are of vital importance in running any company well. Women do bring unique perspectives, skills, and leadership styles to the table, enriching our decision-making processes, problem-solving capabilities, and innovation.

Harnessing the full potential of our female workforce allows us to stay competitive, drive growth, and seize opportunities in an increasingly diverse and complex business landscape.

Only by empowering women and providing them with equal opportunities, we unlock a vast pool of talent that might otherwise remain untapped.

When more women are empowered, they are able to make more independent decisions. When more women work, companies also grow. When companies grow, they bring benefits to the communities which in turn fuel economies.

These days, customers and stakeholders increasingly expect organisations to demonstrate a commitment to DEI. By embracing women empowerment and DEI, we align ourselves with societal expectations and position ourselves as a forward-thinking, inclusive brand. This can enhance our company reputation, attract diverse customers, and create stronger connections with our stakeholders.

By also actively promoting women empowerment and DEI, Berjaya can contribute towards building sustainable and resilient economies while reaping the associated business benefits.

I am glad to state that Berjaya has reaped numerous benefits from assembling a diverse workforce of qualified men and women to collaborate, resulting in greater employee engagement and innovation.

**VC:** Undoubtedly, women can bring new perspectives by raising overlooked issues and listening to voices that are often ignored when they actively participate in community development or discussions.

The equity of diverse groups ensures everyone has complete access to the same opportunities, regardless of background or circumstances. Moreover, maintaining an inclusive environment allows everyone to feel comfortable sharing ideas and being their authentic selves.

Company culture also improves when all employees feel comfortable, respected, and have a sense of belonging. It is because a lack of differences can lead to an echo chamber

where everyone simply agrees with each other without considering other viewpoints.

I would also like to highlight one of the efforts by our subsidiary company, Berjaya Food. The workforce breakdown by gender for Berjaya Food consists of 3,262 female staff compared to 2,871 male staff at the end of 2022. This is an example of Berjaya practising DEI by providing women an opportunity to fill roles inside the organisation.



*Ms Vivienne Cheng shares Berjaya's initiatives in promoting gender equality within the organisation*

**Q2: To what extent does Berjaya prioritise women empowerment and DEI?**

**NT:** If we were to emphasise on ESG metrics, say on governance while we talk about DEI, it's very easy for one to make the conclusion that DEI is a gender equality issue. However, my firm conviction is on what matters most to an organisation and it is its people, both women and men who build successful businesses. Therefore, I wish to emphasize that DEI is vital for business.

Berjaya fosters an atmosphere in which women have equal opportunity, representation, and support to flourish and succeed and by embracing DEI, we actively break down barriers and develop an equality culture for all individuals, not just women.

As leaders, we must include cultural diversity and be willing to encourage minority groups to join the workforce. You'll be amazed to learn that when given the opportunity, many of them can contribute and help the company flourish.

This sends a strong message that all efforts are recognised and that Berjaya is committed to ensuring a level playing field for all its employees.

**VC:** I believe that when we prioritise women empowerment and DEI, we not only create a supportive environment for women but also inspire future generations.

Visible female leaders within our organisation serve as powerful role models, encouraging other women to pursue their ambitions and break through gender stereotypes.

By nurturing a pipeline of talented women leaders, we contribute to a more diverse and inclusive business landscape overall. Overall, women empowerment is key to sustainable development.

Women empowerment and DEI are integral components of Berjaya's business structure and that includes our corporate social responsibility (CSR) efforts. As a responsible corporate citizen, we have a duty to contribute to positive social change and promote equal opportunities.

By prioritising women empowerment and DEI, we demonstrate our commitment to making a difference in society and contribute to the advancement of gender equality and inclusivity on a broader scale.



### Q3: How can Berjaya benefit from embracing diversity, equity, and inclusion (DEI) in terms of fostering long-term growth and sustainability?

**NT:** DEI helps our organisation form better policies and strategies. By cultivating a workforce that represents various demographics and communities, Berjaya gains a deeper understanding of the company's impact on its surroundings, both positive and negative.

The integration of individuals with diverse backgrounds, experiences, and perspectives within Berjaya fosters an environment conducive to innovative thinking. Such diverse teams are more likely to generate a wide array of ideas, challenge conventional norms, and develop creative solutions for complex problems. This leads to enhanced products, services, customer satisfaction, and a competitive advantage in the marketplace.

The diversity within Berjaya's workforce brings forth a multitude of perspectives and problem-solving approaches. By nurturing an inclusive environment that values and embraces different viewpoints, Berjaya taps into a rich pool of insights and experiences.



Group HR management brainstorming on Women Empowerment.

It is our goal to create an inclusive workplace where every employee feels valued, respected, and empowered. When employees experience a sense of belonging, they become more motivated, productive, and committed to the organisation's success.

In today's diverse global marketplace, customers expect businesses to understand and cater to their unique needs and preferences. By embracing DEI, Berjaya has a deeper understanding of its customers, customises products and services to cater to diverse markets, and cultivates strong relationships with a broader customer base. This results in increased customer satisfaction, loyalty, and market share.

**VC:** Berjaya recognises that cultivating a diverse and inclusive workforce is crucial for long-term success as we unlock various benefits, including increased innovation, productivity, and sustainability.

A diverse workforce at Berjaya ensures a better understanding of the evolving needs of their different customer base. For instance, as Berjaya caters to a global audience, having a workforce that reflects this diversity helps ensure the relevance and appeal of their products to a wide range of people.

DEI enables Berjaya to reduce its environmental impact. With a diverse workforce, Berjaya is more likely to have employees who are conscious of sustainability. These employees are inclined to make environmentally friendly decisions, such as adopting energy and water conservation practices, contributing to Berjaya's overall sustainability efforts.



Looking for talents - Group HR recruitment team at the Graduan Career Fair.

As the world continues to become more varied, Berjaya's embrace of DEI positions it well for future success. By creating an inclusive and sustainable workplace, our group is also able to drive positive impacts on its bottom line while making a meaningful contribution to the world.

### Q4: How can we expand and attract a diverse talent pool to join Berjaya Group?

**NT:** We understand that diversity brings unique perspectives, creativity, and innovation to our organisation, which ultimately strengthens our competitive advantage to attract and retain top talents.

Berjaya prioritises embracing diversity and inclusion in every aspect of our operations as we foster a workplace culture that values and respects individuals from all backgrounds, ensuring everyone feels welcome and empowered to contribute their best.

We also recognise the importance of a platform for employees to connect, support

each other, and contribute to shaping our policies and practices. This is so that we encourage an environment where diverse voices are heard and represented as we drive positive change within the organisation.

A positive work-life balance is also essential to attracting diverse talent. We promote policies and practices that support employee well-being, including flexible working arrangements and wellness programs.

We also understand the significance of showcasing diversity in leadership positions. As you notice, Berjaya is a company actively promoting and celebrating diversity in these roles. This sends a strong message that opportunities for growth and advancement are available to individuals from all backgrounds.

Engagement via community outreach programs is another way we demonstrate our commitment to diversity. By partnering with local organisations, sponsoring diversity-related events, and offering scholarships or internships to underrepresented students, we



extend our impact beyond the workplace and contribute to creating a more inclusive society.

Last year, Berjaya Group offered graduate placement and internship programmes as well as invested in employee development through a customised individual training policy that involved up to 632 participants.

This strategy was intended to draw in potential talents and allow them to get a better understanding on the job vacancies by companies listed under our group while at the same time upskilling our current talents.

Attracting diverse top talents is an ongoing effort, and we remain committed to continuously evaluating and refining our strategies. We actively seek feedback from our employees and adapt as needed to ensure that Berjaya Group remains a place where everyone can thrive and contribute to our collective success.

**VC:** I believe that competitive compensation and benefits are crucial in attracting and retaining top talent. We conduct regular



*Listening to and receiving guidance from industry experts and mentors.*

market research to ensure our packages align with industry standards and offer benefits that

cater to the needs of a diverse workforce, such as flexible working arrangements, parental leave policies, and employee assistance programs.

Besides, transparent communication is also key to attracting top diverse talent. We clearly communicate our commitment to diversity and inclusion through internal and external channels, sharing success stories, initiatives, and any recognition we receive for our efforts. This helps build trust and establishes Berjaya Group as an attractive option for diverse top talents.



*Starbucks Malaysia employees at their Starbucks Signing Store in Penang.*

The space and freedom to opinion sharing and voicing out while experiencing DEI-related issues is also a key factor. When employees feel valued and respected, they are more likely to be loyal to the company, invest in its success, and work collaboratively to achieve the company's business goals. This will allow the company to appeal to potential talents, reduce employee turnover, saving time and energy, and the cost of recruiting new members to the workforce.

Professional development is another key aspect. We provide comprehensive programs that support the growth and advancement of our employees. Mentorship initiatives, training workshops, and leadership development

opportunities are designed to be accessible to individuals from all backgrounds, encouraging their career progression within Berjaya Group.

A commitment to DEI enhances our reputation as an employer of choice and a responsible



*Berjaya's Executive Director, Puan Norlela Baharudin (Far Right) was invited to speak at the Gender Diversity, Equity and Inclusion (DEI) session.*

corporate citizen. By actively promoting diversity, equity, and inclusion, we demonstrate our values, attract top talent, and build trust with stakeholders ultimately contributing to our long-term sustainability.

**Q5: What is your hope for Berjaya Corporation Berhad in the future?**

**NT:** I wish to see Berjaya thrive and become a leading organisation that exemplifies the values of diversity, equity, and inclusion (DEI) and fostering an inclusive work environment that values and empowers individuals from diverse backgrounds.

I hope to see Berjaya championing DEI at all levels of the organisation, from its leadership team to its workforce. By prioritising diversity, Berjaya can tap into a wealth of unique perspectives and experiences, driving innovation and creativity throughout its operations. With a commitment to equity,

Berjaya can ensure that every individual has fair opportunities for growth, development, and advancement within the company.

Furthermore, I hope to see Berjaya actively promoting inclusion by creating a workplace where everyone feels valued, respected, and heard. This means fostering a culture that appreciates our individual workforce while at the same time looking after business profitability and growth.

I also wish to witness Berjaya's DEI initiatives extend beyond its internal practices and into its relationships with stakeholders, customers, and the community. By incorporating DEI into its business strategies, Berjaya can better understand and cater to the diverse needs of its customers, while making a positive impact on society.

Ultimately, my hope for Berjaya Corporation Berhad is for it to be a role model for other organisations, setting the standard for DEI practices in the corporate world where diversity is celebrated, equity is upheld, and inclusion is the foundation for sustainable success.

**VC:** I envision our organisation, a Global Consumer Group, becoming an industry leader by forging enduring, long-term professional



*Happy staff from Starbucks Malaysia smiling for a photo.*



relationships with an increasing diverse regional, national, and global customer base. It is vital for us to understand and meet the evolving needs of our current and future employees and customers to thrive in a complex and rapidly changing business landscape.



The Paris Baguette Malaysia team at their Pavillion KL location.

To achieve success, we are committed to building a diverse workforce and fostering an inclusive culture. Through this, we can create valuable opportunities for meaningful collaborations and partnerships. Our diverse employees bring extensive networks and connections, expanding our organisation's reach and access to valuable resources.

These networks can then lead to the formation of new business partnerships, strategic alliances, and increased opportunities for sustainable growth.

Moreover, we recognise that demonstrating a steadfast commitment to DEI helps us mitigate legal risks associated with discrimination and harassment. Additionally, in an era where social responsibility and ethical practices are paramount to stakeholders, our strong DEI framework enhances our reputation, attracts socially conscious investors, and strengthens our relationships with customers, partners, and the broader community.

Being a forward-thinking group, we are dedicated to driving our organisation's success by embracing diversity, fostering inclusivity, and strategically navigating the multifaceted differences present in our ever-changing business environment.

I am confident that we will unlock new opportunities, mitigate risks, and position Berjaya as an industry leader renowned for its long-term relationships, adaptability, and commitment to meeting the diverse needs of our stakeholders.



BCorp female management at the Speed Mentoring session titled, "Glass Ceilings or Sticky Floors - What's Holding Back" organised by the 30% Club Malaysia.

## Featuring News from Retail Food Segment



### NEWLY RENOVATED AND OPENING OF KENNY ROGERS ROASTERS RESTAURANTS

**Kenny Rogers Roasters ('KRR') is thrilled to announce the opening of two new locations and two newly renovated restaurants, bringing more delightful dining experiences.**

**These new outlets at Kiara Bay and KSL Esplanade Mall, Klang, opened on 8 April and 31 May 2023 while KRR East Coast Mall and KRR Metro Point, Kajang reopened after renovations on 20 and 21 April respectively.**

**Come and experience the new ambience and savour the exciting menus by KRR.**

**KRR is committed to providing exceptional dining experiences and serving customers with passion and dedication.**

**Visit these new and renovated locations to enjoy delicious rotisserie-roasted chicken and a variety of wholesome meals.**



**THE NEW KENNY’S CHICKEN RICE IS A FLAVORFUL AND SATISFYING MEAL**

Indulge in Kenny Rogers Roasters’ new menu ‘Kenny’s Chicken Rice’, made up of the signature rotisserie-roasted ¼ chicken or Kenny’s Ayam Goreng, fragrant Aromatic Rice, chicken clear soup, with fresh tomatoes and cucumbers topped with the in-house Hainanese ginger chilli and caramel soy sauce.

There are several varieties available, including Chicken Rice Solo for a single serving, Chicken Rice Double for a larger portion, and Quarter Chicken Rice.



Kenny's Chicken Rice

**INTRODUCING KENNY’S QUARTER LITE MEAL - A DELICIOUS AND AFFORDABLE WHOLESOME MEAL**

Savour a wholesome dining experience with the newly introduced Kenny’s Quarter Lite Meal. This delectable meal offers customers the perfect combination of signature rotisserie roasted chicken and 2 side dishes.

The Kenny’s Quarter Lite Meal is designed to provide a satisfying and nourishing dining option for those seeking a wholesome meal without compromising on taste.

The latest offer provides outstanding value without sacrificing quality at an affordable price.



Kenny's Quarter Lite Meal



A cosy ambience at a KRR outlet.

**LYCHEE LEMONADE BLISS IS A NEW BEVERAGE AT KENNY ROGERS ROASTERS**

Kenny Rogers Roasters introduces the ‘Lychee Lemonade Bliss’, a delicious blend of refreshing lychee and zesty lemon flavour. Beat the heat sip by sip with this ultimate thirst quencher that will leave you feeling refreshed and revitalised.

Enjoy the heavenly blend of sweet lychee and zesty lemon, perfectly balanced to create a refreshing and reinvigorating beverage. With just the right level of sweetness, each sip will transport you to a tropical paradise.

Come indulge in the tempting flavour while quenching your thirst.



Lifestyle Lychee Lemonade Bliss

**INTRODUCING NEW LUNCH SETS AT KENNY ROGERS ROASTERS**

KRR is excited to announce the launch of new lunch set deals starting from just RM16.90. They are only available from Mondays to Thursdays, between 11:00AM and 3:00PM, exclusively for dine-in customers.

Each lunch set is paired with a refreshing regular soft drink. Available lunch set options to choose from:-

- Honey BBQ Chicken Katsu
- Crispy Chick Burger Meal
- Chicken Rice Solo with Soft Drink
- Nasi Lemak Solo
- NEW Kenny’s Quarter Lite Meal
- Beef Meatballs Rice Meal
- NEW Quarter Chicken Rice
- Kenny’s Quarter Meal

Don’t miss out on these special deals! Visit your nearest KRR restaurants today.

**11am - 3pm**  
**LUNCH SET**  
 Start from **RM16.90**

All sets come with soft drink (regular)  
 Coca-Cola® Klasik / Fanta® Strawberry / Sprite®

**Kenny's Quarter Lite Meal**

**NEW**

Valid for dine-in on Monday - Thursday only  
 All pictures shown are for illustration purposes only.  
 Price vary based on location



**WHOLE NEW KENNY ROGERS PIE MEAL, A TANTALIZING TREAT THAT WILL LEAVE YOU CRAVING FOR MORE**

Enjoy the rich and delightful flavours of Kenny Rogers Roasters' pies with two side dishes and a refreshing soft drink.

There are two options to pick from:

'Beef Steak & Mushroom Pie Meal' - Savor the tender beef chunks and sautéed mushrooms braised to perfection in a rich gravy, encased in a perfectly baked pastry. The ultimate comfort food!

'Gourmet Lamb Stew Pie Meal' - Treat yourself to a light and flaky golden pastry filled with sumptuous premium minced lamb and vegetable stew. Served with Kenny Rogers award-winning Black Pepper Gravy.

The Pie Meal is the ultimate blend of delicious ingredients and delectable pastry. The pies can be ordered separately as an a la carte item.



Kenny Rogers Roasters' Beef Steak & Mushroom Pie Meal

**NEW PAPA JOHN'S CHEESE SPLASH**



On March 23, Papa John's Cheese Splash was introduced as a new offering to add to its customers' favourite speciality pizzas such as Super Papa, also known as The Works, and Five Cheese Spinach.

This new offering was intended to usher the beginning of summer with some cheese splashing.

**SPRING ROLLS - A WHOLE NEW ALL-DAY DELIGHT**



Spring Rolls are the newest all-day delight at Kenny Rogers Roasters! Enjoy the crispy, delicious goodness of this savoury nibble. Choose from Sweet and Spicy spring rolls or Honey Glazed spring rolls, both of which will leave you wanting more.

Order from any of Kenny Rogers Roasters outlets in Malaysia.

**EAT, SCRATCH & WIN (ESW) CAMPAIGN FINALE**

The ESW campaign was a success, with prizes worth over RM1,500,00.00 up for grabs. The purpose of this campaign was to reward KRR's fans on maintaining a healthy lifestyle by enjoying a well-balanced diet



Four finalists of KRR's Eat, Scratch & Win Campaign battled it out at the grand finals, where Mr. Lee Hing Yeaw emerged as the champion and walked home with a 3D2N package stay for 2 at the exclusive Taaras Beach & Spa Resort.

The other finalist, Mr. Muhammad Hafizi Bin Hairul Nizam and Ms. Jolene Lim Chu Yong walked away with a 3D2N stay at Berjaya Langkawi Resort and Berjaya Tioman Resort respectively. Last but not least, the remaining finalist, Mr. Khairuyusnizam Bin Abdul Rahim won a RM1,000 loaded KRR card. The wins provided a great opportunity for the package stay winners to rediscover all the hidden gems in Malaysia's most exotic islands.



Andy How, General Manager of Berjaya Roasters (2nd from right), and Maya Kaur, Senior Manager of Corporate Marketing & Communications of Berjaya Hotels & Resorts posing with the winners of Eat, Scratch & Win campaign.

**MOTHER'S DAY CELEBRATION WITH PAPA JOHN'S PIZZA**



On Mother's Day, May 14, all Papa John's Pizza locations in the Philippines planned for a huge celebration.

Honouring motherhood, Mother's Day meals were offered and presented through digital channels ahead of time.

The meals included pizza, pasta, and chicken wings, as well as brown sugar milk tea and three-in-one flavoured ice cream.

**LITTLE PIZZA MAKERS CAMP**

Papa John's hosted a store tour for its customers and families on April 15th, 16th, 22nd, 23rd, 29th, and 30th, as well as May 20th, 21st, and 28th.

During these dates, parents and children had the opportunity to bake their own pizzas and gain a greater understanding of the quality of ingredients used in everyday pizzas as well as how Papa John's pizzas are prepared.



## Featuring News from Retail (Non-Food) Segment

### A SPRINGTIME SHOWCASE OF AUTOMOTIVE EXCELLENCE FROM H.R. OWEN AT SALON PRIVÉ LONDON

From 20 to 22 April, H.R. Owen participated in the Salon Privé London, UK's signature automotive events, situated at the prestigious Royal Hospital Chelsea. The event celebrates the finest automotive creations, showcasing the most desirable classics and modern cars, combined with luxury cars and uncompromising hospitality.

Notably, the H.R. Owen team debuted the Ferrari Roma Spider, and the Ferrari 296 GTS, during the automotive festival, which was well received by the spectators and car enthusiasts. In addition to the debut, the team brought along with them a range of their finest supercars and luxury cars for display to the public, namely Maserati Grecale, Maserati MC20, Bentley Flying Spur Odyssey Edition, Bentley Continental GTC S, Bentley Bentayga Azure EWB, Lamborghini Urus, Lamborghini Huracan, Lamborghini Aventador, Rolls-Royce Ghost, Rolls-Royce Phantom, Rimac Nevara, and Hennessy Venom F5.

KS18 ZTG

### H.R. OWEN HATFIELD WELCOMES JOHN HENNESSEY TO THE LAUNCH OF THE VENOM F5 ROADSTER



Mr. John Hennessey, Founder and CEO of Hennessey Performance Engineering was invited to the launch ceremony of the Venom F5 Roadster, to celebrate the cooperation between H.R. Owen and Hennessey. Only 30 of the hypercars will be manufactured to the owner's exact specifications.

Also present at the event were Hennessey Director of Design Mr. Nathan Malinick, Hennessey test pilot, professional racing driver Mr. Alex Brundle, and H.R. Owen Chief Executive Officer Mr. Ken Choo.

The Roadster's launch party took place at H.R. Owen Hatfield flagship showroom, located on the site of the former de Havilland factory, which produced the 1934 England-Australia air race-winning Comet and the legendary Mosquito. Covering 110,000 square feet, Hatfield is a new, multi-marque, flagship retailer comprising five showrooms and three aftersales facilities.

### H.R. OWEN ANNUAL FERRARI TOUR

The sixth annual H.R. Owen Ferrari Tour took off from Lisbon to Madrid in May 2023. A total of 16 client cars were transported out to Sublime Comporta just outside Lisbon, where clients flew in to meet their Ferraris.

The clients drove a meticulously planned route for six days, taking in the greatest roads, hotels, and restaurants the region has to offer. The excursion took in the wide plains of Alentejo, as well as the towns of Evora and Salamanca, before concluding with dinner at Dani Garcia's rooftop bar in Madrid.





**JACK BARCLAY BENTLEY LAUNCHED LATEST LINE IN COLLABORATION WITH SAVILE ROW TAILOR, HUNTSMAN**



On May 24, Jack Barclay Bentley unveiled the latest generation of Jack Barclay x Huntsman line, which included the Bentayga Huntsman and Continental GTC Huntsman, both of which debuted at the Savile Row Concours.

The models, which are available exclusively through Jack Barclay, are the culmination of a long-term collaboration with Huntsman. The Bentley Bentayga and Continental GTC Huntsman Editions include unique interiors inspired by the famed Savile Row tailoring house's sartorial legacy. Campbell Carey, Huntsman's Head Cutter and Creative Director, collaborated closely with Jack Barclay Bentley and the Mulliner design team to compliment the automobiles' existing atmosphere.

There will only be five of each model in this collection. Every Huntsman Edition car, whether Bentayga or Continental GTC, comes with a bespoke Huntsman jacket made in one of Huntsman's exclusive house cloths for the owner. Customers are invited to Huntsman's famous Savile Row headquarters to select their cloth and attend a measuring session to guarantee their jacket is made exactly to their specifications.

**ASTON MARTIN READING HOST DB12 SUPER TOURER SUPERCAR LAUNCH**

The World's inaugural Super Tourer, the DB12, made its premiere at Aston Martin Reading in May.

Drinks and canapes were served as guests and customers set their sights on the latest Aston Martin model for the official unveiling.



Aston Martin's latest model, DB12 captivated the crowd.

**Featuring News from Hospitality Segment**

**BERJAYA AIR APPOINTS DATUK CAPTAIN CHESTER VOO AS CHIEF EXECUTIVE OFFICER**



Datuk Captain Chester Voo appointed as the CEO of Group Aviation.

On February 2, 2023, Datuk Captain Chester Voo was named by Berjaya Land Berhad as the Chief Executive Officer of Group Aviation, overseeing Berjaya Air, Asia Jet, and Rafflesia Airways.

His impressive career in aviation began in 1993, when he joined Malaysia Airlines as a pilot. In 2008, he moved on to Air Asia, where he actively participated in flight operations. Datuk Captain Chester Voo presided over the Civil Aviation Authority of Malaysia (CAAM) from June 2020 to December 2022. He successfully led the aviation safety authority through the COVID-19 pandemic during his term and played a pivotal role in reclaiming the Category 1 rating from the US Federal Aviation Administration. This accomplishment made it possible for Malaysian carriers to operate flights to the United States.

With almost 30 years of experience, he has solidified himself as a respected figure in the aviation industry where his exceptional skills, remarkable leadership, and illustrious achievements make him an invaluable asset to further advancing Berjaya's success and growth.



## THE OPENING OF ICELAND PARLIAMENT HOTEL IN REYKJAVÍK

The highly anticipated Iceland Parliament Hotel - Curio collection by Hilton officially opens its doors in December 2022. Situated in Reykjavík's city centre, the 163-key hotel is located next to the iconic Icelandic Parliament - Alþingi and across from Austurvöllur. The hotel offers easy access to notable attractions such as Reykjavík Cathedral, Harpa Concert Hall, and the trendy harbour area. The nearby historic Reykjavík harbour offers spectacular scenes of the northern lights during winter season and the midnight sun during the peak of summer.

Within the hotel, guest can indulge themselves in local delicacies with an international twist at the Hjá Jóni Restaurant or unwind with refreshing beverages at the Telebar. The Parliament Spa at the hotel provides guests with a chance to rejuvenate and relax, while the fully-equipped fitness centre is available for fitness-focused guests.



Iceland Parliament Hotel - Curio collection by Hilton situated at Rejavik.



King Junior Suite at the Iceland Parliament Hotel.

## ANSA OKINAWA RESORT REOPENS FOR STAYS

With the relaxation of COVID-19 related restrictions, ANSA Okinawa Resort re-opened for stays from 1 March 2023. Located on the high ground of Uruma in the Okinawa prefecture, ANSA Okinawa Resort beckons your arrival with a panoramic view of the East China Sea and the Pacific Ocean on each side of the island. The resort is nestled amidst Ishikawa Hill where the lush greenery provides a tranquil retreat for those who seek to reconnect with nature.



## BERJAYA HOTELS & RESORTS BESTOWED NUMEROUS AWARDS

Berjaya Hotels & Resorts ('BHR') bagged multiple accolades and recognition illustrating the Group's dedication to delivering first-rate services at its hotel properties and cementing its commitment to customer satisfaction.

The list of awards included:

The prestigious Connie Award, regarded as the highest prize in the hotel industry, was bestowed to The Canopy by Hilton Reykjavik City Centre. The accolade honours the hotel's remarkable performance, high levels of patron satisfaction, and exceptional service. To receive the Connie Award, hotels must achieve the highest Service and Loyalty Tracking (SALT) score based on various metrics such as Overall Service, Feels Welcomed, Problem Resolution, and Cleanliness of Room.

The HAPA Awards, dubbed the "Oscars of Hospitality," presented Berjaya Tioman Resort with the titles of "Best in Malaysia Island Discovery 2023/2024" and "Resilience Winner" in appreciation of its superior customer service. These honours seek to raise the bar for Asian hospitality in terms of both quality and service. The resort was additionally acknowledged as "The Best Family Resort" by the International Travel Award, which recognises excellence in the international hospitality and tourism industries.

In addition, Berjaya Tioman Resort achieved recognition in multiple categories by the Haute Grandeur Global Hotel Awards™ at both country and continental levels. These categories include 'Best Golf Resort (Malaysia),' 'Best Hideaway Resort (Malaysia),' 'Best Honeymoon Hideaway Resort (Malaysia),' and 'Best Corporate Resort (Asia).' The Haute Grandeur Awards were established to honour outstanding contributions by exceptional hotels worldwide.



(Left) Sigrún Hulda Sigmundsdóttir, General Manager of Canopy by Hilton Reykjavik City Centre, holding aloft the Connie Award. (centre) The Connie Award on display (centre). (Right) The Haute Grandeur Global Hotel Awards™ recognises exceptional hotels globally.



**BERJAYA HOTELS & RESORTS SHARE JOY WITH GUESTS AND LOCAL COMMUNITIES**



Melodic robot delighted guests at ANSA Hotel Kuala Lumpur.



Kelava's debut pop-up booth at ANSA Walk.



Berjaya Langkawi's female staff posing for a group photo.

ANSA Hotel Kuala Lumpur recently surprised its guests by introducing two cutting-edge robots offering complimentary bottled juices, snacks, and gelatos while filling the hotel lobby with melodic tunes, spreading joy and enhancing the overall ambience.

The hotel also hosted a pop-up event in collaboration with Kelava at ANSA Walk to promote a mindful indulgence lifestyle by featuring Kelava's plant-based ice creams crafted from high-quality ingredients. Attendees enjoyed exclusive promotions, sample tastings, and lucky draws, reflecting the shared commitment of the hotel and Kelava towards fostering a healthy and sustainable lifestyle.

Meanwhile, in honour of International Women's Day, Berjaya Langkawi Resort gave all its female guests a 38% discount on food and drinks as well as spa services at the Taaras Spa. This gesture demonstrated the resort's commitment to equity and supporting women in their endeavours. To commemorate the occasion, a group of female resort staff gathered for a group photo on the resort's picturesque beach.



To further spread joy, Berjaya Langkawi Resort organised the 'Little Bunnies Easter Fun' event for its in-house guests. Families and children participated in various Easter-themed activities, including art and craft, colouring, egg decoration, and a treasure hunt.

These engaging activities were designed by the resort's Sports and Recreation Team to create a memorable experience for families and children. It was certainly a fun time for all and with lots of smiles all the way!

**CONSERVING THE EARTH WITH BERJAYA GREEN SEA TURTLES VISITED THE TAARAS HOTELS & RESORTS ('BHR') BEACH & SPA RESORT**



Berjaya Langkawi Resort Staff and in-house guests lit up candles at the beach area, in support of Earth Hour.

In conjunction with Earth Day, Berjaya Langkawi Resort went dark in response to the annual Earth Hour by switching off non-essential lights for an hour from 8:30 PM to 9:30 PM. To represent the collective commitment towards conserving energy and preserving our planet, both the resort staff and in-house guests took part in lighting up candles at the lobby and beach area.



As part of BHR's ESG efforts, Berjaya Iceland Hotels organised an Earth Week program, dedicated to addressing environmental concerns and cultivating a sense of environmental awareness among its staff members.

The program aims to promote sustainable practices and encourage responsible actions within the hospitality industry. Berjaya Iceland Hotels organised a 5-day series of workshops and activities, to engage employees and educate them about energy conservation, waste reduction, and the importance of preserving local ecosystems.

The Taaras Beach & Spa Resort is delighted to welcome a new generation of green sea turtles! For the first time in 2023, a green sea turtle nested and laid a total of 101 eggs on The Taaras beach, which is located between The Cove and MareNero restaurant. The resort's dedicated team carefully collected all the eggs and transferred them to the SEATRU Turtle Lab, located on the premises, where they were placed in an egg chamber for incubation until they hatch.

In an extraordinary turn of events, the same mother green sea turtle returned to the shore for her second nesting less than two weeks after the first. The SEATRU Turtle Lab staff chose to take an in-situ strategy this time, leaving the turtle eggs in their original nest to ensure optimal incubation conditions. A double-layer netting was built around the nest to give additional protection, effectively repelling any predator threats.

These efforts showcases the commitment of The Taaras Beach & Spa Resort to the conservation and preservation of marine life, particularly the endangered green sea turtles. The team showcase their dedication to providing a safe environment for sea turtles to nest and hatch, contributing to the conservation efforts of these magnificent creatures.





## BERJAYA AIR'S JOJO FLIGHT CELEBRATES THIRD ANNIVERSARY



The launch of Jojo Flight with its ATR 42-500 aircraft by Berjaya Air three years ago signalled the beginning of an exciting new era in air travel between Subang Airport and Redang Airport.

Since its inaugural trip on 20th February 2020, Jojo Flight has revolutionised and shortened the travel duration between Kuala Lumpur to Redang Island, offering travellers a swift journey of just over an hour instead of the usual five to six hours.

With seamless connectivity to the popular island and hassle-free travelling experience to the white sandy beaches of The Taaras Beach & Spa Resort, Jojo Flight offers a well-planned flight schedule of three times per week and twice per week during the low season. Charter flights are also available upon request.

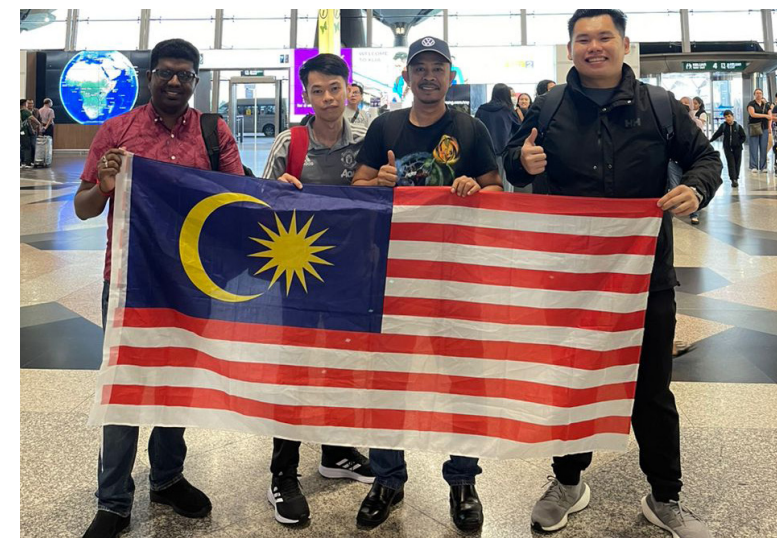
## Featuring News from Services Segment

### FOUR BERJAYA UNIVERSITY COLLEGE STUDENTS TRAVEL TO SLOVENIA FOR INTERNSHIPS AS PART OF THEIR STUDY ABROAD PROGRAMME!



BERJAYA University College ('Berjaya UC') has chosen four top culinary students to participate in an internship programme at the Vocational College of Hospitality and Tourism Maribor, Slovenia, from May 7 to July 17, 2023. This programme is co-funded by the European Union's Erasmus+ Programme, which allows students to gain significant credits that are recognised by their home institution as part of their higher education programme.

The selected students will widen their perspectives, gain a greater appreciation for diverse culinary arts, and develop the skills required to flourish in a globalised environment throughout their time abroad. The program also provides the opportunity for them to engage and forge connections with like-minded individuals and the communities, building lasting memories and invaluable experiences that will shape their personal and professional growth.



In addition, four distinguished Berjaya UC staff members and lecturers joined the selected students for ten days at the Vocational College of Hospitality and Tourism Maribor in Slovenia. The sharing of culinary knowledge and cultural experiences culminated in a spectacular cultural fusion that highlighted Malaysia's and Slovenia's vivid spirits. This exceptional interchange fostered profound ties and strong appreciation for diverse traditions and culinary arts.



## BERJAYA UNIVERSITY COLLEGE GROOMING STUDENTS TO BECOME GLOBAL CHAMPIONS



BERJAYA University College ('Berjaya UC') offers students the opportunity to train under the guidance of professional chefs, resulting in excelling in competitions and winning awards. The school invests in state-of-the-art kitchen facilities and equipment, to ensure students are well-versed in the equipment they will encounter in the real working world. Students are provided with experiential learning by participating in real-world events and competitions.

In February 2023, the Malaysia Culinary World Cup, the world's largest cooking competition was held at the World Trade Centre in Kuala Lumpur. With over 60 categories, culinary school students, professional chefs, home cooks, hawker stall owners, and food truck operators from South-East Asia, the Middle East, and North Africa competed in the competition.

The students from Berjaya UC's Faculty of Culinary Arts and Faculty of Hospitality & Tourism emerged victorious with their winning Malaysian dishes, earning three gold, two silver, and three bronze Medals. The students were judged based on a point system based on presentation, hygiene, taste, and other criteria.

BERJAYA University College is committed to providing students with a stellar career in the prestigious world of gastronomy. Enrolling at Malaysia's top culinary school and pursuing a career in the culinary arts can lead to a rewarding career.



*The taste of success! Berjaya UC culinary champions with their medals at the Malaysia Culinary World Cup*

## BERJAYA UNIVERSITY COLLEGE LAUNCHES NEW PHD AND MPHIL PROGRAMMES IN MANAGEMENT



*Mr Syed Ali Shahul Hameed (6th from right) and Prof. Dr. Wong Tai Chee (center) with members of the faculty and students of the new post graduate programmes.*

Berjaya University College ('Berjaya UC') has introduced two new postgraduate programmes, the Master of Philosophy in Management and the Doctor of Philosophy in Management, under the Faculty of Business.

These research-based programmes will concentrate on improving Business Management expertise in areas such as Human Resource Management, Marketing, Accounting, Finance, Business Economics, Management, and Business Analytics.

Commenced in May 2023, Professor Dr. Wong Tai Chee, Deputy Vice Chancellor and acting Chief Executive of Berjaya UC shared that both programmes provide opportunities for students who aspire to further develop their foundation in business knowledge and skills. Mr. Syed Ali Shahul Hameed, GCEO of Berjaya Land Berhad, emphasised, "The programmes are about more than just learning skills and knowledge from books; they are also about enriching personal life experiences that would allow students to thrive in their academic and future vocations."



## U MOBILE LAUNCHES PAKEJ PERPADUAN WORTH RM30

From now till 31 December 2023, U Mobile will be offering Pakej Perpaduan Prabayar Mudah Alih (Pakej Perpaduan) to all Malaysians. Pakej Perpaduan has a data allowance of 30GB at a speed of 3Mbps and costs only RM30 for 6 months. Pakej Perpaduan Prabayar Mudah Alih is a government effort in collaboration with Malaysian telecommunications companies aimed towards disadvantaged areas, specifically youngsters under the age of 30, senior residents, veterans of armed forces, people with impairments, and the B40 group.

This initiative is in line with the government’s aim to help alleviate the rakyat’s cost of living and support their connectivity needs.

If they have the latest U Mobile 5G Prepaid Pack, eligible U Mobile clients can subscribe to Pakej Perpaduan via the MyUMobile app. Pakej Perpaduan can be triggered by following the procedures below:

- Step 1:  
Open the *MyUMobile* application.
- Step 2:  
Select “Others” from the “Add Ons” menu.
- Step 3:  
Join *Pakej Perpaduan*



## U MOBILE PROUDLY SUPPORTS TEAM MALAYSIA TO SPECIAL OLYMPICS WORLD GAMES BERLIN



U Mobile is proud to be the main sponsor of the Special Olympics Malaysia (‘SOM’) team. This latest initiative is in keeping with the telco’s efforts to recognise Malaysians with exceptional spirit, such as our Special Olympics athletes. 39 delegates, consisting of 16 athletes, six Unified partners, 12 coaches, four officials, and one healthcare professional, to Berlin for the Special Olympics World Games which took place from 17 to 25 June 2023.

The Malaysian Special Olympics Athletes competed against 7,000 athletes from 190 countries in six sporting events, namely swimming, bocce, badminton, athletics, table tennis and bowling.

U Mobile provided all team members with U Postpaid subscriptions that came with ultra-fast 5G or 4G data as well as free global roaming when they are away for training or competitions. In addition, the athletes also enjoyed the U Mobile experience with a brand new 5G device.

A handover ceremony of the Jalur Gemilar was held on 11 June 2023 where the 39-member delegation officially handed over the Jalur Gemilang at Sunway University to mark their departure to Berlin.

## U MOBILE DOUBLES DATA FOR U POSTPAID 38, UNLOCKS HOTSPOT FOR ALL 5G U POSTPAID PLANS



U Mobile recently increased its Unbeatable 5G U Postpaid Plan options, allowing all new and existing U Postpaid 38 users to enjoy 60GB of high-speed 4G/5G data for life, which is double the amount previously available. U Postpaid 38 is by far the finest entry-level postpaid package on the market, costing only RM38 per month for 60GB of high-speed 4G/5G data and unlimited calls to all networks. As part of its Ultra Hotspot 5G promotion, the telecom has unlocked hotspot for U Postpaid 38, 68, and 98. Subscribers can now hotspot from their plan’s main data quota rather than a separate hotspot data quota.

This implies that as part of the Ultra Hotspot 5G promotion, U Postpaid 38 subscribers can use their 60GB of high-speed 4G/5G data for hotspot, while U Postpaid 68 subscribers can use their 100GB of high-speed 4G/5G data for hotspot. Subscribers to U Postpaid 98 will also be able to share their huge 1000GB of high-speed 4G/5G data across several devices, as well as with family and friends. Both U Postpaid 68 and U Postpaid 98 offer free 15GB of roaming data and incoming calls across 63 destinations, as well as unlimited calls, for RM68 and RM98 monthly, respectively. Although Ultra Hotspot 5G is a limited-time promotion, U Postpaid 38, 68, and 98 members will have permanent access to the hotspot once it is unlocked for them.

## U MOBILE AND POLIS KL STRENGTHENS PARTNERSHIP IN CONJUNCTION WITH AIDILFITRI



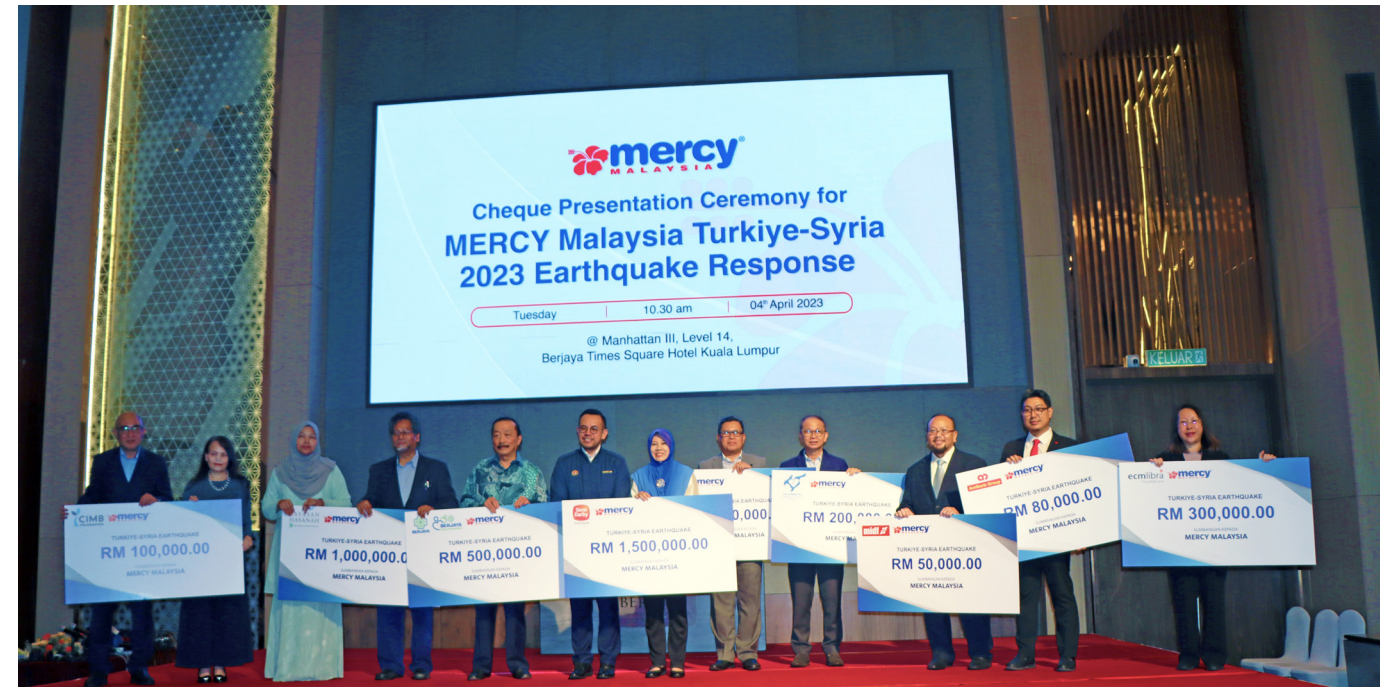
U Mobile is proud to have collaborated for the second time with Polis Kuala Lumpur on ‘Op Selamat 20’, a road and home safety campaign launched on 20 April 2023 in connection with the Hari Raya Aidilfitri festive season. U Mobile previously collaborated with Polis KL for Op Selamat 18 in 2022, and was recently involved in the launch of their “Pemanduan Berhemah dan Rumah Selamat” campaign.

As a prelude to the commencement of Op Selamat, U Mobile joined the police at Terminal Bersepadu Selatan (TBS) for their ‘High Profile Policing’ event, which intended to provide suggestions to community members on how to stay safe on the road and at home. To commemorate the event, U Mobile distributed goodie gifts to bus drivers and passengers in order to ensure a pleasant and smooth balik kampung journey. The packages featured U Mobile prepaid sim cards, Raya packets, refreshments, kurma packets, and other prizes.



## BERJAYA CARES FOUNDATION SUPPORTS MERCY MALAYSIA TURKIYE-SYRIA 2023 EARTHQUAKE RESPONSE

In early April, Berjaya Times Square Hotel, Kuala Lumpur hosted the Cheque Presentation Ceremony for MERCY Malaysia Turkiye-Syria 2023 Earthquake Response. In total, Berjaya Cares Foundation together with Malaysian Industrial Development Finance Berhad, AmBank Group, CIMB Foundation, UMW Holdings, Methodist Crisis Relief and Development, ECM Libra Foundation, Yayasan Hasanah, and Yayasan Sime Darby contributed approximately RM4.0 million to MERCY Malaysia to support their relief operations in the affected region.



Tan Sri Dato' Seri Vincent Tan Chee Yioun, Advisor of Berjaya Corporation Berhad (5th from the left), Yang Berhormat Mr. Steven Sim, Deputy Minister of Finance (6th from left), and Dato' Dr. Ahmad Faizal Mohd. Perdaus, President of MERCY Malaysia (4th from left) at the cheque handover ceremony.



The devastating 7.8 magnitude earthquake struck on 6 February 2023 and was reported as the strongest earthquake in the country. At least 24 million individuals were affected by the earthquake. The donations will be utilised to ensure the welfare of the affected locals which include but not limited to: medical and psychological welfare of the

affected locals, campers' schools, tents as temporary shelter, purchase of tangible needs locally to ease the local economy, and communities.

Corporate  
Social Responsibility



**BETTER MALAYSIA FOUNDATION PRESENTED A MOCK CHEQUE OF RM250,000 TO MYSKILLS FOUNDATION AT THE APPRECIATION & FUND-RAISING DINNER**

On behalf of Better Malaysia Foundation, Dato' Seri Robin Tan presented a mock cheque of RM250,000 to MySkills Foundation in the Appreciation & Fund-Raising dinner for the MySkills Endowment Fund on 12 May 2023. The fund is utilised to provide teenagers and school dropouts a better chance for a brighter future.

MySkills Foundation is a vocational school dedicated to training school dropouts of various circumstances. After learning of the drives and efforts of MySkills Foundation, Tan Sri Dato' Seri Vincent Tan Chee Yioun pledged RM2.5 million to MySkills Foundation over 10 years through Better Malaysia Foundation, to continue this noble and beneficial community initiative.



Dato'r Seri Robin Tan (From 4th left) presenting a mock cheque of RM250,000 to MySkills Foundation.

**BERJAYA PHILIPPINES INC JOINS EARTH HOUR 2023**

On March 25, Berjaya Philippines Inc ('BPI') and its employees participated in this year's 'Earth Hour' by turning off the lights for an hour, to show their support for the conservation efforts of planet earth.

Aside from that, BPI organised other activities such as nature hiking, playing board games, stargazing, creating artwork, tree planting and many others.

BPI is fully committed to Environmental, Social and Governance ('ESG') practices in their business operations and preaches this practice to its staff and everyone, whether at the work place or at home.



**BERJAYA PHILIPPINES INC DONATES MEDICAL DEVICES TO A HEALTHCARE CENTRE IN STA. ROSA, LAGUNA**



On 30 May, Berjaya Philippines Inc. ('BPI') handed over medical devices to the Barangay officials of Pulong Santa Cruz in Sta. Rosa, Laguna to boost services and capabilities of the healthcare center in the area. The donated medical devices includes infant weighing scales, sphygmomanometer, infrared forehead thermometers, and nebulizers.

BPI aimed to equip the community health workers to carry out their duties more effectively, as well as care and protect the well-being of the people in this community.

The Barangay health officials extended their gratitude to BPI for their generous donation which will benefit thousands of their constituents and provide local communities with access to the latest healthcare facilities and treatments.

Present at the handover ceremony were Mr. Tan Eng Hwa, President of BPI, Mr. Germain Alilio, Officer-in-Charge of Ssangyong Berjaya Motor Philippines, Councilor Basilia Pag Ong, Administrator of Theopilo Javillo, Barangay Midwife Virginia Ulat and several other healthcare center nurses.

**CARING GIVES BACK TO ELDERLY RESIDENTS OF 3 MY AGED CARE CENTRES**



Representatives from CARiNG Pharmacy and Monash University Pharmacy Society (MUPhaS) visited 3 My Aged Care nursing homes at My Manor, Jalan Assunta, and PJ Old Town. This visit was an initiative by MUPhaS, in line with CARiNG's Public Health Campaign 2023: Hypertension, Hyperglycaemia and Hypercholesterolaemia - The Silent Killers.

This collaboration aims to promote early detection and screening the non-communicable diseases, and encourage interactions among CARiNG Pharmacy and pharmacy students with the elderly.

On top of supporting health screenings to the elderly at nursing home, CARiNG Pharmacy donated CARiNG cash vouchers and daily essentials worth RM3,000.



**CARING ONE SHOP ONE SCHOOL CSR PROGRAMME TO SUPPORT LOCAL SCHOOLS**



CARiNG One Shop One School “一店一校” is a corporate social responsibility programme serving the community offering first aid subsidies to local primary and secondary schools. Launched in 2017, the programme aims to reduce the burden of local schools in purchasing medical and first aid supplies.

To date, CARiNG Pharmacy has donated to 132 schools all over Malaysia. The donations included first-aid kits and subsidies for the schools to purchase any healthcare items that they require at their nearest CARiNG Pharmacy store.

During the Karnival Hari #Caring Kesehatan in May 2023, YB Dr. Ripin Bin Lamat, Deputy Minister for Youth, Sports & Entrepreneur Development officiated the donations handover ceremony, totalling RM6,000 in subsidies and 20 units of first-aid kits to SJK (C) Chung Hua Stapok, SJK (C) Chung Hua Sungai Moyan, SJK (C) Chung Hua No 2, SJK (C) Sam Hap Hin, and SJK (C) Stampin.

CARiNG Pharmacy aims to continue this CSR programme to aid more local schools, as part of their efforts to contribute and support the local community, in which more Malaysian schools can expect such donations for years to come.

**CARING DONATES OXYGEN CONCENTRATORS TO HOSPITALS AND ST. JOHN AMBULANS MALAYSIA**

CARiNG Pharmacy donated 75 units of oxygen concentrators worth approximately RM300,000 to 4 local hospitals and a local non-governmental organisation (NGO).

The hospitals received the donation were Assunta Hospital Petaling Jaya, Hospital Canselor Tuanku Muhriz (HCTM) Universiti Kebangsaan Malaysia, Hospital Kuala Lumpur, and Hospital Tunku Azizah. CARiNG Pharmacy also donated a cash support of RM30,000 and 20 oxygen concentrators worth RM83,000 to St. John Ambulans Malaysia (SJAM).



Beneficiaries receiving oxygen concentrators from CARiNG Pharmacy.



**'KARNIVAL HARI #CARING KESIHATAN' KICKS OFF TO COMMEMORATE THE MERGING OF CARING PHARMACY WITH JOM PHARMACY**

From 18 to 21 May 2023, CARiNG Pharmacy launched the Karnival Hari #CaringKesehatan at Vivacity Megamall to celebrate the momentous milestone of its merger with Sarawak-born community pharmacy chain, JOM Pharmacy.

The carnival provided the Sarawakian public an opportunity to experience the comprehensive and personalised pharmacy services offered by CARiNG's panel of pharmacies and participate in various activities such as virtual sports games and Zumba sessions to earn Caring points and attractive gifts. This was made possible through CARiNG's partnership with its many health allies such as Abbott Nutrition, Brand's, Iconic, Redoxon, Sensodyne, Scott's, and SuuBalm offering exclusive promotions at this 4-day event.



Chong Yeow Siang, Managing Director of CARiNG Pharmacy, stated that they shared a common commitment with JOM Pharmacy, which is to provide affordable and accessible health care services and products to the local community. “Our commitment to maintaining the high-quality service offered by JOM Pharmacy remains steadfast. We are honored to have JOM Pharmacy join the CARiNG Pharmacy family and welcome Sarawakians to be part of this journey,” said Chong.

YB Dr. Ripin Bin Lamat, Deputy Minister for Youth, Sports, and Entrepreneur Development, iterated that pharmacies played a big role in fighting COVID-19 and in educating and inspiring the public to take personal health practices more seriously.

“Being the largest home-grown pharmacy chain in Malaysia, I am certain that there is nobody better to understand the local Sarawak market needs and requirements than CARiNG Pharmacy”.





### A PANEL SESSION ON DIVERSITY, EQUITY AND INCLUSION (DEI)

On 6 April, Puan Norlela Baharudin, Executive Director of Berjaya Corporation Berhad, was invited as one of the panellists on the session titled: “Gender Diversity, Equity & Inclusion at the Workplace: What Worked, What Didn’t & Everything in Between” co-organised by the Embassy of Sweden and The Chinese Chamber of Commerce and Industry of Kuala Lumpur & Selangor (KLSCCCI).

Held in Seng Peng Hall, Wisma Chinese Chamber, the panel session focused on Diversity, Equity, and Inclusion (DEI) practices and enhancements applicable in business organisations, steps that can be taken to showcase DEI, demonstration on how the progress of gender DEI is a process, and to empower the audiences attending the session.



Representing 30% Club and Berjaya Corporation Berhad, Puan Norlela Baharudin shared her understanding on gender DEI. She also provided the audiences insights on how the practices are being applied in Berjaya Corporation Berhad and what can be expected, given the recent changes and policies made to the business and operations.

She said, “At Berjaya, we recognise *diversity* does not only mean gender, but also inclusive of the minority group and the underserved.

The action taken by Berjaya Group and its subsidiaries to date in diversifying the workforce and empowering the minority includes the historical setup of an all-women Board, operation of Starbucks Signing Stores, and employment of the indigenous and visually impaired at Berjaya Hills.”

The other panelist includes Mölnlycke Vice President of Global Operations and Sourcing for Gloves, Mr. Jean-Christophe Guillou, Petroliam Nasional Berhad (PETRONAS) Senior General Manager, Ms. Akmal Niza Ahmad, and Ericsson Malaysia, Sri Lanka, and Bangladesh Vice President of Sourcing, Ms. Ifrah Shahrinil Rais.



### KENNY ROGERS ROASTERS TEAM MEMBERS CREATED 90 HAPPY SMILES



In conjunction with the recent Hari Raya festivities in April, sounds of joy and laughter of children could be heard as the Kenny Rogers ROASTERS (“KRR”) team arrived at one of the underprivileged children’s home compound to bring cheers to the children.

The children and caretakers from Pusat Jagaan Nurul Hasanah were treated with Kenny’s Chicken Rice Solo meals is served with 1-pc Ayam Goreng, a serving of Aromatic Rice, a special in-house Hainanese ginger chili & caramel soy sauce and a Kenny’s Home-made Muffins. The team also prepared some Honey Glazed spring rolls and bottled fruit juices, to compliment the meals.

It was a rewarding and gratifying gesture to see the smiles on the faces of the children and caretakers, during the festivities. The KRR team did a fantastic job to bring joy and laughterspreading the joy with all during the festive season.

### BERJAYA HOTELS & RESORTS CELEBRATES HARI RAYA WITH LOCAL COMMUNITIES

As part of their continued efforts to support local communities and in celebration of Hari Raya 2023, Berjaya Hotels & Resorts (“BHR”) conducted “Buka Puasa” events at their various properties by welcoming local authorities and communities to their various hotel locations throughout Malaysia.



Captions:

- (1) Tan Yew Jin, the General Manager of Berjaya Penang Hotel presented the hotel’s contribution to Puan Latifah, Principal of Rumah Anak Kesayangan Kepala Batas, Penang.
- (2) Berjaya Tioman Resort Team had a great time hosting teachers from Sekolah Kebangsaan & Sekolah Menengah Kebangsaan Tekek, Pulau Tioman.
- (3) Berjaya Langkawi Resort also hosted a Majlis Iftar for orphans and special needs students.



## INSIGHTS - BCorp Sustainability Monthly Newsletter



As part of the Sustainability Department's ongoing efforts to promote ESG initiatives, a strategic decision was made to merge the contents of the sustainability newsletter into the #BCorpUpClose Newsletter.

Following that, the BCorp Sustainability Department launched its inaugural BCorp Sustainability Monthly Newsletter "INSIGHTS" via BFamily on February 17, 2023.

INSIGHTS contains current sustainability information as well as ESG news from both local and international sources to consistently engage staff and generate a better understanding of the Group's sustainability objective.

The newsletter aims to share on the economic sustainability practices implemented by the Malaysian Government as the country embraces a comprehensive green technology agenda. The primary objective is to promote the widespread adoption of environmentally friendly approaches across all sectors to reduce the nation's dependence on fossil fuels and mitigating its environmental impact.

INSIGHTS is also intended to emphasise on BCorp's sustainability activities which remains at the forefront of the company's agenda.

## BERJAYA CORPORATION BERHAD LISTED IN FTSE4GOOD INDEX SERIES

BCorp is honoured to be named to the prestigious FTSE4Good Index Series for the fiscal year ending 2022. Launched in 2014 by Bursa Malaysia, the FTSE4Good Index provides investors a list of firms with recognised corporate responsibility practices, with an emphasis on Environmental, Social, and Governance ('ESG') issues. The FTSE4Good Index is limited to the top 200 market stocks in the FTSE Bursa Malaysia EMAS Index.

BCorp's Sustainability Department has been holding seminars and meetings with key subsidiaries in order to instill a sustainability culture throughout their practices and operations. This joint effort fosters the implementation of more sustainable ideas for each fiscal year. Prior to its inclusion in Berjaya Group's annual reports, the department will confirm the authenticity and validity of all provided data.

This noteworthy accomplishment is the result of combined devotion and hard work from all parties concerned. The listing inspires us to be more conscious of our sustainable practices and to strive for ESG excellence, enhancing investor confidence on our organisation.



# Sustainability





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