

#BCorp UpClose

QUARTERLY NEWSLETTER



BERJAYA
Apr to Sept 2022



In Conversation With Berjaya's JGCEOs

Explore our cover story featuring Berjaya's Joint Group CEOs **Ms Vivienne Cheng** and **Mr Syed Ali Shahul Hameed** on the present and the plans moving forward.

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Editor's Letter

As we approach the end of the year, a new beginning comes upon us. Tracing back, we celebrate each triumph and challenges equally and as such, this e-zine highlights those moments. This issue explores the mind of Berjaya Corporation Berhad's (BCorp) JGCEOs, their way forward and strategic implementations (page 4), collective stories from brands under BCorp (page 11) and the astounding collaborative efforts in giving back to the community (page 30).

We hope you will enjoy reading this content-packed issue. *Wishing you and your loved ones, a very Merry Christmas and a Happy New Year!*

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In Conversation With

Vivienne Cheng *and* Syed Ali Shahul Hameed

Joint Group Chief Executive Officers (JGCEOs) of Berjaya Corporation Berhad (“BCorp”)

In this very first issue of #BCorpUpClose, we invited our JGCEOs, Ms Vivienne Cheng and Mr Syed Ali Shahul Hameed to share about the Group’s transformation journey as well as their outlook for FY2023.

Taking the helm in April 2022, their combined experiences of close to six decades within the Group is a perfect match to grow the company further.

To recap, in June 2021, the 3-year strategic plan (2021 – 2024) was unveiled to streamline and transform the Group into a high-performing organisation.

The Group has since streamlined its businesses into four (4) business segments namely, **Retail (Food and Non-Food), Property, Hospitality** and **Services** to remain focused as the leading Global Consumer Group.

Q: How have things been after nine months at the helm? What are the main challenges?

VC: Undertaking the role as JGCEO has its challenges, but leveraging my extensive experience at BCorp and its group of companies has definitely eased the transition. I believe that the JGCEO structure which promotes a culture of shared leadership, is a crucial step forward as we take on the responsibility to unlock greater value for our partners and stakeholders.

Given the scope and scale of the Group, we divide the different areas of the business operations and responsibilities between us. Syed and I have our specific responsibilities leveraging our strengths and expertise.

“I believe that the JGCEO structure which promotes a culture of shared leadership, is a crucial step forward as we take on the responsibility to unlock greater value for our partners and stakeholders.” — VC



SA: It is not uncommon in today’s corporate world for companies to pursue the Joint-CEO structure. Beyond our shores, organisations such as Netflix and Samsung have implemented similar leadership structure resulting in positive outcomes for the companies.



I’m humbled by the opportunity that I’ve been given to jointly lead Berjaya together with Vivienne during these unprecedented times where we are consistently required to navigate changes, uncertainties, and disruptions. I am confident that together we will enhance and grow our businesses and continue to elevate **Berjaya as the leading Global Consumer Group.**

Q: The Group unveiled its 3-year strategic plan in June 2021. What were some of the most significant highlights over the past 18 months?

Group’s performance for FY2022	
Revenue: RM8.15B FY2021: RM7.46B	
PBT: RM230.57M FY2021: (260.39M)	PAT: RM51.77M FY2021: (459.63 M)

VC: When we assumed the role of JGCEOs, our focus was to develop BCorp into a high-performing organisation by addressing the gaps in the Group while enhancing its strengths. That focus remains unchanged.

The momentum of our 3-year strategic plan is reflected in the Group’s performance for FY2022 where the Group registered RM51.77 million in net profit from a net loss of RM459.63 million in FY2021. The Group has made great strides in navigating the on-going challenges.

While the external environment around us has been difficult, we see FY2022 as an important milestone for the Group as it marks the beginning of an exciting new chapter. The Group has been extremely agile, and able to adapt to the ever-changing operating landscape. This demonstrates the resilience and responsiveness of our strategy as well as our people.

SA: FY2022 was a year in which the Group streamlined its businesses into 4 business segments, divested some of the non-performing and non-core businesses, and rolled out important initiatives that will help to strengthen our capabilities for continued success in the future. We will continue to realise our 3-year strategic plan as we implement high-impact initiatives to enhance our organisational capabilities in creating value and achieving sustainable growth for our businesses.

I truly believe in the strength of our **People**, which is our greatest asset, and together, we will transform BCorp into a high-performing organisation to deliver sustainable value to our stakeholders as their trusted partner. We truly appreciate the dedication and commitment of our employees as we look ahead into 2023 which is set to be another challenging but exciting year for us.

Q: What are the Group's strategic focus areas and key priorities for FY2023?

VC: As excited as we are about our accomplishments, we recognise that there is much work to be done. Our strategic focus areas for FY2023 include improving our business performance, unlocking value, and establishing group-wide strategies and frameworks for resource optimisation.

The proposed listing of the Singapore Institute of Advanced Medicine Holdings Pte Ltd ("SIAMH") on the Catalyst Board of the



Singapore Exchange Securities Trading Ltd is one good example. The proposed listing will enable BCorp to unlock the value of its investment in SIAMH and provide the Group with a fundraising platform via the Singapore equity capital market. SIAM, through its subsidiaries, provides imaging and oncology centre, as well as proton therapy services. The facility is equipped with a range of imaging and clinical informatics systems to provide timely and accurate diagnoses of cancer, and also home to the first Proton Therapy Centre in the Asia-Pacific region.

SA: As we move forward to unlock greater value for our stakeholders, we are looking to prioritise business optimisation and operational efficiencies through the following initiatives:

- Establishing **digital framework** to improve processes and productivity as well as synergy across multiple business segments
- Development of **creative and innovative** guidelines across the Group's diverse business segments
- Integration of **sustainability framework** and **product offerings** across all business segments to cater to evolving consumer behaviour and increase market share

The Group's sustainability strategy focuses on the four elements namely Economic, Environmental, Social and Governance (EESG) with the aim of nurturing profitable and sustainable businesses in line with the Group's diverse business portfolio and inclusive value creation aspirations for all stakeholders.

But of course, strategies alone will not take us to where we want to be. The key to achieving these key priorities rests with our employees



Clockwise: Cosway Experience Centre at Berjaya Times Square, Kuala Lumpur, aerial view of The Taaras Beach & Spa Resort and freshly brewed coffee from Starbucks.

have done right and continue the momentum. The Group will prioritise investment in its core business segments, while continuing to explore and invest in business opportunities around the region and globally. This strategy will foster business strength and growth as well as bring consistency to shareholder returns.

as we continue to enhance our capabilities and competencies in creating a performance driven culture that would further unlock business value for the Group.

Looking ahead, the Group is now much better prepared to take on the future through the various initiatives that we have embarked on. I am confident that by continuing our current trajectory we will achieve results that benefit the Group and our stakeholders.

Q: How does 2023 look from BCorp's perspective?

VC: While the recovery is likely to be at a gradual pace and the economic outlook is being shrouded by a new set of headwinds, our long-term goals and strategies remain intact. We will continue to focus on doing what we

For the **Retail (Non-Food)** segment, Cosway managed to maintain its business and improved its financial performances over the last two years through its unique and strategic business model which combines retail, franchise and network marketing. Cosway has also embarked on an initiative to expand its physical presence with its Mobile Leader Centre to bring products directly to consumers in smaller towns and rural areas.

Beyond this, Cosway will undergo a product line adjustment over the next 12 months, focusing more on health products. Cosway is looking into strengthening its position by offering wider range of high-quality and appealing product lines as the market response to Cosway's health products has always been strong.

SA: Despite the near-term macro headwinds, we remain optimistic about the Group's long-term outlook.

For the **Property development segment**, the demand for homes remains robust with more than 90% of The Tropika at Bukit Jalil sold since its launch. We are also working closely with the state governments on developing affordable housing projects in a few locations such as Shah Alam, Subang Heights and Penang.

In building a more sustainable future, the property development division will continue to explore and embed innovative and green technologies in its future developments. Our commitment in doing so is reflected in The Tropika at Bukit Jalil, which was awarded the GreenRE certification as well as The Four Seasons Hotel & Hotel Residences Kyoto which has been recognised with an International Award at the Malaysia Developer Awards 2022.

Aside from Kyoto, we are also developing luxury properties in Okinawa and Yokohama

“Despite the near-term macro headwinds, we remain optimistic about the Group’s long-term outlook.” — SA

which is a continuation of our success with Four Seasons Kyoto. We are confident that both the upcoming world-class Four Seasons development in Okinawa and Yokohama will deliver sustainable value and growth to Berjaya Land Berhad and our stakeholders. As we continue to explore and invest in development projects around the region and globally, we remain focused on our strategy in luxury property development and to future-proof our business towards becoming scalable and sustainable.

For the **Hospitality segment**, increasing inflationary pressures and geopolitical conflict

may give rise to further challenges, but it is safe to say that the travel industry is well on its way to recovery. As international borders reopen and the travel environment recovers, the Group anticipates that its hotels and resorts, both local and international, will continue to benefit from the resumption of economic and social activities, backed by strong leisure demand and continued recovery in business transient and group travel.

Most recently, the hospitality segment has also completed the rebranding exercise of its hotels in Iceland. The Iceland Hotel Collection by Berjaya currently operates 13 hotels around Iceland. A new 5-star 163-room hotel in Reykjavik's Parliament district developed in collaboration with Hilton hotels is scheduled for a soft launch on 21st December 2022.

For the **Services segment**, the focus will be on creating innovative products to cater to evolving customer behaviour at every

Clockwise: Tan Sri Dato' Seri Vincent Tan, Syed Ali Shahul Hameed and Berjaya Hospitality team at the Malaysia Developer Awards (MDA) 2022, Oomph Café & Bar founder Vince Chow, Trendcell Sdn Bhd chief executive officer Adeline Foo, Berjaya Land Bhd (BLand) CEO Datuk Abdul Rahim Mohd Zin, BLand Deputy Chairman and Berjaya Corp Bhd Joint Group CEO Syed Ali Shahul Hameed, BLand Executive Director Tan Tee Ming, Anytime Fitness Director Jayagobi Shanmugam, and Osso Bone Care Founder Calvin Shun at The Tropika Bukit Jalil Commercial's grand opening, The Tropika, Bukit Jalil, Kuala Lumpur.



touchpoints eg. REDtone-IoT Smart Farming Solution. In November 2022, REDtone Digital Berhad signed a Memorandum of Understanding with the Department of Agriculture of Selangor to help farmers automate their farms to achieve higher and better crop yield while reducing resources and operating costs through the adoption of digital technology.

In terms of environmental services, our landmark project in Bukit Tagar Enviro Park



is expanding its waste treatment services to include the treatment of industrial hazardous waste (Scheduled Waste ("SW") codes listed under the Environmental Quality (Scheduled Wastes) Regulations 2005.). Our subsidiary, J&T Berjaya Alam Murni Sdn Bhd, in partnership with J&T Recycling Corporation Japan and JFEE Malaysia, is embarking on developing a Sustainable Scheduled Waste Treatment Centre ("SSWTC").

The SSWTC comprises a full range of modern treatment technologies such as thermal treatment with heat recovery, solidification, oil recovery and secure landfill for safe treatment and disposal of hazardous waste liquids/solids, waste oil, clinical wastes and various other types of industrial hazardous waste in Malaysia. The Project aims to provide a comprehensive solution to the industrial sector and private hospitals, in line with the Government's policy in the management of Scheduled Waste and environmental protection.

Additionally, the Project will assist the Government in attracting industrial investments from established international manufacturers. Currently SSWTC is under construction and the first phase is expected to be operational by the first quarter of 2023.

For the **Retail (Food) segment**, we will continue to focus on strategic investments and partnership initiatives. The current projects in the pipeline include the joint venture between Berjaya Food and Paris Baguette, and the expansion of the KRR brands into countries like Maldives, Qatar, United Arab Emirates, Kingdom of





Kenny Rogers Roasters' Rotisserie-Roasted Chicken

Saudi Arabia, Macau and Hong Kong, just to name a few. Beyond that, we will also focus on cost efficiencies and identify new revenue streams through new business models and markets to further grow the business.

Next year is also going to be an exciting one for our wholly-owned subsidiary, Country Farms Group ("CFG"), as it will be looking into expanding its product portfolio and market presence.

In the immediate and mid-term plan, CFG will embark on vertical and horizontal integration through targeted acquisition to expand its product portfolio mix and optimise its value chain. CFG is expanding its plant-based protein product portfolio with Happiee! and Green Rebel brands. Product line extension is also in the pipeline as CFG product offering will branch into nutraceutical and functional food categories with 4 additional products.

Next year will see CFG entering into a collaboration to produce and market "Better-for-you" healthy gourmet product range under the brand "Vince Better Foods" for local and international markets. CFG also plans to widen



Four Seasons Hotel and Hotel Residences, Kyoto, Japan

its reach to regional and overseas markets via both direct supply and strategic alliance. Similarly, CFG is looking into expanding its food service retailing footprint domestically and internationally.

With all these initiatives in place, we expect 2023 to be a more fruitful and exciting year for the Group.

Q: Do you have a message for #BCorpUpClose readers?

VC: With potentially another challenging year ahead, we must remind ourselves that by working together we will remain resilient, and with challenges come opportunities. As we move on to the next chapter of BCorp, I look forward to sharing with you more of our success stories and not forgetting the challenges in realising those successes. On this note, I wish all the readers good health and a wonderful 2023.

SA: The journey toward achieving our 3-year strategic plan will certainly not be an easy one. However, I am confident that we will be able to succeed if each and every one of us remains steadfast in our goals as we work toward accomplishing what we have set out to do. I take this opportunity to wish everyone a peaceful and enjoyable Christmas and a very Happy New Year.

Featuring News from Retail (Non-Food) Segment

STARBUCKS NEW OUTLETS

Peninsular Malaysia

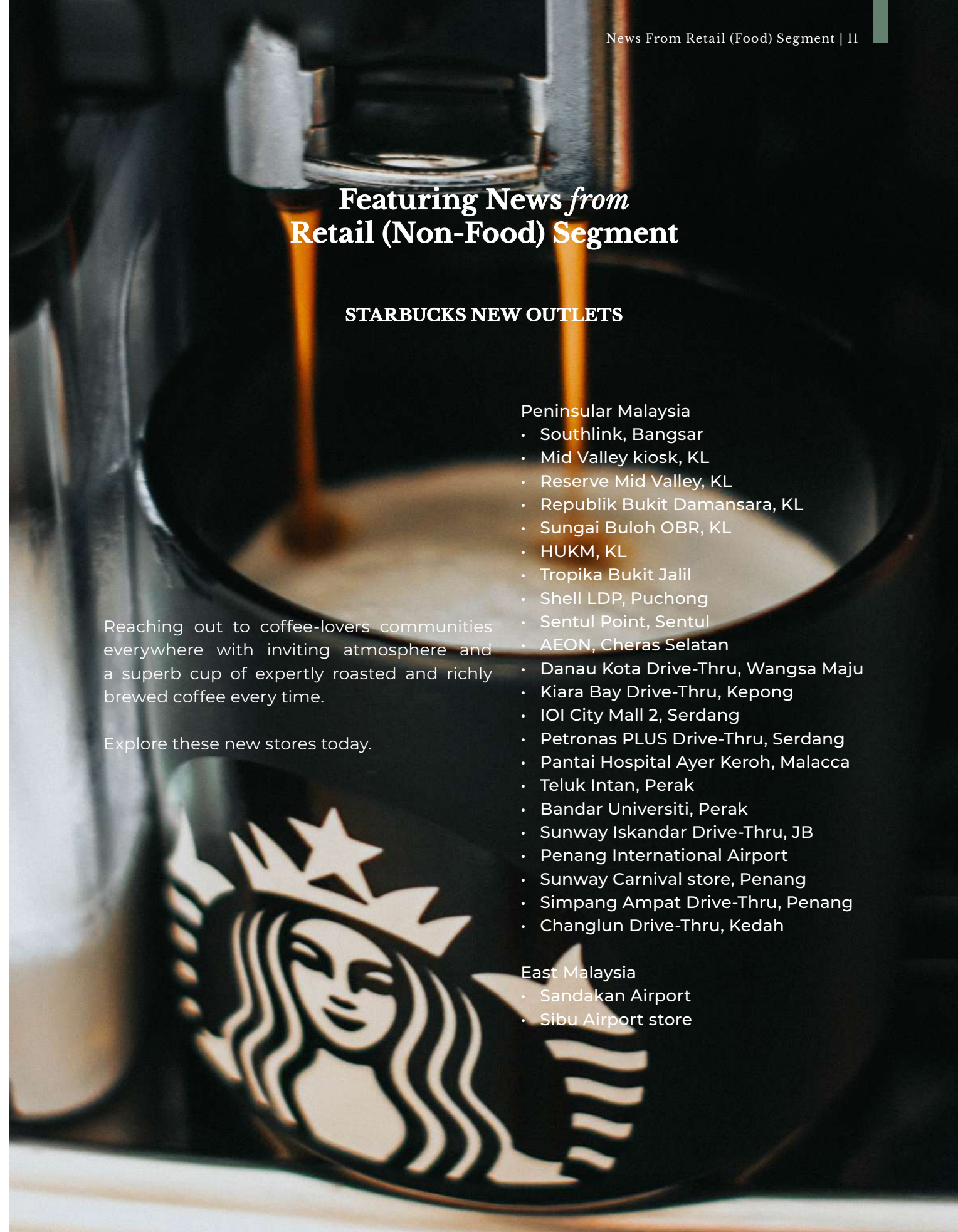
- Southlink, Bangsar
- Mid Valley kiosk, KL
- Reserve Mid Valley, KL
- Republik Bukit Damansara, KL
- Sungai Buloh OBR, KL
- HUKM, KL
- Tropika Bukit Jalil
- Shell LDP, Puchong
- Sentul Point, Sentul
- AEON, Cheras Selatan
- Danau Kota Drive-Thru, Wangsa Maju
- Kiara Bay Drive-Thru, Kepong
- IOI City Mall 2, Serdang
- Petronas PLUS Drive-Thru, Serdang
- Pantai Hospital Ayer Keroh, Malacca
- Teluk Intan, Perak
- Bandar Universiti, Perak
- Sunway Iskandar Drive-Thru, JB
- Penang International Airport
- Sunway Carnival store, Penang
- Simpang Ampat Drive-Thru, Penang
- Changlun Drive-Thru, Kedah

East Malaysia

- Sandakan Airport
- Sibul Airport store

Reaching out to coffee-lovers communities everywhere with inviting atmosphere and a superb cup of expertly roasted and richly brewed coffee every time.

Explore these new stores today.





Dato' Sydney Quays, Group CEO of BFood and Starbucks Malaysia team

STARBUCKS MALAYSIA WINS TRIPLE AWARDS AT APEA 2022

On 27 May 2022, Starbucks Malaysia clinched three Awards at the Asia Pacific Enterprise Awards (APEA) 2022, with wins for Corporate Excellence, Inspirational Brand, and Master Entrepreneur, an individual award for Dato' Sydney Quays, Group CEO of Berjaya Food Berhad and Managing Director of Starbucks Malaysia & Brunei, in recognition of his exceptional leadership and being a captain of the industry.

APEA is a regional recognition programme for entrepreneurship and organisational excellence across Asia. APEA is awarded in honour of business leaders and enterprises that have shown outstanding performance and tenacity in developing successful businesses, whilst not neglecting their social responsibility. The team was also able to contribute around RM20,000 at the auction to Childfund Asia, to provide bicycles for children in rural settlements who struggle to reach their schools by foot.



Starbucks Malaysia Human Resource team

STARBUCKS MALAYSIA BAGS THE BEST IN-HOUSE CERTIFICATION AWARDS

Starbucks Malaysia recently won a silver award at the Employee Experience Awards 2022 which was hosted by Human Resources Online. This award is indeed another proof in how much the organisation values, nurtures, and is always up-skilling their partners. The Employee Experience Awards honor organisations that have excelled at focusing on employee experience to help retain and excite the best people, creating value, and maintaining a competitive edge.

EMBARK ON AN ADVENTURE IN THE WORLD OF COFFEE!



Mr Christopher McCuin, Managing Director of Montgomery Asia visiting the Starbucks Reserve booth

STARBUCKS RESERVE™ AT THE INTERNATIONAL COFFEE & BEVERAGE SHOW 2022

From 19 to 21 May 2022, Starbucks Malaysia participated in the prestigious International Coffee & Beverage Show 2022 (ICBS) which took place at KLCC. ICBS is an exhibition that celebrates café culture, with a focus on specialty coffee, artisan food, beverages, café lifestyle, services and equipment. The show offered a world-class exhibition in a rapidly developing sector of the lifestyle economy.

Putting forth the Starbucks Reserve™ brand to industry players, Starbucks Malaysia curated a Starbucks Reserve™ booth, that was also able to operate and offer the brand's exclusive in-store experience. At the event, Starbucks Reserve™ partners were given the opportunity to showcase their talents in brewing coffee using different methods, including the Siphon brewing method, whilst delivering interesting and concise coffee stories.

Making Starbucks Malaysia proud, Ikhwan Ajwad or better known as Juad, who's been a Starbucks partner for 17-years and won coffee-related competitions and he is also part of the Coffee Engagement team in Starbucks Support Center Malaysia, was appointed as one of the judges during the Malaysia National Coffee Championship (MNCC) at ICBS.

After a one-year break due to the pandemic, the Starbucks Coffee Seminar is back to provide a platform for Malaysians to learn how to enjoy coffee like a coffee connoisseur. Participants can learn to explore the different origins of coffee, discover flavours that best complements their favorite coffee, and understand the best coffee profiles with different brewing methods. The seminar offers two different packages, the Coffee Explorer Package and the Starbucks Reserve™ package that can be attended in-store and virtually, at different price points.

Starbucks Malaysia also invited content creators and known coffee enthusiasts to experience the Starbucks Reserve™ Coffee Seminar. During the two and a half hour session, the content creators, Ivor Xian, Elvi @ She Said Sedap, Neves @ Pretty Ugly, Alvin See, and Adi @ Coffee Lovers MY, were given an introduction to Starbucks Reserve™ and the world of coffee, discovering coffee art and they also learned more about the brand's commitment to the community. The seminar also gave them a chance to have a taste of Starbucks Reserve™'s best coffees and completed with sensorial activities and food pairings.



A Starbucks Reserve Coffee Master leading the seminar



Zetty Nabila a Grande size Green Tea Frappe

DARING TO DREAM

In conjunction with its Spring campaign to 'Dream Beyond', Starbucks Malaysia helped Malaysian influencer and radio personality, Zetty Nabila, to fulfil her ultimate dream: to drive on the Sepang International Circuit, which is a motorsport race track located in Sepang, Malaysia.

In April, Starbucks Malaysia brought her out to the Sepang International Circuit and provided her the one-in-a-lifetime opportunity to drive a stock car on the circuit itself. She relayed this experience as one of the most exciting and exhilarating opportunities in her life, and told her community that dreams do come true; and that they should shed their fears, and dream beyond.



The newly opened Reserve store is decorated with a wall of art, featuring exotic animals from around the world.

STARBUCKS OPENS ITS 15TH RESERVE STORE

Starbucks welcomes another store in Mid Valley Megamall. Making its mark as the third store in the mall, Starbucks Reserve™ Mid Valley is proof that customers just can't get enough of the coffee brand!

'BOLD SUMMER' BY STARBUCKS

To introduce the all-new Starbucks Refreshers™, Starbucks Malaysia invited members of the media and lifestyle content creators to the Picnic in Paradise: Starbucks Refreshers™ Media Launch event. All-decked in pink, the picnic-themed media event took over the main outdoor area of the new LaLaport Bukit Bintang City Center mall. Partners and guests were all dressed up in pink with funky accessories, adding more bold summer vibes to the event.



Members of the media playing mixology game

STARBUCKS MALAYSIA LATTE ART THROWDOWN 2022

As part of recognising and celebrating partners' talents from all over the country, Starbucks Malaysia recently held a Latte Art Throwdown - a friendly, casual competition designed for all partners to showcase their latte art skills and celebrate artistic expression in a beverage served to customers. The competition saw over 100 digital submissions from coffee masters from all over the country.



Champion, Isabel Russel, store manager from Starbucks Reserve™ Four Seasons



First runner up, Aniq, coffee master from Starbucks KTCC Mall

The throwdown then saw 10 semi-finalists competing at the final rounds held at Starbucks Reserve™ Bukit Bintang Junction. Partners were judged based on their latte art's visual attributes, creativity, contrast in patterns, and symmetry. Congratulations to the champion of the Latte Art Throwdown, Isabel Russel, store manager from Starbucks Reserve™ Four Seasons and the first runner up, Aniq, coffee master from Starbucks KTCC Mall.



PAYING HOMAGE TO LOCAL MALAYSIAN DELICACIES

In August 2022 Starbucks Malaysia had once again partnered with celebrity chef, Dato' Fazley Yaakob, to introduce the second iteration of a newly curated menu. A media launch event was held Starbucks Reserve™ Mid Valley to introduce five new food items that were exclusively curated as an homage to the original local Malaysian delights.

The new items included Kuih Bakar Burnt Cheesecake, Ayam Percik Linguine that combine the original roasted spiced chicken dish with a noodle dish; Pau Sambal Malaysia that is reimagined with Starbucks' signature donut filled with several ingredients of the local "Nasi Lemak"; Brioche Murtabak Ayam, which originated from the delectable meat foldovers and Croissant Roti John, which is inspired by the well-known street burger and is now modified into a dish that features our signature croissant buns, baked with spiced chicken, omelet and fresh coleslaw.



Clockwise: Chef Dato' Fazley Yaakob (Centre), at Starbucks Reserve™ Mid Valley for the launch, Brioche Murtabak Ayam

OPENING OF KRISPY KREME R&R JURU

We welcome the opening of our new Krispy Kreme outlet, Krispy Kreme R&R Juru, Penang held on 26 August 2022.

This outlet is our largest Krispy Kreme outlet in Malaysia to-date. This outlet also operates as our production centre making it our very own factory store producing freshly made doughnuts daily for all our outlets in the northern region. Not only that, this outlet is also a drive-thru outlet.



If you are in Penang, be sure to visit this outlet. You will be able to view our production line and how our world-famous doughnuts are being made especially our signature, The Original Glazed Doughnut.



LAUNCH OF SALA MALAYSIA 'S STACKING BURGER BELACAN

The Burger Belacan consists of crispy fresh coral lettuce, deep fried tortilla chips, a vegan beef patty, salsa, and spread with a special ingredient – sambal belacan – with thinly sliced onion sandwiched between soft and pillowy bun. The vegan beef patty is perfectly created by SALA Malaysia's partner, Phuture Food.

At the launch event, members of the media were given a chance to stack their own burgers to truly appreciate the ingredients better before tasting the mouth-watering burger. Apart from the SALA's Burger Belacan, guests were served with popular SALA dishes such as Shrooms Asada and Spicy Asian Tofu burrito; Nasi Lemak Rendang; Pina Colada smoothies; and to sweeten the deal – Kelava handed out creamy and delightful flavours such as Vanilla and Ondeh-ondoh ice-cream. SALA also invited another strategic partner, Kimbo, to offer freshly-made coffee by their special barista.



Members of the media were given a chance to stack their own burgers

KENNY ROGERS ROASTERS (KRR) TURNED 28 THIS YEAR

Kenny Rogers ROASTERS (KRR) took Malaysia by storm when it first opened in Kuala Lumpur in 1994. It has proven a recipe for success with Malaysians enjoying the brand's delicious and healthy food.

To celebrate its 28th anniversary in Malaysia, KRR has launched the RM 28 Anniversary Meal campaign consists of an appetizer, a main and a dessert such as Kenny's signature Quarter Rotisserie-Roasted Chicken Lite Meal and ending the meal on a sweet note with Kenny's Home-made Muffin.



KRR UNVEILS NEW PLANT-BASED MEAT SELECTION

As plant-based options grow in popularity, KRR Malaysia is now offering meat-alternative meals such as **Meatless-Cutlet Pasta**, **Meatless-Cutlet Salad** or **Rice Meal**.

Available at

- AEON Equine Park
- AEON Bukit Tinggi
- AEON Cheras Selatan
- Berjaya Times Square
- IOI City Mall
- IOI Mall
- KIP Mall
- KLCC
- Lotus Setia Alam
- Metro Point, Kajang
- Mitsui Outlet Park
- Sunway Putra Mall
- The Mines
- Aeon Seremban 2
- Seremban Prima Mall

Kenny Rogers Roasters' Meatless-Cutlet Pasta



Kenny Rogers Roasters' Sate Krave Chicken

KRAVING SATE BER...KUAHAH!

KRR is now offering Malaysian national favourite food, Sate Krave Chicken paired with classic drinks with a modern twist!

Reimagining KRR's rotisserie roasted chicken as sate meat topped with aromatic peanut sauce, available with a side of Nasi Lemak or Aromatic Rice along with the brand new ice blended coffee and "teh tarik" topped with creamy ice cream & whip cream to power up the day!

Featuring News from Retail (Non-Food) Segment

H.R. OWEN AT CONCOURS OF ELEGANCE 2022

Hosted within the grounds of the former home of King Henry VIII, Hampton Court Palace, H.R. Owen displayed the very latest models from Rolls-Royce, Lamborghini, Ferrari, Bentley and Maserati.

On 2nd September 2022, a dedicated H.R. Owen Paddock within the event itself was reserved for H.R. Owen customers to bring their supercars into the gardens of Hampton Court Palace. Over all three days

H.R. Owen clients were invited to enjoy three-course silver service hospitality with spectacular views of the cars and the Palace.

On the show stand, the team had gathered the beautiful Ferrari Roma, extreme Lamborghini Huracán STO and elegant Rolls-Royce Phantom. In the event's Year in Motion feature, H.R. Owen provided a Ferrari 296 GTB, Maserati Grecale and Bentley Flying Spur Hybrid.



A GALORE OF BOOK LAUNCHES

The first book launch was done in May 2022 at BORDERS The Curve with author Fuen Yee who shared about her book titled, "Boss, Your Wish is Your Command". She detailed about her life experiences, especially during her near-death encounter that has brought new perspective of life. That experience taught her to be mentally strong and she decided to turn her life around and share how we can take charge of our lives.

On June 2022, BORDERS hosted a dual book launch at BORDERS, The Curve, with teachers CJ Lim and Anthony Sebastian who authored the books "My Child, My Legacy" and "Father Loves Me" respectively. "My Child, My Legacy"

was written by CJ Lim on his entrepreneurial journey and how his children motivated him to be who he is today. "Father Loves Me", on the other hand, was written by Anthony Sebastian who shares about his father's teachings to him when he was young.



Left: CJ Lim and Anthony Sebastian at their book launch with their families, Above: Dewgem Yen, Marketing Manager of BORDERS launched the book together with the author, Ernest Ng



In July 2022, BORDERS hosted the book launch of "If Malaysia was Anime: Covidball 7" by Ernest Ng, a renowned webcomic artiste and Youtuber. "Covidball" first became viral during the pandemic and his webcomics got the attention of various government ministers who applauded him for keeping the public entertained with his jokes.

"HARI INDUSTRI JUALAN LANGSUNG MALAYSIA 22"



The Deputy Minister of Domestic Trade and Consumer Affairs, YB Dato' Raosol bin Wahid

The first Direct Selling Day Malaysia 2022 organised by the Ministry of Domestic Trade and Consumer Affairs (MDTCA) with the support of Direct Selling Association of Malaysia (DSAM) was held on 27 to 29 May 2022 at Berjaya Times Square.



The Deputy Minister of Domestic Trade and Consumer Affairs, YB Dato' Raosol bin Wahid officiated the launch of the Direct Selling Blue Print 2021 – 2025.

Featuring News from Hospitality Segment

ICELAND HOTEL COLLECTION BY BERJAYA

We are happy to present the new name of our renowned hotel chain. The former Icelandair Hotels are now called Berjaya Iceland Hotels and are a part of Iceland Hotel Collection by Berjaya.

Berjaya Iceland Hotels

- Berjaya Reykjavík Natura Hotel
- Berjaya Reykjavík Marina Hotel
- Berjaya Akureyri Hotel
- Berjaya Mývatn Hotel
- Berjaya Hérað Hotel

Iceland Hotel Collection by Berjaya

- Canopy by Hilton Reykjavík City Centre
- Hilton Reykjavík Nordica
- Reykjavík Konsúlat Hotel, Curio Collection by Hilton
- Iceland Parliament Hotel, Curio Collection by Hilton
- Alda Hotel Reykjavík
- Hotel Edda Egilsstaðir
- Hotel Edda Akureyri
- Hotel Edda Höfn

The Taaras Collected 76 Turtle Eggs During Turtle Nesting Season

The turtle nesting season was back on Redang Island! At the beachfront of The Taaras Beach & Spa Resort, we had a special visit from a pregnant sea turtle who chose to lay her eggs here. In order to protect these turtle eggs from high tides or being eaten by predators, they were collected and transferred to be kept in the resort's SEATRU Turtle Lab.

These turtle eggs are expected to hatch in the middle of November 2022.

The Taaras Supported Kem Si Penyu

SEATRU organised 'Kem Si Penyu', for Primary Six students from Sekolah Kebangsaan Pulau Redang at Chagar Hutang Beach, Pulau Redang from 4 to 6 August 2022. The camp was conducted to raise awareness about education and conservation in science and sea turtles.

The Taaras Beach & Spa Resort supported the camp by providing return boat transfer and packed lunch for all the students in advocating the awareness to save planet earth.



Datuk Nicol Ann David, His Majesty Seri Paduka Baginda The Yang Di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibnu Almarhum Sultan Haji Ahmad Shah Al-Musta'In Billah and Her Majesty Seri Paduka Baginda The Raja Permaisuri Agong Tunku Hajah Azizah Aminah Maimunah Iskandariah Binti Almarhum Al-Mutawakkil Alallah Sultan Iskandar Al-Haj.

THE LAUNCH OF NICOL DAVID ORGANISATION AT BUKIT JALIL GOLF & COUNTRY RESORT

On 2 June 2022, squash legend, Datuk Nicol Ann David launched the Nicol David Organisation (NDO). With its lead programme called the "Little Legends", the organisation seeks to build a positive future through a subsidised after-school programme of squash training and English tutoring for children from low and middle income families between the ages of 8 and 12.

The launch event was held in the Bukit Jalil Golf & Country Resort and was graced by His Majesty Kebawah Duli Yang Maha Mulia Seri Paduka Baginda Yang Di-Pertuan Agong Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibnu Almarhum Sultan Haji Ahmad Shah Al-Musta'In Billah and Her Majesty Yang Maha Mulia Seri Paduka Baginda Raja Permaisuri Agong Tunku Hajah Azizah Aminah Maimunah Iskandariah Binti Almarhum Al Mutawakkil Alallah Sultan Iskandar Al-Haj.

30TH ANNIVERSARY GOLF TOURNAMENT

The Bukit Jalil Golf & Country Resort celebrated its anniversary with the 30th Anniversary Golf Tournament on 4 September 2022. The Club received overwhelming response from members and all 35 flights were taken up.

The game took place in the afternoon followed by the prize-giving ceremony and sumptuous dinner at the Golfer's Terrace. The Club has over 4,500 active memberships to-date.



Members of the Bukit Jalil Golf and Country Resort

Featuring News from Services Segment

ADVANCING FORWARD WITH INTERNATIONAL LOTTERY & TOTALIZATOR SYSTEMS, INC

On September 10, 2022, International Lottery & Totalizator Systems, Inc. (ILTS) assisted Vietnamese Computerised Lottery One Member (Vietlott), a Vietnamese Ministry of Finance company, to successfully launch a new game, Bingo18. Developed by ILTS for Berjaya Gia Think Investment Technology Joint Stock Company, Bingo18 software application is a fast draw game that is easy, entertaining, and convenient to play as it is available to play in the official Vietlott SMS application.

For its voting business segment, ILTS's wholly-owned subsidiary, Unisyn Voting Solutions, Inc. (Unisyn) had a successful roll out of its OpenElect® new products including Freedom Vote Scanner (FVS), the FVS ballot box, and

the Freedom Vote Tablet with internal battery (FVT-B). the FVS, along with the new ballot box, were used in the Callaway County, Missouri election in April 2022 and subsequently, in the election of other countries in Arizona, Iowa, Missouri, and Virginia. To date, more than 14,000 of Unisyn's OpenElect® voting systems and products have been installed and used in the elections of more than 250 countries in the United States.



Unisyn's OpenElect® FVS in a demonstration at an election center conference in the U.S.

BERJAYA ENVIROPARKS COLLABORATES WITH UITM, IMBB AND ENTOMO



From left: Assoc. Prof Dr Heo Chong Chin, Director IMMB, Faculty of Medicine, UITM, Mr Alex Foo, Trade Analyst, Embassy of Spain, YBr. Prof. Madya Dr. Mohd Azmir bin Mohd Nizah, Pengarah, Bahagian Kecemerlangan Penyelidikan IPT Jabatan Pendidikan Tinggi MOHE, Mr Peter Wong, Senior General Manager, Berjaya EnviroParks Sdn Bhd, UiTM Vice-Chancellor Professor Datuk Ts. Dr. Roziah Mohd Janor, Mr. Juan Antonio Cortés, Chief Science Officer, ENTOMO Agroindustrial, Ida Semurni Abdullah Ali, Vice President MIGHT, Assoc. Prof. Dr Fazah Akhtar Hanapih, Dean, Faculty of Medicine, UITM

Berjaya EnviroParks Sdn Bhd collaborated with Universiti Teknologi Mara's (UiTM), Institute For Medical Molecular Biotechnology (IMBB) and Spanish company Entomo Agroindustrial to develop an ecological low-cost solution to treat organic waste in landfills.

Berjaya EnviroParks Senior General Manager Peter Wong shared that the company was happy to be participating in the project, adding that it would be a game changer in waste management and treatment process.

"This is indeed a historic moment for us in our participation in the Malaysia-Spain Innovating Programme (MySip). It was a challenge for the consortium partners UiTM, Entomo Agroindustrial and Berjaya EnviroParks, which worked tirelessly and engaged in dialogues during the Covid-19 restriction", he said.

BERJAYA ENVIROPARKS SUPPORTS DBKL IN WORLD CLEANUP DAY

Berjaya EnviroParks Sdn Bhd as DBKL's Environmental Strategic Partner, participated in Program Keluarga Malaysia @ Cuci KL in conjunction with World CleanUp Day on 17 September 2022. The programme was initiated and organised by DBKL, inaugurated by YB Dato' Seri Dr. Shahidan bin Kassim, Minister of Federal Territories.



From left: Dr. Umi binti Ahmad, Director of Health and Environment DBKL; Datuk Seri Hj. Mahadi bin Che Ngah, Datuk Bandar Kuala Lumpur; Mr Zakaria Abdul Hamid, Chairman, Berjaya EnviroParks Sdn Bhd; and Mr Koh Chee Yong, Managing Director, Berjaya EnviroParks Sdn Bhd.

DBKL AND BERJAYA ENVIROPARKS SDN BHD COLLABORATION TOWARDS A CLEANER KUALA LUMPUR CITY

DBKL signed a Memorandum of Understanding (MOU) with Berjaya EnviroParks Sdn Bhd in a ceremony held on 9 August 2022. Throughout this 12-month collaboration, Berjaya EnviroParks Sdn Bhd will assist by providing incentives and commitment for environmental programmes run by DBKL such as the 1 Community 1 Recycle (1C1R) programme.



Group photo of Berjaya EnviroParks and Berjaya Corp, DBKL, UPM and others

MEMORANDUM OF UNDERSTANDING ("MOU") WITH AMERICAN CODE LAB ("ACL") VIETNAM

SaigonBank Berjaya Securities JSC ("SBBS") signed a Memorandum of Understanding ("MoU") with American Code Lab ("ACL") Vietnam to be ACL's financial advisor on 27 July 2022. ACL is a technology solution provider that offers one-stop-centre solutions on technology from talent development services to technical training courses, job placements and career coaching supports. ACL is also the exclusive partner of Code Fellows, a premier tech academy from the United States, for Southeast Asia, Hong Kong, Japan, Korea, Australia and New Zealand.



Ms Josephine Yei (11th from right), CEO of SBBS and Mr Michael Tran Long Nhat (11th from left), founder and CEO of ACL in a group photo after MoU signing

FHM/CULINAIRE MALAYSIA 2022 MIXOLOGY CHALLENGE

Two students from Berjaya University College joined the FHM/Culinaire Malaysia Mixology Challenge programme. In April 2022 after putting extra energy and hard work throughout the programme, Ong Ming



Above: Ong Ming Xi, Left: Tan Suet Yong

Xi from Bachelor of Hospitality Management became the first winner and held the Gold Medal, while Tan Suet Yong was the second winner who held the Silver Medal.

BATTLE OF THE CHEFS 2022

Berjaya University College students also joined another competition, Battle of The Chefs 2022. It is a platform for them to use their skills, ability and knowledge in courses that they have learned during their studies. The students successfully placed themselves as the winners of the Bronze Medal.



Participating students at the Battle of the Chefs 2022

ENGAGEMENT SESSION AND WORKING VISIT BY ECONOMIC ACTION COUNCIL (EAC) SECRETARIAT WITH YB SENATOR DATUK SERI ZURAINAH MUSA

On 13 September 2022, the Economic Action Council (EAC) from the Prime Minister's Office held a discussion with Berjaya Corporation Berhad as part of its initiative to understand the challenges faced by the corporate sector.



The discussion was aimed at improving the services and delivery mechanism by the public sector. The EAC Secretariat will continuously engage the industry players to



Left: Meeting session between YB Senator Datuk Seri Zurainah Musa representing Berjaya Corporation Berhad and EAC Officials. Above: Exchange gift session between YB Senator Datuk Seri Zurainah Musa (right) with EAC Secretariat Director, YBhg. Datuk Mariam Ilias

further strengthen the relationship in making the nation more dynamic and progressive especially in the economic sector.

During the session, YB Senator Datuk Seri Zurainah Musa provided suggestions and feedback to enhance the involvement of the private sector in various industries in line with the government's policies and economic strategies.



Photo session of the Delegates Of the Advanced Leadership and Management Programme (ALMP) with YB Senator Datuk Seri Zurainah Musa

VISIT BY ADVANCE LEADERSHIP & MANAGEMENT PROGRAMME DELEGATES

On 12 October 2022, YB Senator Datuk Seri Zurainah Musa welcomed the Delegates of the Advanced Leadership and Management Programme (ALMP) to Berjaya Times Square Hotel. There were 60 senior government officials comprising different ministries and government agencies attended this program as part of their career advancement requirements. They were expected to visit various corporate sectors to understand and learn about the best practices in the industry. During the session, YB Senator Datuk Seri Zurainah Musa shared on the corporate values that would improve amongst others governance, teamwork and customer satisfaction.

GOPAYZ PARTNERS TULUS DIGITAL, ENABLING ITS E-WALLET TO OFFER THE MOST NUMBER OF STATES FOR ONLINE ZAKAT PAYMENT



Tan Sri Dr. Mohd Daud Bakar, The Chairman of Tulus Digital Sdn. Bhd. (second from right)

GoPayz, the standalone universal e-wallet developed by U Mobile, has partnered with Tulus Digital (Tulus), an Islamic social finance fintech company, to enable Muslims to securely and conveniently pay their zakat online via the GoPayz e-wallet for 6 new

states. They are Kelantan, Johor, Perlis, Negeri Sembilan, Sabah and Sarawak and users may already access the service via the GoPayz app. With this latest addition, GoPayz will now offer a total of 12 states' zakat collection centres for their Muslim users to pay zakat online. This makes the GoPayz e-wallet the one with the highest number of states' zakat collection centres available for online payment in Malaysia.

The complete list of states' zakat collection centres available on GoPayz include Perak, Kedah, Selangor, Wilayah Persekutuan (Kuala Lumpur, Putrajaya and Labuan), Pulau Pinang, Pahang, Kelantan, Johor, Perlis, Negeri Sembilan, Sabah and Sarawak.

U MOBILE PARTNERS WITH POLIS KL FOR OP SELAMAT 18 IN CONJUNCTION WITH HARI RAYA



Above: Eric Liew and YDH CP Dato' Azmi bin Abu Kassim giving out limited edition U Mobile goodie bags to motorists and drivers at the Jalan Duta toll today.



Eric Liew (left), U Mobile's Head of Regulatory, and YDH CP Dato' Azmi bin Abu Kassim, Chief of Polis KL, at the flag off for Op Selamat 18.

U Mobile partnered with Polis Kuala Lumpur (Polis KL) for this year's Ops Selamat 18 initiative in conjunction with Hari Raya Aidilfitri. As part of the collaboration, U Mobile joined forces with Polis KL to launch the Op Selamat 18 initiative at the Tun HS Lee Police Station on 28 April 2022. On 29 April 2022, the telco also worked with Polis KL to give out goodie bags at the Jalan Duta toll to a selected number of drivers to ensure their drive home is safe and smooth. The bags included sanitisers, masks, SIM cards and more.



From the left, Norfazidah Abu Bakar (Chief Corporate Services Officer), Alex Tan (Chief Sales Officer), Navin Manian (Chief Marketing Officer), Neil Tomkinson (Chief Information Officer), Woon Ooi Yuen (Chief Technology Officer) and Michael Tung (Head of Consumer Business) at U Mobile's Unbeatable Postpaid Launch.

U MOBILE LAUNCHES UNBEATABLE 5G-READY U POSTPAID RANGE FEATURING 1,000GB HIGH-SPEED DATA, FREE GLOBAL ROAMING, LATEST FLAGSHIP DEVICES & UP TO 6 FAMILY LINES

U Mobile has introduced all-new 5G-ready postpaid plans U Postpaid 98 and U Postpaid 68, which will join the recently launched U Postpaid 38 to form U Mobile's new range of unbeatable postpaid plans. With U Postpaid 98, the telco is the first in the industry to offer 1,000 GB (1TB) of uncapped high-speed 4G/5G-ready data. Subscribers may even

share this 1,000GB high-speed data with up to 6 U FamilyShare lines at only RM38 per line. Besides the massive amount of high-speed data, both U Postpaid 98 and U Postpaid 68 offer 15GB of free roaming data monthly and free incoming roaming calls across many destinations at 63 locations.

Furthermore, customers may choose to bundle in a new 5G device through U PayLater (0% interest instalment, available with U Postpaid 98) or U SaveMore (more savings on device, available with U Postpaid 98 and U Postpaid 68).

U MOBILE UPS ITS DIGITAL GAME WITH LATEST COLLABORATION WITH QUALCOMM

U Mobile and Qualcomm, the world's leading wireless technology innovator, are collaborating to explore the future of Smart Retailing. This collaboration aims to enable digital innovations for retail players, enhancing the shopping experience for customers and simplifying operations for retailers in the process.



U Mobile recently showcased a preview of Smart Retail solutions being developed, such as the E-AGV (Electric-Autonomous Guided Vehicle) at Smart Nation Expo 2022.



*corporate
social
responsibility*



Tan Sri Dato' Seri Vincent Tan, second from the left and Dr Eddie Chan

OFFICIAL LAUNCH OF HEALTHIER ME 21-DAY CHALLENGE AT BERJAYA TIMES SQUARE HOTEL, KUALA LUMPUR

Berjaya Times Square Hotel, Kuala Lumpur supported Tzu Chi Foundation's initiative by sponsoring Club Lounge as the event venue for the Official Launch of Healthier Me 21-Day Challenge - a plant-based food challenge to get one's health back on track.

STARBUCKS MALAYSIA COMMUNITY OUTREACH PROGRAMME AT PULAU BANDING, PERAK

Starbucks Malaysia partnered together with HOPE Worldwide Malaysia and Malaysian Pharmacist Society (MPS) paid a visit to the indigenous community of Pulau Banding, Grik, Perak.

During the visit, Starbucks Malaysia donated and distributed essential goods to over 200 indigenous families in Pulau Banding.



THE WORLD BELONGS TO THOSE WHO READ

Starbucks Malaysia collected and contributed more than 80 second-hand books to the Young Women's Christian Association Kuala Lumpur to benefit its students. This initiative also aimed to promote reading habits by providing various reading materials to attract students. Among the reading materials are story books and novels of various genres. This initiative also hopes to improve literacy skills among younger generations, such as



writing and expanding their vocabulary, which can help in their future professional and academic lives.



ANSA HOTEL KUALA LUMPUR CONTRIBUTES TO RUMAH KEBAJIKAN BAITUL EHSAN AL-KHAIRI

ANSA Hotel Kuala Lumpur has always been very supportive of community services on a bi-monthly basis and during festive seasons. Recently, ANSA Hotel Kuala Lumpur visited Rumah Kebajikan Baitul Ehsan Al-Khairi, a social welfare centre at Taman Maluri which houses 70 underprivileged children with food and grocery aid.

STARBUCKS MALAYSIA GLOBAL MONTH OF GOOD

Starbucks Malaysia recently announced their contribution of RM374,400 (about US\$90,000) to the Vocational Training Opportunity Centre (VTOC) transformational project, which is a community-led initiative by YWCA Kuala Lumpur and its partners.

The grant, with support from The Starbucks Foundation, will be utilised over a three-year period to enhance VTOC courses, as well as to equip the students with the knowledge and skills they required to thrive in an ever-changing, dynamic and uncertain environment.



Sandra V. Singam, President of YWCA Kuala Lumpur and Dato' Sydney Quays, Group CEO of Berjaya Food Berhad ("BFood")

CELEBRATE THE INTERNATIONAL WEEK OF DEAF PEOPLE AND THE INTERNATIONAL DAY OF SIGN LANGUAGE WITH STARBUCKS MALAYSIA



As a partner of the Society of Interpreters for the Deaf (SID), Starbucks Malaysia shows its appreciation to the deaf partners by organising a number of events to commemorate the International Week of Deaf People and the International Day of Sign Language. As part of the celebration, Starbucks Malaysia re-introduced its complimentary signing workshops to introduce basic Malaysia's Sign Language (BIM) in both its Bangsar Village II and Burmah Road Starbucks Signing Stores.

CLEAN-UP ACTIVITY - DENAI SUNGAI BERSAMA KOMUNITI 2022 (DSKOM)

Starbucks Malaysia joined the 'Denai Sungai Bersama Komuniti 2022 (DSKOM)' programme, hosted by Universiti Teknologi Malaysia (UTM) and UNESCO-IHP Malaysia in collaboration with Iskandar Puteri City Council (MBIP), to spread awareness on the importance of preserving and restoring our water-related ecosystems.

In summary, 34 Starbucks partners participated in the programme as volunteers, putting in a total of 238 hours of community service, which led to the collection of about 110 kg of trash and the donation of 150 kg of used coffee grounds to the local community.



STM LOTTERY CONTINUES ITS SUPPORT TO KSK'S FOOD BANK PROGRAMME

STM Lottery Sdn. Bhd. ("STM Lottery") renewed its monthly contribution to support Kechara Soup Kitchen Society's (KSK) Food Bank programme for a year to benefit a total of 448 needy families in Penang and Perak.

The collaboration with KSK started in 2021 when the country was facing a series of lockdowns due to the pandemic. STM Lottery contributed a total of RM96,000 to the charitable organisation to send out food provision to over 700 families in the Klang Valley, Penang, Johor and Pahang. STM Lottery has pledged to contribute a total of RM84,000 or RM7,000 a month to KSK starting from July 2022 to June 2023 to provide dry food provisions to a total of 448 needy families in Penang and Perak.

Other than cash contribution, STM Lottery has been sending its employees to take part in KSK's Soup Kitchen programme. "Through the Soup Kitchen programme, we want to promote the spirit of volunteerism so that everyone has the opportunity to give back to society," said STM Lottery Senior Communications Manager Mr. Giam Say Khoon.



"READING MY COMPANION" PROGRAMME MAKES A COMEBACK

The 2022 edition of Sports Toto "Reading My Companion" Reading Programme donated storybooks to 11 micro-sized Chinese primary schools in the rural areas benefitting a total of 1,586 students.

The reading programme has so far benefitted over 15,000 students in 143 sub-urban schools in Selangor, Perak, Negeri Sembilan, Melaka, Pahang and Johor.

STM LOTTERY PLANTS 20 TREES FOR SUSTAINABILITY

STM Lottery Sdn. Bhd. ("STM Lottery") has expanded its sustainability efforts by collaborating with Forest Research Institute Malaysia (FRIM) to plant trees.

On 26 February 2022, STM Lottery with a team of 20 volunteers including its Executive Director Ms. Nerine Tan visited FRIM and planted 20 trees at the man-made forest located in Kepong, Kuala Lumpur. Tan said STM Lottery was proud to become one of the "Friends of FRIM".

"We are glad to contribute to the 100 Million Tree-planting Campaign 2021-2025 which is part of the Greening Malaysia programme and we look forward to do more," she said.



BERJAYA LANGKAWI RESORT COLLECTED 100KG TRASH DURING WORLD CLEAN-UP DAY

In support of the World Clean-Up Day 2022, staff and guests at Berjaya Langkawi Resort came together to collect trash from the resort's beachfront and shoreline. A total of 50 participants, led by General Manager Adrian Chung, spent 3 hours cleaning up and collected approximately 100 kg of trash from the resort's shoreline alone.

BERJAYA PHILIPPINES BRINGS LIGHT TO SCHOOL CHILDREN

The SOLAR-POWERED CLASSROOM PROJECT was funded by BERJAYA PHILIPPINES to be able to generate electricity for the benefit of the 780 pupils.

"Our school needs electric power and water supply. We are thankful that Berjaya sponsored the solar panels to light up some of our classrooms," a very appreciative statement the school Principal, Ms. Jennifer Placente, said to Mr. Tan Eng Hwa when he visited the school to hand over the donation amounting to P 127,500 (RM 10,562).



From left to right are Mr. Diosdado Medina, OIC-Asst. Schools Division Superintendent, Ms. Winnie Manansala, Berjaya Philippines Financial Controller, Mr. Tan Eng Hwa, Berjaya Philippines Chief Executive Officer, Ms. Jennifer Placente, School Principal, and Ms. Flordelisa Pereyra, Assistant Schools Division



BERJAYA DONATES FOOD AID FOR NEEDY FAMILIES NATIONWIDE

From April up till September 2022, Berjaya Corporation Berhad (“BCorp”) distributed 5,100 sets of food supplies to 100 needy families during the Hari Raya season through Yayasan Pilah, Negeri Sembilan and 5,000 sets of food supplies as the monthly food aid assistance to the needy families in Klang Valley and Selangor. The food supplies include rice, cooking oil, noodles, and other daily essentials.

From the beginning of the COVID-19 pandemic in 2020, BCorp assisted a total of 29,050 underprivileged families and students across Malaysia to alleviate their burden especially those who were affected during COVID-19 Movement Control Order (“MCO”).



BERJAYA CARES FOUNDATION ORGANISES BREAST CANCER SCREENING IN COLLABORATION WITH BREAST CANCER WELFARE ASSOCIATION MALAYSIA



PINK MURNI Truck at the event site to conduct Clinical Breast Examination (“CBE”)

In conjunction with the Pink October month, Berjaya Cares Foundation in collaboration with the Breast Cancer Welfare Association (“BCWA”) organised an event to raise awareness among Berjaya employees and the general public on prevention and early detection of breast cancer on 22 September 2022 at Berjaya Times Square Kuala Lumpur.

Approximately 35 women from all ages among Berjaya employees and the public took the opportunity to attend the breast cancer screening which comprised practical session on breast-self examination (“BSE”) and clinical breast examination (“CBE”) by professionally trained nurses in its PINK MURNI Truck and counselling sessions were given at the end of the screenings.

KRR’S TEAM CREATED 60 HAPPY SMILES TO UNDER-PRIVILEGE HOMES

In a CSR collaboration with IOI Mall, KRR’s representative, Marketing Executive, Innanie Raudah delivered 10 boxes of Home-made Muffin to Pusat Jagaan Al- Fikrah, Kajang.

BETTER MALAYSIA FOUNDATION SPONSOR US-BASED MALAYSIAN TRACK STAR SHEREEN VALLABOUY



Better Malaysia Foundation (“BMF”) provided US-based Malaysian athlete Shereen Vallabouy with a US\$52,000 (RM228,000) financial assistance as she pursues academic and sporting excellence. The contribution will support Shereen’s living expenses and other costs for the duration of her studies at Winona State University in Minnesota from May 2022 to December 2023.

Shereen is the youngest daughter of Malaysia’s decorated middle-distance running couple Samson Vallabouy and Josephine Mary Singarayar from Ipoh, Perak.

BMF Chairman, Tan Sri Vincent Tan (second from left) and BMF Deputy Chairman, Datin Seri Sunita Mei-Ling Raja Kumar (left) presenting the mock cheque to Samson Vallabouy (second from right) and Josephine Mary Singarayar (right)

BETTER MALAYSIA FOUNDATION AWARDED THE MALAYSIA KIND HEARTS AWARD 2022

Better Malaysia Foundation was awarded the Malaysia Kind Hearts Award 2022 by Pertubuhan Amal Uncle Kentang Malaysia, for its contribution towards the underprivileged. This initiative that started back in December 2021 saw BMF contributing a total 3,810 food baskets for two major groups of beneficiaries; the flood victims in the Klang area as well as poor families in the Puchong area.



BERJAYA CARES FOUNDATION DONATES 14-SEATER VAN TO MALAYSIAN AIDS FOUNDATION

Berjaya Cares Foundation (“BCF”) donated 14-seater passenger van with hydraulic wheelchair lift to Malaysian AIDS Foundation (“MAF”). The van will be utilised by the team to ease the transportation woes of the palliative patients visiting hospital under the MAF’s HIV/AIDS Treatment, Care and Support Programme. To-date, Berjaya has contributed



Mr Tan Suay Tuan (third from left) from Berjaya China Motor Sdn. Bhd. presenting the 14-seater Foton View CS2 passenger van with hydraulic wheelchair lift to En. Jasmin Jalil (fourth from left), Executive Director of Malaysian AIDS Foundation.

over 124 vehicles to more than 100 charitable organisations and schools of which two- multi-purpose vans were converted into ambulances, one being converted into a mobile screening van to enhance the vaccination, screening and community outreach programmes.

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