

BERITA JAYA

BERJAYA CORPORATION BERHAD'S QUARTERLY NEWSLETTER - ISSUE 1, 2014

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BERJAYA CELEBRATES ITS 4TH FOUNDER'S DAY WITH A CONTRIBUTION OF RM25.6 MILLION TO 90 CHARITABLE ORGANIZATIONS



TSVT and Dato' Robin Tan with the various beneficiaries at the 4th Berjaya Founder's Day.

Berjaya Founder's Day is a day when we remind ourselves that giving is really about seeing every moment as a gift for us to care for the world around us. Our 4th Berjaya Founder's Day was celebrated on 22 February 2014 in Berjaya Times Square with Berjaya Corporation Berhad ("BCorp") founder, Tan Sri Dato' Seri Vincent Tan ("TSVT"), and Berjaya contributing approximately RM25.6 million to 90 charitable organizations. These charitable organizations include those that support community, education, health causes, international humanitarian aid, local performing arts as well as environmental awareness and animal causes.

The theme for this year, "Believe In Yourself", was chosen as an encouragement to everyone, especially

the youth, to believe in their own capabilities, and to make the most of their skills and talents to achieve their aspirations.

Among the distinguished guests present at the Berjaya Founder's Day event were members of royalty which included Sultan of Selangor, Sultan Sharafuddin Idris Shah; Sultanah Pahang, Sultanah Hajah Kalsom and consort of Sultan Johor, Raja Zarith Sofiah.

TSVT also awarded The Better Malaysia Foundation Personality of the Year Award 2014 to Dr Jane Goodall, DBE (Dame of the British Empire) who is an environmentalist and humanitarian as well as a United Nations Messenger of Peace. Considered to be the world's foremost expert on chimpanzees, Goodall is

best known for her 45-year study of social and family interactions of wild chimpanzees in Gombe Stream National Park, Tanzania. She is the founder of the Jane Goodall Institute and the Roots & Shoots programme, a global youth environmental education programme which brings young children and youth from pre-school to university to work on environmental, conservation and humanitarian issues. The organization has presence in over 120 countries working with over 10,000 local groups worldwide.

The Better Malaysia Foundation Personality of the Year Award comes with a cash prize of RM500,000.

(Continued on page 3)



TSVT and the royal guests with the dragon cake.



Arker Chen, Project Manager for the Jane Goodall Institute of Taiwan, represented Dr. Jane Goodall in receiving the BMF Personality of The Year 2014 award from TSVT.

Chairman and CEO's Message

As we bid adieu to 2013 and welcome 2014, we see some significant activity in our various businesses both locally and abroad.

This quarter saw a number of new expansions. We launched our first Starbucks store in Brunei. Starbucks has established itself as a recognized and respected brand in Malaysia and we will use the same proven formula in our quest to expand Starbucks' retail operations in Brunei. The development of our maiden hotel in Japan, The Four Seasons Hotel Kyoto, is progressing well and is on schedule to be completed in December 2015.

Berjaya's founder, Tan Sri Dato' Seri Vincent Tan received the Hospitality Asia Platinum Awards (HAPA) Lifetime Achievement Award for Hospitality Developer of the Year 2013-15, in recognition of his contributions to the hospitality industry in Asia. The HAPA award was created to honour hospitality leaders who have persevered through adversity and who have raised the

standards of hospitality through developing exquisite hotels, resorts and service residences, regarded by critics as some of the world's best destinations. Congratulations also to our Berjaya Hotels and Resorts division for their four HAPA award wins in the "Industry Recognition Awards", "Flavours of Hospitality" and "Passions of Hospitality" categories.

I am once more humbled by the Group's initiative in celebrating the 4th Berjaya Founder's Day. I would like to congratulate and thank every one of the operating companies and their teams for all the effort put in to make the event a great success. This year we contributed a total of RM25.6 million to 90 charitable organizations, in support of causes ranging from medical, education and animal causes, to performing arts and environmental conservation. I am indeed happy that we are able to provide the necessary support and assistance in helping the less fortunate lead better lives.

For 2014, let us raise our benchmarks in preparation for even greater achievements both personally and as a team. Continue to be dedicated in carrying out your

duties and together we will achieve all the targets and goals we have set for the Group. I wish you peace, good health, and much prosperity for the year ahead.

DATO' ROBIN TAN



Performance of Companies for the 3rd Financial Quarter Ended 31 January 2014 (unaudited)

Company	Revenue 3 Months Ended 31 January 2014 (RM'000)	Profit Before Tax 3 Months Ended 31 January 2014 (RM'000)	Revenue 9 Months Ended 31 January 2014 (RM'000)	Profit Before Tax 9 Months Ended 31 January 2014 (RM'000)
Berjaya Corporation Berhad	2,366,615	162,914	6,159,560	594,555
Berjaya Land Berhad	1,387,271	75,434	3,454,921	408,557
Berjaya Sports Toto Berhad	1,228,026	124,479	2,982,014	400,675
Berjaya Media Berhad	16,174	1,458	45,632	4,011
Berjaya Food Berhad	41,394	8,780	111,639	20,021
Berjaya Auto Berhad	343,034	43,542	1,053,898	117,173
Berjaya Assets Berhad	105,651*	25,017*	206,389**	46,082**

* 2nd Financial Quarter ended 31 December 2013

** 6 months ended 31 December 2013

Berjaya Group Synergy Meeting

The Group held its synergy meeting at Berjaya Times Square Hotel on 9 April 2014. A surprise birthday cake was presented to Chairman/CEO, Dato' Robin Tan, for his birthday which was in April, at the end of the meeting.



Group photo of the senior management team with Chairman/CEO, Dato' Robin Tan.

(Continued from page 1)

Berjaya Founder's Day was also dedicated to all Berjaya staff in recognition of their hard work and contributions to the Group. The family day carnival at Berjaya Times Square saw the participation of some 20,000 staff and their families. More than 50 food and games booths were set up for the carnival, while the games booths offered fun games and activities for both adults and children alike. The Berjaya Times Square Theme Park was very popular with the young and young-at-heart enjoying the exciting rides. The East-meets-West giant dragon cake prepared by Berjaya Hotels & Resorts was a feast for the eyes as well as the palate. There were also 35 booths by charitable organisations to create more awareness of their respective causes.

The day's programme concluded with a Lucky Draw for the staff. The Grand Prize of a Mazda2 car valued at RM80,000 was won by Wong Siew Kuan of Group Accounts who could not contain her excitement upon winning the car! The 2nd Prize of a Macbook Pro was won by Asmira Jalil. Other exciting prizes included Samsung 55-inch 3D HD Smart TV, 3 Days/2 Nights stay at Berjaya Langkawi Resort, an Apple iPhone 5S, as well as Samsung Galaxy phones.



The East-meets-West giant dragon cake took centre stage at the main entrance of Berjaya Times Square.



TSVT cutting the giant dragon cake, made by Berjaya Hotels and Resorts.



A jubilant Wong Siew Kuan jumps for joy with her Mazda2 Grand Prize.



About 15,000 pieces of the giant dragon cake were distributed to the public throughout the day.



The Berjaya Times Square Theme Park was popular with the crowd with long queues for the various rides.



There were a variety of performances at the launch of the 4th Berjaya Founder's Day.



The Lucky Draw winners.



TSVT visited the various NGO booths on the 10th floor.

(Continued on page 4)



Food, fun and games were the order of the day at the various food stalls and games booths during BFD 2014.

Berjaya Youth Showtime Captured Hearts of Young and Old during Berjaya Founder's Day 2014

During the recent Berjaya Founder's Day 2014 ("BFD"), B.Youth staff volunteers coloured the stage with an energetic umbrella dance performance during the launch of the ceremony. The dancers twirled their umbrellas and moved along to Katy Pery's Roar; a song which strongly reflected this year's BFD theme, *Believe in Yourself*.



B.Youth Showtime kicked off in the afternoon to an array of fun and challenging activities.



The Grand Prize Winner (left) receiving his prize from Zulkifli Jafar, KRR Marketing and Communications Manager.



The winners with Ms. Yau Su Peng, Director of Berjaya Krispy Kreme Doughnuts Sdn Bhd (extreme left).



One of the Starbucks Pop-Quiz winners receiving her prize.



Contestants had to be the fastest to finish half a dozen Original Glazed Krispy Kreme Doughnuts.



ROASTERS ("KRR") had a Muffin Maniac Competition utilizing their Klix App.



(From left) B.Youth Showtime Speakers Johnson Ooi, Mohd Zhariff and Zung.

Besides these fun themed activities which captivated the crowd, there were also three speakers who shared their life stories which were truly inspiring. Johnson Ooi from Epic Homes spoke on how he found his passion to build homes for the less-privileged especially for the Orang Asli people. Youth Icon, Mohd Zhariff defied odds to create

possibilities amidst his disability through the Zhariff Initiative where he is passionate in community development projects involving youths. The last speaker, Zung shared his journey on how he started off as a 'Kampung Boy' to become a world-renowned photographer having photographed in all seven continents.

Tan Sri Vincent Tan Receives HAPA Lifetime Achievement Award



Berjaya Langkawi Resorts won the HAPA Chic & Casual Dining Award for Pahn Thai Restaurant.



Recipients of the awards with TSVT (from left) Abel Nelson Nang, Group Director, Corporate Marketing & Communications; Chef Thitikom Chenwitchu and Chef Val Murugan Subramaniam.



Tan Sri Vincent Tan receiving the HAPA Lifetime Achievement Award from Datuk Seri Nazri Aziz in presence of HAPA Founder and Chairman Jennifer Ong.

On 9 January 2014, Tan Sri Vincent Tan ("TSVT") received the Hospitality Asia Platinum Awards' ("HAPA") Lifetime Achievement Award for Hospitality Developer of the Year 2013-2015 which was held at One World Hotel.

The award which was presented to him by Tourism and Culture Minister Datuk Seri Nazri Aziz was created to honour

hospitality leaders who have persevered through adversity and who have seamlessly raised the standards of hospitality through developing a breed of exquisite hotels, resorts and serviced residences regarded by critics as some of the world's best destination. The award honoured TSVT as a prominent and outstanding individual who has contributed largely to the hospitality industry in this part of Asia.

At the same event, Corporate Marketing & Communications, Berjaya Hotels & Resorts won the HAPA Public Relations Excellence Award while Pahn Thai Restaurant, Berjaya Langkawi Resort won Best 5 HAPA Chic & Casual Dining (Hotels/Resorts). Berjaya Times Square Hotel, Kuala Lumpur bagged two awards. Chef Val Murugan Subramaniam won Best 5 HAPA Masterchef (Western) - Master of Fine Cuisine while Chef Thitikom Chenwitchu won Best 10 HAPA Masterchef (Asian) - Master of Authenticity.

BERJAYA LAND BERHAD INKS CONSTRUCTION CONTRACT WITH TAISEI CORPORATION JAPAN; AND LOAN AGREEMENT WITH RHB BANK BERHAD AND MIZUHO BANK LTD FOR A FOUR SEASONS HOTEL DEVELOPMENT IN KYOTO, JAPAN

Kyoto Higashiyama Hospitality Assets Tokutei Mokuteki Kaisha ("Kyoto Higashiyama"), a wholly-owned subsidiary of Berjaya Land Berhad ("B-Land"), executed an agreement with Taisei Corporation of Japan ("Taisei") for the award of the building contract for the construction of a Four Seasons Hotel development in Kyoto, Japan on Friday, 28 March 2014. The contract, valued at JPY11.4 billion (USD110 million), is for the base building including fit outs for the standard rooms. The hotel has a built-up area of 34,725 square metres and consists of 123 rooms and 56 long stay units. Earthwork and excavation began in September 2013 and is scheduled for completion in December 2015 with the opening of the hotel scheduled towards the end of spring in 2016. The project has an estimated gross development value of JPY42 billion.

The signing ceremony, held at Berjaya Times Square Hotel Kuala Lumpur, was witnessed by Dato' Seri Mohamed Nazri Bin Abdul Aziz, Minister of Tourism and Culture Malaysia; Mr. Hiroshi Matsuura, Charge d'Affaires ad Interim, Embassy of Japan; Tan Sri Dato' Seri Vincent Tan, Founder, Berjaya Corporation Berhad; and Dato' Robin Tan, Chairman and CEO, Berjaya Corporation Berhad.

B-Land Executive Director, Leong Wy Joon signed on behalf of Kyoto Higashiyama while Taisei was represented by Fumihiro Yamada, Managing Executive Officer, Chief of Kansai Branch.

The Four Seasons Hotel Kyoto will be situated in the historical core of Higashiyama-ku amid the temples and heritage sites of Kyoto. The hotel's facilities will include banquet halls, restaurants, bar, swimming pool, fitness gym, spa, sundries shop and ample parking bays. The Hotel is also within vicinity of tourist sites such as the Myohoin Temple, Sanjusangendo Temple, Kyoto National Museum, Toyokuni Shrine and Kiyomizu-dera Temple, to name a few.

This development represents Berjaya's third major project in North Asia after the Integrated Resort Development in Jeju, South Korea and the Great Mall of China Project in Beijing, China.



Seated (from left) Leong Wy Joon and Fumihiro Yamada. Standing (from left) Dato' Robin Tan, Hiroshi Matsuura, Dato' Seri Mohamed Nazri Bin Abdul Aziz and Tan Sri Dato' Seri Vincent Tan.



Seated (from left) Kellee Kam, Group Managing Director, RHB Banking Group; Leong Wy Joon, Katsuyuki Mizuma, General Manager, Asia & Oceania Division, Mizuho Bank, Ltd. Standing (from left) Dato' Robin Tan, Hiroshi Matsuura, Dato' Seri Mohamed Nazri Bin Abdul Aziz and Tan Sri Dato' Seri Vincent Tan.

'AUTOMOTIVE MAN OF THE YEAR 2013' DATO' SRI BEN YEOH

In recognition of his achievements in the Malaysian automotive industry, Dato' Sri Ben Yeoh Choon San, Managing Director of Bermaz Motor Sdn Bhd, was presented with the 'Automotive Man of the Year 2013' award at the NST-Maybank Car of the Year Awards 2013.

Having been in the Malaysian automotive industry for over 40 years, Dato' Sri Ben Yeoh began his career as a technical executive for Mercedes-Benz customers of Cycle & Carriage in 1972 for eight years. He then joined Borneo Motors in 1979 as technical services divisional manager for Toyota. After familiarising himself with the Japanese automotive culture, he progressed to Daihatsu Malaysia as its divisional manager.

One of his biggest contributions when he was the Executive Director and Chief Operating Officer of Proton Holdings Berhad, was to initiate the export programme for Proton to UK, Europe, Australia and Singapore.

In 2000, he took the task of revamping the Hyundai franchise and reactivated the INOKOM plant to produce Hyundai passenger cars and light trucks for the domestic market. This led to the subsequent listing of Hyundai Berjaya Berhad and was later bought over by Sime Darby Bhd.

In 2009, he revived the Mazda brand in Malaysia and he and his team steadily worked on and convinced the Hiroshima-based car maker to consider Kulim and Malaysia as a good base for regional exports of selected models.

Under his leadership and with the support of the Ministry of International Trade and Industry, his team managed to bring back a Japanese car brand and its export-oriented investments to Malaysia. This is one of his latest achievements, given that most Japanese direct investments in the automotive industry in ASEAN flow mostly to our neighbouring country.

Today, the Mazda assembly line in Kulim INOKOM Plant not only produces the CX5 and Mazda3 models but is also looking at exporting 1,000 units of cars a month to Thailand.

Continuing the philosophy of education from his early years in the automotive industry, Dato' Sri Ben Yeoh has even established a graduate school for automotive management, besides the Mazda Apprenticeship Programme accredited by the Industry of Motor Industry UK.



Dato' Sri Ben Yeoh



Dato' Sri Ben Yeoh receiving "Automotive Man Of The Year Award" from Datuk Seri Mustapa Mohamed, Minister of MITI at the NST-Maybank Car of the Year Award 2013 dinner function.



Dato' Sri Ben Yeoh with Tengku Mahkota Pahang during the launch of Mazda Motor Show.



Mazda CX-5 export to Thailand in Port Klang.



Dato' Sri Ben Yeoh with Mr Masamichi Kogai, now Mazda President & CEO of MMC Japan (formerly Executive Vice President), at the official opening of the Mazda Bodyshop at Inokom Plant, Kulim.



Visit to Inokom Plant with Mr Kiyoshi Fujiwara of Mazda Motor Corporation Japan.



Mazda HQ, an iconic landmark in Glenmarie.



Dato' Sri Ben Yeoh together with the graduates of the Retail Management Trainee (RMT) programme, a programme started by Dato' Sri himself to nurture young generations in the automotive field.

Mazda Motor Show 2013

The Mazda Motor Show 2013 held last November at 1Utama saw the introduction of the all-new Mazda Biante, the refreshed KODO design Mazda CX-9 and the preview of Mazda3 Skyactiv. Customers who signed up for any Mazda model at the Motor Show were given a chance to dip for many exciting prizes, including 5 air tickets to Japan!



The Mazda Motor Show 2013 included the long-awaited Mazda Biante, Mazda CX-9 & Mazda3 Skyactiv.



Lucky winner Ms Loo who won a Japan trip worth RM8,000.00!



Takahiro Sugura, Staff Manager at ASEAN Market Operations Department, giving a product briefing on the all-new Mazda Biante & refreshed Mazda CX-9.

Analysts and Fund Managers visit Inokom auto plant in Kulim, Kedah



Group photo of auto analysts and fund managers to Berjaya Auto Berhad's Inokom auto plant.



Dato' Francis Lee explaining to the visitors on the production of the Mazda cars.



Staff putting together a Mazda car.



Analysts looking at the production of the Mazda cars.

Berjaya Auto Berhad ("B-Auto") arranged two visits on 25 February and 12 March 2014 for auto analysts and fund managers to familiarise with the production of Mazda vehicles. B-Auto which is involved in the distribution and retailing of Mazda vehicles via its wholly-owned subsidiary Bermaz Motor Sdn Bhd, entertained a total of 80 analysts and fund managers during the visits.

The visit included presentations on the company and the plant, a one-hour tour of the production lines of the Mazda vehicles, lunch and a Q&A session.

Dato' Sri Ben Yeoh, CEO of B-Auto, Dato' Francis Lee, Director of B-Auto and Dato' Amer Hamzah, Executive Director of Prima Merdu Sdn Bhd were present during the visits to brief and enlighten the visitors on the production of Mazda vehicles at the plant.

B-Auto was listed on Bursa Malaysia on 18 November 2013 at an initial IPO price of RM0.70 per share.



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From 7-18 February, 7-Eleven provided free delivery to introduce the service.

For more info, log on to www.7eleven.com.my or call 03-26-144-155.



Tan U-Ming, Executive Director of 7-Eleven (fourth from left), Ronan Lee, General Manager of Marketing, 7-Eleven (extreme left) with several staff and the winners of the Revive 7-Eleven Manchester United contest.

Five football fans win an all-expense paid trip each to watch Manchester United

On 27 February 2014, five winners flew to Old Trafford on an all-expense paid trip to watch Manchester United in action courtesy of Revive Isotonic and 7-Eleven.

The winners won a 3-day/2-night trip for two which included match tickets, return air tickets and accommodation. They were seated in the VIP box during the match and were taken on a stadium tour the following day. The experience was something they would never forget.

The contest which ran from 28 October - 29 December 2013, saw weekly winners take home a total of 1,000 Manchester United caps and 400 exclusive Cardiff City jerseys. Contestants had to purchase two 500ml bottles of any Revive, Pepsi or Mountain Dew variant as well as a selected product from 7-Eleven in a single receipt, answer a simple question and submit their entry together with the required details via SMS.

7-Eleven Brings Slurpee To You!

7-Eleven's Slurpee is now available at your doorstep for any of your private functions and parties. To have the Slurpee truck at your functions, just give the 7-Eleven Marketing team a call at 03-2142 1136 for further information.



7-Eleven staff managing the Slurpee truck at a child's birthday party.

Mothers en Vogue Launches Spring-Summer Collection

This quarter, Mothers en Vogue ("MEV") launched their Spring-Summer '14 collection featuring an exciting explosion of hues that are fun, adventurous yet wearable. Amidst the sea of solid colours, MEV has also offered a shot of wilderness exotica with zebra prints this season - as seen in the Mom and Tot matching zebra print outfits that are great head-turners for moms looking to show off their little ones. MEV's Maternity and Must Have collections now consist of a larger range of smart casual co-ordinates that will take moms and moms-to-be from sun up to sun down.

On 28th Feb, MEV added another store-in-store concept in KL within Happikiddo, Citta Mall, Lot no. 23-25, 1st Floor. MEV's range of mom and baby apparels will be available through that outlet.

The same weekend saw Malaysia's Motherhood KL expo taking place at KLCC where MEV participated with a booth featuring accessories, Mom & Tots and new Spring-Summer '14 apparels.



That's Wild Graphic Tee collection



Zahra collection



Mallory May collection



The MEV corner at Happikiddo, Citta Mall.



The MEV booth at Malaysia's Motherhood KL Expo.



The opening of MEV at Citta Mall.

Jooniper - A celebration of childhood



Jooniper offers casual and occasional wear for toddlers and kids.

MEV's new label, Jooniper offers casual and occasional wear for toddlers and kids which celebrates your child's imagination, innocence, playfulness and carefree spirit. Designed with your child's comfort in mind, Jooniper's whimsical collection gives boys and girls the freedom to explore and play in nature.

Lovingly tailored with natural fabrics in the soft colours of nature, unrestrictive silhouettes and careful attention to details, Jooniper's clothing ensures maximum comfort for children between two and ten years old. Choose the perfect outfit for your child's nature adventures from among Jooniper's range of everyday, casual and occasion wear.

Jooniper's flagship store opens on 1 April 2014 at City Square Mall, Singapore.



Jooniper ensures maximum comfort for children between two to ten years old.

Events at Berjaya Times Square



01



02



03



04



05



06

01: RAYS OF PROSPERITY

5 January - 15 February 2014

Berjaya Times Square Kuala Lumpur built a 32-foot giant lantern which can rotate and reflect a radiant motif capturing your sense of sights as you try to follow its movements. Standing majestically at Ground Floor Central, the shades represent an abundance of prosperity and good fortune to all shoppers. The redemption campaign titled 'Bowls of Abundance' rewarded shoppers who spent RM200 in no more than 2 same-day receipts, with an exclusive pair of ceramic bowls and a packet of exquisite silk red packets.

02: FREE MEDICAL EXAMINATION FOR BREAST CANCER

27 February 2014 - 28 February 2014

The Rotary Club of Bukit Bintang organized a free breast cancer screening programme for women to educate them on the need for early detection. Apart from mammogram screening and breast self-examination demonstration, checks on blood pressure, blood sugar, bone scan and clinical consultation were also conducted.

03: HONG LEONG HELLO KITTY DEBIT CARD ROAD SHOW

28 February - 2 March 2014

Hong Leong 'Hello Kitty Debit Card' road show was held to celebrate and create awareness on Hong Leong Bank's latest series of Hello Kitty debit cards. Shoppers were excited to participate in games and activities centred on the lovable kitty. They also stood a chance to win limited edition Hello Kitty merchandise upon applying for a Hello Kitty Debit Card.

04: NIKON CHARITY PHOTO HUNT 2014

2 March 2014

Shutterbugs and photography enthusiasts gathered at Berjaya Times Square at 8.00am on 2 March 2014 to participate in the Nikon Charity Photo Hunt. The Charity Photo Hunt which is similar to a treasure hunt, required participants to snap photos of their answers. Registration fees collected from the participants were channeled to Siddharthan Care Centre, an orphanage based in Petaling Jaya.

05: THE FIRST AMES ROOM IN MALAYSIA

15 March - 30 April 2014

Built at Ground Floor Central and surrounded by an entire 3D floor to up the ante, Ames Room is essentially an optical illusion created in a seemingly ordinary cubic-shaped room designed so that when two persons are standing at the opposite ends of the room, it appears that a dwarf and a giant are visible. Pronounced to rhyme with 'aim', shoppers who spend a minimum of RM80 in one receipt of the same day are entitled to redeem a photo opportunity for a maximum of six (6) pax in Malaysia's First Ames Room.

06: FREE HEALTH SCREENING

18 March 2014

Jointly organized by Berjaya Cares Foundation and the National Kidney Foundation (NKF), the free health screening included blood pressure check, urine test, blood glucose, cholesterol test, body mass index / waist circumference and counseling. Response from public was good as shoppers queued to enjoy the services.

NEW PRODUCTS FROM COSWAY AND COUNTRY FARM ORGANICS

CleenAire Aroma Solution

Enjoy clean air and aromatherapeutic benefits within minutes with CleenAire Aroma-Solution. Just add 10ml to 15ml into the CleenAire Revitalisor to effectively eliminate bacteria & viruses. The aromatic concentrated solution is water based and is made from botanical extracts and 100% pure essential oils.

- Eliminates bacteria and viruses in the air
- Safe and natural
- Non-toxic & environment-friendly
- Removes unwanted odour
- Improves air quality

Lavender - Calms and soothes, promotes better sleep & elevates mood
 Eucalyptus - Relieves and soothes colds & improves concentration
 Oasis - Takes you on a journey of calmness and serenity



CleenAire Revitalisor



(From left): CleenAire Aroma Solution: Lavender, Eucalyptus, Oasis

Delicious Organic Prunes with Powerful Antioxidants and Fibre for Healthy Digestive Tract & Radiant Complexion

Taylor Organic Prune Juice

- Up to 50 prunes in a bottle
- 100% prune juice with no added sugar
- A great source of fibre that acts as a natural laxative to help increase bowel movement and reduce constipation
- Can be used as seasoning sauce, salad dressing, dipping sauce and for making smoothies as well as baking



Taylor Organic Pitted Prunes

- Naturally sweet as the plums are allowed to fully ripen on the tree before harvested
- One cup of pitted uncooked prunes provides almost half of an adult's daily intake requirement of dietary fibre
- No potassium sorbate (preservatives)



NQ Peanut Candies with Barley Malt

A protein and fibre-rich candy bar to satisfy your cravings!
 Premium selected peanuts coated with a layer of barley malt that melts in your mouth.

- Low in saturated fat
- High in dietary fibre
- Cholesterol and trans-fat free



NQ Star Fruit Chips

Enjoy Healthy Fun Bites with Nutritious Star Fruit Chips!
 Vacuum-fried to preserve natural colour & flavour and reduce any nutrient loss.

- Good source of dietary fibre
- Cholesterol and trans-fat free
- No preservatives



NQ Mulberries & NQ Passion Fruit Jam

More than Just Fruit Packed in a Jar

- Fruits are grown by natural farming method in Taiwan
- Mulberries are a source of protein, iron, and calcium, Vitamins A, C and E which helps promote overall vitality
- Passion fruit contains rich amounts of antioxidant, Vitamin C, protein, iron, dietary fibre, potassium and Vitamin A



Don't settle for ordinary jams that might give you only sugar and artificial flavouring. Go for real fruit jam!

NQ 3-Burnt Bamboo Salt

Natural Highly Alkaline Salt Enriched with Minerals and Trace Minerals

- Rich in minerals and trace minerals: Sulphur, Magnesium, Potassium and Selenium
- High-alkaline properties and anti-bacterial agent
- Acts as an antioxidant
- For cleansing and detoxification



CFO Organic Instant and Quick Oats

Delicious Organic Oats from Australia for Lowering Bad Cholesterol!

Instant oats are finer and cooks faster than quick oats. Just add hot water and it's ready to serve.

Quick oats are thicker and chewier than instant oats. Cook for 5 minutes on a stove.

The Benefits of Oats

- Good source of fibre and protein
- Cholesterol-lowering effect
- Blood glucose control
- Weight management
- Intestinal health



Jollibean Now In Malaysia!



Jollibean Soy Milk



Jollibean Soya Bean Curd



Jollibean Soya Pudding



Jollibean Mee Chiang Kueh also known as Apam Balik.

With the tagline "We've been spreading joy!", Jollibean has opened two outlets, at Berjaya Times Square and Sunway Pyramid.

Jollibean's soy milk uses premium soya beans from Canada. With the help of specially designed machines, 100% natural servings of soya milk are prepared fresh on demand, everytime and anytime. No preservatives and colouring are added, just fresh and natural soya milk in every cup! Freshness is never compromised.

Jollibean complements its soy milk with other soy-based snacks such as soya bean curd, soya ice-cream, soya pudding and pancakes with assorted filling. This is in line with its 'All-in-one Drink and Snack' concept store. Another fast vanishing local food is also being made available at Jollibean to complement its soy milk, *Mee Chiang Kueh*, or widely known in Malaysia as *Apam Balik*.

Kenny Rogers ROASTERS' Annual Dinner & Dance 2014

On 15 January 2014, Kenny Rogers ROASTERS (KRR) celebrated its 20th Annual Dinner & Dance at Berjaya Times Square Hotel, KL with the theme 'Deliciously Healthy 20 Years'. The event was attended by more than 400 team members clad in elegant and classy attire.

The dinner and dance kicked off with a series of exciting pre-dinner games. There was also a memorable moment with the toast for 20 years of achievement and the release of balloons to signify 'Rise Above All'.

Several awards were given out that night which included KRR Supplier Service Awards to thank KRR's business partners who have been with them since they started, Best Dress Awards, Long Service Awards (20 years and 10 years) and a lucky draw.



The Long Service Awards recipients with Dato' Robin Tan and Dato' Francis Lee.



A toast for the 20 years by Dato' Robin Tan (centre), Dato Francis Lee (right) and Lee Siew Weng.

Kenny Rogers ROASTERS Celebrates a Teriyaki-Flavoured Festive Season



The Kenny's Teriyaki Chicken served with Mushroom Chicken Soup, Aromatic Rice and Kenny's Home-made Muffin.



The KRR Take It Home Feast which was available from 13 January-9 March 2014.



Tropical Paradise, a tropical flavour mix of orange and pineapple with a splash of strawberry.



Christina Thong, Marketing Manager of Berjaya Roasters (M) Sdn Bhd introducing the Kenny's Teriyaki Chicken meal.

On 13 January 2014, Kenny Rogers ROASTERS ("KRR") introduced a unique flavour: Teriyaki! The Kenny's Teriyaki Chicken offering comes in the form of a delicious and savoury chicken whole leg, marinated in a special teriyaki sauce with herbs and spices and baked to perfection.

You can opt for the full serving which on top of the succulent chicken leg includes a serving of Aromatic Rice, a bowl of Mushroom Chicken Soup and a Kenny's Home-made Muffin available in various flavours, priced at only RM19.90. Quench your thirst by having the refreshing and cooling Tropical Paradise, a tropical flavour mix of orange and pineapple with a splash of strawberry.

Kenny Rogers ROASTERS Opens 4 New Restaurants

At the end of 2013 and the 1st quarter of 2014, Kenny Rogers ROASTERS ("KRR") opened 4 new restaurants.



Ativo Plaza, Bandar Sri Damansara, Kuala Lumpur



Cheras Sentral, Kuala Lumpur



PD Waterfront, Port Dickson, Negeri Sembilan



Permaisuri Imperial City Mall, Miri, Sarawak

SEA Games Winners & Kenny Rogers ROASTERS Turn Malaysia Into a 'Red Nation'



The queue building up at KRR Mid Valley.



This is the fifth year of participation for Dilla, Azua and Yati.



(L-R) Zulkifli Jaafar, Marketing & Communications Manager; Won Li Yin, Assistant Marketing Manager; Esther Woo, Deputy General Manager; Christina Loh Yen Ling; Daniel Bego; Sentil Kumaran Selvarajoo; Shree Sharmini Segaran; Tai Cheau Xuen; Phoon Eyin; Christina Thong, Marketing Manager.

On 8 January 2014, Malaysians wearing all shades of red were spotted queuing in front of Kenny Rogers ROASTERS ("KRR") restaurant in Mid Valley Megamall accompanied by the 27th SEA Games Winners.

The SEA Games champions included Sentil Kumaran Selvarajoo and Shree Sharmini Segaran, gold medallists of karate kumite competition; Daniel Bego, gold medallist of men's 400m freestyle; Christina Loh Yen Ling, gold medallist for women's 100m breaststroke; Tai Cheau Xuen, gold medallist of women's nandao (southern

broadsword) and Phoon Eyin, gold medallist in the women's Qiangshu were at the fifth annual ROASTERS Eating Day ("RED") Event.

RED is held annually on the second Wednesday of every New Year. A sea of people dressed in red were seen at over 80 KRR restaurants nationwide. Guests at KRR restaurants in Malaysia clad in any shade of red enjoyed two RED Hot Meals for the price of one.

Berjaya Papa John's Pizza Celebrates 1st Annual Dinner



A dance performance by the staff.



Mr Eric Leong, Head of Franchised Food Services, Papa John's Wendy's and Jollibean presenting his speech.



Mr. Sua Yi Sheng, Brand Manager, Berjaya Papa John's Pizza giving away the awards to restaurant Managers.

On 20 January 2014, Berjaya Papa John's Pizza held its very first annual staff dinner for their employees nationwide at Bukit Jalil Golf and Country Club.

All restaurant employees and the support centre team had a great time with activities such as performances and entertainment by their fellow colleagues, awards and recognition for deserving employees, lucky draw and also best dressed for the day award.

The Long-Serving Award, Best Performance Award for the employees and operations team was awarded by Eric Leong, Head of Franchised Food Services, Papa John's, Wendy's and Jollibean together with Sua Yi Sheng, Brand Manager of Berjaya Papa John's Pizza. The awards are given to recognise the hard work and effort from the employees and it also works as a morale booster and motivation for everyone.

Papa John's Pizza Rev-ugee Hunt Beings!



Surantiran Nadaraja, 29 (right), emerged as the strongest 1st hunter of the week as he managed to catch the Rev-ugee (left) at Festival City Mall within 2 hours, walking away with a iPhone 5S and Papa John's Pizza products.

Ong Teck Khim (right) receiving his prize from Papa John's Tropicana City Mall restaurant manager.

Jeff Lee receiving his prize from Papa John's Pizza Berjaya Times Square Assistant Manager.

Every Wednesday in March, Papa John's Pizza held the Papa John's Pizza Rev-ugee Hunt partnering with Revive Isotonic, at selected outlets nationwide.

At each 'Pizza Rev-ugee Hunt' location, participants had to purchase a combo of any large pizza with a 1.5L bottle of Revive Isotonic to qualify as the hunter of the Rev-ugee within the vicinity of the selected locations. With the purchase, hunters are provided with a clue to hunt down the Rev-ugee's whereabouts.

The bounty period began with clues posted on the Papa John's Pizza Facebook page every hour to guide fans on the location of the Rev-ugee. Exclusive clues were also given to help fans unmask the Rev-ugee's identity as soon as the Papa John's Pizza Facebook page reached a specific target of 'likes'.

Great weekly prizes such as iPhone 5S, Samsung Note II, Samsung S4, Apple MacBook Air 11" and Papa John's Pizza products were awarded to the successful hunters.



Wilson Varghese, President of Trade Links Ltd. (second row, centre) and Luis Daniel, KRRI Senior Vice President (third from right) with the KRRI management team at KRR Berjaya Times Square.

KRR International Launch Mystery Snap Shot Programme

KRR International ("KRRI") invited a reputable Mystery Shop Programme service provider to set up, manage and execute the guest snapshot programme for Kenny Rogers ROASTERS ("KRR") which consists of mystery visits to KRR restaurants locally and internationally to assess the quality of service, food, environment and standard compliance.

With this programme, KRRI is able to take prompt action and have trainings for improvement where necessary. To hype-up the programme, KRRI also introduced the Mystery Guest Snap Shot incentive programme whereby KRRI awarded over USD5,000 based on monthly and quarterly evaluations.

KRRI Receives Dubai Visitors

In February 2014, Wilson Varghese, President of Trade Links Ltd., a potential investor from Dubai visited Kenny Rogers ROASTERS International ("KRRI"). The visit was to provide Varghese an exposure of Kenny Rogers ROASTERS' unique philosophy, culture and system.

Rasa Utara - More Variety at Better Prices



The offer for eight main meals.



Set Nasi Rasa Utara.

The introduction of the Set Nasi Rasa Utara has proven to be a true-crowd favourite. This unique, distinctly Northern meal, has all the right ingredients to satisfy even the most discerning of palates. The highlight of the meal is the famous traditional wedding dish of Ayam Masak Merah; chicken that is richly marinated and cooked to perfection in a tomato-based sauce. Accompanying this dish are several side dishes which include rice that is cooked with special spices, sweet and tangy pickled vegetables, crunchy keropok and a finely balance soup.

For a limited time only, Rasa Utara is rewarding its customers with truly budget-friendly set meals that include best-selling items on the menu such as Laksa Kedah and Set Nasi Ayam Goreng Cili Lagenda. Under this promo, customers can choose from eight main meals on offer together with a drink and dessert (including top seller, Cendol Rasa Utara) all for the price of RM18.88++.

There are also Rasa Utara Kids Meals for the young ones where they get to choose between Chicken Chop Rasa Utara or Fish and Chips Rasa Utara, served with a refreshing glass of orange juice.

Starbucks Malaysia opens 13th Drive-Thru Store

Early February 2014, Starbucks launched its 13th drive-thru concept store at Starbucks DT Kota Kemuning, which showcases a regional and modern design concept; furnished with glass walls and wooden finishing. It also has 64 casual outdoor seating, a green landscape with a koi fish pond and water feature creating a 'feel like home' environment.

During the weekends, this double storey Starbucks store turns into a family gathering place. Indoors, the store has 62 cozy and comfort seating with curtains suitable for family gathering, private meetings and functions.

The store, located within the residential area, provides convenience for the residents to hang out before or after work and also with families and friends.



Part of the indoor seating area.

The outdoor area of the store.

Starbucks Malaysia Partners With Tourism Malaysia for Culture Exploration Challenge 2013/14

Once again, Starbucks Malaysia partnered with Tourism Malaysia in organising the Culture Exploration Challenge 2013/14 which was held in December 2013 while the prize giving ceremony was held early February 2014.

More than 40 cars took part in the challenge and the grand prize was a one-year supply of Starbucks' beverages and a cash prizes.

With clues in their hands, participants were required to stop at several Starbucks drive-thru stores to complete assignments such as photography, purchasing a promotional beverage and also hunting for the answer. To proceed to the next clue, participants had to purchase a Starbucks card and register the card in order to move on to the next task and location.



Sydney Quays, Managing Director of Berjaya Starbucks Coffee (left) joins Zuraidah Mohd Said, CEO of KL Tower (second from left) and Datuk Zainal Abu, Mayor of Melaka (right) at the prize presentation.

Starbucks' first brew at Brunei Darussalam



Ribbon cutting to officiate the opening. (From left): Sydney Quays, Managing Director of Starbucks Coffee Malaysia & Brunei; Dato' Francis Lee, CEO of Berjaya Food Berhad; HRH Pengiran Anak Isteri Anak Hajah Zariah and Jeff Hansberry, President of Starbucks China & Asia Pacific.



HRH Pengiran Anak Isteri Anak Hajah Zariah signing on a Starbucks apron.



The counter and brewing corner.



The setup of the Starbucks merchandise corner.

On 16 February 2014, Starbucks opened its first store at the Mabohai Shopping Complex, Brunei Darussalam which was graced by Her Royal Highness Pengiran Anak Isteri Anak Hajah Zariah. More than 400 guests including members of the print and digital media attended the opening ceremony. 100 digital fans who won the grand opening contest 'I Want To Be The First 100 Customers of the First Starbucks in Brunei' joined the ceremony in limited edition Starbucks T-shirts.

The design and concept of the store reflects the 43-year coffee heritage and also the Brunei culture with touches of local Brunei handcrafted bamboo weaving baskets. The store features a traditional coffee bar also known as 'slow bar'; which allows customers to savour their coffee using the 'pour over' brewing method. Customers will also be able to learn more about the coffee that they are enjoying from the Starbucks Coffee Master.

Her Royal Highness also enjoyed the first cup of coffee brewed by store manager, Natalie Inja.

Starbucks Brunei Barista Olympics 2014

On 15 February, a day before the first Starbucks store opened its doors to the public in Brunei, all partners inclusive of Support Center and Asia Pacific partners, took part in the Starbucks Brunei Barista Olympics 2014.

The event, organised by store manager, Natalie Inja and operations manager, Junidah Saat, aimed to develop and create bonding and teamwork among the new partners of the store. Partners were divided to 5 groups according to coffee names and performed group cheers.

They also had games such as 'Beverage Routine Race', 'Cherish Cheer' and 'My Third Place My Second Place My Starbucks'.

Jeff Hansberry, President of Starbucks Coffee China & Asia Pacific; Dato' Francis Lee, CEO of Berjaya Food Berhad; Gary Barber, Vice President Market Development Greater Asia and Sydney Quays, Managing Director of Starbucks Coffee Malaysia & Brunei also took part in the event.



A group photo of the Starbucks' partners at the Starbucks Brunei Barista Olympics 2014.

Starbucks Malaysia Now Brewing at Teluk Chempedak



The outlet at Teluk Chempedak.

Starbucks Malaysia opened its 164th store at Teluk Chempedak, one of Malaysia's tourist attractions famous for its beach at Kuantan, Pahang. The store features a regional modern concept with neutral palette, wood grain material and transparent glass wall. On the upper floor, there are high chairs and benches which create a casual and relaxing environment especially for the youth.

Customers can sip on their cup of Starbucks coffee while enjoying the white sandy beach with beautiful casuarinas and pine trees which line the coast and some rocky promontories facing the incessant waves of the South China Sea.



The table setting at the Starbucks Teluk Chempedak.



The counter.

Starbucks Malaysia's 15th Anniversary Tumbler Series



From left: The Sapeh, The Wau and The Hibiscus.

The Sapeh tumbler, the latest addition to the 15th Anniversary Celebration series.

Starbucks Malaysia introduces the latest addition to its 15th Anniversary Tumbler series; The Sapeh.

In conjunction with the 15th Anniversary celebrations, the series had previously featured The Hibiscus (Malaysia's national flower) and The Wau (a traditional kite).

Sapeh is a East Malaysia traditional lute of many of the orang ulu or upriver people, who live in longhouses that line the rivers of Central Borneo. Sapeh is carved from a single bole of wood with many modern instruments reaching over a meter in length. The sapeh initially was a two-string and three frets instrument used to accompany dances or as a form of entertainment. Now, the instrument is in three to five strings with a wider range of more than three octaves.

Retailing at all Starbucks' stores in Malaysia, the Sapeh tumbler showcases the uniqueness of culture, artwork and creativity of Malaysians to the world.

Starbucks Malaysia Introduces Trio Muffin - The Real Muffin



From left: Signature Banana Chocolate Chip muffin, Mississippi Mud muffin and Blueberry-Cranberry Granola muffin.

In January 2014, Starbucks Malaysia launched its latest indulgent treat - The Trio Muffins. The muffins are a combination of the Signature Banana Chocolate Chip Muffin, Blueberry-Cranberry Granola Muffin and Mississippi Mud Muffin.

The Signature Banana Chocolate Chip Muffin showcased the balance of chocolaty flavour with rich fresh banana aroma while the Blueberry-Cranberry Granola Muffin is a

healthier choice which is less sweet and has more fibre, best enjoyed with an Iced Americano.

The best choice for chocolate lovers would be the Mississippi Mud Muffin which has melted dark chocolate filling when served hot and is best paired with Vanilla Latte.

The introduction of these marvellous muffins garnered more than 1,000 impressions on Starbucks' digital platform.



The lion dance performed with stilts in front of audiences at the water park.



Mr David Wan, Park Manager receiving a tray of mandarin oranges and pomelo from the lions.

Desa Water Park CNY Double Lion Dance

On 9 Feb 2014, Desa Water Park held two lion dance performances near the Thunder Bolt ride attraction. The two lions gave a wonderful performance and also performed the REDBULL power dance in front of a 200-people crowd on that hot afternoon.

Berjaya-Sompo unveils their Kuching branch's new office building



The staff of Berjaya-Sompo Kuching branch.

Berjaya-Sompo Insurance Bhd marked a new milestone on 11 December 2013 with the official opening of its new Kuching Branch office building. The opening ceremony was officiated by CEO, Mr. Patrick Loh and witnessed by Senior General Manager of Broking and Branches, Mr. Steven Tan and Assistant General Manager of Kuching branch, Mr. Alex Ong.

Berjaya-Sompo Kuching Branch was first established in 1990 and has served the Sarawak market for over 23 years. The new four-storey office building situated at Panovel Commercial Centre was acquired to provide better services to customers and business partners. Over 100 guests comprising agents, clients, business partners and media attended the event.



Senior General Manager of Broking & Branches, Mr. Steven Tan (left) and CEO of Berjaya-Sompo Insurance Bhd, Patrick Loh signing the plaque to officiate the new office building in Kuching.

“ONENESS - FAMILY OF SBBS” TEAM-BUILDING ACTIVITY



Activities were organized to challenge the staff on their team work.



On 14-15 December 2013, Saigon Bank Berjaya Securities Joint Stock Company (“SBBS”) organized a “Oneness - family of SBBS” team-building activity at the beach for 2 days 1 night in a five-star Vietsopetro Resort, Ho Tram, Ba Ria Vung Tau, Vietnam to recognize the efforts and contributions from the staff.

In the evening, there was a gala dinner and staff received wards for their long service in the company and their outstanding performance.

The team-building activities ended with a joined puzzle of words “Dynamic-Confident-Creative-United” while the back assembled SBBS logo symbolizes the unity of the staff.



5-year long service awards were given to Vietnamese staff (left) and Malaysian staff.



A staff completes the mission in one of the activities which encourages the spirit of unity - Doan Ket (Vietnamese) means unity.

U Mobile Awards Grand Prize Winner of 'Raya Bersama U' Prepaid Promotion

Lee Chien Hong from Hutan Melintang, Perak, was pleasantly surprised when he won a brand new Yamaha FZ150i motorcycle worth RM8,288. The 23-year old was the grand prize winner of U Mobile's 'Raya Bersama U' prepaid promotion held in conjunction with the Hari Raya celebration last year. The grand prize was handed over to Lee on 14 January 2014.

Lee emerged as the prepaid subscriber with the highest amount of successful reloads during the contest period, which earned him a brand new motorcycle. In order to be eligible to participate, U Mobile prepaid plan customers simply had to reload a minimum of RM30 from any 7-Eleven store or ePay service retailer in Malaysia from 1 August 2013 till 31 October 2013 to have a chance at winning.



Lee, pictured with Peter Tang, Head of Alternate Channel after collecting U Mobile's 'Raya Bersama U' grand prize, a brand new Yamaha FZ150i motorcycle.

U MOBILE SURPRISES WITH NEW OFFERINGS IN THE NEW YEAR

UMobile unveiled its brand new prepaid and postpaid plans, along with special promotions for its U Card loyalty programme on 16 January 2014.

Designed for youth, first jobbers and existing prepaid users who wish to switch to a postpaid plan, the new unlimited postpaid plans - Unlimited 50 and Unlimited 80 - offer customers #thebestunlimited mobile experience through unlimited free calls to any U Mobile user any time of the day without time bands, along with unlimited high speed mobile internet.

U Mobile customers can also look forward to #thebestfree mobile experience with the refreshed prepaid plan by the telco, where they will enjoy free calls and free mobile internet after every top-up. Customers can surf the Internet with speeds up to 4Mbps without throttling of the speed upon exceeding their data limit, and enjoy free calls to ALL U Mobile users. The new prepaid plan by U Mobile also offers TWICE the validity period in the market, offering ample time for users to enjoy #thebestfree offerings from U Mobile prepaid.



(From left) Jasmine Lee, Wong Heang Tuck, Chief Operating Officer cum Acting CEO of U Mobile, and Lee Fook Heng, introduce the new prepaid and postpaid plans, promising #thebestfree and #thebestunlimited mobile experiences with U Mobile.



Jasmine Lee (right), U Mobile's Director of Marketing and Lee Fook Heng, U Mobile's Head of Product Marketing introduce the new prepaid and postpaid plans, along with brand new promotions within the U Card loyalty reward programme.

U MOBILE SUPPORTS POP STAR 2013

U Mobile, was the title sponsor for the Pop Star singing competition for the third consecutive year, continuing the company's commitment in nurturing young talents and supporting them to achieve their dreams and aspirations.

Daniel Cheah Chee Lik was declared the winner of Pop Star 2013 which was held on 23 January 2014.

He walked away with cash prize and products worth RM40,000 along with a brand new Sony Xperia Z1 from U Mobile. Joseph Kan Chok Chen and Wandy Koay Xin Yi, both from Johor Bahru, were named 1st runner up and 2nd runner up respectively, each walking away with RM30,000 and RM20,000 in cash, and other prizes, which included a brand new Samsung GALAXY S4 courtesy of U Mobile.

Joseph was also named 'Most Popular Pop Star' – an award credited to U Mobile - for receiving the most SMS votes from fans and the public. The 18-year old student was awarded a brand new Sony Xperia M for winning the title.



Jasmine Lee (right), presenting a brand new Sony Xperia M to Joseph Kan (left), winner of Most Popular Pop Star Award at the grand finale.



Jasmine Lee presenting the mock cheque to Daniel Cheah, who outshined 9 other finalists to emerge as the winner of this year's Pop Star singing competition. Looking on is Kay Huang, renowned music producer and one of the judges of the One Million Star singing competition.



From Left) Wandy Koay, 2nd runner-up of Pop Star 2013; Daniel Cheah, winner of Pop Star 2013 and Joseph Kan, 1st runner-up of Pop Star 2013, were joyful with their achievements and all the prizes they have won from the event sponsors.

U Mobile Expands Reach to Kota Kinabalu and Kuching

U Mobile opened its 15th and 16th service centers in Kuching and Kota Kinabalu on 17 and 19 March 2014 respectively, expanding its footprint to East Malaysia! With the opening of the new stores, U Mobile is able to better accommodate consumers in the East Malaysia region and continue its efforts to provide affordable, market-best value products and services nationwide.



L-R: Jasmine Lee, Wong Heang Tuck, K. Jussly Elis, Sabah & Labuan F.T. Region Director of Malaysian Communications and Multimedia Commission (MCMC), and Alex Tan, placing the U Mobile Logo Standees on their respective stands.



L-R: Christopher Joe, Regional Sales Manager of East Malaysia, Jasmine Lee, Wong Heang Tuck, Alex Tan, and Michael Mah, Head of Sales beaming happily after the official launch of the Kuching Service Center.

SULTAN JOHOR ACQUIRES SUBSTANTIAL STAKE IN MOL

MOL Global Pte Ltd ("MOL Global") announced on 19 February 2014 that His Royal Highness, DYMM Sultan Ibrahim of Johor had acquired a 15% stake in its wholly-owned operating subsidiary, MOL AccessPortal Sdn Bhd ("MOL") for a cash consideration of USD120 million. MOL Global still retains 85% stake in MOL.

MOL is one of Asia's leading online payment service providers and is connected to over 360,000 physical channels with a localised presence across 12 countries namely Malaysia, Thailand, Philippines, Indonesia, Vietnam, Singapore, Australia, New Zealand, Taiwan, Turkey, Brazil and USA. MOL's proprietary MOLPoints micropayment system is a digital goods and online game payment platform which helps collect payments for over 1,000 online games from more than 250 content providers.

Diploma in Public Relations at BERJAYA UCH



Developing solid PR & Communication skills, 'Only@BERJAYA'

BERJAYA UCH launched its Diploma in Public Relations programme on 27 February 2014. This course is designed to introduce students to various areas of creative writing and communications in a range of creative print, online and mobile media that reflect the diversity and scope of today's practice and will be offered in April 2014 intake.

To find out more about the Diploma in PR, please call 2687-7027.

theSun Editorial Awards

theSun held its Editorial Awards for the fourth quarter of 2013 on 18 February 2014 with the first prize won by Bob Holmes for his exclusive interview with Sven Goran Eriksson in China. The report entitled 'Around the world with Sven' appeared on 3 December 2013.

Second prize went to Adib Rawi for his excellent photography for the report 'Waiting game at Kampung Hakka' which appeared on 12 November 2013.

Five Special Mention Awards were also given to Vathani Panirchellvum for her page one report 'My Mistake'; Bissme S. for 'The Good Wife'; Presenna Nambiar and Liew Jia Teng for their business report 'MAS-AirAsia case: Decision likely in January'; Ee Ann Nee for her report 'RHB Investment Bank plans Philippines foray'; and layout artist M. Magenan for creative layout.

The awards were presented by theSun Managing Director Mr Chan Kien Sing. The winners received prizes in the form of book vouchers courtesy of Borders (first prize RM300, second prize RM200 and Special Mention prizes RM100 each).

The awards are given out quarterly for editorial excellence in news, features and photography. Entries were judged on their exclusivity, relevance and effort put in to source for material. Photographs were selected not just for the news value but also creativity.



theSun Managing Director Mr Chan Kien Sing, Managing Editor Freddie Ng (fifth from right) and Executive Editor, Balan Moses (fourth from right) with some of the prize winners.

Berjaya Makati Hotel Celebrates the Year of the Wood Horse



The lion dancers posing with the hotel guests.

The Berjaya Makati Hotel management and staff gathered and welcomed their guests to witness their annual Chinese New Year celebration on 31 January 2014.

The hotel's executive sous chef, Robert Joseph Mabalay, prepared palatable cuisines and delicacies which were served at El Prado Restaurant as a sign of a great beginning for an abundant year.

The final attraction was the much awaited "Lion Dance and Fire Crackers Show" which the hotel guests enjoyed very much.

Discovering Malaysia at Samplings On The Fourteenth



From left: Chef Amina, Chef Malcom, Chef Val, Chef Ghouse and Mondri Mecja, General Manager of Berjaya Times Square Hotel.

On 28 February 2014, a documentary series produced by award winning Hollywood production company Mustafa Davis Inc was filed at Samplings On The Fourteenth Restaurant at Berjaya Times Square Hotel, Kuala Lumpur. The documentary series which is a tie-up with 'Discover Indulgence-Malaysia' was organised by BR Travel Center, Australia, a Malaysian holiday travel specialist and Berjaya Hotels & Resorts' long time business partner.

The campaign aims to promote Malaysia to various communities in Australia and the dinner that night was hosted by Amina El Shafel, a Masterchef Australia 2012 finalist. Amina hosted a live demonstration of cooking at the kitchen by Chef Val and Chef Malcom as they prepared the dinner. The

menu featured a Fish Tikka and Spinach Salad with Cottage Cheese appetiser paired with Sirap Limau & Biji Selasih (Rose & Lime Syrup with Basil Seeds) by Chef Val, Sampling On The Fourteenth Restaurant's Chef de Cuisine followed by Soto Ayam soup by Chef Malcom Goh, the culinary Executive Chef of Berjaya University College of Hospitality. Main course was a traditional Lamb Rendang by Chef Val and a fusion Lamb Rendang by Chef Malcom, each served with biryani rice and pickled vegetables, paired with Young Coconut Water. As for dessert, sago gula Melaka and pandan flavoured glutinous rice balls was presented by Chef Ghouse, Head Pastry Chef of Berjaya Times Square Hotel, Kuala Lumpur.



The appetizer - Fish Tikka and Spinach Salad with Cottage Cheese.



Main course - Traditional and Fusion Lamb Rendang.

Multi-Cultural Engagement of Students at BERJAYA UCH

BERJAYA UCH, in collaboration with JEI University and Shingu College of Korea hosted a joint 'Korean Fair' dinner on 27 January 2014, employing the unique BERJAYA Immersion Methodology wherein students were engaged through the 'learning by doing' principle.

Four professors from JEI University flew in to KL specifically for the event, helping and guiding the students with the arrangements. Hence, the buffet dinner was made possible through the hard work of the JEI students working side by side with School of Culinary Arts, headed by WACS Global Master Chef Jochen Kern. The service was provided by our School of Hospitality, headed by Najmi Abdullah and Kit Thong and her team from the School of Tourism spruced up the place with Korean inspired décor.

Graced by hoteliers, members of the media and other industry partners, guests were treated to delectable Korean food such as Bulgogi, Kimchi stir fried rice, Umooktang, Tteokbokki (rice cakes in hot sauce), Haemul Pajeon, Tuna Kimbab, Geotjeolyi vegetables and Tteok Japchae.



Representatives of JEI University presenting a token of appreciation to BERJAYA UCH. From left: Mr JongKap Kim, JEI University - Chief of International Exchange and Cooperation Centre; Ms YunJung Lee, JEI University - Professor at the Department of Hotel Foodservice & Culinary Arts; Mr Justin Yeoh, BERJAYA UCH - Director of Marketing and Business Development; Chef Jochen Kern, BERJAYA UCH - Director of School of Culinary Arts.



Group photo of students and staff of JEI University and BERJAYA UCH.



Students of JEI University preparing traditional Korean pumpkin pancake "Ho bak jeon".

French Flavours with Chef Gunther Hubrechtsen

The Asian Food Channel (“AFC”) and BERJAYA UCH were proud to bring Singapore-based Belgian chef, Gunther Hubrechtsen to Malaysia for ‘French Flavours with Gunther Hubrechtsen’. Chef Gunther enticed food lovers with an array of delicious French fare at a series of intimate dinners with demonstrations at Samplings on the Fourteenth from 23 to 24 January 2014.

Chef Gunther began his professional culinary training in Belgium at the age of 16 at Bruges Culinary Institute Voor Voeding (IVV), Ter Groene Poorte. After graduating, he worked in several renowned restaurants, including Le Bouquet, and Restaurant Gravin van Buren in Belgium, and at three-Michelin-starred restaurant L’Arpège

in Paris, where he trained for five years under the mentorship of Chef Alain Passard. In 2002, Chef Gunther moved to Singapore where he worked for well-known restaurant group, Les Amis. In 2007, he collaborated with the Garibaldi Group of Restaurants to open up his own restaurant, named Gunther’s Restaurant. Since its opening, it has won numerous accolades including being named “Asia’s Top 10 Restaurants” in 2009 / 2010 edition of The Miele Guide.

Students of BERJAYA UCH were fortunate to work together with the Chef Gunther to prepare the dinner, which featured delicious offerings such a **Cold Angel Hair Pasta, Sevruga Caviar; Crispy Egg, Pumpkin**

Coulis, Black Truffle; Lobster dish served with fresh tomato sauce and Pilaf Rice; Grilled Wagyu Beef with Sweet Corn and a fine **Apple Tart “à la dragées” with Vanilla Ice-cream**. Vegetarian options included **Tempura of Onion with Fresh Tomato Sauce Gratin of Potato and Wild Mushroom**.

The “French Flavours with Gunther Hubrechtsen” follows a series of successful chef events that AFC has held regionally in Asia featuring world-class talents such as Anna Olson, Martin Yan, Aaron Craze and most recently, Sean Connolly.



Students of BERJAYA UCH with Chef Gunther Hubrechtsen.



Students’ Project Promotes Sustainable Seafood Choices at BERJAYA UCH

Students of the Entrepreneurship Development and Business Ethics January 2014 classes wholly conceptualised and organised a gastronomy dinner, titled ‘Seacret 2.0’ on 11 March 2014 at Samplings on The Fourteenth.

The classes encompassed students of various specializations, working as one ‘business’ entity. They were grouped into sub-sections, namely: Kitchen Operations, Event Operations, Creative Arts, Marketing Communications, Programme, Finance and Sponsorship.

This event enhanced the students’ learning process through the BERJAYA Immersion Methodology; to

promote synergy and micro-management between students from different schools within BERJAYA UCH. This project also provided an opportunity to the public to participate and encourage the nation into committing sustainability in seafood consumption and to create awareness for Save Our Seafood (S.O.S) Project that was launched by the World Wide Fund (WWF).”

The highlight of the dinner was the wine and tea pairing. The two appetizers **Crustacean tian with mango salsa, elements of pesto tuile served with balsamic fluid-gel** and **Hokkaido scallops, water chestnut, black sesame foam, nori, dashi pearl on black netting** were paired with Lady Grey by Twinings. The main course which was **Couscous, faux**

garden and salmon, Asian scented clam sauce, potato bone marrow caponata was paired with Trapiche Rosé (an Argentinian Rosé). The dessert, **two-toned coffee mousseline, flourless chocolate sponge, salted crème caramel, croustillant sable, citrus noodle, and lemon scented sea coconut** was paired with Earl Grey (Vintage) by Twinings. The choice of wine and tea were carefully selected to pair with the dishes in order to complement the flavours of the dishes without overpowering it.

Students were assessed on their performance during the dinner through the aspects of planning, time management, budgeting, execution, team work and communications.



The kitchen team for the Seacret 2.0 dinner.



The service team serving the guests at Seacret 2.0

26th Sports Toto Chinese New Year Ang Pow Donation Campaign



17,000 senior citizens were at the Sports Toto Chinese New Year Ang Pow Donation Campaign.



A presentation by the students of a wushu association.

The 26th Sports Toto Chinese New Year Ang Pow Donation Campaign was launched on 16 January 2014 at the KL & Selangor Chinese Assembly Hall. The launch ceremony was officiated by Dato' Seri Ong Ka Chuan, MCA Secretary General, in the presence of Sports Toto executive director Mr. Vincent Seow. About 3,000 senior citizens turned up at the campaign launch, including 200 invited senior citizens from 7 charity homes based in the Klang Valley.

There were Wushu performances by several amateur Wushu enthusiasts, courtesy of the Wushu Federation of Malaysia and popular Chinese New Year songs were performed by Sports Toto staff volunteers during the campaign launch, much to the joy of the senior citizens.

On the same day, handing out of donations were also carried out in seven other places, namely, Klang, Kajang, Ulu Yam, Ipoh, Bukit Mertajam, Penang and Sungai Petani.

A total of 17,000 beneficiaries in 41 cities and towns throughout the country benefitted from the donation campaign from 16 - 23 January 2014. Each old folk received an ang pow and a mini hamper. A total of RM900,000 had been spent for the entire donation campaign.



Dato' Seri Ong Ka Chuan presenting angpows to the senior citizens.

Sports Toto donates to Sungai Buloh Leprosy Centre

In conjunction with the Chinese New Year celebrations, a team of Sports Toto staff made a goodwill visit to Sungai Buloh Leprosy Centre on 24 January 2014 and brought cheer to some 200 residents of various races.

The Sports Toto team shared some light moments with the residents before handing over a RM5,000 cheque and 10 crates of Mandarin oranges to the chairman of Sungai Buloh Settlement Council, Mr Tan Hing.

Mr. Tan expressed thanks to Sports Toto for the continuous support given all these years as the festive contribution has indeed meant a lot to the less fortunate folks.



Mr Tan Hing receiving the cheque from Sports Toto.

Kenny Rogers Roasters Puts Smiles on Rumah Charis Residents

On 14 February 2014, Kenny Rogers Roasters ("KRR") arrived at Rumah Charis to bring cheer to the residents in conjunction with the Chinese New Year ("CNY").

Members of the team from KRR did an opening gimmick which led on to a game called 'Happiness in A Circle' which required the residents to pass around photo props that symbolized longevity, happiness and health while music was being played.

The event also witnessed the group toss 'yee sang' for luck and good abundance for the new lunar year. Both the residents of the home and KRR team enjoyed themselves immensely.

The KRR CNY Home Visits is one of the many CSR initiatives by KRR as part of KRR Community Chest. During the two weeks span of CNY, KRR had visited more than 17 homes, both Peninsular and East Malaysia.



A group photo of the Rumah Charis residents and the team from KRR.



The senior citizens of Rumah Charis receiving goodie bags and angpows from Lee Siew Weng, Senior General Manager of Berjaya Roasters (M) Sdn Bhd.



Lee Siew Weng joins the residents in tossing 'yee sang'.



KRR staff doing their opening gimmick for the residents.

Starbucks Organises Trip To Fire Brigade with Kindergarten



A group photo of the fire fighters of Kajang District Fire Brigade, children and teachers of Tabika Perpaduan and Starbucks partners.

Late February 2014, Suhairi, Starbucks' District Manager together with 15 partners organised a trip to Kajang District Fire Brigade. 20 children and 6 teachers from Tabika Perpaduan joined the trip.

The objective of the trip was to expose the children to safety precautions at home and school. Fire fighters at the station did a demonstration on how to use a fire extinguisher. The children got to ride the fire truck wearing the uniform for a group photo.

Starbucks partners also organised a mini telematch and handed out Starbucks iced chocolate drinks and assorted danishes.

The children had a great time being a fire fighter for a day!



Colouring contest for the children at the fire station.



Demonstration on the proper way to use the fire extinguisher.

Project 100 Continues to Grow Nationwide



Deputy Transport Minister, Dato' Seri Hishammuddin Tun Hussein together Co-Founder of SOLS 24/7, Raj Ridvan Singh (third from left) and the Community Education Officers at the launch of SOLS-BMF Sembrong centre in Johor.

The SOLS-BMF Project 100 continues to expand and grow among the poor communities across Malaysia providing free English lessons, computer classes and personal development programmes. Currently, there are 32 community education centres nationwide serving 2,862 students as young as 6 years old to working adults and even housewives.

These community education centre are run by passionate Community Development Officers ("CDO") who also organise various monthly community projects. Due to overwhelming response, the waiting list continue to grow for the months ahead with classes fully packed.

To further support this meaningful initiative, Tan Sri Dato' Seri Vincent Tan Chee Youn had pledged to donate another RM4 million to SOLS 24/7 during the Berjaya Founder's Day 2014 celebration.

For more information, log on to www.my.sols247.org/project100.



Kedah Chief Minister, Datuk Mukhriz Mahathir signing on the plaque to officiate the SOLS-BMF Ayer Hitam centre.



Tan Sri Dato' Seri Vincent Tan speaking at the launch of SOLS-BMF Ayer Hitam in Kedah centre on 7 February 2014.

Berjaya Times Square Hotel Gives Back To The Visually Impaired



BTSH staff with MAB members.



Mondi Mecja, General Manager of BTSH presenting a hamper to Dato' Ganesan Supayah, CEO of MAB.

On 28 January 2014, Berjaya Times Square Hotel, Kuala Lumpur ("BTSH") visited the Malaysian Association for the Blind ("MAB") at MAB Complex.

Headed by the Kitchen Culinary team led by Sous Chef Mohamad Fadil Jamian, the team arrived with cleaning supplies and equipment to enhance the centre's comfort. They also brought essentials such



Mondi Mecja playing chess with a trainee of Gurney Training Centre for the Blind.

as cooking oil, rice, canned food, water, packet drinks and Mandarin oranges.

The team cleaned and repainted the common rooms and parking areas and prepared lunch for the Gurney Training Centre for the Blind trainees. A cake was also presented to those born in January and February. Everyone from BTSH and MAB had a great time that day.

Starbucks Visits PJ Shelter Home During CNY

During the last Chinese New Year celebration, District Managers, Irene and Karen organized a party for the children of PJ Shelter Home. 20 Starbucks partners and six customers prepared delicious steamboat and Starbucks orange juice for the children.

Freddie Ng, one of Starbucks' regular customers, brought cereal for the children's breakfast while some Starbucks partners purchased oranges and baked butter cakes for the children.

Starbucks also distributed 'angpow' and oranges to the children before they gathered everyone for a story telling session and a mini indoor telematch.



A group photo of Starbucks' partners, customers and the children of PJ Shelter Home.



A child receiving an angpow and orange from Starbucks' partners.

BERJAYA MANAGEMENT AND STAFF BRING CHINESE NEW YEAR JOY TO SANG RIANG SENIOR CITIZENS' HOME

On 22 January 2014, Dato' Robin Tan together with Tan U-Ming, Executive Director of 7-Eleven Malaysia Sdn Bhd, Chan Kien Sing, Executive Director of Berjaya Corporation Berhad and staff visited the residents of Sang Riang Senior Citizens' Home in Triang, Pahang.

Sang Riang Senior Citizens' Home currently provides shelter to 130 abandoned, disabled and underprivileged senior citizens. Established in 2003, the Home's facilities include a dialysis centre, a moral education centre, a library and a multi-purpose hall. The home has since cared for over 400 homeless senior citizens.

As a prelude to the festive season, both Dato' Robin Tan and Tan U-Ming together with the senior management presented angpows to the senior citizens, caregivers and volunteers as well as essential food items to the Home. The residents and volunteers were then treated to a healthy Kenny Rogers Roasters lunch.

Last year, Tan Sri Dato' Seri Vincent Tan gave away a van fitted with a hydraulic lift for wheelchair users worth RM96,000 under Better Malaysia Foundation, to ease the Home's transportation woes especially for the disabled old folk.



Madam Yap presented a Chinese calligraphy scroll to Dato' Robin Tan as a token of appreciation.



Dato' Robin Tan and Tan U-Ming giving out angpows to the residents.



A group photo of Berjaya management and staff with Madam Yap, Founder of Sang Riang Senior Citizens' Home.



Dato' Robin Tan and Madam Yap (centre), Founder of Sang Riang Senior Citizens' Home sharing a light moment with one of the dialysis patients at the haemodialysis centre.



Tan U-Ming, Chan Kien Sing and staff distributing Kenny Rogers Roasters' meals to the residents.

