

Lion Today

VOL. 24 NO. 1 JANUARY / FEBRUARY 2012 FOR INTERNAL CIRCULATION ONLY www.lion.com.my

GRAND OPENING OF 1ST AVENUE MALL

Grand Opening

1ST avenue

Guest of Honour

Y.A.

En Fong of Lion



Senior Managers' Meeting

- ▶ Calligraphy Exhibition cum Charity Sale
- ▶ MRA Award for Parkson Pavilion
- ▶ Lunch 'n' Learn at Head Office
- ▶ 5 HR Pillars for The Group

GRAND OPENING OF 1ST AVENUE MALL



- ▶ YAB Tuan Lim Guan Eng (3rd from left) cutting the ribbon to officiate the opening of 1st Avenue Mall with (from left) Mr Bernard Loh, Dato' Sunny Ho, Ms Victoria Shigehira Sharpe, Mr Lionel Cheng and Mr Benett Theseira.
- ▶ YAB Tuan Lim Guan Eng (3 dari kiri) memotong riben merasmikan pembukaan 1st Avenue Mall bersama (dari kiri) Encik Bernard Loh, Dato' Sunny Ho, Cik Victoria Shigehira Sharpe, Encik Lionel Cheng dan Encik Benett Theseira.



- ▶ YAB Tuan Lim Guan Eng (extreme left) touring Parkson 1st Avenue accompanied by Mr Lionel Cheng (third from left) and the other VIPs.
- ▶ YAB Tuan Lim Guan Eng (paling kiri) melawat Parkson 1st Avenue diiringi oleh Encik Lionel Cheng (3 dari kiri) serta tetamu terhormat yang lain.

COMMUNITY RELATIONS

CALLIGRAPHY EXHIBITION CUM CHARITY SALE LAUNCH AT PAVILION KUALA LUMPUR



- ▶ Left photo: Puan Sri Chelsia Cheng drawing a dragon to usher in the Lunar Year of the Dragon, which was presented to Ms Joyce Yap, Pavilion KL CEO - Retail; witnessed by Madam Zhang Ru Fen (middle photo, left and centre respectively) followed by the donation of RM49,800 from Mr Zi Qing representing Xian's Place (right photo, far right).
- ▶ Gambar kiri: Puan Sri Chelsia Cheng melakar seekor naga sebagai mengalu-alukan kedatangan tahun naga, yang kemudiannya diserahkan kepada Cik Joyce Yap, CEO Pavilion KL - Peruncitan; disaksikan oleh Puan Zhang Ru Fen (gambar tengah, masing-masing kiri dan tengah) diikuti oleh sumbangan sebanyak RM49,800 daripada Encik Zi Qing yang mewakili Xian's Place (gambar kanan, kanan sekali).

OFFICIAL OPENING AT TSUN JIN HIGH SCHOOL



- ▶ Renowned calligrapher, Mr Kerk Won Hoo displaying his calligraphy prowess in drawing a golden dragon, followed by (inset photo) Tan Sri William Cheng dotting its eye to 'awaken' the majestic creature.
- ▶ Penulis kaligrafi tersohor, Encik Kerk Won Hoo mempamerkan kebolehan beliau melakar naga emas, diikuti dengan (gambar kecil) Tan Sri William Cheng meletakkan 'titik mata' simbolik menghidupkan haiwan legenda itu.
- ▶ From left to right: Madam Gooi Sui Guet, Dr Chua Siew Kiat, Puan Sri Chelsia Cheng, Tan Sri William Cheng and officials from the participating schools performing the ribbon-cutting ceremony at the exhibition launch in Tsun Jin.
- ▶ Dari kiri ke kanan: Puan Gooi Sui Guet, Dr Chua Siew Kiat, Puan Sri Chelsia Cheng, Tan Sri William Cheng dan para pegawai daripada sekolah-sekolah yang terbabit memotong riben di majlis pelancaran di sekolah Tsun Jin.

GRAND OPENING OF 1ST AVENUE MALL

Penang's newest shopping complex, 1st Avenue Mall, a joint venture project between our Group with the Belleview Group and Asian Retail Market II Limited, a subsidiary of Pramerica Real Estate Investors (Asia) Pte Ltd (Pramerica) was officially opened on 10 January 2012.

The grand opening was graced by YAB Tuan Lim Guan Eng, Chief Minister of Penang. Our Property Division Managing Director, Mr Lionel Cheng; Pramerica Managing Director, Mr Benett Theseira; Pramerica CEO, Ms Victoria Shigehira

Sharpe; Pramerica Director - Portfolio Management, Mr Bernard Loh and Belleview Group Managing Director, Dato' Sonny Ho were present at the event.

The 9-storey mall, located in the heart of Georgetown has 272 retail stores with three strong anchor tenants: Parkson, Carrefour and TGV Cinemas. It is the first shopping mall designed with double glazing where patrons can enjoy the scenery of Georgetown while shopping. The Chief Minister toured Parkson store and viewed the array of exciting brands available.

PEMBUKAAN RASMI 1ST AVENUE MALL

Kompleks membeli-belah terbaru di Pulau Pinang, 1st Avenue Mall, sebuah projek usahasama antara Kumpulan Belleview, Kumpulan Lion dan Asian Retail Market II Limited, anak syarikat Pramerica Real Estate Investors (Asia) Pte Ltd (Pramerica) telah dibuka dengan rasminya pada 10 Januari 2012.

Majlis perasmian disempurnakan oleh YAB Tuan Lim Guan Eng, Ketua Menteri Pulau Pinang. Pengarah Urusan Bahagian Hartanah Kumpulan Lion, Encik Lionel Cheng; Pengarah Urusan Pramerica, Encik Benett Theseira; CEO Pramerica, Cik Victoria Shigehira Sharpe; Pengarah, Pengurusan Portfolio Pramerica,

Encik Bernard Loh dan Pengarah Urusan Kumpulan Belleview, Dato' Sonny Ho turut hadir di majlis tersebut.

Kompleks 9-tingkat yang terletak di tengah-tengah Bandaraya Georgetown mempunyai 272 ruang sewa di mana tiga penyewa utamanya ialah Parkson, Carrefour dan pawagam TGV. Ia merupakan kompleks membeli-belah pertama yang direka menggunakan konsep dwi-kemasan di mana para pengunjung boleh menikmati pemandangan bandaraya Georgetown sambil membeli-belah. Ketua Menteri juga melawat stor Parkson di 1st Avenue Mall dan melihat pelbagai jenama menarik yang disediakan.

第一大道购物中心隆重开幕

檳城最新的購物廣場，第一大道購物中心，於2012年1月10日正式開幕。它是本集團和Belleview Group及Pramerica Real Estate Investors (Asia) Pte Ltd (Pramerica)的子公司，Asian Retail Market II Limited的合資項目。

出席開幕典禮的嘉賓包括檳州首長林冠英、金獅集團執行董事鍾榮亮、Pramerica董事總經理 Mr Benett Theseira、Pramerica首席執行

官維多利亞、Pramerica（投資組合管理）董事羅樹勛和佳景集團董事經理拿督何強贊。

它是一棟九層樓的購物中心，位於喬治市的中心地帶，擁有272間零售店和3家名牌，即百盛、家樂福及TGV電影院。它也是第一個設有雙層玻璃幕牆的購物廣場，讓顧客在購物之余也可俯瞰美麗的喬治市風景。首席部長參觀百盛及欣賞品牌陣列。

CALLIGRAPHY EXHIBITION CUM CHARITY SALE

For the third consecutive year, Lion-Parkson Foundation organised a Lunar New Year Calligraphy Exhibition cum Charity Sale to assist four independent schools in Kuala Lumpur, namely Kuen Cheng High School, Confucian Private Secondary School, Chong Hwa Independent High School and Tsun Jin High School to raise funds for their needy students.

The launch of the Charity Sale was held at Pavilion Kuala Lumpur on 12 January 2012 by Foundation Chairman, Puan Sri Chelsia Cheng and the wife of the Ambassador of the People's Republic of China, Madam Zhang Ru Fen. At the launch, Pavilion KL management donated RM8,888.00 while Xian's Place, a Calligraphy Centre by Puan Sri Chelsia Cheng and friends, donated RM49,800.00 towards the charity sale.

The official opening ceremony of the calligraphy exhibition and sale at Tsun Jin High School on 14 January 2012 was

graced by Puan Sri Chelsia Cheng, Lion Group Chairman & CEO, Tan Sri William Cheng; Foundation Trustees, Madam Gooi Sui Guet and Dr Chua Siew Kiat, and officials and students from the four schools.

Nine Parkson outlets namely Pavilion KL, Suria KLCC, KL Festival City Mall, Putra Mall, OUG Shopping Centre, Selayang Mall, Subang Parade, Sunway Pyramid and 1Utama Shopping Centre participated in the calligraphy sale with Chinese orchestra performances by the students from the four schools in their stores over two weeks.

Mr Zi Qing, a calligrapher from Beijing was specially invited to display his calligraphy and seal carving skills to raise funds for the charity sale which raised a total of RM250,000.00 in aid of education.

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EDITOR'S MESSAGE

Year 2012 was ushered in with merriment and a myriad of celebrations everywhere; and before all the excitement had settled, we welcomed the Lunar Year of the Dragon. As in every new year, many of us will be making new resolutions on both personal and professional levels. It is a good time to reflect on what we have achieved in the previous year and to set our targets realistically for the new one.

As we are already in the second quarter of 2012, let's ask ourselves - are we doing enough to make our personal and professional resolutions achievable?

The Senior Managers' Meeting was held for the Group's divisions and operations in Malaysia, China and Vietnam to review their performance and targets for the new financial year. At the company level, Amsteel Mills Sdn Bhd organised a new year resolution meeting to remind everyone on the importance of teamwork and observing safety at the workplace at all times and expectation of timely delivery in achieving the objectives set for 2012.

It was also a good start for Parkson Corporation Sdn Bhd when its store in Pavilion Kuala Lumpur was named 'Overall Best Retail Outlet for Year 2011/2012' and 'Overall Best Department Store' by the Malaysian Retailers Association.

Commencing 2012, our Group HR community is embarking on an exciting journey to transform the HR function under The 5 HR Pillars framework which will address talent acquisition, capability building (learning and development), reward system, operational excellence and people engagement. Do read about it in the Infolink section.

UTUSAN PENGARANG

Tahun 2012 disambut meriah di seluruh pelosok dan pelbagai acturcara dibuat untuk meraikannya. Sebelum kemeriahan ini berakhir, menjelang pula Tahun Naga, tahun baru bagi masyarakat Cina. Seperti tahun-tahun baru yang lalu, ramai di antara kita akan membuat pelbagai azam baik untuk kecemerlangan peribadi mahupun profesional. Ia adalah masa yang sesuai untuk kita mengimbas kembali kejayaan di tahun lepas dan menetapkan sasaran yang realistik untuk tahun baru ini.

Kini kita berada di suku kedua tahun 2012, marilah kita bertanya diri sendiri – adakah kita telah melakukan yang terbaik untuk menjadikan azam kita, baik secara peribadi mahupun profesional satu kenyataan?

Mesyuarat para Pengurus Kanan telah berlangsung untuk bahagian dan operasi Kumpulan di Malaysia, China dan Vietnam bagi menilai prestasi dan menetapkan sasaran untuk tahun kewangan baru. Di peringkat syarikat, Amsteel Mills Sdn Bhd telah menganjurkan perjumpaan tahun baru bagi mengingatkan semua warga kerja akan pentingnya bekerja dalam satu pasukan dan sentiasa mengambil-berat akan keselamatan di tempat kerja serta melaksanakan tanggungjawab dengan penuh dedikasi bagi mencapai sasaran yang telah ditetapkan bagi tahun 2012.

Ia juga adalah satu permulaan yang baik bagi Parkson Corporation Sdn Bhd di mana stor Parkson di Pavilion Kuala Lumpur telah dinobatkan sebagai "Outlet Peruncitan Terbaik Keseluruhan bagi Tahun 2011/2012" and 'Stor Membeli-belah Terbaik Keseluruhan' oleh Persatuan Peruncit Malaysia.

Mulai 2012, komuniti Sumber Manusia Kumpulan telah melebarkan sayap untuk perjalanan yang menarik bagi fungsi Sumber Manusia menerusi rangkakerja 'The 5 HR Pillars' yang merangkumi aspek pencarian talen, membina kekukuhan (pembelajaran dan perkembangan), sistem ganjaran, kecemerlangan operasi dan penglibatan warga kerja. Sila baca mengenainya di bahagian Infolink.

BRIEFING ON MANAGING SAFETY PERFORMANCE

On 23 February 2012, representatives from Shell Refinery Port Dickson visited Lion Steel Complex in Banting and presented a talk on 'Managing Safety

Performance' to our Steel Division staff.

In his opening address, Group HR Director, Mr Suresh Menon welcomed and thanked the Shell team for

sharing their knowledge and experience with our staff. Antara Steel Mills' Executive Director, Mr Eric Cheng presented souvenirs to the visitors.



- Full turnout by the Steel Division staff.
- Sambutan memberangsangkan daripada kakitangan Bahagian Besi Keluli.



- Senior Manager Q & A, Haji Sabrudin Suren (extreme left) and Mr Suresh Menon (4th from right) with the representatives from Shell and our staff.
- Pengurus Kanan Q & A, Haji Sabrudin Suren (kiri) dan Encik Suresh Menon (4 dari kanan) bersama wakil Shell dan kakitangan kita.



- The 'injured staff' being given first aid treatment while waiting for the arrival of the ambulance.
- Kakitangan 'cedera' diberi bantuan perubatan sementara menunggu ketibaan ambulans.



- ERT members putting off the fire.
- Ahli ERT memadam api.

FIRE DRILL AT MEGASTEEL

On 16 February 2012, fire was detected near the diesel pump and the Emergency Response Team (ERT) was quickly dispatched to the scene. With good team efforts, the ERT members managed to control the fire from spreading and finally put it out.

That was the scenario for Megasteel's fire drill which was held with the assistance from Jabatan Pertahanan Awam Malaysia. 30 participants from various departments played their role well in the drill and were given training on first aid and fire fighting procedures.

SECOMEX'S SAFETY AT WORK PLACE AND ZERO ACCIDENT CAMPAIGN



Secomex Manufacturing (M) Sdn Bhd concluded its year-long Safety at Work Place and Zero Accident Campaign with a staff get-together.

The campaign was organised to instill greater awareness amongst its employees on the importance of observing and adhering to all safety and health regulations. During the campaign, 5S safety checks and audit were regularly conducted on the departments and points were awarded. Secomex Head, Ir Ma'amor Mahat presented souvenirs to the staff.

- Ir Ma'amor Mahat (left) presenting the souvenirs to the staff.
- Ir Ma'amor Mahat (kiri) menyampaikan cenderamata kepada kakitangan.

AMSTEEL MILLS KLANG 2012 NEW YEAR RESOLUTION



- Mr Chen Kwong Fatt reiterating on meeting the company's objectives and achieving good performance.
- *Encik Chen Kwong Fatt mengingatkan semua akan pentingnya menjayakan objektif dan mencapai prestasi cemerlang.*

Amsteel Mills Klang held its annual New Year Resolution meeting on 19 January 2012, attended by employees from the supervisory level and above. Director - Works, Ir Dr Loh Fook Guan in his keynote address reminded everyone on the importance of teamwork and observing safety at the workplace at all times while Senior General Manager, Mr Chen Kwong Fatt emphasised on KPIs and expectation of timely delivery in achieving the objectives set for 2012. The Heads of Department shared their achievements in 2011 and plans for 2012.



- Full turnout at the 2012 New Year Resolution meeting.
- *Kehadiran penuh untuk perjumpaan Azam Tahun Baru 2012.*

INTER-DEPARTMENTAL COMPETITIONS



- Abd Aziz (left) and Shazuan (right) took the second and third place respectively.
- *Abd Aziz (kiri) dan Shazuan (kanan) masing-masing menduduki tempat kedua dan ketiga.*
- Norzaini showing off his 1st prize catch of 2.35 kg.
- *Norzaini riang bersama hasil tangkapan seberat 2.35 kg untuk tempat pertama.*

FISHING

The Inter-Department Fishing Competition was held on 15 January 2012 at Kampung Delek Fishing Pond, Klang with 81 anglers taking part.

Norzaini Mohd Saian from Rollshop emerged Champion with his big catch weighing 2.35 kg while Abd Aziz Yusof of Rolling Mill 1 and Shazuan Norazaman from SMP Department took the second and third placing with their catch weighing 2.3 kg and 2.21 kg respectively.

FOOTBALL



- Champion/Juara - Material Control

Seven teams took part in the Inter-Department Football Competition held on 18 February 2012 at Stadium Sultan Sulaiman (Kota Rajah) Klang. The team from Material Control Department was crowned the Champion while Team BM1 & Rollshop and Team BM2 emerged second and third respectively.



- 1st Runner-up/Kedua – BM1 & Rollshop



- 2nd Runner-up/Ketiga – BM2

AMSTEEL MILLS KLANG 2012 ENVIRONMENTAL FORUM



- Full support from Amsteel staff and external representatives on the company's EMS initiatives.
- Sokongan padu daripada kakitangan dan wakil kawasan sejiran untuk usaha EMS Amsteel.



- Representatives' active participation in the forum.
- Pembabit aktif para perwakilan.

70 representatives from neighbouring companies, residents associations, contractors, Amsteel's in-plant clinic and canteen were present at the Environmental Forum organised by the Environmental Management System committee on 27 Feb 2012.

Environmental Management representative, Mr Yee Sen Tat presented on Amsteel's environmental policy and EMS programme, the significant environmental aspects and

impacts, and the company's commitment in achieving ISO 14001 EMS Certification.

The forum was held to provide an avenue to share and address environmental issues and achieve mutual understanding amongst all parties with representatives expressing their support for Amsteel's initiatives in managing these issues especially the systematic Environmental Management System.

LION DANCE AND CHINESE NEW YEAR CELEBRATION

In welcoming the Lunar Year of the Dragon, Amsteel Mills Klang had a Lion Dance at its premises on 30 January 2012 followed by a New Year Celebration get-together on 8 February 2012.

The lion dance troupe demonstrated outstanding acrobatic stunts and the 'lion' proceeded to 'bless' the

offices of Group Chairman and CEO, Tan Sri William Cheng; Director – Works, Ir Dr Loh Fook Guan; Senior GM, Mr Chen Kwong Fatt, respective HODs and the Steel Making Plant.

Staff enjoyed themselves with the new year celebration activities such as making *tanglong*, calligraphy demonstration, games and staff performances.



- Contestants for Ms Amsteel Cheongsam and Mr Amsteel looking radiant in their new year attire.
- Ratu Cheongsam Amsteel dan Mr Amsteel segak bergaya.



- Multi racial employees demonstrating their calligraphy skills.
- Kakitangan berbilang kaum mempamerkan kebolehan kaligrafi mereka.



- Mr Chen Kwong Fatt (left) and Ir Dr Loh Fook Guan (right) with their new year greetings.
- Encik Chen Kwong Fatt (kiri) dan Ir Dr Loh Fook Guan (kanan) menunjukkan ucapan tahun baru mereka.

NEWS @ ANTARA

'AMALAN & PELAKSANAAN KEBERSIHAN 5S' TRAINING



- Puan Romazi conducting the training on 5S.
- Latihan 5S di bawah bimbingan Puan Romazi.



- Cik Suhaily sharing her experience in leading her team to win the 5S Cup seven times.
- Cik Suhaily berkongsi pengalaman membawa kumpulannya memenangi Piala 5S sebanyak tujuh kali.



- Participants are all ears at the training session.
- Para peserta tekun mendengar penerangan jurulatih.

In line with the 5S Campaign launched by the Steel Plant in April 2011, the 5S Steering Committee had requested the Training Division to instill the 5S concept amongst all Steel Plant employees. Hence, a monthly training program was scheduled effective from 9 February 2012.

The first session on 5S practices and

implementation was conducted by Training Executive, Puan Romazi Hj. Yaakub. Participants were requested to sit for the 'pre and post' training test to assess their understanding.

The second session was facilitated by Cik Ashikin Pegah, Encik Mahmod Syaaban and Cik Suhaily Mohamad Yusof while in the third session, the

participants were divided into groups to observe selected areas in the Steel Plant and present their findings and recommendations to improve the 5S condition in those areas within 1 ½ hours. The winning group will receive a mystery gift at the forthcoming monthly 5S Cup gathering.

LION DANCE

Antara Steel Mills ushered in the Year of the Dragon with a lion dance on 2 February 2012. Executive Director, Mr Eric Cheng; General Manager, Encik Rahmat Ibrahim; Antara's management and staff

welcomed the lion dance troupe and accompanied them to the main office. The 'lions' accompanied by the troupe members with their drums proceeded to "bless" the offices for good luck.



- Antara's management and staff with the auspicious lions.
- Gambar beramai-ramai.



- HR Manager, Mr Tan Boon Min (3rd from left) and Steel Plant Manager, Mr Yip Hoon Wey (2nd from left) with staff from HR Department.
- Pengurus Sumber Manusia, Encik Tan Boon Min (3 dari kiri) dan Pengurus Kilang Besi, Encik Yip Hoon Wey (2 dari kiri) bersama kakitangan Jabatan Sumber Manusia.



- The 'lion' blessing the offices of Mr Eric Cheng (left photo) and Encik Rahmat (right photo) respectively.
- 'Singa' membawa tuah ke pejabat Encik Eric Cheng (gambar kiri) dan Encik Rahmat (gambar kanan).

NEWS @ ANTARA SPORT'S CLUB AGM



► Encik Rahmat Ibrahim officiating the AGM.

► Encik Rahmat Ibrahim merasmikan Mesyuarat Agong Tahunan.



► Lucky draw winners, Encik Amri Bahari and Encik Zamri Zakaria receiving their prizes from Encik Mohd Ahad Hassan.

► Pemenang cabutan bertuah, Encik Amri Bahari dan Encik Zamri Zakaria menerima hadiah mereka daripada Encik Mohd Ahad Hassan.



240 members attended the Sports Club 2012/2013 Annual General Meeting on 11 February 2012 and voted in the new office bearers. Encik Mohamad Ahad bin Hassan retained his post as Chairman for the 3rd consecutive season. Lucky members walked away with lucky draw prizes given out at the event.

MAULIDUR RASUL CELEBRATION

Maulidur Rasul (Prophet Muhammad's birthday) was celebrated on a moderate scale with the Badan Kebajikan Islam Antara members organising 'Aqiqah' followed by a 'rewang' to prepare dishes for lunch and dinner, and a 'ceramah' by Ustaz Haji Mohd Azam bin Abd Razak.



► BKIA members preparing the meat for 'rewang'.
► Ahli BKIA menyediakan daging untuk acara rewang.

BRIGHT STEEL VS SECOM FOOTBALL MATCH



► Bright Steel Group and Secom players.
► Pemain Bright Steel Group dan Secom.

Bright Steel Group beat Secom (M) Sdn Bhd 2-0 in a friendly football match held at Stadium Melawati on 25 February 2012.

Staff from both companies were present to cheer on their teams. Also present were Steel Division Sports Club Deputy Chairman, Ms Kwa Seok Leng and former Selangor State and national player, Mr K. Gunalan to give moral support to both teams.



► Ms Kwa Seok Leng (centre) with Bright Steel Group players.
► Ms Kwa Seok Leng (tengah) bersama pemain Bright Steel Group.

CHANGSHU LION TABLE TENNIS MATCH



- ▶ Group photo of the players and umpire at the start of the tournament.
- ▶ *Gambar berkumpul para pemain dan pengadil sebelum pertandingan bermula.*



- ▶ Men's double players in action - Project Division vs Finance/Property Management Division.
- ▶ *Aksi pemain bergu lelaki, Bahagian Projek vs Bahagian Pengurusan Hartanah.*



Changshu Lion held its inter-department table tennis match on 3 March 2012 with the Administration Team headed by CEO, Mr Loke Mun Kit emerging Champion. CFO, Mr Ng Chieng Ee presented the Challenge Trophy to the winning team.

MAHKOTA HOTEL UPDATES: FAREWELL TO SURABAYA STUDENTS

Mahkota Hotel Melaka organized a farewell gathering for 13 students from SMK Negeri Enam, Surabaya, Indonesia who completed their 6-month training with the hotel on 11 January 2012.

Group leader, Ms Muchlis Adhiyatma Firmanyah expressed the students' gratitude to the hotel's Management for the opportunity and guidance given to them. With their experience and knowledge, the students are confident that they will be able to contribute to the hospitality and tourism industry in their country.



- ▶ The students with Mahkota Hotel General Manager, Mr Edward Lau (seated, third from right), and Human Resource Manager, Encik Raja Abd. Razak (seated, fourth from left).
- ▶ *Para pelajar bersama Pengurus Besar Mahkota Hotel, Encik Edward Lau (duduk 3 dari kanan), dan Pengurus Sumber Manusia, Encik Raja Abd. Razak (duduk 4 dari kiri).*

LUNAR NEW YEAR CELEBRATION

Mahkota Hotel Melaka ushered in the year of the Water Dragon with six lions and 'blessings' from the 'God of Prosperity'. Guests were entertained by the 'Sam Tiong Kong' lion dance troupe at the hotel porch and lobby, and received auspicious red packets from the 'God of Prosperity'.

During the performance, General Manager, Mr Edward Lau; Food & Beverage Manager, Mr Frankie Ng; Rooms Division Manager, Ms Pullin Tan; Assistant Director of Sales & Marketing, Ms Cindy Lim; Executive Chef, Chef Steven and Executive Housekeeper, Puan Kamisah each received a platter of pomelos symbolising 'abundance'.



- ▶ The 'lion' climbing a pole to get to the lettuce on top.
- ▶ *'Singa' memanjat tiang untuk mencapai 'sayur'.*

- ▶ Guests cheering on the lion dance.
- ▶ *Para tetamu menyaksikan aksi tarian singa.*

POSIM STAFF DINNER



- Mr Ngan Yow Chong leading the toast for a better year ahead.
- *Encik Ngan Yow Chong mengetuai acara minum untuk tahun yang lebih baik.*



- Sports Club's 'Sumazau' dancers.
- *Para penari Sumazau Kelab Sukan.*



- Best Dressed finalists awaiting the results.
- *Finalis Pakaian Terbaik menunggu keputusan.*



- Management and staff took to the stage with the rendition of "Pang Yau" or "Friends".
- *Pihak pengurusan dan kakitangan menyanyikan lagu "Pang Yau" atau "Kawan".*



Posim Sports Club organised a dinner themed 'RED Party' in conjunction with the Lunar New Year on 17 February 2012.

In his speech to the 220 staff from the Head Office and branches who attended the dinner, Posim Executive Director, Mr Ngan Yow Chong commended and thanked everyone for their commitment and exemplary teamwork demonstrated in achieving good performance and in realising the company's objectives.

Everyone enjoyed themselves with the staff performances which included a segment entitled 'Posim Got Talent' where staff displayed their talents playing the YoYo, flute and other instruments. General Manager, Mr Ng Chin Kwan led the Marketing team in rendering the 'We are One!' song and some lucky staff took home the lucky draw prizes.

MRA AWARD FOR PARKSON PAVILION



- (From left to right): Parkson GM - Operations, Mr Loh Chai Hoon; Senior Store Manager of Parkson Pavilion, Puan Zaiton Pakkiri; Acting Store General Manager of Parkson Pavilion, Ms Chin Lee Yean and Parkson Chief Operating Officer, Mr Raymond Teo.
- *(Dari kiri ke kanan): Pengurus Besar, Operasi (Parkson), Encik Loh Chai Hoon; Pengurus Nanan Stor Parkson Pavilion, Puan Zaiton Pakkiri; Pemangku Pengurus Besar Parkson Pavilion, Cik Chin Lee Yean dan COO Parkson, Encik Raymond Teo.*



Parkson Pavilion emerged 'Overall Best Retail Outlet' for Year 2011/12 in the awards ceremony organised by the Malaysian Retailers Association (MRA). It also won the "Overall Best Department Store" award. Kudos to Parkson Pavilion on its achievements which included the 'Innovative Shopping Outlet' award for 2008/2009 from Tourism Malaysia and 'Best Retailer of the Year 2008/2009' in the Retail Service and Courtesy - Standards of Excellence for 2008/2009 programme by MRA.

SENIOR MANAGERS' MEETING

The senior managers from all the divisions in the Group including Directors and HQ functional heads attended the Senior Managers' Meeting at the Group Head Office on 20 January 2012 to brainstorm and set the direction going forward in the new year.

Group Chairman and CEO, Tan Sri William Cheng reiterated the need for everyone to be committed and

work together to achieve their companies' targets, especially with the current challenging operating environment. He also urged all the divisions and HQ functions to assist and support each other to derive group synergies and benefits. Group Executive Director, Tan Sri Albert Cheng and Group Directors, Mr CS Tang and Datuk Alfred Cheng were present at the meeting.

Presentations By Senior Managers At The Meeting



- ▶ Left to right:- Tan Sri Albert Cheng, Datuk Alfred Cheng, Mr CS Tang, Ir Dr Loh Fook Guan and Mr Suresh Menon sharing their views with the managers at the meeting.
- ▶ Kiri ke kanan:- Tan Sri Albert Cheng, Datuk Alfred Cheng, Encik CS Tang, Ir Dr Loh Fook Guan dan Encik Suresh Menon berkongsi pandangan dengan para pengurus kanan.



- ▶ Opening remarks by Tan Sri William Cheng set the direction for the Group in the new year.
- ▶ Ucapan pembukaan oleh Tan Sri William Cheng menyentuh hala tuju Kumpulan di tahun baru.



- ▶ All listening attentively to the presentations.
- ▶ Para pengurus kanan tekun mendengar.

LION-PARKSON FOUNDATION DONATES TO 1MALAYSIA CHARITY CONCERT



On 14 February 2012, Lion-Parkson Foundation contributed RM20,000 to the 1Malaysia Grand Charity Concert which was organised to raise funds to help the underprivileged. The concert which showcased outstanding performances by orchestra and Chinese opera performers from China was organised by The Federation of 7 Clan Associations and the Federation of Malaysian Lim Association. The Prime Minister's wife, YABhg Datin Paduka Seri Rosmah Mansor officiated the event.

LUNCH 'N' LEARN AT HEAD OFFICE



- Staff enjoying the session with good food (right photos) and interesting presentations.
- Kakitangan gembira menjamu selera (gambar kanan) dan mendengar taklimat.

Briefings by:



Mr Peter Lee



Mr Kelvin Phuan



Ms Aline Agnes Pasang



- Tan Sri Albert Cheng (left) presenting a souvenir to guest speaker, Mr Yap Ming Hui.
- Tan Sri Albert Cheng (kiri) menyampaikan cenderamata kepada penceramah jemputan, Encik Yap Ming Hui.

98 staff from the Head Office and operating companies located at the Office Tower attended the 'Lunch n Learn' session organised by Group HR Division on 28 February 2012.

Group Executive Director, Tan Sri Albert Cheng commended Group HR on its initiative to organise the get-together and hoped that more such activities for the staff will be held. Group HR Director, Mr Suresh Menon welcomed suggestions from the staff for topics of interest to be covered in the future sessions.

At the event, Director – Special Projects, Mr Peter Lee presented on the Group's latest business ventures in mining and agriculture; CeDR Senior Manager, Mr Kelvin Phuan briefed on 'Learning Highlights' while Senior Manager - Talent Management, Ms Aline Pasang updated everyone on the upcoming Career Fair. Guest Speaker, Mr Yap Ming Hui spoke on "Breaking the Code of Financial Freedom" which offered tips on financial planning to achieve financial independence, a topic of much interest amongst those present.



- Recipient of NUSBSA - Lion Realty Bursary, Andrew Aw De Cai (centre) with Professor Bernard Yeung, Dean of NUS Business School (left) and an alumni member.
- Penerima Bursari Lion Realty NUSBSA, Andrew Aw De Cai (tengah) bersama Profesor Bernard Yeung, Dekan Sekolah Perniagaan NUS (kiri) dan salah seorang alumni.

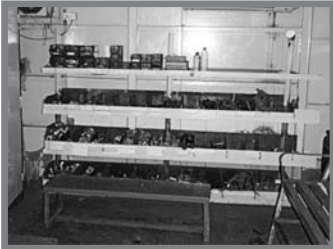
THANK YOU TO LION REALTY BURSARY

Our company, Lion Realty Pte Ltd in Singapore is contributing to the National University of Singapore Business School Alumni Association Bursary (NUSBSA) which was established by a group of alumni, faculty members and friends to provide financial assistance to needy undergraduates.

At the presentation ceremony held by the university recently, the recipient of the NUSBSA - Lion Realty Bursary for academic year 2011/2012, Andrew Aw De Cai thanked the company for the bursary award as he is now able to focus on his studies without financial worries. The bursary serves as an allowance for his living expenses which include food, transportation and course related expenses.

CREATING A GOOD WORKING ENVIRONMENT

By Ms Chong Wai Mun, Antara Steel Mills Sdn Bhd



- The repainted CCM Workshop.
- Woksyop CCM dicat semula.



- Items in Crane Workshop neatly arranged and labelled.
- Barangan di woksyop kren yang kemas disusun dan dilabel.



- Mechanical parts properly arranged and labelled.
- Barangan mekanikal disusun rapi dan dilabel.



- Rings neatly hung.
- 'Rings' digantung kemas.

On 14 April 2011, Antara Steel Mills Sdn Bhd launched its 5S & Safety Campaign with the objective to nurture a disciplined workforce and strong supervision management in terms of cleanliness to create a conducive working environment.

5S is a workplace organization methodology that uses a list of five Japanese words which are *seiri*, *seiton*, *seiso*, *seiketsu* and *shitsuke*. The list describes how to organise a work space for efficiency and effectiveness by identifying and storing the items used, maintaining the area and items, and sustaining the new order. There are 5 primary phases of 5S: sorting, straightening, systematic cleaning, standardizing, and sustaining.

Antara's 5S & Safety Campaign was planned four months ahead of its launching date. A 5S Steering Committee was formed, led by Mr Yip Hoon Wey and supported by the Promotion Team, Audit Team and Training Team. Every committee member has an important role in the implementation of the 5S and Safety Housekeeping.

Trainers from the Group's training arm, CeDR Corporate Consulting Sdn Bhd were invited to train the 5S committee members to enhance their knowledge and educate them on the best way to implement 5S.

Prior to the implementation of the 5S, a review was conducted and the findings showed that most employees are reluctant to adopt change. However, with the Scheduled Audit which was done twice a month and with full support from the management, all Section Heads started to inculcate the 5S practices among their staff.

Employees started to realise the advantages of the implementation of the 5S in their workplace when they benefited from it such as reducing the time wasted in searching for misplaced items, a more conducive working environment, a safer work area and more importantly, a productive one.

Since the implementation of the 5S, significant improvements are visible at some critical areas such as Scrap Bay, CCM Workshop, Crane Workshop and tundish repair area besides others.

A 5S Cup presentation ceremony is organised every month to promote the Best 5S areas and announce the worst one to encourage everyone to embrace the 5S & Safety Campaign. It also serves as a platform for the management and staff to communicate and share their experiences of the 5S. To ensure the continuity and success of the 5S & Safety program and to ensure that all staff understand the concept of 5S Housekeeping, the 5S Steering Committee Training Team and the HR Training Department organize regular trainings for Steel Plant's staff, contractors and the 'worst 5S' team members.

In the 5S Cup ceremony which was held on 29 February 2012, the Best 5S practice went to Mechanical Bag House & Auxiliary while Mechanical Crane emerged the 1st runner-up. It was also a proud moment for three female executives, Ms Chong Wai Mun, Cik Suhaily Mohamad Yusof and Cik Asyikin Pegah who were appointed as the new leaders for the 4th quarter of the 5S campaign. With great enthusiasm and passion from these new leaders and everyone at Antara, various improvement plans will be implemented and additional housekeeping programs will take place in the coming three months.

The success of a campaign depends greatly on the mindset and commitment of everyone as well as the support and motivation from management.



- The Best 5S practice - Encik Amir Hamzah (right) from Mechanical Bag House & Auxiliary receiving the trophy from Encik Aziz Bakar, Production Assistant Manager.
- Juara Amalan Terbaik 5S - Encik Amir Hamzah (kanan) dari Mechanical Bag House & Auxiliari menerima trofi 5S daripada Encik Aziz Bakar, Penolong Pengurus Pengeluaran.



- Second place - Encik Norriady (right) from Mechanical Crane receiving the trophy from Encik Ahmad Rafidi, Maintenance Assistant Manager.
- Tempat kedua - Encik Norriady (kanan) dari 'Mechanical Crane' menerima trofi daripada Encik Ahmad Rafidi, Penolong Pengurus Penyelenggaraan.



INFO LINK

CeDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan. Tel: 03-33447310 Fax: 03-33447315

THE 5 HR PILLARS FOR THE GROUP

For the past one year, HR professionals in the Group have operated in seamless and cohesive teams to pursue the various HR initiatives of strategic and operational importance to the Group's businesses.

HR Functional Networks comprising HR representatives from Group HR and Operating Companies have been formalised in the areas of *Policy, Talent, Learning* and *Industrial Relations*. The HR Networks meet monthly to develop and implement HR work-programs encompassing the Group. The Networks complement the monthly HR Leadership team meetings chaired by the Group HR Director, wherein HR products and proposals are debated and agreed for Management's approval.

A significant deliverable in 2011 has been the updating and revision to the Group's Human Resource Policies and Guidelines. Some of the policies have not been revised and had to be (re)calibrated and updated for business relevance and current market realities. As expected, HR Policy review is a complex and arduous process as we need to cater for the requirements of our diverse businesses with the key focus on standardizing and simplifying Group HR Policies and Guidelines. Revised HR Policies include Company Car/CAS, Business Travel Entitlements, Learning & Development and Continuing Education.

Another project implemented in 2011 involved the outsourcing of Medical administration covering outpatient, specialist, and hospitalisation and surgical to a Third Party Administrator (TPA). The TPA went live on 1 August 2011 for our companies in Malaysia (with some minor exceptions). The adoption of TPA will enhance operational and cost efficiencies for medical benefits administration whilst improving the employee experience. Despite initial hiccups, the TPA process has been implemented successfully.

The need to keep pace on the remuneration and reward front had also been pursued. In this regard, an extensive job benchmarking exercise and market survey was conducted. The outcome has been the revision to the Group's salary scales (except for Collective Agreements) and hiring rates. With our remuneration scheme being more market driven, we are better equipped to meet the talent attraction and retention pressures and challenges.

Commencing 2012, the HR community in the Group starts an exciting journey to transform the HR Function from a largely operational function to a valued strategic partner to the business. The HR transformation journey will take time and effort; it will involve a genuine desire by HR professionals and Line Managers to embrace and pursue the people agenda as a critical business priority. The people agenda will be pursued within the ambit of the newly established *5 HR Pillars*.

What are the *5 HR Pillars*? The *HR Pillars* form an overarching framework for HR Projects and initiatives in the Group. The *5 HR Pillars* is conceptually simple - the framework facilitates the articulation of what we do in the People space and why we do it!



The *5 HR Pillars* will address strategic demands such as talent acquisition, learning, career development, succession, building organisational capability and people engagement. At the other end of the spectrum, the *5 HR Pillars* will address transactional and operational efficiency such as the delivery of HR services and administration in a transparent and cost effective manner across the Group.

Strategic partnership between HR and the business is imperative if we aspire to achieve world class status, be an organisation in which the business and people strategies are completely harmonised and integrated. To this end, our People will be the single critical asset to spur us to sustainable growth and success. In practice, it will mean that we must develop and retain competent people who are motivated, innovative and able to seize and translate opportunities to business results. The *5 HR Pillars* will ensure that we stay focussed on this relentless journey.

The 5 Five HR pillars and some of the 2012 HR priorities are:

1. TALENT - Ensure a healthy and sustainable talent pipeline at all times.

The practice of establishing our short, medium and long term talent requirements via *Workforce Planning (WP)* process will be pursued. The WP process is piloted in the Steel Division and will be rolled out progressively to the rest of the Group.



In the talent acquisition space, we will be developing a Structured Recruitment Process for better assessment of Graduate and Experienced hires.

Our employer branding and presence in universities/colleges and the employment market will be enhanced. A revamped and refreshing career portal was launched in March 2012. We will be participating in career and job fairs throughout the year including a visible presence at the Mid-Valley career fair.

To further strengthen our young leadership and technical pipeline, the Lion-Parkson Foundation scholarship scheme and Structured Internship Program (SIP) have been revised and improved.

The *Talent Review (TR)* process is being developed and implemented. TR will take stock of our talent demand and supply and gaps, identify high potential employees (HiPos) and fast-track their development and exposure. An integral outcome of the TR process will be the creation of a robust succession plan to ensure that we have a healthy pipeline of successors for all our senior and/or critical positions throughout the Group. The recruitment of external talents will be carried out where leadership talent bench-strength is weak.



2. CAPABILITY - Build individual and organizational capability

The development of technical, functional and leadership *capabilities* covering all level of employees will be emphasised. With the launch of the revised Learning & Development policy, we have established minimum standards for learning hours and budgets. The quantum and approval thresh-holds for formal learning have also been revised. Furthermore, the newly approved Continuing Education Policy encourages employees to take initiative and own their self development and learning opportunities on a part-time basis.

As part of the Talent Review process mentioned above, we will implement the Individual Development Plan (IDP) process for all our executive staff; the IDP will provide employees the opportunity to take stock of their strengths and development areas. This exercise is also a feedback on their career preference(s) and mobility circumstance.

The suite of learning offerings from CeDR will be also refreshed, and the deployment of alternative learning delivery such as E-learning will be reviewed.

3. REWARD - Develop and maintain a reward strategy that is competitive to attract, retain and motivate the Group's talented work-force

We will continue to monitor our *reward* offerings and mix against the targeted and aspired market position(s).

The creation of a high performance culture throughout the Group will be essential for our success. In this regard, the mix of base pay versus variable pay (or pay-at-risk) will be reviewed to ensure that we drive the desired performance behaviours and out-comes at all levels - Division, Company, Team and individual employee.

Fringe benefits will be updated with due regard to business requirements, market realities and employee demographics.

The Performance Appraisal Review (PAR) Form will be adjusted to tighten performance requirements and their link to employee performance ratings.

As our business becomes increasingly regionalised and globalised, the need for expat employees within and outside Malaysia will escalate. Hence, the review of expat remuneration policies will be carried out this year.

4. OPERATIONAL EXCELLENCE - Harness HR operational excellence and synergies to deliver quality service and unit cost

The quest for *Operational Excellence (OE)* will be

pursued throughout HR especially in operating companies where there is scope to standardise, simplify and perhaps automate many of the HR SOPs and processes. HR will be challenged to deliver its services more efficiently and effectively by cutting out duplications and removing non value adding layers, processes and bureaucracy. Service contracts within HR purview will be reviewed for performance and costs. As a game changer for our OE effort, we will commence Group HR Information System (HRIS) Phase 1 Project.

5. PEOPLE ENGAGEMENT - Forge a highly engaged and harmonious work environment which drives high performance work culture and ethics

We must create a work environment in which employees at all levels are engaged at work and socially. Engagement applies to new hires and long serving employees, at leadership levels and all the way

down to the shop-floor. There will be many initiatives to this end, such as business update town-halls sessions, new hire on-boarding, coaching and mentoring programs, support for sports and recreational activities, to name a few. Also, we will create a more inclusive work environment in which people can speak up and be heard "without fear or favour". Leaders will be expected to walk the talk and be role models for employees in this engagement process. The Group's Management Practices, Core Values and Behaviours will be updated and re-launched accordingly throughout the Group to create a winning spirit and culture.

For the rest of the year, please watch the space for articles and updates on projects and initiatives under each of the 5 HR Pillars above. Your HR Manager/Advisor will also be organizing engagement sessions to provide you with detailed updates.



HR Council 2012

From left to right: Zoey Wong, Kristine Wong, Kwa Seok Leng, P.K. Vasu, Aline Pasang, George Yap, Suresh Menon, Visakha Wong, Yvonne Chin, Selvaraju and Kenny Tan.
(Not in the photo: Tan Boon Min, Ho Yun Tong and Kelvin Phuan)



Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 4/5/2012.



There are no winners for last issue's caption-writing contest.



Name: (Mr / Ms): Tel. No.:

Company / Dept (please state full address):

CHINESE NEW YEAR DINNER

Our Group Chairman and CEO, Tan Sri William Cheng hosted Chinese New Year dinners for Cabinet members, corporate figures, business associates, media personnel and

members of the Chinese Chambers at our Head Office on 10 and 13 February. The distinguished guests included HE Chai Xi, the Ambassador from the People's Republic of China - to Malaysia and

his wife. In welcoming the guests, Tan Sri William thanked everyone for their support and cooperation, and looked forward to the continuing good relations.



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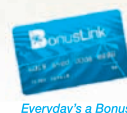
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Parkson Pavilion
Overall Best Retail Outlet
2011/2012

