

Lion Today

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PARKSON 1ST AVENUE



Malaysia Steel Association Launching

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- ▶ Happenings in 2010
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PARKSON 1ST AVENUE



- ▶ The opening of Parkson 1st Avenue was heralded by Ms Natalie Cheng beating the drum (inset).
- ▶ Pembukaan Parkson 1st Avenue menyaksikan Cik Natalie Cheng memukul gendang (gambar kecil).



- ▶ Chairman of Lion-Parkson Foundation, Puan Sri Chelsia Cheng (left), touring the newly launched outlet.
- ▶ Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng (kiri), melawat gedung yang baru dirasmikan.



MALAYSIA STEEL ASSOCIATION LAUNCHING



- ▶ Minister in Prime Minister's Department, Tan Sri Nor Mohamed Yakcop delivering the Prime Minister's speech.
- ▶ Menteri Perdagangan Antarabangsa dan Industri, Tan Sri Nor Mohamed Yakcop mewakili Perdana Menteri, membacakan teks ucapan beliau.



- ▶ Group Chairman & CEO cum MSA President, Tan Sri William Cheng thanking everyone for their support for the steel industry.
- ▶ Pengerusi dan CEO Kumpulan merangkap Presiden MSA, Tan Sri William Cheng mengucapkan terima kasih kepada semua yang memberi sokongan kepada industri besi keluli.



- ▶ MSA Exco members together with Tan Sri Nor Mohamed Yakcop at the launch.
- ▶ Barisan Exco MSA bersama Tan Sri Nor Mohamed Yakcop di majlis perasmian.

PARKSON 1ST AVENUE

Parkson 1st Avenue was officially opened on 18 November 2010 in Georgetown, Penang. Representing Parkson's 36th outlet in Malaysia with 92,000 sq ft retail space over 4 floors, the new store was officially opened by Puan Sri Chelsia Cheng, Lion-Parkson Foundation Chairman.

Parkson Corporation General Manager (Merchandising) Ms Natalie Cheng in her welcoming speech, said the outlet would cater to the fashionable needs of the young as well as family shoppers and the company aimed to create a "more energetic and youthful store" to quicken the pulse and enliven the shopping mix in George Town.

With more than 300 well-known brands, the outlet is also offering additional services such as escorting shoppers to the multi-story car park, umbrella escort when raining for shoppers who park their vehicles outside the building, porter, wheelchair and delivery services.

Parkson 1st Avenue telah dibuka secara rasminya oleh Puan Sri Chelsia Cheng, Pengerusi Yayasan Lion-Parkson, pada 18 November 2010 di Georgetown, Pulau Pinang, dan merupakan gedung ke 36 di Malaysia dengan ruang niaga melewati 4 tingkat seluas 92,000 kaki persegi.

Pengurus Besar (Merchandising) Parkson Corporation, Cik Natalie Cheng semasa ucapan pembukaannya berkata, gedung berkenaan akan memenuhi gaya remaja serta yang berkeluarga dan kini menumpukan usaha ke arah gedung yang 'energetik dan berjiwa muda' agar selari serta memeriahkan kewujudan gedung sediada di Georgetown.

Dengan lebih dari 300 jenama terkenal, gedung ini juga menawarkan perkhidmatan tambahan seperti mengiring pembeli ke tempat parkir bertingkat, penyediaan payung ketika hujan bagi pembeli yang memarkir kenderaan di luar bangunan, 'porter', kerusi roda, dan perkhidmatan penghantaran.

STEEL DIVISION

MALAYSIA STEEL ASSOCIATION LAUNCHING

The Malaysia Steel Association (MSA) was officially launched by Minister in the Prime Minister's Department, Tan Sri Nor Mohamed Yakcop representing the Prime Minister, on 2 November 2010 at One World Hotel.

The association was formed with the objective of upholding the interests of upstream steel companies, consolidating their strengths and providing a platform for the exchange of knowledge to achieve mutual goodwill, cooperation and unity for the benefit of all members in the Malaysian steel industry. In the Prime Minister's speech, he commended the integrated steel manufacturers for

coming together; who are competitors in the business world but have put aside their competitive nature to form an association to uphold the interests of all steel companies and to better compete in the global market.

MSA founding members are Amsteel Mills Sdn Bhd, Ann Joo Steel Bhd, Ann Joo Integrated Steel Sdn Bhd, Antara Steel Mills Sdn Bhd, Kinsteel Bhd, Malaysia Steel Works (KL) Bhd, Megasteel Sdn Bhd, Perfect Channel Sdn Bhd and Perwaja Holdings Bhd. They have a total steelmaking capacity of more than 9 million tonnes, representing more than 85 per cent of the upstream steel industry output in Malaysia.

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NEW YEAR MESSAGE

FROM

GROUP CHAIRMAN & CEO

2010 had been a challenging year for our steel manufacturing operations while our retail business continued to perform well and our property projects carried on with their development. With the gradual recovery of the global economy in 2009 that carried on to 2010, demand for steel had improved. However, the rising costs of production especially cost of raw materials and utilities had adversely affected our steel businesses. In the domestic market, growing imports of steel products had also eroded market share.

With 2011 upon us, we shall continue to focus on increasing productivity, reducing costs and inventory, and improving quality, operating efficiencies and production yield. In addition, our steel operations need to look into downstream expansion and development of high value added products in both the flat and long products sectors, and work closely with the industry and authorities to promote greater use of local steel products. We will resume construction of the new Blast Furnace project to produce liquid hot metal for supply to our steelmaking operations. The Blast Furnace project is important to enhance and upgrade our steel operations to produce high grade steel for the production of stringent application products such as external car bodies, ship plates and boiler plates etc, and will be completed in 2012. In the face of increasing cost and demand for raw materials, we are also exploring opportunities in iron ore and coal mining which will enhance our steel operations and create substantial value-add from extraction of the ore to finished product.

In the retail sector, Parkson opened 5 new stores in 2010 with 4 in China and one in Malaysia, making a total of 89 stores to date with 36 in Malaysia, 47 in China and 6 in Vietnam. It will continue to have quality expansion by opening new stores in the existing as well as new markets/countries with growth potential, besides establishing and managing shopping malls.

Our Malaysian economy is expected to have a 5.5% growth rate in 2011 with the drive coming from domestic demand fueled by private sector spending. The unveiling of the Economic Transformation Programme (ETP) and the 10th Malaysia Plan will provide the boost needed to spur the local economy with the various projects in infrastructure, utility and public transport as well as commercial and property development. The roll-out of these projects will see an increase in demand for steel and other building materials, and have positive impact on the services and other sectors too.

While most of the advanced countries are yet to fully recover from the financial crisis of 2008, emerging markets especially China and India are showing a high rate of economic expansion and growing demand. The Asean China Free Trade Agreement that came into effect a year ago has been recently revised on 1 January 2011 with improvements in the Rules of Origin to facilitate trade and assist the operations of the business community. It has also been announced that Malaysia with 8 other countries namely Brunei, Singapore, Vietnam, Chile, Peru, Australia, New Zealand and USA have agreed to participate in the Trans-Pacific Strategic Economic Partnership Agreement (TPP) negotiations. The TPP is a comprehensive agreement covering all the principles of a free trade agreement, including trade in goods, services, intellectual property, government procurement and competition policy; and negotiations amongst the participating countries are expected to conclude by end of 2011.

Our operations must therefore step up to face all these challenges and seize the opportunities in an increasingly open and competitive environment with world standards as the benchmark. Our facilities must be up-to-date and our staff undergo continuous learning to upgrade their skills and keep abreast of new ideas and technologies.

As we move forward, I would like to thank all our staff for their continuing hard work and dedication to improve the Group's financial position and enhance shareholders' value. I wish to also record my appreciation for all our shareholders, customers, business associates and the government authorities for their support and cooperation. I wish you all a happy new year.

Tan Sri William Cheng

PERUTUSAN TAHUN BARU

DARIPADA

PENGERUSI KUMPULAN & CEO

2010 merupakan tahun yang penuh dengan cabaran bagi operasi pengilangan besi kita sementara peruncitan terus memacu hebat dan projek hartanah terus membangun. Pemulihan ekonomi global secara berperingkat dari 2009 berterusan hingga 2010 telah meningkatkan permintaan besi keluli. Walau bagaimanapun, peningkatan kos produksi terutamanya kos bahan mentah dan utiliti telah memberi kesan buruk kepada perniagaan besi kita. Dalam pasaran tempatan, peningkatan besi keluli import turut mengurangkan perkongsian pasaran.

Tahun 2011 ini, kita akan terus fokus pada peningkatan produktiviti, mengurangkan kos dan inventori, meningkatkan kualiti, kecekapan operasi dan hasil pengeluaran. Selain itu, operasi besi kita juga perlu untuk meninjau pengembangan hiliran dan pembangunan produk yang memberi nilai tambah bagi kedua-dua 'flat and long product', serta bekerja rapat dengan industri dan kerajaan bagi mengalakkan lebih penggunaan produk besi tempatan. Kita akan memulakan pembinaan projek Relau Bagas bagi menghasilkan besi lebur panas untuk kegunaan operasi pembuatan besi. Projek Relau Bagas amat penting dalam melebar dan meningkatkan operasi menghasilkan besi keluli yang bermutu tinggi seperti badan luar kereta, kepingan kapal, kepingan 'boiler' dan sebagainya dan di jangka siap pada 2012. Dalam menghadapi peningkatan kos dan permintaan bahan mentah, kita kini sedang meneroka peluang dalam bijih besi dan perlombongan arang batu yang akan meningkatkan operasi besi dan menghasilkan nilai-tambah yang tinggi dari ekstraksi bijih kepada produk akhir.

Dalam sektor peruncitan pula, Parkson telah membuka 5 buah gedung dalam tahun 2010, 4 di China dan 1 lagi di Malaysia, menjadikan jumlah keseluruhan 89 buah gedung, dengan 36 di Malaysia, 47 di China dan 6 di Vietnam. Ia akan terus memberi perkembangan yang berkualiti dengan pembukaan gedung di pasaran/negara sediaada dan yang baru dengan potensi peningkatan, selain dari mendirikan dan menguruskan gedung beli belah.

Ekonomi Malaysia dijangka meningkat sebanyak 5.5% pada tahun 2011 dengan dorongan dalam negara yang dijana melalui perbelanjaan sektor swasta. Pengumuman Program Transformasi Ekonomi (ETP) dan Rancangan Malaysia ke-10 bakal memberi dorongan yang diperlukan untuk memacu

ekonomi tempatan dengan pelbagai projek di bidang infrastruktur, utiliti dan pengangkutan awam serta pembangunan komesil dan hartanah. Pelancaran projek-projek ini bakal memperlihatkan peningkatan permintaan besi keluli dan bahan binaan lain, dan juga mempunyai kesan positif pada perkhidmatan dan sektor lain.

Sementara sebahagian besar negara-negara maju masih belum sepenuhnya pulih dari krisis kewangan tahun 2008, pasaran sedang molonjak khususnya China dan India telah menunjukkan pengembangan ekonomi dan peningkatan permintaan yang tinggi. Perjanjian Perdagangan Bebas (FTA) Asean-China yang dilancarkan pada tahun lalu telah disemak semula pada 1 Januari 2011 dengan menambahbaik Peraturan Asal bagi memudahkan perdagangan dan membantu usaha komuniti perniagaan. Telah juga diumumkan bahawa Malaysia bersama 8 negara lain iaitu Brunei, Singapura, Vietnam, Chile, Peru, Australia, New Zealand dan Amerika Syarikat telah bersetuju untuk menyertai Perjanjian Perkongsian Ekonomi Strategik Trans-Pacific (TPP). TPP adalah perjanjian yang komprehensif yang merangkumi semua prinsip perjanjian perdagangan bebas, termasuk perdagangan barangan, perkhidmatan, hartanah intelektual, pembelian oleh kerajaan dan dasar persaingan, dan rundingan antara negara-negara peserta dijangkakan memberi kesimpulannya menjelang akhir tahun 2011.

Maka operasi kita seharusnya ditingkatkan untuk menghadapi semua cabaran dan merebut peluang melalui persekitaran yang semakin terbuka dan kompetitif dengan menjadikan standard dunia sebagai tanda aras. Kemudahan kita harus berkembang sejajar dan kakitangan harus sentiasa belajar meningkatkan kemahiran mereka dan mengikuti perkembangan teknologi dan idea-idea baru.

Sedang kita maju ke hadapan, saya ingin mengucapkan terima kasih kepada semua kakitangan kerana sentiasa bekerja keras dan berdedikasi dalam memperbaiki kedudukan kewangan Kumpulan dan meningkatkan nilai pemegang saham. Saya ingin juga merakam penghargaan kepada semua pemegang saham, pelanggan, rakan perniagaan serta kerajaan atas sokongan dan kerjasama yang diberikan. Selamat tahun baru kepada semua.

Tan Sri William Cheng

RETAIL & TRADING DIVISION

百盛 1st Avenue

位于檳城，乔治市的 1st Avenue 百盛正式在2010年11月18日开幕。金獅百盛基金主席潘斯里陈秋霞为马来西亚第36间百盛分店主持开幕，此分店共有四楼，面积92,000平方英尺。

百盛企业有限公司采购部总经理，钟惠严女士致欢迎词时表示，百盛分店迎合年轻人和家庭购物者的时尚

需求，力求打造更有活力和年轻的购物商店，以让乔治市的购物场所蓬勃起来。

这新分店拥有超过300种著名品牌，此外它还提供额外服务，例如护送购物者到多层停车场，在雨天撑伞护送把车停在广场外面的购物者，帮忙提重物，提供轮椅及送货服务等。

STEEL DIVISION: INTER-COMPANY BADMINTON COMPETITION



10 teams comprising 6 members each, from the steel companies took part in the Inter-Company Badminton Competition on 31 October 2010 at Setia Badminton Academy in Setia Alam, Selangor. The winners are:-

CATEGORY	CHAMPION	1 ST RUNNER-UP	2 ND RUNNER-UP
Men	Megasteel A : Lee Soon Saam, Chan Chee Meng, Jasmin B Osman, Khairul B Abd Kadir, Kamal Ariffin B Karrim, Nor Harli B Hitam.	Amsteel Banting A : Ramli @ Maina B Surat, Herfandi B Hilban, Samzuri B Sayuti, Adbul Mutalib B Ahmad, Mozaid B Moksini, Mohd Azli B Roslan.	Megasteel B : Saiful Haznor B Tamrin, Mohd Hairol Akmal B Basiran, Saleh Hussin B Samadi, Mohd Jeffri B Paing, Muhd Faisal B Omar, Wan Zain B Wan Jusoh.
Women	Amsteel Klang : Siti Aslinda Bt Rohani, Leong Oi Chan, Noor Aznida Bt Johairi, Cheah Keen Mei, Wong Poh Yen, Lim Yoke Yee, Yong Sze Mei.	Amsteel Banting : Asridah Bt Mukti, Nurjanatuladni Bt MD Din, Afdzayanti Bt Adam, Nor Amalina Bt Roslan, Vasanthala A/P Tharumalingam, Ng Sze Cheng.	Megasteel : Tan Poh See, Kim Chew Ting, Chiew Yock Fun, Tee Pei Wen, Ang Chui Ping, Tan Li Ee.

TRIP TO KL

The Steel Division Sports & Recreation Club organised a trip to Kuala Lumpur on 28 November 2010. 300 club members and their family members in 8 buses; 4 from Amsteel Klang, 2 from Megasteel, 1 from Amsteel Banting and 1 from Bright Steel Shah Alam, visited the National Monument, Royal Malaysian Airforce (TUDM) Museum and the National Science Centre.

The Director of TUDM Museum, Lt Col Nazri Aziz was on hand to welcome the group and organised several activities such as Band Performance, fire fighting demonstration, colouring contest, quizzes, treasure hunts and even a lucky draw for them.

At the Science Center, the members and their families were seen trying out the various science equipment and experiments.



► Group photo at the National Monument (left) and TUDM (right).
► Gambar kenangan di Tugu Negara (kiri) dan TUDM (kanan).



► TUDM band performing for our staff (left) and giving out souvenirs to the staffs' children (right).
► Persembahan dari pacaragam TUDM untuk kakitangan kita (kiri) dan memberikan cenderahati kepada kanak-kanak (kanan).

AMSTEEL MILLS KLANG INTER-DEPARTMENT FUTSAL COMPETITION

On 14 November 2010, 19 teams took part in the Inter-Department Futsal Competition 2010 at The Roof Futsal in Meru, Klang. The list of winners is as follows:-

CATEGORY	CHAMPION	1 ST RUNNER-UP	2 ND RUNNER-UP
Men	Steel Making Plant A	Bar Mill 2 'B'	Bar Mill 1 'A'
Women	Material Control	Human Resource	Accounts



► Men's Champion/Juara Lelaki - SMP A.



► 1st Runner-up/Kedua - BM 2'B'.



► 2nd Runner-up/Ketiga - BM 1'A'.

FRIENDLY BOWLING MATCH WITH MOX-LINDE



- Amsteel team with their prizes (from left): Ms Lo Kar Fai, Ir Dr Loh Fook Guan, Mr Foong Kok Onn and Mr Tham Yeow Chuan with Mr Wong Siew Yap, Managing Director of MOX - Linde.
- Kumpulan Amsteel bersama piala masing-masing (dari kiri): Cik Lo Kar Fai, Ir Dr Loh Fook Guan, Encik Foong Kok Onn dan Encik Tham Yeow Chuan dengan Encik Wong Siew Yap, Pengarah Urusan MOX - Linde.

Amsteel Mills Klang was invited to a friendly bowling match by MOX-Linde at Holiday Villa Subang on 19 December 2010. The activity which was held to foster better relations amongst companies in Bukit Raja Industrial Estate, Klang saw Amsteel emerging champion in the game.



- Supporters and participants from both teams, all eyes on the action!
- Penyokong dan peserta kedua-dua pasukan.

CHRISTMAS PARTY 2010

Staff of Amsteel Mills Klang organised a Christmas and New Year Party on 20 December 2010 at the Multipurpose Hall. Themed "The Colours of Christmas", the event encouraged attendees to wear red, green or

white and some were spotted wearing self-made reindeer headgear and two-pony tail Christmas hats. Games, caroling and gifts exchange were lined up to celebrate the day.



- Ir Dr Loh Fook Guan (left) and Ms Roslyn Tan (right) in their Christmas headgear.
- Ir Dr Loh Fook Guan (kiri) dan Cik Roslyn Tan (kanan) bergaya dengan topi krismas.



- Carolling team.
- Kumpulan carolling.



AMSTEEL MILLS KLANG

WORLD CLASS STANDARD – 35 HEATS PER DAY

The daily production by the Steel Making Plant (SMP) in Amsteel Mills Klang hit a record of 35 heats on 30 October 2010 and again on 21 November 2010 with an average power consumption of 348.7 KWH per ton, productivity of 128.48 tons per hour with a daily tonnage of 3,094 tons with a tap-to-tap time of 41 minutes.

This achievement is the result of TEAMWORK which is constantly emphasised and practiced by SMP, with some minor modifications in the operation process, reducing scrap bucket weight to achieve 2 buckets system with excellent scrap blending and the implementation of the CNC (Calibrated Nozzle Change) at the caster to increase casting output from 120 tons per hour to 145 tons per hour (max).

The guidance from Director – Works, Ir Dr Loh Fook Guan; General Manager, Mr Chen Kwong Fatt and Assistant General Manager, Mr Cheong Wai Ming, and the cooperation and support from all departments is the key success factor for Amsteel Mills Klang to achieve 35 heats - which is World Class standard. 37 heats is the next Goal and Target to be achieved... SMP Boleh... Amsteel Klang Boleh !!



► SMP team happy to achieve World Class standard.
► Pasukan SMP berbangga dengan pencapaian Standard Dunia.

HEALTH SAFETY ENVIRONMENT CAMPAIGN

The Health Safety Environment Campaign jointly organised by Lions Club of Kuala Lumpur Pantai Hills, Amsteel Klang, National Blood Bank, Lions Sight First Mobile and Pantai Hospital Klang, was held on 1 December 2010 at Amsteel Mills' Multipurpose Hall. The campaign enabled Amsteel staff to undergo Health Screening such as Body Mass Index and blood screening; eyes screening as well as to donate blood. They were also briefed on the importance of organ donation during the talk by a doctor from Hospital Kuala Lumpur. 127 staff participated in the blood donation while 150 registered for the Health Screening and eyes screening tests.



AMSTEEL MILLS BANTING

DEEPAVALI CELEBRATION

The rituals of 'Light flow' by the Administration Department and 'Light up' by Director of Works, Dr Loh Fook Guan; General Manager of Works, Mr Pong Chung Kuan; Assistant General Managers, Mr Lim Aik Ping and Encik Abu Talip; and Ladle Furnace Manager, Mr Gunasgaran; marked the recent Deepavali celebration at Amsteel Banting.



CHRISTMAS PARTY

On 21 December 2010, Amsteel Banting staff celebrated Christmas with a carolling performance, delicious food and exciting games. Two teams, Team Santa led by Dr Loh Fook Guan and Team Rudolph led by Mr Pong Chung Kuan played four exciting games namely Musical box, Iced Box, Banana Game and the trickiest game of In Between where participants needed to guess the correct number to avoid being floured. Team Santa walked away with candy canes for being the overall winner.

Other fun activities were Bingo won by Nurjatuladni, Card Design Competition won by Chandran from Rolling Mill, while Ng Kai Yu and Aloysius Fernandez correctly guessed the mysterious Santa Claus and Santa Rina to be Mr Murugan and Ms Mimi Lee Sau Mei respectively.



MEGASTEEL SAFETY CAMPAIGN 2010



Megasteel organized its Safety Campaign 2010 from 24 to 26 November 2010, with the participation of Department of Occupational Safety and Health, Department of Environment, BOMBA, Kuala

Langat District Health Office, Malaysia Civil Defence Force, Lions Club, NIOSH, Viva Filter and the National Blood Centre including dental and eye-sight checks. 307 staff donated blood throughout the 3-day campaign.



DEEPAVALI CELEBRATION 2010

The staff of Megasteel had their Deepavali celebration on 30 November 2010 at Wisma Lion. Serving a delicious lunch and array of Indian traditional cookies, the event saw the Indian staff wearing their traditional attire, with a good turnout by almost everyone in Wisma Lion.

VISIT BY MALAYSIA-INTERNATIONAL CHINESE BUSINESS DELEGATION



On 3 December 2010 a group of 12 Malaysia-International Chinese Business Forum (MICBF) participants visited Megasteel. They were briefed on our steel operations by Mr Lee Weng Lan, Senior Manager-Caster & HSM and other management staff, before touring the Steel Complex. The MICBF was organised by the Associated Chinese Chambers of Commerce and Industry Malaysia with the cooperation of the Ministry of International Trade and Industry, and the Malaysian Industrial Development Authority.

FUTSAL INTER-DEPARTMENT COMPETITION



► Champion/Juara.



► 1st Runner-up/Kedua.



► 2nd Runner-up/Ketiga.

23 teams participated in the Megasteel Futsal Inter-Department Competition held at Ole Futsal Zetcom, Banting on 5 December 2010. SPNP Security FC emerged champion, while

Caster FC was the 1st runner-up and Mech DRI A FC 2nd runner-up. Prizes were presented by En Abdullah Firdous from the Futsal committee and Cik Marosidah from Megasteel Pro-tem Sports & Recreation Committee.

ANTARA STEEL MILLS BKIA ACTIVITIES: MAAL HIJRAH & QURBAN

MAAL HIJRAH, the Muslim new year 1432H celebration with 'Satu Malaysia Satu Ummah' theme was filled with recital of Yasin and Tahlil, and a talk on the history of Maal Hijrah by Tuan Hj Ismail Md Ali, a religious guest speaker, at Block 17, Taman Cendana.



After Aidil Adha prayers on 17 November 2010, BKIA members gathered at Block 86 & 87 for Qurban involving 6 cows and a goat. The meat was distributed to those who performed the Qurban, BKIA members and also the poor. Participants were treated to 'nasi hujan panas', and dishes from the meat offered during Aqiqah earlier.



INDUSTRIAL VISITS

On 6 December 2010, 15 undergraduates and lecturers from Persatuan Kejuruteraan Awam (PEKA) of UTM Skudai, visited Antara for their SMART-CEP 2010 (Solidarity in Manoeuvring & Observation in Advanced Technology for Civil Engineering Purposes). Encik Abd Aziz Ab Bakar from Steel Plant and Encik Mohd Fakhri Azizi Jusoh of Rolling Mills 1 & 2 briefed the visitors on the steel production process and products. Among the visitors were a few foreign students who were keen to know more about our local industries.



On 8 November 2010, thirty one Safety & Health Officers (SHO) from NIOSH visited Antara's Steel Plant and Rolling Mill with a briefing on the company's profile, products and safety measures. The visit was part of NIOSH Southern Region Certification Program, with a site visit to Antara by participants undergoing the program.



TRAINING PROGRAMS

MONTHLY SAFETY

The company's Monthly Safety Training Program was conducted on 23 November and 29 December 2010. The training sessions will run until all employees have attended the Program.



HEARING CONSERVATION

On 29 November 2010, Antara's Training & Development Section conducted a Hearing Conservation Training program to instill a sense of safety and health consciousness among workers by ensuring they wear hearing protection devices and in the proper manner. The training is in line with the Department of Occupational Safety & Health requirements.



DRAFT SURVEY

Draft Survey Training was conducted on 27 and 28 December 2010 to equip Antara's staff with knowledge on theoretical and practical skills in calculating draft surveys. They were trained by Tn Hj Mazlan Muslim and En Asmawi Ismail from UnikL Mimet of Sitiawan, Perak. Their practical training took the participants to Johor Port to conduct the draft survey on a barge unloading scrap for Antara Steel Mills.



STEEL GOES TO KUEN CHENG SCHOOL

Our Steel Division companies exhibited their flat and long products at Kuen Cheng High School during the School Graduation Ceremony on 13 November 2010 to expose the students to steel making process and the importance of the steel industry. The Division also promoted its scholarships for study at University of Science & Technology Beijing (USTB) in China at the one-day exhibition coordinated by the first batch of USTB scholars who have graduated.



► USTB graduands manning the Steel Division display at Kuen Cheng School.

► *Lulusan USTB menguruskan pameran Bahagian Besi Keluli di Sekolah Menengah Kuen Cheng.*

SILVERSTONE SEPAK TAKRAW TOURNAMENT 2010

20 teams took part in a one-day Sepak Takraw inter-department tournament organized by Kelab Sukan Silverstone (KSS) at Sepak Takraw Court in Taman Semarak on 31 October 2010. Team "LUBOK BATU" from Curing Department defended their championship title after defeating "TEAM TRIPLEX" from Extruder Department which took 2nd placing. 3rd placing went to "NIPPON" team from Bias Cutter which defeated "WAREHOUSE 97" from Finished Goods Warehouse. Tuan Haji Nizam Zainal Abidin, TQA Manager, presented the Champion's trophy contributed by him, and prizes to the winners.



► CHAMPION – Lubok Batu team from Curing Department with Tuan Haji Nizam Zainal Abidin, TQA Manager.

► *JUARA - Pasukan Lubok Batu dari Jabatan Curing bersama Tuan Haji Nizam Zainal Abidin, Pengurus TQA.*



► Lubok Batu team with their winning form.

► *Pasukan Lubok Batu mempamerkan aksi kemenangan.*

POSIM STAFF & SPORTS CLUB DINNER



► Posim's very own "Elvis".
► *"Elvis" Posim yang tersendiri.*



► Cheerful moments for Posim staff from all over Malaysia.
► *Saat ceria untuk kakitangan Posim dari seluruh Malaysia.*

The joy and happiness among the staff of Posim Group was evident during their 1st Dinner and Dance on 17 December 2010 at Klang Executive Club. The event was filled with entertaining performances by the committee members followed by Posim's very own Elvis Presley, Mr Frankie Lai of Sales Department. 13 in-house talents took part in the karaoke competition, which unveiled 'rocker' Mr Vincent Nah whose Smoke On The Water (Deep Purple) won the competition. Dashing outfits in the male and female category were won by En Idris Dahlan and Pn Nor Aqmar respectively, both from Warehouse Department. Posim Executive Director, Mr Ngan Yow Chong in his speech said he was most surprised and pleased with the effort and the turnout. The highlight that captured everyone's attention was the Yoyo performance by Marketing Executive and national player, Mr Toh Wooi Ming. The night ended with the prize presentation for the sports and outdoor activities held throughout the year.

HAPPENING

January

A. 30 January to 1 February: A Chinese New Year Calligraphy Exhibition was organized by Lion-Parkson Foundation and 4 independent schools in Kuala Lumpur to raise funds for needy students in these schools. The 3-day exhibition featured over 1,000 pieces of calligraphy works and Chinese brush-paintings.

B. 9 January: Parkson Pavilion added another feather to its cap when it received the "Innovative Shopping Outlet" award 2008/2009 under the Department Store category awarded by Tourism Malaysia, from Deputy Prime Minister, YAB Tan Sri Muhyiddin Hj Mohd Yassin.

February

C. 1 February: The Group Head Office moved to its new premises at the Office Tower, No. 1 Jalan Nagasari, off Jalan Raja Chulan in Kuala Lumpur; occupying six floors from Level 11 to 16.

D. 22 February: Likom de Mexico was presented with an acknowledgement plaque for its commitment and support to Elcoteq Juarez factory in 2009, by Elcoteq PCE Mexicana; a leading electronics manufacturing company in Mexico.

April

E. 9 April: We congratulated and rejoiced with YABhg Tun Musa Hitam, Chairman of Lion Industries Corporation Berhad on his conferment of the prestigious Prix de la Fondation Award by Crans Montana Forum of Switzerland in Brussels for his commitment to social responsibility.

May

F. 1 May: The 45th Parkson outlet in China; Shaoxing Parkson located at Yuecheng District of Shaoxing City occupying 34,758m² retailing area, was opened.

June

G. 26 June: 1500 dealers attended Posim Top Achievers Dinner 2010 at Genting Highlands in recognition of their achievements and unfailing support to promote Hi-Rev as one of Malaysia's premier and trusted lubricants.

H. 16 June : Lion Group Medical Assistance Fund presented RM433,204.20 medical aid to Pusat Perubatan Universiti Kebangsaan Malaysia for 64 patients suffering from cardiovascular disease, spinal or bone disease, cancer, lung and other ailments.

25 June: Lion-Parkson Foundation awarded Scholarships and interest-free Education loans totalling RM312,000 to 9 students pursuing their education in local universities.



GS IN 2010

August

- I. 19 August: The Minister of International Trade & Industry, Dato' Sri Mustapa Mohamed and senior officials from MITI and MIDA visited Lion Steel Complex in Banting and toured our steel companies.



September

- J. 3 & 29 September: Parkson China opened its 46th outlet, Sun Palace Parkson at Northeast Third Ring Road, Chao Yang District in Beijing, with 44,852m² built-up area on 3 September; and its 47th outlet, Wuxi New District Parkson at Wuxi in Jiangsu Province, occupying 20,000m² built-up area on 29 September.



October

- K. 3 October: The Group's 10th Cross Country Run 2010 hosted by Antara Steel Mills Sdn Bhd at Stadium Perbandaran Pasir Gudang gathered more than 1,600 participants from our operating companies and the Head Office.
- L. 13 October: The Group's pilot property project in Vietnam - MIKASA luxury apartments held its Groundbreaking Ceremony in Ho Chi Minh City.
- M. 16 October: Antara Steel Mills (Labuan) which is recognized as among the best operating direct reduction plants in the world celebrated its 18th anniversary.



PARKSON CHINA: HEFEI

Parkson Hefei, the latest Parkson outlet in China was opened on 27 December 2010 in Yuanyi Times Square at Shengli Road in Hefei City. With 20,000 sq metres of retail area, it offers a wide range of well-known brands and exciting choices for shoppers. Hefei City, measuring 142.9 sq km is

located in the eastern part of Hefei, China. It is ranked as one of the top fifty cities in China and is known as a scientific and educational city, where the University of Science and Technology of China and the Hefei Branch of the Chinese Academy of Sciences are located.



RETAIL SERVICE & COURTESY EXCELLENCE AWARDS

Parkson Suria KLCC was named Best Department Store in the "Retail & Service Courtesy Excellence Awards" 2010/2011 by the Malaysia Retailers Association recently. The annual awards are aimed at recognizing retailers who excel in the development of Malaysia's retail industry services and courtesy drive. Kudos to Parkson Suria KLCC team on their win (right) with Mr Lim Wee Luen, Parkson Operations Manager (extreme right) and Ms Lim Sok Ngoh, Senior Store Manager (front row, 2nd from right).

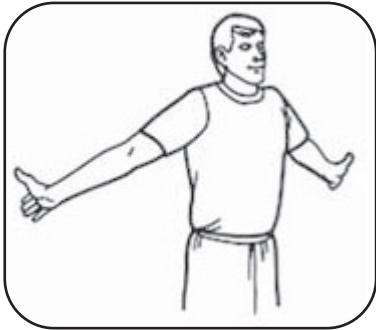


SEREMBAN PARADE STORE GRANTS CHILDREN'S WISHES



Parkson Seremban Parade (PSP) showed their caring nature when they presented gifts to the children from Rhema Children's Welfare Home on 24 December 2010. The children's Christmas wishes were granted with not just one but three gifts with clothing, shoes, toys, badminton racquets, building blocks and perfumes to choose from. In keeping with Parkson's theme "Give Love, Give Hope", the store also encouraged the public to contribute school essentials for the needy, under the Educare programme to collect such items for school children.

HOW TO EXERCISE WHILE SITTING AT YOUR DESK



You may think that it's not possible to exercise while sitting at your desk at work. But since we spend so many hours sitting at our desk or in front of a computer, why not try working on some of those muscles as well. Following is a list of several exercises that you can do while seated in front of your computer or at your desk.

1. Squeeze and release your buttock muscles. You may feel a little awkward doing this while you are sitting in your chair, but it really is a great way to firm up those butt muscles. You just squeeze and release for about thirty minutes.
2. Next, work on your abdomen by taking a deep breath in and releasing. While taking these deep breaths, you want to suck in your stomach, hold and release. You can also move your upper and lower abdominal muscles in and out in a sort of wave motion. This may be pretty hard to do depending on how strong your abdominal muscles are.
3. Try doing some shoulder rolls. Roll your shoulders forward, and then roll them backward. This is also a great way to relax when you have been working hard all day long. Roll your wrists and ankles regularly to avoid the tingling feeling due to poor blood circulation.
4. If you actually have time for a break from typing on your keyboard, you can work on your arms. Hold a book in each hand and lift your hands above your head and lower them to touch your shoulders. Repeat this at least ten times. Make sure that the books are not too heavy so that you do not end up straining yourself.



These are just a few suggestions on different types of exercises that you can do right there in your chair. Why not try thinking up a few of your own exercises. Be creative and have fun. Doing exercises while sitting at your work desk is also great way to help the time pass faster while you are at work. Just remember that before you do any type of exercise especially strenuous ones, you should speak to your doctor first. You should also make sure to drink plenty of water. Avoid drinking coffee or even tea and snacking throughout the day as you won't be firming or toning up anything despite those desk exercises. There are also books featuring additional exercises that you can do while sitting at your desk, or even while you are standing at the copying machine.

ANNUAL GENERAL MEETINGS

Our Group's public listed companies namely Lion Forest Industries Berhad, Parkson Holdings Berhad and Lion Industries Corporation Berhad; as well as Silverstone Berhad (not listed), held their Annual General Meetings (AGMs) on 23 November 2010.

Lion Corporation Berhad, Lion Diversified Holdings Berhad and ACB Resources Berhad (not listed) had their AGMs on 24 November 2010. All the AGMs were held in our new office building at Level 16.



- Lion Industries Corporation Berhad Directors (right photo) listening attentively to one of the shareholders during the company's AGM.
- Pengarah Lion Industries Corporation Berhad (gambar kanan) memberikan sepenuh perhatian terhadap salah seorang pemegang saham semasa Mesyuarat Agung Tahunan.

VISIT BY CHONGQING DELEGATION



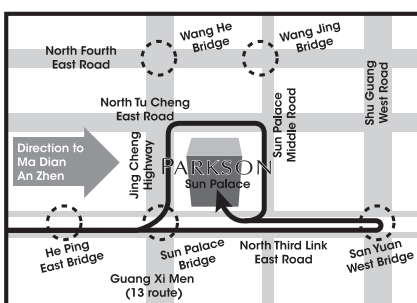
- (Right photo) Chongqing delegates with our senior officials, Mr Loke Mun Kit (far left), Mr David Chai (3rd from left) and Mr Toh Peng Koon (4th from left), who briefed them on the Group's operations and (bottom photos) showed them around our Property Show Gallery in Property Division head office.
- (Gambar kanan) Delegasi dari Chongqing bersama para pegawai kanan, Encik Loke Mun Kit (paling kiri), Encik David Chai (3 dari kiri) dan Encik Toh Peng Koon (4 dari kiri), memberikan taklimat operasi Kumpulan dan (gambar bawah) delegasi di bawa melawat galeri hartanah di ibu pejabat Property Division.



A delegation from Chongqing, China paid a courtesy visit to Lion Head Office on 1 December 2010. They were welcomed by Mr Toh Peng Koon, Chief Executive of Parkson; Mr Loke Mun Kit, Lion

Group China Property General Manager and Mr David Chai, Personal Assistant to Group Chairman. During the visit, both parties discussed their business operations and agreed to promote mutual interests between Chongqing and Lion.

PARKSON CHINA'S NEW ADDRESS



Parkson China Head Office has moved to new premises effective 29 December 2010 as follows:

7th Floor, Sun Palace Parkson Shopping Centre
Qisheng Middle Street, Northeast of 3rd Ring Road
Chaoyang District, Beijing 100028 PRC

Tel: 8610 8426 9978
Fax: 8610 8426 9938

PARKSON CARES EDUCARE 2010

Parkson Cares Educare 2010 was launched by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng and Chief High Priest of Malaysia, Venerable B. Sri Saranankara Nayaka Maha Thera on 4 December 2010 at Parkson OUG. Collection bins were provided at Parkson stores nationwide until 6 January 2011, for the public to drop their contribution of school essentials such as school bags, uniforms shoes etc to be distributed to the needy.

On 18 December 2010, Puan Sri Chelsia Cheng handed over Parkson's collection to Venerable B. Sri Saranankara

Nayaka Maha Thera, who also received donations by other corporate bodies for distribution to the needy school children at Sri Lankan Temple, Sentul on 19 December 2010.

This is the 10th consecutive year Educare is jointly organized by Siri Jayanti Association and Yayasan Maha Karuna assisted by Parkson Corporation and Lion-Parkson Foundation, to benefit 8,000 needy students from 300 government schools, orphanages and NGOs. To date the programme has helped 32,900 poor students.



- Puan Sri Chelsia Cheng beat the gong to mark the launching on 4 December 2010.
- Puan Sri Chelsia Cheng memukul gong sebagai tanda perasmian.



- Entertaining performance by the children of Yayasan Maha Karuna, accompanied by Puan Sri Chelsia Cheng.
- Persembahan memukau dari kanak-kanak Yayasan Maha Karuna turut disertai Puan Sri Chelsia Cheng.



- Bagloads of school essentials to be deposited into the collection bins provided at Parkson outlets.
- Sejumlah beg berisi peralatan sekolah sedia diletakkan di dalam raga khas yang disediakan di gedung-gedung Parkson.



- Ven B. Sri Saranankara (centre) receiving Parkson's collection from (left) Tan Sri William Cheng, Puan Sri Chelsia Cheng, Parkson GM - Operations, Mr Loh Chai Hoon and Parkson Senior GM - Merchandising, Mr Raymond Teo.
- Ven B. Sri Saranankara (tengah) menerima sumbangan yang dibuat melalui Parkson dari (kiri) Tan Sri William Cheng, Puan Sri Chelsia Cheng, Pengurus Besar Parkson - Operasi, Encik Loh Hoon Chai dan Pengurus Besar Kanan Parkson - Merchandising, Encik Raymond Teo.



- Ven B. Sri Saranankara presenting a token of appreciation to Tan Sri William Cheng.
- Ven B. Sri Saranankara menyampaikan cenderahati kepada Tan Sri William Cheng.

LION JAKARTA HELPS DISASTER VICTIMS

Mr Krisant Sophiaan, Director of PT Lion Metal Works (left) receiving an acknowledgement award on behalf of Lion Group Jakarta from Indonesia Red Cross (Palang Merah Indonesia) for our Group's participation in the national solidarity for natural disaster victims in Wasior (Papua), Mentawai and Yogyakarta. Indonesia had suffered massive flash floods in Wasior district of West Papua province, followed by earthquake and tsunami in Mentawai Island in West Sumatra province and volcano eruption of Mount Merapi in Yogyakarta and Central Java provinces.



YO-YO, ANYONE?

How far can yo-yo, a small little toy with a length of string tied at one end to a flat spool bring you? Can it bring fame and success like other sports? Only determination can bring someone to see it through and make wondrous thing happen!



Toh Wooi Ming, has been yo-yoing since he was twelve. Born on 26 July 1988 in Klang, the 22-year-old Marketing Executive of Posim Petroleum Marketing Sdn Bhd, is someone we can be proud of. For the past 5 years, Wooi Ming or Ming, the winner of the Malaysian South Regional Contest, has been actively involved in the Malaysian Yo-Yo Championship, with placings in the top 10 and also participating in the Asia Pacific Yo-Yo Championship.

Relating his first move into yo-yoing, Ming was spellbound with the Yo Yo craze by Proyo when the US brand entered the country. When the Super Yo-Yo campaign hit the market in 2004, he didn't miss a single show and contest where he learnt more new tricks and shared some of his. His passion in yo-yoing led him to become a member of the Malaysian Yo-Yo Club (M-YO), where he honed his talents by picking up more complicated tricks from beginner to super advanced tricks.

Ming, the Yo Yo Master for Blazing Teens Yo-Yo Campaign is a 1A Style or Single A performer, from 5 other styles* namely 2A, 3A, 4A, 5A and Artistic Performance, just like his favourite players such as Jason Lee, Paul Escobar, Tyler Severance, Steve Brown and Justin Weber, a well-known international yo-yo player.



Ming's gravitation to this activity has led him to become one of the M-YO committee members in 2006. This has exposed him to organizing the Malaysian Yo-Yo Championship and meeting yo-yo communities from other countries such as Singapore, Australia, Indonesia, Philippines, Japan, Korea, China,

U.S.A, Brazil, Czech Republic and Germany. He has also attended the Asia Pacific Yo-Yo Championship (AP) in Singapore, Bangkok National Yo-Yo Contest in Thailand and Kontes Yo-Yo Indonesia (KYI), Jakarta.

Ming's favorite yo-yo will always be the 1st Malaysian made Stalker from YOYOSKEEL designed by Shakell but he still dreams of getting the Yo-Yo Recreation from Japan.

Toh Wooi Ming @ Ming's Achievements

Malaysian Yo-Yo Championship (MYYC) 2005 – Top 5
 Malaysian Yo-Yo Championship (MYYC) 2006 – 3rd Place
 Malaysian Yo-Yo Championship (MYYC) 2007 – Top 10
 Malaysian Yo-Yo Championship (MYYC) 2008 – Top 10
 Malaysian Yo-Yo Championship (MYYC) 2009 – Top 10
 Malaysian Yo-Yo Championship (MYYC) 2010 – Top 10
 Malaysian South Regional Contest – 1st Place
 Asia Pacific Yo-Yo Championship (AP) 2005 – Qualifying Round
 Asia Pacific Yo-Yo Championship (AP) 2006 – Qualifying Round
 Asia Pacific Yo-Yo Championship (AP) 2010 – Qualifying Round

* Style of play @ Yo-Yo Division

- 2A @ Double A - Two Handed Looping Division
 - Use two yo-yos and perform repeated looping tricks.
- 3A @ Triple A - Two Handed String Trick Division
 - Use two yo-yos and perform complicated string tricks.
- 4A @ Off-String Division
 - The yo-yo is not attached to the string.
- 5A @ Counter-Weight Division
 - The end of the string is not attached to the finger, but to a counter-weight.
- AP @ Artistic Performance
 - Delivers an artistic performance.

TRAINING PROGRAM 'HOW TO RE-BRAND YOUR PERSONAL STYLE & COMPANY IMAGE THROUGH DINNER ETIQUETTE & PERSONAL GROOMING'

In preparation for end of year functions, on 19 November 2010, CEDR Corporate Consulting organised this special training program for our senior managers and executives. The program was facilitated by Wendy Lee, an internationally trained and qualified image consultant in Malaysia. Wendy is a reputed professional speaker, as well as fashion critique, style advisor for local TV shows, regular guest for various radio and TV shows and also columnist in Malaysia's leading newspapers.

Here is an overview of this fascinating and fun training.

As a 'starter', we had an overview of 'image' and how it impacted our life. Wendy shared about how to create a good first impression through our appearance and body language. The tricky part is to modify how we look, act and sound to achieve the impression we desire. Everyone went through an activity of self assessment on personal brand messages and then got a partner to describe his image. Some received conflicting messages while some received matching descriptions. We learned that looks can be deceiving!



Next came the part on how to rebrand oneself to achieve the professional look. Wendy shared and used relevant slides and real models (the participants) to illustrate types of faces, clothing for both women and men to highlight the professional look, universal facts about colours in the business world and other important pointers for a successful image. We had great fun in identifying our body shape and whether we are well proportioned or not! This information is useful for selection of the appropriate wardrobe. We had fantastic hands-on tips on these aspects.



The classroom learning ended with a make-up session for the ladies to look gorgeous while dining out with handsome colleagues. While the ladies received useful tips for a makeover, the men got some pointers on facial care. The "Finale" had everyone changed into their evening attire for a 'fine dining' training segment. "A training session with a Twist" of on-job "reality" fun.



The highlight of the program was the fine dining we had at a restaurant. Before and during the dining, Wendy walked through the process of fine dining from table settings, meal etiquette, napkin etiquette, eating etiquette and finally seating arrangement and entertainment. Wendy also shared important tips while we dined graciously.

The conclusion of the program was the award for the best dressed lady and gentleman of the evening. The award went to Ms Jenny Jung and Mr Yee Sen Tat, both from Amsteel Klang.

Thanks and congratulations to all participants and the organiser, CEDR for this great program!





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

Self Quality : Are you a SHORTCUT?

Yes!! Do you think, act and work in ways that makes you indispensable to your employers? Are you made up of the quality that endures through tough times... be remarkable?

Do you function like lifelines to the people and organization alike? People like that are available when needed, humbly performing their tasks without complaints, they are masters of their own specific skill and possess a wonderfully positive attitude. Emotional intelligence expert, Scott Halford, researched that they can command immeasurable influence, consistently and happily performing above and beyond the expected standards in their own fields or tasks.

On the road to professional success, there are no shortcuts to excellence, but when you become an expert 'shortcut' in your workplace, you can carve out the straightest path to your ultimate goal. By the way, people who have no goals feel professionally unbalanced in life, emotionally, socially, spiritually and physically. According to Tony Alessandra, a survey several years ago revealed that the 3 percent who wrote their goals accomplished much more than any of the 97 percent.

What do SHORTCUTS look like? A rapid shooting raft flipped at the most advanced class rapids ever. Close by the dry land and fighting hard to stay afloat, a rescuer shouted out to the capsized swimmer to hold on to the rope thrown to him over his head. That rescuer was a lifeline, a buddy, a savior... Shortcut.

Here are what SHORTCUTs embody:

- They are there when you need them
- They humbly do their jobs so that others can 'survive' and thrive in their jobs
- They are happy to make you successful
- They don't waste time trying to convince you how good they would be doing something else
- They don't complain about having to carry the weights of others
- Are experts in their own little corner of the world
- Command respect, admiration, even affection from those who use them as a shortcut

1. The WHYs...

SHORTCUTS people take the time to be experts in their own area so that others don't have to. As a result, their employers are willing to pay for their art, mastery and knowledge and skills. Both the user of the shortcuts and the shortcut have a magical relationship.

Why? Because without shortcuts, you will be taking too much space, you will be redundant. Your managers will ask these questions continually...

1. Who is high maintenance?
2. Who gets things done without having to be told?
3. Who pre-empts his very thoughts and needs?
4. Do I have shortcuts with me who are so good that they pick up minor shortcuts from others in question?

Using excellent shortcuts...

- Gives you time to do more things more rapidly
- Gives value to your well-being and success
- Do not sacrifice quality in products and services, but they might require you to give up some money
- The same value and payment equation applies to you when you become a shortcut

And regardless of situation, when it comes to the crux of the matter, your goal in a Shortcut must answer 'yes' to the questions below...

1. Will what you propose make your beneficiary's life or job easier?
2. Will what you are proposing make your beneficiary's life or job better?
3. Will what you are proposing make your beneficiary more money?

Self Quality : Are you a SHORTCUT?

Secondly, your shortcut services or products must meet the terms of need and cost. The lower the cost, the higher the need to others. Cost being measured in both time and money. If it costs a lot, your value goes down and so does your influence.

2. The HOW...

How to have the quickest personal shortcut? First, likeability has a few common attributes : physical attractiveness, similarity, recognition, complimenting and cooperation.

Here's the how to...

a. Your Image : it is shaped by our audience, therefore read your audience well to make the status shift that you want. A successful shortcuts wants to increase value by becoming the resource people think of everytime.

b. Emotional Intelligence : A must-have trait. A Shortcut person pays attention to the details of emotion to make experiences successful. They know that everyone wants to be around people who make them feel good, smart and approved. They also have a good attitude towards everything and every situation.

c. Focus : Shortcuts are "motivation seekers", driven primarily by their internal motivators like

- Achievements
- Earned recognition
- The work itself
- Personal growth
- Advancement in organization
- Responsibility

These motivation factors should lead you to bring meaning to life. They have the 'Yes' attitude. They are resourceful people.

g. Context : Shortcuts manage the context of each meaningful meeting to increase appeal. To do that, you must :

1. Determine the mood through application of empathy and seeing through the eyes of others.
2. When the mood is negative, ask questions and listen carefully and focus questions on whether you should be there at that moment.
3. Ask if it's a good time to talk, be brief, tread lightly and speak in high level bullet points.
4. Look for signs of light in the dark mood, seize the opportunity to bring the context into a more positive place.

e. Responsibility : Shortcuts take responsibility for all their efforts, even the bad ones. They learn from their first draft work and not blame others for the failures.

f. Feelings : All feelings good or bad give you the 'Halo Effect'. So Shortcuts are genuine win/win people. They do not create win/win situations but make you feel like you win, even when you take their money.

d. Choices : Shortcuts practice putting control where most people want it. They use their expertise and resources to advise rather than make decisions for others.

Successful people are detailed and persistent. They keep customers coming back, doing small things very well, pay attention and think a step ahead.

In summary, Value Propositions of SHORTCUTS are simple :

- Get shortcuts, find experts and use them
- Master a service or product and offer it with positive energy
- Enjoy the process
- Life is sweet because of the journey we choose, not merely getting to the end of it

KEEPING YOU IN VIEW



"Mirror mirror on the table,
who is the fairest of them all?"



"Handsome Gentlemen for Mr Lion Group Pageant!"

How to Re-Brand Your Personal Style & Company Image through "Dinner Etiquette & Personal Grooming"
19 Nov 2010, Lion Group



"Posing lah, jangan tak posing..."
'Survival Camp'
22-23 Oct 2010
Mechatronic students of
CEDR TechC



"We swear to follow all rules and
regulations..."
Swearing-In Ceremony for 2nd Intake
Mechatronic students before 3 months
practical training at the companies
26 Nov 2010



"Focus and watch me, I will only
show you once."
CBTE Assessor Programme
9-10, 13-14 Dec 2010
Group After Sales Service Division
Perusahaan Otomobil Nasional Sdn Bhd

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: 28/2/2011.

The winning caption for last issue's photograph is as follow:

- "Hoi..! Kuatlah sikit 'tarik tali' tu! Kalau tidak 'tarik diri' aja macam aku ni. Ha.. Ha.. Ha.."

Submitted by **Mohd Ezam b Hj Abdul Rahman** (Lion Steelworks Sdn Bhd - Production Spot Welding Dept)



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

Company / Dept (please state full address):

GOOD FORTUNE BLOOMS ANEW

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EMBRACE GOOD TIMES & GREAT TIES THIS CHINESE NEW YEAR AT PARKSON WHERE GOOD FORTUNE BLOOMS ANEW!

6 JAN - 17 FEB '11

On Hannah (left):
Monica Quen, Cheongsam RM329.90, Mazzard Ring RM29.90,
Mazzard Necklace RM43.90, Mazzard Bracelet RM29.90.

On Jojo (right):
Mirabelle Lace, Cheongsam RM189,
Accessorize Istanbul Necklace RM70.

All makeup courtesy of Lancôme.



FREE EXCLUSIVE PARKSON CHINESE NEW YEAR PAPER BAG** & PROSPERITY ANG POW PACKET*.

With every storewide purchase of RM200 & above in a single receipt.

** Available at all stores except Parkson Pavilion, KLCC, 1 Utama & Gurney Plaza.

* Limited to ONE per customer, while stocks last. Available from 15 Jan '11 onwards.

PROSPERITY GIFTS



Everyday's a Bonus

900 EXTRA BONUSLINK POINTS for cumulative purchase of RM600 & above

1,500 EXTRA BONUSLINK POINTS for cumulative purchase of RM1,000 & above

Excluding purchases made on BonusLink Members' Day, purchases made on 22 - 23 Jan, 29 - 30 Jan '11 (Parkson KBTC on 21, 22, 28 and 29 Jan '11) and purchases of Parkson Gift Vouchers and Gift Cards. Maximum 1,500 BonusLink Points per qualified Member.

All merchandise available at selected Parkson stores only. Terms & conditions apply.

THE GRAND SALE

PARKSON Pavilion • KLCC • 1 Utama • Gurney Plaza

KUALA LUMPUR

- KLCC
- OUG Plaza
- Pavilion
- Sungai Wang Plaza
- The Mall

PUTRAJAYA

- Alamanda Putrajaya Shopping Centre

SELANGOR

- 1 Utama
- Klang Parade
- Plaza Metro Kajang
- Selayang Mall
- Subang Parade
- Sunway Pyramid
- Shopping Mall
- Wisma Etonic, Rawang

N. SEMBILAN

- Seremban Parade
- Terminal 1 Shopping Plaza

MELAKA

- Mahkota Parade
- Melaka Mall

JOHOR

- Holiday Plaza, Johor Bahru
- Square One, Batu Pahat
- Kluang Parade

KEDAH

- Petani Parade, Sungai Petani

KELANTAN

- Kota Bharu Trade Centre

PERAK

- Ipoh Parade

PAHANG

- Berjaya Megamall, Kuantan
- East Coast Mall, Kuantan

PULAU PINANG

- Gurney Plaza
- Prangin Mall
- Sunway Carnival Mall
- 1st Avenue

SARAWAK

- Riverside Complex, Kuching
- The Spring, Kuching
- Bintang Megamall, Miri
- Wisma Sanyan, Sibul

SABAH

- 1 Borneo, Kota Kinabalu
- Wawasan Plaza, Kota Kinabalu

LABUAN

- Financial Park, Labuan Complex

PARKSON



Parkson KLCC

Overall Best Department Store 2010/2011



MALAYSIA'S MOST VALUABLE BRANDS '09

Customer Service: 1300 88 0828

www.parkson.com.my



www.facebook.com/parkson