

Lion Today

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PARKSON CELEBRATES SILVER JUBILEE



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- ▶ Excerpts Of Speech By Tan Sri William Cheng At Parkson's 25th Anniversary Gala Night Dinner
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PARKSON CELEBRATES SILVER JUBILEE



- ▶ (From left) Datuk Alfred Cheng, Tan Sri William Cheng and Dato' Seri Dr Chua Soi Lek (far right) accompanying Dato' Seri Najib to the ballroom.
- ▶ (Dari kiri) Datuk Alfred Cheng, Tan Sri William Cheng dan Dato' Seri Dr Chua Soi Lek (paling kanan) mengiringi Dato' Seri Najib ke dewan.



- ▶ Tan Sri William Cheng (left) and Puan Sri Chelsia Cheng (right) flanking the Guests of Honour at the main table.
- ▶ Tetamu kehormat diapit oleh Tan Sri William Cheng (kiri) dan Puan Sri Chelsia Cheng (kanan) di meja utama.



- ▶ A toast to all by (from left) Dato' Seri Najib, Tan Sri William Cheng, Tan Sri Albert Cheng and Datuk Alfred Cheng.
- ▶ 'Toast' untuk semua oleh (dari kiri) Dato' Seri Najib, Tan Sri William Cheng, Tan Sri Albert Cheng dan Datuk Alfred Cheng.



- ▶ Parkson's donation to World Vision Malaysia.
- ▶ Sumbangan Parkson kepada World Vision Malaysia.



- ▶ Tan Sri William Cheng, Puan Sri Chelsia Cheng, Tan Sri Albert Cheng and Parkson's management team led by Datuk Alfred Cheng were on hand to meet and greet the guests.
- ▶ Tan Sri William Cheng, Puan Sri Chelsia Cheng, Tan Sri Albert Cheng dan pihak pengurusan Parkson yang diketuai oleh Datuk Alfred Cheng menyambut ketibaan tetamu.

Parkson Corporation celebrated its Silver Jubilee with a gala dinner on 22 October 2012 graced by YAB Prime Minister, Dato' Seri Najib Tun Razak and his wife, YABhg Datin Seri Rosmah Mansor.

On hand to receive the Guests of Honour were Group Executive Chairman and Parkson Holdings Bhd Chairman, Tan Sri William Cheng and wife, Puan Sri Chelsia Cheng; and Parkson Retail Group Managing Director, Datuk Alfred Cheng. Also present were MCA President, Dato' Seri Dr Chua Soi Lek along with 1,300 guests including Parkson's business partners and associates, Government officials, employees, local celebrities and media personnel.

In his welcome speech, Tan Sri William Cheng attributed Parkson's rapid growth over the last 25 years to its continuous innovation, vision and customer-first philosophy, and offering customers in the middle and upper middle income segment, a comprehensive range of merchandise for the whole family.

Dato' Seri Najib, in his speech, praised Parkson's achievements and efforts to uplift society with focus on education and medical care, to help those in need.

In conjunction with its Silver Jubilee celebrations, Parkson has embarked on a CSR programme in partnership with World Vision Malaysia, in support of their 30-Hour Famine fund. Donations were garnered through sale proceeds

from Parkson's specially produced 25 Year merchandise, eco-friendly totebags made from recycled plastic bottles, which was a collaborative effort with Celebrity Announcers from Capital FM, and sales contributions from Parkson's business partners.

Tan Sri William presented a mock cheque for RM750,000 to World Vision Malaysia Chief Executive Officer, Mr Liew Tong Ngan and World Vision Malaysia Ambassador, Ms Francesca Peter, to assist underprivileged children and communities to improve their lives.

At the toasting and cake cutting ceremony, the Guests of Honour and Tan Sri William Cheng and Puan Sri Chelsia Cheng were joined on stage by Datuk Seri Dr Chua Soi Lek, Group Executive Director, Tan Sri Albert Cheng; Datuk Alfred Cheng, Parkson Chief Executive Officer, Mr Toh Peng Koon; Parkson Chief Operating Officer, Mr Raymond Teo; Parkson General Manager, Ms Natalie Cheng; Parkson Vietnam Chief Operating Officer, Mr Tham Tuck Choy and Parkson Holdings Berhad Directors.

Indonesian singing diva Krisdayanti and multi-talented Melissa Indot entertained the guests throughout the evening. Luxury car maker, Aston Martin displayed the DBS, one of the exclusive automotive models available in the country while Anya Hindmarch and Kwanpen displayed their exclusive handbag collections at the cocktail reception.

PARKSON RAI JUBLI PERAK

Parkson Corporation Sdn Bhd merayakan jubli perakannya dengan penganjuran majlis makan malam gala pada 22 Oktober 2012, dirasmikan oleh YAB Perdana Menteri, Dato' Seri Najib Tun Razak dan isteri, YABhg Datin Seri Rosmah Mansor.

Menyambut ketibaan kedua-dua tetamu kehormat itu ialah Pengerusi Eksekutif Kumpulan dan Pengerusi Parkson Holdings Bhd, Tan Sri William Cheng dan isteri, Puan Sri Chelsia Cheng; dan Pengarah Urusan Kumpulan Parkson, Datuk Alfred Cheng. Turut hadir ialah Presiden MCA, Dato' Seri Dr Chua Soi Lek serta kira-kira 1,300 tetamu termasuk rakan kongsi dan sekutu perniagaan Parkson, pegawai-pegawai kerajaan, warga kerja, selebriti tempatan dan kakitangan media.

Dalam ucapan beliau, Tan Sri William Cheng merujuk pertumbuhan pesat Parkson sejak 25 tahun yang lalu kepada amalan inovasi, wawasan dan falsafah pelanggan didahulukan yang berterusan, di samping penawaran produk menyeluruh untuk seisi keluarga bagi pelanggan berpendapatan sederhana dan sederhana tinggi.

Dato' Seri Najib dalam ucapan beliau, memuji pencapaian dan usaha Parkson membantu masyarakat menerusi bidang pendidikan dan penjagaan perubatan, terutama mereka yang memerlukan.

Sempena sambutan jubli perak ini, Parkson menjalin usaha CSR dengan World Vision Malaysia bagi membantu Dana Kebuluran

30-jam mereka. Sumbangan diraih menerusi hasil jualan barangan khas Parkson sempena ulang tahun ke-25; penjualan beg tot mesra alam daripada botol plastik kitar semula, usahasama dengan penyampai selebriti dari Capital FM; serta sumbangan daripada hasil jualan rakan kongsi perniagaan Parkson.

Tan Sri William menyampaikan replika cek bernilai RM750,000 kepada Ketua Pegawai Eksekutif World Vision Malaysia, Encik Liew Tong Ngan dan Duta World Vision Malaysia, Cik Francesca Peter, untuk membantu kanak-kanak dan komuniti yang kurang bernasib baik memperbaiki kehidupan mereka.

Turut menyertai kedua-dua tetamu kehormat; Tan Sri William Cheng dan Puan Sri Chelsia Cheng di atas pentas semasa upacara 'toast' dan memotong kek ialah Datuk Seri Dr Chua Soi Lek; Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng; Datuk Alfred Cheng; Ketua Pegawai Eksekutif Parkson, Encik Toh Peng Koon; Ketua Pegawai Operasi Parkson, Encik Raymond Teo; Pengurus Besar Parkson, Cik Natalie Cheng; Ketua Pegawai Operasi Parkson Vietnam, Encik Tham Tuck Choy dan para pengarah Parkson Holdings Berhad.

Tetamu dihiburkan oleh persembahan nyanyian daripada diva Indonesia, Krisdayanti dan penyanyi berbakat besar Melissa Indot. Pembuat kereta mewah, Aston Martin mempamerkan DBS, salah satu model eksklusif di negara ini sementara Anya Hindmarch dan Kwanpen mempamerkan koleksi beg eksklusif mereka semasa majlis koktel.

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EDITOR'S MESSAGE

Parkson celebrated its 25th year in the retail industry with a glittering garden-themed gala dinner, graced by the Prime Minister of Malaysia, YAB Dato' Seri Najib Tun Razak and his wife, YABhg Datin Seri Rosmah Mansor.

Parkson has grown from its humble beginnings in 1987 to become one of the largest department store chains in Asia Pacific. Today, it has 125 stores in this region with a total retail space of 25 million square feet serving more than 100 million customers each year, and provides employment to about 90,000 people. With plans to open 5-18 new stores each year, to reach a target of 170 stores by 2015, it will be making its foray into Myanmar and Cambodia next year to tap into the fast growing retail sectors in these two countries.

The next 25 years will be an equally exciting journey for Parkson with multi-channel and online marketing becoming the trend. Besides Parkson retail, the Group is confident that its other business divisions namely Property, Mining, Steel, Agriculture and Services will yield profitable results in the next 2-3 years, which will be an important milestone for the Group as it approaches its 85th year in 2015.

Excerpts of the speech by our Group Executive Chairman, Tan Sri William Cheng at Parkson's gala dinner are carried in the pages within.

UTUSAN PENGARANG

Parkson menyambut ulang tahun pembabitannya yang ke-25 dalam industri peruncitan dengan menganjurkan majlis makan malam gilang-gemilang bertemakan dalam-taman, dirasmikan oleh Perdana Menteri Malaysia, YAB Dato' Seri Najib Tun Razak dan isteri beliau, YABhg Datin Seri Rosmah Mansor.

Parkson telah berkembang daripada perniagaan biasa pada tahun 1987 menjadi salah satu rangkaian stor membeli-belah terbesar di Asia Pasifik. Hari ini, ia memiliki 125 buah stor di rantau ini dengan keluasan ruang niaga berjumlah 25 juta kaki persegi dengan 100 juta pelanggan setiap tahun, dan menyediakan peluang pekerjaan kepada kira-kira 90,000 orang. Dengan perancangan untuk membuka 5-18 stor baru setiap tahun bagi menepati sasaran sebanyak 170 buah stor menjelang tahun 2015, Parkson akan menerokai pasaran runcit yang berkembang pesat di Myanmar dan Kemboja dengan pembukaan stor baru di kedua-dua negara tersebut tahun hadapan.

Perjalanan Parkson mengharungi 25 tahun akan datang turut menjadi satu pengalaman yang sama menariknya berikutan tren pemasaran semasa iaitu menerusi pelbagai saluran dan dalam talian. Selain bahagian peruncitan Parkson, Kumpulan yakin bahagian perniagaan lain iaitu Hartanah, Perlombongan, Besi, Pertanian dan Perkhidmatan akan memberi pulangan yang menguntungkan dalam jangkamasa 2-3 tahun akan datang. Ianya akan menjadi peristiwa penting bagi Kumpulan yang bakal menyambut ulangtahun ke-85 pada tahun 2015.

Petikan ucapan Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng sempena majlis makan malam Jubli Perak Parkson terdapat di halaman berikutnya.

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百盛欢庆银禧年

2012年10月22日，百盛机构欢庆银禧晚宴。首相拿督斯里纳吉及夫人拿汀斯里罗斯玛的光临，为这场晚宴增添光辉。

在场迎接主礼嘉宾者包括集团执行董事长兼百盛控股有限公司董事长丹斯里钟廷森及夫人潘斯里陈秋霞，百盛零售集团董事总经理拿督钟荣俊。出席者计有马华总会会长拿督斯里蔡细历医生、百盛的生意伙伴及联营公司、政府官员、员工、本地艺人及媒体代表等1300名宾客。

丹斯里钟廷森表示，百盛在过去25年的快速发展归因于其不断创新、愿景及顾客至上的理念，以及为中层和中高层收入的顾客提供全面性的家庭商品。

拿督斯里纳吉在致词时表扬百盛的成就，以及为社会做出的贡献，尤其着重在教育及医疗保健领域，为有需要的人提供援助。

欢庆银禧纪念的同时，百盛也开展企业社会责任计划，成为马来西亚世界宣明会的合作伙伴及支持该会的饥饿30基金。捐款将从百盛营业额，尤其为25周年特别生产的商品、与Capital FM的名人播音员协同努力，回收塑料瓶生产环保购物袋，以及百盛生意伙伴的销售贡献里筹获。

丹斯里钟廷森移交总值75万令吉的模拟支票给马来西亚世界宣明会行政总裁Mr Liew Tong Ngan和马来西亚世界宣明会大使Ms Francesca Peter，协助贫困儿童和社区，改善他们的生活。

在切蛋糕仪式上，主礼嘉宾、丹斯里钟廷森及潘斯里陈秋霞被邀请上台主持仪式。台上还包括拿督斯里蔡细历医生、集团执行董事丹斯里钟荣俊、拿督钟荣俊、百盛首席执行官杜炳灼、百盛首席营运长张庆山、百盛总经理钟惠严、越南百盛首席营运长谭德才以及百盛控股有限公司的董事。

印尼歌唱天后Krisdayanti和多才多艺的Melissa Indot在晚宴上为宾客们带来精彩表演。在宴会上，豪华汽车制造商Aston Martin展示全国独有的一款汽车型号 - DBS；而Any Hindmarch和Kwanpen则展示他们的独家手袋系列。

STEEL DIVISION SPORTS & RECREATION CLUB TRIP TO WET WORLD RESORT AIR PANAS PEDAS

425 people comprising members of the Steel Division Sports and Recreation Club and their families had a splashing time in the outing to Wet World Resort Air Panas Pedas Linggi on 9 September 2012. They were ferried in 10 buses, with three buses for

Megasteel and Lion DRI members; two buses each for Amsteel Banting, Amsteel Klang and Lion Steelworks, and one for Bright Steel.

The hot spring water park, the first in Negeri Sembilan is located on the main road to Rembau.

Everyone enjoyed themselves with the facilities of two giant slides, man-made canal, children pool, main swimming pool and the natural hot spring pools. The outing certainly helped to foster closer relations amongst the members from the various steel companies and their families.



- ▶ Sports Club members and their families (top photo) enjoying themselves in the outing.
- ▶ Ahli Kelab Sukan dan keluarga (gambar atas) bergembira dalam lawatan ke Wet World Resort.

INTER-COMPANY BADMINTON COMPETITION

The Inter-Company Badminton Competition held on 23 September 2012 attracted 110 players from the various Steel Division companies.

In the Men's Double Open, Megasteel's Jasmin@Azhar Osman & Kamal Ariffin Karrim, and Khairul Abd Kadir & Mohd Hairul Akmal Basiran took the first and second placing respectively while Mozaid Moksini & Nazri Tugino from Amsteel Banting clinched the third placing.

Brightsteel shone in the Men's Double (Veteran) category with Idros Abdul Razak & Zainudin Rustam and Mogan a/l Nadasan & Kamarulzaman Mohd Nor coming in first and third respectively while Megasteel's Norharli Hitam & Muhammad Faisal Omar were second.

Liew Yin Ng & Tan Poh See bagged the champion title for the Women's Double Open while Ang Siew Fang & Siti Daryanee Mohd Pero, and Ng Sze Cheng & Tan Siew Geok from Amsteel Banting were the first and second runners-up respectively.



AMSTEEL KLANG'S DIARY

NEIGHBOURHOOD KARAOKE COMPETITION



► Participants with Director-Works, Ir Dr Loh Fook Guan (9th from left) and Senior GM, Mr Chen Kwong Fatt (7th from left).

► Para peserta bersama Director-Works, Ir Dr Loh Fook Guan (9 dari kiri) dan Pengurus Kanan Besar, Encik Chen Kwong Fatt (7 dari kiri).



► (From left to right/Dari kiri ke kanan): Ir Dr Loh Fook Guan, Rosnizam Harun, Mohammad bin Abdul Rani, Apple Leong Sok Wan, Syed Mohsin Syed Abu Bakar, Mr Chen Kwong Fatt and General Manager - Human Resource, Ms Kwa Seok Leng.

Amsteel Mills Klang organised the first Neighbourhood Karaoke Competition at its Multipurpose Hall on 20 September 2012 with participation by neighbouring companies.

The competition was held to enhance the relationships amongst the companies and to create a platform to get to know each other better. Among the participating companies were Kansai Coatings Malaysia Sdn Bhd, Linde Malaysia Sdn Bhd, Aluminium Company of Malaysia Berhad (Alcom), CeDR Corporate Consulting Sdn Bhd, Singa Logistics Sdn Bhd, Bright Steel Sdn Bhd, Lion Steelworks Sdn Bhd and Parkson Corporation Sdn Bhd.

The duo of Rosnizam Harun & Mohammad bin Abdul Rani from Amsteel Klang was crowned the champion while Apple Leong Sok Wan from Kansai Coatings and Syed Mohsin Syed Abu Bakar of Lion Steelworks came in second and third respectively.

INTER-DEPARTMENT FUTSAL COMPETITION

The SMP Team A beat 14 other teams to emerge champion in the Inter-Department Futsal Competition held at The Roof Futsal Meru, Klang on 7 October 2012. BM2 Team A and BM1 Team B came in second and third respectively. Heads of Department and staff turned up to give support to their teams.



HAPPENING @ AMSTEEL BANTING

TRAINING ON ISO 9001



In compliance with ISO 9001 requirements, Puan Kina Yahya from The Training Hub conducted a 3-session training programme on ISO 9001:2008 Introduction & Internal Quality Audit to 20 executives on 5, 11 and 12 September 2012.

Participants learnt the application of the ISO 9001 requirements at their workplace. A mock audit exercise on the ISO 9001 requirements was also carried out on the Quality Assurance, Material Control, SMS - Production and SMS - Mechanical departments.

HARI RAYA AIDIL FITRI GET-TOGETHER



► Looking splendid in their festive Hari Raya attire.
► *Segak berbaju raya.*



► Staff enjoying themselves at the gathering.
► *Kakitangan gembira melihat aktiviti yang dijalankan.*

Amsteel Banting celebrated Hari Raya Aidilfitri in a joyous manner on 11 September 2012. Apart from the delicious food served, a host of activities such as

Folding Ketupat, Hari Raya Songs Karaoke, Counting the "Popiah", The Best Hari Raya Costume for Male/Female category, lucky draw etc made for a memorable event.

VISIT TO AMSTEEL BANTING

On 31 October 2012, 35 officials from the Construction Industry Development Board Malaysia (CIDB) visited Amsteel Banting to have a better understanding of the company's operations.

On hand to welcome them were Director - Works, Ir Dr Loh Fook Guan; General Manager - Works, Mr Pong Chung Kuan; Assistant General Managers, Mr Lim Aik Peng and Mr Cheng Kok An.

The visitors were briefed on the processes, products and Quality Assurance (QA) system and taken on a plant tour.



► CIDB and Amsteel staff posing for remembrance.
► *Kakitangan CIDB dan Amsteel bergambar kenang-kenangan.*



► Touring the plant.
► *Melawat kilang.*

ANTARA STEEL MILLS NEWS

HARI RAYA AIDIL FITRI OPEN HOUSE



Badan Kebajikan Islam Antara (BKIA) organised a Hari Raya Aidil Fitri open house on 9 September 2012 with a cake cutting ceremony officiated by Executive Director, Mr Eric Cheng and General Manager, Encik Rahmat Ibrahim.

Everyone helped themselves to the sumptuous Nasi Beriani and Hari Raya delicacies contributed by the staff. The Hari Raya songs as well as the committee members and staff donning their best Hari Raya clothes added a festive mood to the event.

► Mr Eric Cheng and Encik Rahmat Ibrahim (centre and right respectively) cutting the Hari Raya cake.

► Encik Eric Cheng dan Encik Rahmat Ibrahim (masing-masing tengah dan kanan) memotong kek hari raya.

TRAINING



47 employees attended the training on safety and emergency response conducted by SHE Supervisor, Encik Mohd Radzuan and Medical Assistant, Encik Azhar Kadir on 29 September 2012 and 17 October 2012 respectively. The two sessions were the last for this year before the commencement of a new training module on safety.

MEGASTEEL UPDATES

VISIT TO MEGASTEEL

A group of doctors from National Institute of Occupational Safety & Health (NIOSH) visited Megasteel on 21 September 2012. They were briefed on the company's operations and products by Senior Manager-QA, Ir Haji Sabrudin Suren followed by a Safety Briefing by Manager-HSE Department, Mr Sandrakumaran before being taken on a plant tour.



VOLLEYBALL MATCH



Champion - IP Man



Second - Amsteel Campuran



Third - Team SMP

Team IP Man from Megasteel's Steel Meltshop beat 12 others to emerge champion in the inter-department volleyball match on 14 October 2012. The second and third placing went to team Amsteel Campuran and team SMP respectively.

BRIGHT STEEL BLOOD DONATION CAMPAIGN



About 30 people donated blood in a campaign organised by Bright Steel Group on 25 September 2012 in conjunction with its Safety, Health and Environment month. The campaign was held in aid of the national blood bank.

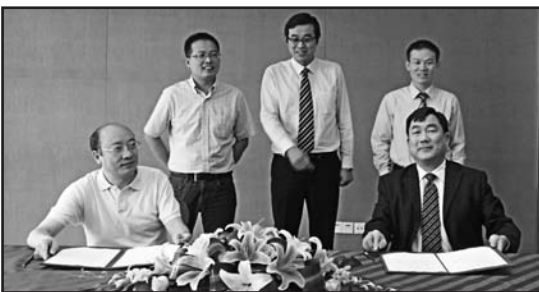
CHINA PROPERTY DIVISION

VISIT BY YANGZHOU ECONOMIC DEVELOPMENT ZONE OFFICIALS



Four officials from Yangzhou Economic Development Zone headed by its Promotion Bureau Director, Mr Sun Xiao Jun (3rd from left) visited Changshu Lion recently. They were received by CEO, Mr MK Loke (centre) and the project team. Consulting Architect, Mr Lu Bin (3rd from right) briefed them on the proposed 174,000 square metres Yangzhou LinGang Mixed Development project.

CHANGSHU LION SIGNS MOU



A Memorandum of Understanding was signed between Lion Asia Pac Ltd (LAP) and Yangzhou Economic Development Zone (YEDZ) for the development of the Yangzhou LinGang project on 14 September 2012.

LAP was represented by its Executive Director, Mr Eric Loh (seated right) while YEDZ was represented by its Vice Director, Mr Zhang Lian Sheng (seated left). Also present were (standing from left to right) YEDZ Promotion Bureau Senior Director, Mr Zhang Ming; Promotion Bureau Director, Mr Sun Xiao Jun; and Changshu Lion CFO, Mr Ng CE.

EARLY COMPLETION OF PHASE 1C D' VENICE RESIDENCES



- Phase 1C - Paris Precinct apartment units.
- Pangsapuri - Paris Presinct Fasa 1C.



- Purchasers waiting to receive the keys to their units.
- Para pembeli menunggu untuk mendapatkan kunci unit masing-masing.

Changshu Lion recently handed over 195 units of its Phase 1C - Paris Precinct apartments to the purchasers. The project was completed four months ahead of its scheduled completion date of 30 December 2012.

OPENING OF NANNING MixC PARKSON



Nanning MixC Parkson, the 53rd Parkson store in China, was opened on 16 September 2012.

Located in the largest shopping mall in Nanning, situated at No 136, Minzhu Road, Qingxiu District, Nanning MixC has a retail area of 26,935 square meters over 6 levels. With its philosophy of "joy, health, energize and fashion", the store offers high fashion extravaganza, unique merchandise and lifestyle choices catering to shoppers from all walks of life.



- Saito College trainees with their Secom mentors.
- Para pelatih Saito College bersama Secom mentor mereka.

SECOM INDUSTRIAL TRAINING FOR SAITO TRAINEES



On 23 September 2012, eight students from Saito College completed their two-month industrial training with the Operations Department in Secom (M) Sdn Bhd. During their training, they were introduced to Secom's working culture and given insights into its operations.

SECURITY FEATURES IN PARK

Secom's long-standing customer, Standard Chartered Bank Malaysia Berhad (SCB) has signed an agreement with Kuala Lumpur City Hall (DBKL) to adopt a 40,000 sq ft park under the Government's Signature Park Adoption for the next 7 years.

Secom has been appointed by SCB to provide security features for the park. With the new concept of a Green Security System designed by its System Design Team & Technical Department, Secom has devised a system to provide 24-hour monitoring for the safety of visitors to the park.



LION-PARKSON FOUNDATION IN AID OF EDUCATION



- Puan Sri Chelsia Cheng (centre) presenting the mock cheque to the 4 schools for their needy students.
- Puan Sri Chelsia Cheng (tengah) menyampaikan replika cek untuk membantu para pelajar yang memerlukan bantuan kewangan di keempat-empat buah sekolah.

- Mr CS Tang and Dr Chua Siew Kiat (4th and 3rd from right) presenting the mock cheque to Tsun Jin School for achieving the highest sales from their calligraphy pieces in Parkson stores.

- Encik CS Tang dan Dr Chua Siew Kiat (4 dan 3 dari kanan) menyampaikan replika cek kepada Sekolah Tsun Jin kerana mencapai jualan tertinggi hasil kaligrafi di stor Parkson.

On 31 October 2012, Lion-Parkson Foundation presented a mock cheque for RM183,385 to 67 students from the 4 independent schools in Kuala Lumpur namely Kuen Cheng High School, Confucian Private Secondary School, Chong Hwa Independent High School and Tsun Jin High School. The donation was from the sales proceeds of 2012 Chinese New Year Calligraphy Charity Sale held in 9 Parkson outlets and Tsun Jin School.

The mock cheque was presented by Foundation Chairman, Puan Sri Chelsia Cheng to the officials and students witnessed by Lion Group Director and Foundation Trustee, Mr CS Tang and Foundation Trustee, Dr Chua Siew Kiat.

An incentive award of RM20,000 award was given to Tsun Jin for achieving the highest sales from their calligraphy pieces in Parkson stores for 2011 and 2012. The award money will be used to assist the students in the school.

This is the 3rd year the Foundation is assisting the schools to organize the Chinese New Year Calligraphy Exhibition cum Charity Sale to raise funds for needy students. Over the past 3 years, the Foundation has raised RM623,305 from the Calligraphy Charity Sale and helped 235 students to pay for their education fees.

CORPORATE

UPDATE

TALK ON BUDGET HIGHLIGHTS



- Staff listening attentively to the briefing by EY consultants.
- Kakitangan tekun mendengar taklimat daripada konsultan EY.

- The speakers (L-R) / Para penceramah (kiri ke kanan): Mr Christopher Lim, Ms Sook Mui How Yong, Ms Lim Yiek Lee and Mr Vinay Nichani.

Following the 2013 Budget tabled by the Prime Minister recently, Group Tax organised a briefing on the highlights of the budget by Ernst and Young Tax Consultants (EY) on 24 October 2012.

Director - Human Capital, Mr Christopher Lim and Director - Corporate Tax Compliance, Ms Sook Mui How Yong

briefed on Individual Taxation, Real Property Gains Tax and Corporate Taxation while Director - International Tax and Services, Ms Lim Yiek Lee and Director - Transfer Pricing, Mr Vinay Nichani spoke on Tax Incentives and Transfer Pricing respectively. The briefing was attended by staff from the operating companies and Head Office.

LAUNCHING HEAD OFFICE INDOOR SPORTS AND HARI RAYA GATHERING



- ▶ (Left photo) Mr Suresh and Mr Loke trying out the new table tennis set; (right photo) Mr Vasu impressing his colleagues with his carrom-playing skills.
- ▶ (Gambar kiri) Encik Suresh dan Encik Loke mencuba set ping-pong baru; (gambar kanan) Encik Vasu menunjukkan kepakaran bermain karam.

The Head Office Sports and Recreation Committee launched its indoor sports equipment at a Hari Raya gathering on 7 September 2012. Kicking off the event were speeches by Group Executive Director, Tan Sri Albert Cheng and Group HR Director, Mr Suresh Menon, followed by a round of table tennis between Mr Suresh and GM-Tax Department, Mr Loke Shu Sun.

Everyone was in Hari Raya mood enjoying the sumptuous dinner of 'Nasi Tomato', rendang and many other delicacies and singing Hari Raya songs.



- ▶ Enjoying the delicious Hari Raya delicacies.
- ▶ Menikmati juadah Hari Raya yang menyelerakan.



- ▶ Pretty in their 'baju raya'.
- ▶ Segak berbaju raya.

3RD LUNCH AND LEARN

Employees at the Office Tower took the opportunity to undergo the Health Screening provided by Prince Court Medical Centre at the third Lunch and Learn Session organised by Group HR on 21 September 2012.

The session started with a welcome speech by Group HR Director, Mr Suresh Menon followed by a talk on

Cardiovascular Disease by Consultant Cardiovascular Interventionist, Prof Dr David Charles Cumberland. Prof Dr Cumberland shared that healthy food intake and regular exercise could help prevent heart attacks and showed a video on how a heart attack can happen and the necessary action to be taken to assist the victim as early medical treatment is important in saving lives.



- ▶ Staff undergoing the health screening.
- ▶ Kakitangan menunggu giliran untuk ujian kesihatan.



- ▶ (Inset) Staff listening attentively to the talk on Cardiovascular Disease by Prof Dr David Charles Cumberland (above).
- ▶ (Gambar kecil) Kakitangan yang hadir mendengar taklimat mengenai penyakit jantung oleh Prof Dr David Charles Cumberland (gambar atas).

EXCERPTS OF SPEECH BY

TAN SRI WILLIAM CHENG, GROUP EXECUTIVE CHAIRMAN AT PARKSON'S 25TH ANNIVERSARY GALA NIGHT DINNER



Parkson is a Malaysian brand that was established in 1987 to operate department stores. Today it is one of the leading department store chains in Asia with 125 stores across 66 cities in Malaysia, China, Vietnam, Indonesia and Sri Lanka.

Our rapid growth over the last 25 years is due to our continuous innovation, vision and customer-first philosophy. Through our collaboration with well-known international brands, Asian and regional brands, we offer our customers in the middle and upper middle income segment, a comprehensive range of merchandise. We take pride in being a Malaysian brand that is recognized and trusted for offering quality products and excellent service.

In response to the Government's Economic Transformation Program to build shopping malls in China and Vietnam to promote Malaysian retail brands, food and beverages, and our expertise in mall management; we are planning to build 40 malls in China, 10 malls in Malaysia and another 10 malls elsewhere in the next 10 to 15 years. Having built 5 shopping malls in Malaysia and owning 8 malls in China plus our experienced merchandising and store management team, we are confident that we will make this shopping mall development another flagship business for Parkson.

Besides Parkson retail, the Lion Group has businesses in the Property, Mining, Steel and Agriculture sectors. The Property division will work jointly with Parkson to develop the new shopping malls targeted to be iconic landmarks and tourist destinations. We will also build hotels and apartments and be involved in real estate development.

Mining is a new area for the Group with activities in iron ore, tin and gold mining. The Agriculture division is involved in oil palm and rubber cultivation and the planting of cash crops which can be harvested within a short period to provide additional revenue. The Steel

business remains challenging but poses opportunities for import substitution and tapping the Asean market which has potential for increasing steel consumption.

Parkson's success today is due to the close and long-standing relationships we have with our business partners, concessionaires and suppliers, and the strong and loyal patronage by our customers.

The support from the banks and financial institutions has also contributed to Parkson's achievements. The understanding and cooperation of the Government agencies and local authorities help to provide a conducive environment for business.

Just as we have benefitted from the support of all stakeholders in doing business, we have not forgotten our role as a responsible corporate citizen in helping the community. Over the past two decades, the Lion Group has contributed a sum of RM 72 million to various charities in Malaysia, China and Vietnam. Through our Lion-Parkson Foundation and the Lion Group Medical Assistance Fund, we are glad to have helped so many individuals and organisations in the field of education and medical care.

The next 25 years will be an equally exciting journey for Parkson. The way people shop is becoming increasingly different. To prepare ourselves, we have embarked on efforts to create a multi-channel platform that will include Parkson online. As a keen and responsive retailer, we keep up to date with not just fashion trends, but also the needs of our customers and their changing lifestyle.

Once again, I would like to thank Yang Amat Berhormat Dato' Sri Najib bin Tun Razak and Yang Amat Berbahagia Datin Seri Rosmah Mansor, for your gracious presence, and making our Parkson gala dinner so much more memorable.

I wish to also express my deepest appreciation to all our business partners, suppliers, customers, bankers, government officials and the media for your continuous support and cooperation as we grow and develop our retail and new shopping mall business.

And finally to the people behind Parkson; I wish to thank all our staff in all our Parkson stores everywhere, whose hard work, dedication and commitment have helped Parkson to achieve its many milestones over the last 25 years, and to continue to grow from strength to strength for the next 25 years, and beyond. Thank you.



Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.24 No.4) and send your answers to the address on page 3 before the closing date: 31/12/2012. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 24 No. 5 September/October 2012

1. awarded scholarships worth RM390,000 to 12 outstanding students pursuing their first degree in local universities.
a. Lion-Parkson Foundation b. Lion Group Foundation c. Parkson Educare
2. presented a mock cheque for RM448,036.80 in aid of 67 Pusat Perubatan Universiti Kebangsaan Malaysia patients.
a. Lion-Parkson Foundation b. Lion Group Medical Assistance Fund c. Parkson Corporation
3. invited 39 orphans to its Ramadhan Charity Dinner.
a. Amsteel Banting b. Tiara Melaka c. Mahkota Hotel
4. Amsteel Mills Banting recently upgraded its block to SMS-Meer Fast Finishing Block.
a. Daniel BGV b. Danieli BGV c. Danieli BCG
5. conducted Public Speaking and Personal Grooming sessions every 2nd and 3rd week of the month for its staff.
a. Amsteel Klang b. Amsteel Banting c. Parkson
6. Sports Club organized a Bowling Competition on 1 July 2012.
a. Antara b. Lion HQ c. Posim
7. Posim Sports Club members attended the at Dataran Posim.
a. barbeque-in-the-park b. sports carnival c. karaoke contest
8. In conjunction with its 5th annual Educare 2012, Parkson cooperated with the Department of Education to give scholarships to underprivileged students.
a. Indonesia b. Vietnam c. China
9. invited a nutritionist from BP Healthcare to conduct a talk on Healthy Eating Habits to its employees.
a. Secom b. Lion Best c. Lion HQ
10. Malaysia External Trade Development Corporation (MATRADE) invited to present its investment experience in Mexico at a seminar recently.
a. Parkson b. Lion Group c. Likom

NAME: (Mr / Ms) _____

TEL. NO.: _____

COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Tan Geok Kian, Norddin b Ahmad, Lim Lee San, Geta Rajendran, Juraidah bt Abdullah, Yap Bee Cheng, Siti Aslinda bt Rohani, Lee Guat Hoon, Angie Ng Hui Ping & Thamitha a/p Maruthai

Answers to the previous Lion Brain Tease

- | | |
|---------------------------------------|-----------------------------|
| 1 - Youth Skills Development Division | 6 - second |
| 2 - Indonesia | 7 - Secom |
| 3 - Amsteel Banting | 8 - 30 May 2012 |
| 4 - Megasteel | 9 - Lion-Parkson Foundation |
| 5 - Metaltech 2012 | 10 - Human Resources |



INFOLINK

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

MARRYING INNOVATION AND LEADERSHIP

'An Innovative Leader influences by engaging self, culture and systems equally'

THE COMMON PROBLEM

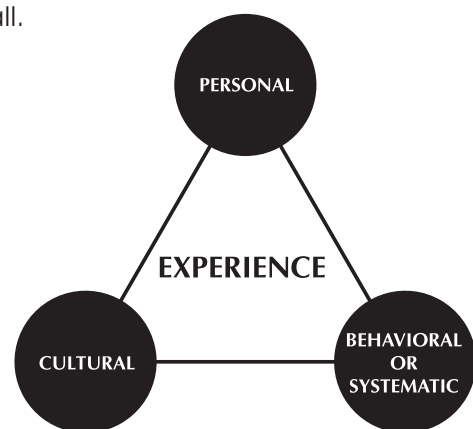
Many conventional applications of leadership and innovation often prove incomplete, and even problematic in real world scenarios. For example, if the leadership team of a struggling organization drives initiatives that focus solely on innovations to incentives, products, and services alone, they will ultimately miss the greater potential to create a meaningful turnaround. Productivity and system improvements are very critical, but so are employee experience and team engagement. Innovating products and improving functionality at the expense of also creating a better environment and supportive culture may appear sufficient for the short term, but will eventually produce lopsided decision-making and shortsighted leadership with lasting adverse consequences.

Leadership empathy and the ability to inspire cultural alignment, along with other important leadership activities, will make a significant impact on your organization and must be implemented as shrewdly as strategic planning.

THE LOGICAL SOLUTION

Redefine how we see Leadership and Innovation along with our view of how they work together as a whole. This approach allows us to use our own basic experiences, rather than imitating techniques that take us away from that basic intelligence. Because knowledge is internal, dynamic personal development required to lead and create transformative change can become a reality.

Though we are, in a sense, defining innovative leadership very broadly, we are also making a distinct point. We are saying that the core aspects that comprise your experience, whether Personal, Cultural, Behavioral or Systematic, are inseparably interconnected. If you affect one, you affect them all.



Innovative leadership is based on the recognition that those four dimensions exist simultaneously in all experiences, and already influence every interactive experience we have. For example, when you implement a strategy to realign a company's productivity system over the next five years, you will also affect personal motivations,

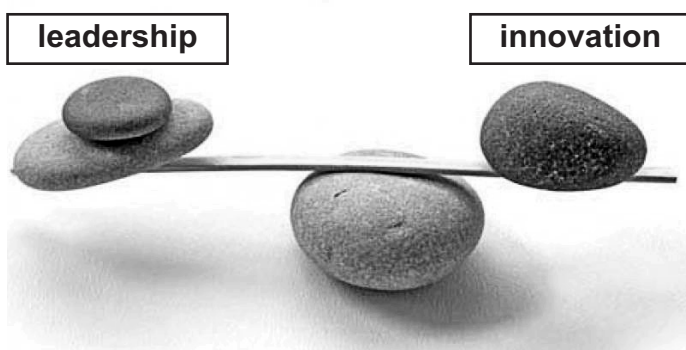


MARRYING INNOVATION AND LEADERSHIP

company culture, and behavioral outcomes. Influencing one aspect - in this case, cost saving methods/systems - affects the other aspects, since all four mutually shape that given occasion. This cost saving and culturing efforts can be seen in the next article on 'Cost Savings Project by Amsteel Mills Sdn Bhd'.

PRACTICAL IMPACT ON ORGANIZATION

The overwhelming focus of today's organizational changes is on system functionality. Though necessary, it is only part of your total picture. Being guided by more strategic decisions may be the difference between managing failure and creating tangible success. Your leadership must consider a more balanced definition of innovation that comprehensively aligns vision, teams and systems, and integrates enhanced leadership perspective with system efficiency.



This balanced approach to leadership and innovation is transformative for both you and your organization, and can help you respond more effectively to challenges within and outside the enterprise. Innovative Leadership gives you the means to successfully adapt in ways that allow optimal performance, even within an organizational climate fraught with continual change and complexity. Theoretically, it combines models from developmental, communications, and systems theory, delivering better insight than singular approaches. Innovative Leadership gives you the capacity to openly recognize and critically examine aspects of yourself, as well as your organization's culture and systems, in the midst of any circumstance.

SOME CHALLENGES FACED



The biggest challenge we have seen is when leaders focus on the business of running the business and do not stop to evaluate their leadership approach until they have "issues". For many of them, the idea of innovating how they lead or the thought that their leadership skills may depreciate at a rate similar to their technology is something that has not occurred to them.

The second challenge is even if they start to see the risk of not innovating how they lead - they may still not make it a priority. They are often so overworked they do not have the bandwidth or make updating their skills a priority until it becomes a crisis.

Nevertheless, there are many leaders who are making great progress in updating their skills.

Resources

- website with extensive blog posts:
www.metcalf-associates.com
- Book website:
www.innovativeleadershipfieldbook.com

Videos:

- http://www.youtube.com/watch?feature=player_embedded&v=dyqvQrSWB10

COST SAVINGS PROJECT BY AMSTEEL MILLS

Cost savings and providing for cost reduction opportunities, or “cost avoidance”, are not new concepts. Private industries have developed these terms into an accounting science that impacts the bottom line and profit and loss statements. Whole theories of management and opinions have been fostered from them and definitions are as varied as the industries itself. For some time, the private sector has been conducting cost analysis and cost savings/cost avoidance benchmarking activities and using the results to establish best practices.

One good example is a project initiated by two employees from one of the Lion Group companies, Amsteel Mills Sdn Bhd. The employees have been cultured and taught to contribute ideas, on cost-effective ways for improvement as has been instilled under the Operation Improvement initiative by the company. The project was to locally fabricate the slip ring and carbon brush holder used in the ‘Rolling Mill’ as spare parts for the overhead cranes instead of purchasing original parts which are mainly imported at a very high cost.

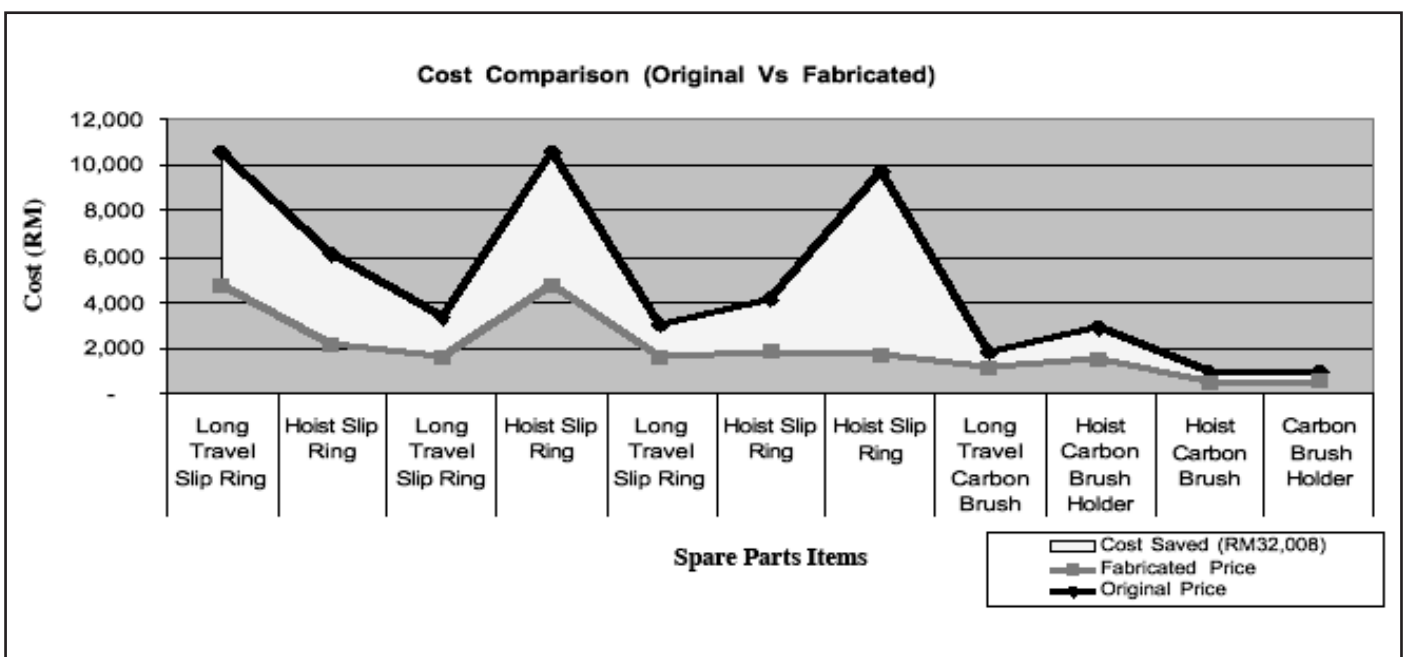


The new cost saving steps are as follows:

1. First, Amsteel will provide the details, specification, dimension and engineering drawing of the parts to the local supplier.
2. They will then inspect the parts for quality and defects upon receiving from the supplier, which will be returned to be rectified if fabricated parts are not the same as the original.
3. After a period of testing, they will remove the parts to check and inspect the quality, durability and reliability.



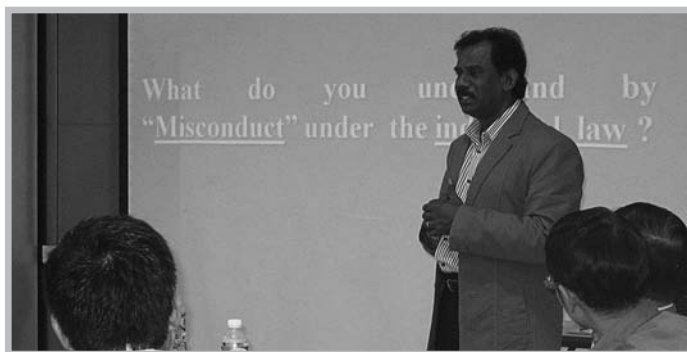
The cost savings project has been proven to be a success with the fabricated parts being better than the original ones. Amsteel Mills has achieved total savings of RM32,008 or reduced cost by 40.38% per year after using the fabricated parts since January 2010 (refer to cost comparison graph below). By reducing cost, companies can utilize these funds for other purposes.





I have many witnesses to prove that I am innocent!

*Disciplinary Process & Domestic Inquiry Procedures,
CeDR, 27 Sept 2012*



What do you understand by "Misconduct" under the industrial law?

*Disciplinary Process & Domestic Inquiry Procedures,
Wisma Lion, 24 Oct 2012*



Don't look at me like that ... I already told you I was correct.

*i-Learn Network Meeting,
CeDR, 12 Oct 2012*



Well, let me guess ... you must be from The Lion Group, right?

*HRDF Conference,
Sunway Pyramid Convention Centre,
11 – 12 Sept 2012*



"Ladies & gentlemen, let us all look over here"

*Structured Recruitment Process
Review, CeDR, 12 Oct 2012*



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: 31/12/2012.



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

-Mari menari cha-cha bersama api...
Cha... cha... api. Cha... cha... tepi.
Cha... cha... lari. Cha... cha... ajah
aja.

Submitted by **Mohd Ezam B
Abd Rahman** (Lion Steel Work
Sdn Bhd - Spot Welding Dept)



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

Company / Dept (please state full address):

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ANOTHER PRESTIGIOUS PROJECT BY



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Tel +603 2143 2299 / 2143 2929 Fax +603 2148 9617

DEVELOPER: Narajaya Sdn Bhd (100905-A)

Developer's License No.: 6856-10/05-2014/780 • Validity Date: 28/05/2011-27/05/2014 • Advertising & Sales Permit: 6856-10/1528/2013(06) • Validity Date: 26/06/2012-25/06/2013 • Land Tenure: Freehold • Building Plan Approval No.: WPU/6/9/14/2009 • Approving Authority: Majlis Perbandaran Kajang • Expected Date of Completion: Feb 2013 (24 months from date of Sales and Purchase Agreement) • Encumbrance: Nil • Sekatan Kepentingan: Nil • Type of Property: 2 1/2-Storey Semi-Detached Homes • Land Area: 40' x 80' • Built-Up Area: 4,276 sqft • Total Units: 72 • Selling Price: RM1,589,000(min) - RM2,566,400 (max) • 7% Discount For Bumiputera

Merry Making

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