

Lion Today

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LION PARKSON CHARITY RUN



Centro Receives Indonesia WOW Award

- ▶ Opening Of Parkson Zhengzhou And Chongqing
- ▶ Parkson Credit Commences Business
- ▶ Quiznos Sub Opens New Outlet
- ▶ Budget 2015 Highlights

LION PARKSON RUN 2014



- Tan Sri William Cheng, Puan Sri Chelsia Cheng and runners in high spirit despite running in the rain.
- Tan Sri William Cheng, Puan Sri Chelsia Cheng dan para peserta bersemangat walau berlari di dalam hujan.



- Good support from the public, business associates and staff.
- Sokongan padu daripada orang ramai, sekutu perniagaan dan kakitangan.



- Some of the lucky draw winners.
- Antara pemenang cabutan bertuah.



- Self defence (left photo) and wushu performance (right photo).
- Pertunjukan seni mempertahankan diri (gambar kiri) dan wushu (gambar kanan).

THANK YOU DINNER



Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng hosted a dinner on 14 October 2014 at Lion Office Tower to thank the committee members and volunteers who had helped make the Lion Parkson Run on 14 September 2014 a success.

More than 100 staff and volunteers turned up at the dinner with almost everyone walking away with lucky draw prizes of T-shirts and a few lucky ones, with sports shoes.

LION PARKSON RUN 2014

About 2,500 people turned up for the inaugural Lion Parkson Run 2014 organised by Lion-Parkson Foundation (LPF) and Lee Chong Wei Foundation on 14 September 2014 despite the heavy rain.

Lion Group Executive Chairman and CEO, Tan Sri William Cheng flagged off the runners for the 10km category at Padang Merbok, Kuala Lumpur followed by Parkson Corporation General Manager - Merchandising, Ms Natalie Cheng flagging off the participants for the 2km VIP category.

Present at the Run were LPF Chairman, Puan Sri Chelsia Cheng; LPF Trustees, Mr CS Tang, Dr Yulduz Emiloglu and Dr Chua Siew Kiat; council members of The Kuala Lumpur and Selangor Chinese Chambers of Commerce and Industry, Parkson's suppliers and members of the public.

The Charity Run raised RM1.008 million which is part of the fund-raising to extend the Home for Handicapped

& Mentally Disabled Children in Banting, Selangor which presently can accommodate 100 children. The Home was officially opened by National Shuttle, Dato' Lee Chong Wei on 4 November 2012. It was built at a cost of RM2.2 million contributed by LPF, on a 4.17 acres piece of land worth RM1.2 million donated by Lion Group. The funds to build the Home came from a series of TV programs in 2008 and the Million Dollar Dance Grand Finale Charity Show in February 2009, both produced by Puan Sri Chelsia Cheng. LPF is raising funds to build Phases 2 and 3 of the Home to accommodate another 100 children, and an orphanage and old folks home.

In her speech, Puan Sri Chelsia Cheng thanked all participants, donors and sponsors especially main sponsor Parkson Corporation Sdn Bhd; major sponsors, Diadora, Akemi, Bonia, Hwa Tai and Watatime; Oris, the official time keeper and Spritzer, the official drink.

LARIAN LION PARKSON 2014

Kira-kira 2,500 orang hadir di acara Larian Lion Parkson 2014 anjuran Yayasan Lion-Parkson (LPF) dan Yayasan Lee Chong Wei yang julung-julung kalinya diadakan pada 14 September 2014 walaupun hujan turun dengan lebat.

Pengerusi Eksekutif dan Ketua Pegawai Eksekutif Kumpulan Lion, Tan Sri William Cheng melepaskan para peserta kategori 10km di Padang Merbok, Kuala Lumpur diikuti oleh Pengurus Besar - Merchandising Parkson Corporation, Cik Natalie Cheng yang melepaskan peserta kategori 2km VIP.

Antara yang turut hadir pada hari itu adalah Pengerusi LPF, Puan Sri Chelsia Cheng; Pemegang Amanah LPF, Encik CS Tang, Dr Yulduz Emiloglu dan Dr Chua Siew Kiat; ahli-ahli majlis Dewan Perniagaan dan Industri Cina Kuala Lumpur dan Selangor; para pembekal Parkson dan orang ramai.

Larian ini telah berjaya mengutip sebanyak RM1.008 juta untuk dana tambahan pembinaan Rumah Orang Kurang Upaya &

Kanak-kanak Cacat Akal Selangor di Banting yang kini menampung seramai 100 orang kanak-kanak. Rumah ini telah dirasmikan oleh Pemain Badminton Negara, Dato' Lee Chong Wei pada 4 November 2012. Ia dibina dengan kos sebanyak RM2.2 juta yang disumbangkan oleh LPF, atas sekeping tanah seluas 4.17 ekar bernilai RM1.2 juta sumbangan Kumpulan Lion. Dana pembinaan Rumah ini datangnya dari siri program TV yang diterbitkan pada tahun 2008 dan Acara Kemuncak Tarian Amal Sejuta Dolar pada bulan Februari 2009, keduanya dianjurkan oleh Puan Sri Chelsia Cheng. LPF kini sedang mengumpul dana untuk membina Fasa 2 dan 3 bagi menampung 100 orang kanak-kanak lagi, beserta rumah anak yatim dan rumah orang tua.

Dalam ucapannya, Puan Sri Chelsia Cheng mengucapkan terima kasih kepada semua peserta, penderma dan penaja terutama penaja utama Parkson Corporation Sdn Bhd; penaja lain Diadora, Akemi, Bonia, Hwa Tai dan Watatime; Oris sebagai penaja masa rasmi dan Spritzer sebagai minuman rasmi.

2014金狮百盛慈善义跑

由金狮百盛基金（以下简称为基金）和李宗伟基金举办的2014金狮百盛义跑于2014年9月14日开跑。尽管下着大雨，但仍吸引逾2千500名健儿参与首届义跑。

金狮集团执行董事长兼首席执行官丹斯里锺廷森在吉隆坡默布草场（Padang Merbok）为10公里义跑者主持鸣笛仪式。接下来是百盛集团采购部总经理锺惠严为2公里贵宾义跑者主持鸣笛仪式。

当天的出席者包括基金主席潘斯里陈秋霞、基金信托人陈怀安律师、永乐多斯博士和蔡少杰博士、吉隆坡暨雪兰莪中华总商会董事会会员、百盛供应商和公众人士。

此慈善义跑共筹获1百万8千令吉，所筹获的部分善款将捐助位于万津

的雪兰莪残障与智障儿童之家（儿童之家）。此儿童之家目前可容纳100名儿童。这间儿童之家的开幕礼是由国家羽球健将拿督李宗伟于2012年11月4日主持。由金狮集团捐出的儿童之家，占地4.17英亩，价值120万令吉，而建筑成本220万令吉则由基金捐献。用于兴建儿童之家的款额，是2008年一系列的电视节目和2009年2月“百万元盛大慈善舞蹈表演”所筹获，而上述节目皆由潘斯里陈秋霞制作。基金正在筹集资金建设第二和第三阶段的儿童之家，以便容纳另外100名儿童、一所孤儿院和养老院。

潘斯里陈秋霞在致词中，感谢所有的参赛者、善心人士和赞助商，尤其是主要赞助商百盛机构有限公司，赞助商Diadora、Akemi、Bonias、Hwa Tai和Watatime，Oris作为指定计时器提供商和Spritzer为指定饮料。

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EDITOR'S MESSAGE

About 2,500 people thronged Padang Merbok in Kuala Lumpur for the Lion Parkson Run despite the heavy downpour on 14 September 2014. The participants comprising serious runners and the run-for-fun ones all shared a common objective, to raise funds for phases 2 and 3 of the Home for Handicapped & Mentally Disabled Children Selangor in Banting. The support and generosity of the sponsors, donors and participants have made the inaugural Run organised by Lion-Parkson Foundation a success, and possibly a yearly affair. What better activity than a run that promotes healthy living, brings people of all races and ages together and raises funds for the less fortunate.

Parkson marked another two milestones with the opening of two stores in Zhengzhou and Chongqing in China respectively. With the opening of these two new stores, Parkson now has 59 stores in 37 cities in 23 provinces in China. Overall, Parkson has 122 stores in Malaysia, China, Vietnam, Indonesia and Myanmar. Given its rapid expansion plans and the developments and challenges in the retail industry, Parkson had organised a brainstorming retreat for its management staff to discuss its future direction and positioning.

Our Group has ventured into the credit financing business with the commencement of Parkson Credit Sdn Bhd's operations. The company is involved in the consumer financing business which provides customers the convenience of purchasing products namely motorcycles and household appliances via easy payment schemes through installments. The company's Vision to be an industry trendsetter whose innovation, professionalism, ethics and integrity will serve as an industry model is well supported by its Mission of relentless commitment to exceed the expectations of its diverse customer and dealer base.

All these and the activities of our operating companies are featured in the following pages.

UTUSAN PENGARANG

Kira-kira 2,500 orang membanjiri Padang Merbok di Kuala Lumpur untuk Lion Parkson Run walaupun hujan turun dengan lebat pada 14 September 2014. Para peserta yang terdiri daripada pelumba tegar dan yang datang sekadar untuk berseronok, semuanya berkongsi matlamat yang sama, iaitu untuk mengumpulkan dana bagi fasa 2 dan 3 Rumah Orang Kurang Upaya & Kanak-kanak Cacat Akal Selangor di Banting. Sokongan dan kemurahan hati para penaja, penderma dan peserta telah menjadikan Larian sulung anjuran Yayasan Lion-Parkson ini satu kejayaan, dan berkemungkinan menjadi satu acara tahunan. Aktiviti seperti Larian ini ternyata dapat mempromosi gaya hidup sihat, menyatukan rakyat dari pelbagai kaum dan peringkat umur serta mengumpulkan dana untuk mereka yang kurang bernasib baik.

Parkson menyaksikan dua lagi peristiwa penting pada tahun ini dengan pembukaan gedung baru masing-masing di Zhengzhou dan Chongqing di China. Dengan pembukaan dua gedung baru ini, Parkson kini mempunyai 59 buah gedung di 37 bandar utama di 23 wilayah di China. Secara keseluruhan, Parkson mempunyai 122 buah gedung di Malaysia, China, Vietnam, Indonesia dan Myanmar. Memandangkan perkembangan pesat dan cabaran dalam industri runcit, Parkson telah menganjurkan satu sesi untuk kakitangan pengurusan membincangkan hala tuju dan posisi Parkson di masa depan.

Kumpulan juga telah menceburi perniagaan berkaitan pembiayaan kredit menerusi Parkson Credit Sdn Bhd. Syarikat ini terlibat dalam perniagaan yang menyediakan kemudahan pembiayaan untuk membeli motosikal dan perkakas rumah secara ansuran. Visi syarikat untuk menjadi peneraju industri yang berinovasi, profesionalisme, beretika dan integriti yang akan menjadi model bagi industri, disokong oleh Misi iaitu komitmen untuk memberi perkhidmatan melebihi jangkaan pelanggan dan pendedar.

Semua ini dan pelbagai aktiviti syarikat-syarikat operasi dipaparkan dalam halaman berikutnya.

STEEL DIVISION'S SPORTS & RECREATION CLUB BANTING OPERATIONS' SPORTS CLUB AGM



- The newly elected 2014/2015 committee members with Megasteel COO, Mr Paul Chan (seated 6th from left); GM - Megasteel, Mr Lee Weng Lan; GM - Amsteel Banting, Mr Pong Chung Kuan; GM - HR, Ms Kwa Seok Leng and Senior Manager - HR, Mr Kenny Tan.
- Ahli jawatankuasa 2014/2015 yang baru dilantik bersama COO Megasteel, Encik Paul Chan (duduk 6 dari kiri); Pengurus Besar - Megasteel, Encik Lee Weng Lan; Pengurus Besar - Amsteel Banting, Encik Pong Chung Kuan; Pengurus Besar - HR, Cik Kwa Seok Leng dan Pengurus Kanan - HR, Encik Kenny Tan.
- Ms Kwa Seok Leng (left) giving away the lucky draw prizes.
- Cik Kwa Seok Leng (kiri) menyampaikan hadiah cabutan bertuah.

Steel Division Sports & Recreation Club - Banting Operations held its 4th Annual General Meeting (AGM) at Wisma Lion in Banting on 30 September 2014.

More than 1,300 members turned up for the AGM and elected their new committee members for 2014/2015. Some lucky members walked away with lucky draw prizes.

TRIP TO MELAKA

A total of 188 Steel Division Sports & Recreation Club members and their families had an enjoyable time during their trip to Melaka on 7 September 2014. Their first destination was at Bandar Melaka

where they went on a cruise along Sungai Melaka, and savoured the good food and shopping. They later proceeded to Ayer Keroh Lake, The World's Bees Museum, Melaka Botanical Gardens and Taman Buku Malaysia.



STEEL DIVISION'S SPORTS & RECREATION CLUB

INTER-DIVISION BADMINTON TOURNAMENT 2014

A total of 32 teams competed in the Inter-division Badminton Tournament on 12 October 2014 at Airport Sports Complex, Nilai, Negeri Sembilan. General Manager - Works, Mr Pong Chung Kuan officiated the event.

The winners were:



Men's Double - Open Champion



Men's Double - Veteran Champion



Women's Double - Open Champion

	MEN'S DOUBLE - OPEN	MEN'S DOUBLE - VETERAN	WOMEN'S DOUBLE - OPEN
Champion	Kamal Ariffin bin Karim & Azhar bin Osman (Megasteel)	Norharli bin Hitam & Mokshin bin Moktar (Lion Tin)	Norlidah bt Yaacob & Tan Poh See (Megasteel)
1st Runner-up	Khairul bin Abdul Kadir & Idris bin Abdullah (Megasteel)	Rosny bin Aziz & Muhammad Faisal bin Omar (Megasteel)	Ee Zher Cheah & Zaleha bt Selamat (Lion DRI)
2nd Runner-up	Sahhadan bin Jais & Mohd Faizal bin Eillies (Amsteel Klang)	Ismail bin Ibrahim & Mat Asri bin Che Musa (Lion Steelworks)	Siti Nur Adilah Sharuddin & Siti Hajar bt Mat Nazir (Lion DRI)

AMSTEEL KLANG'S DIARY

BUDDY APPRECIATION SESSION



▶ (Left-Right/Kiri-kanan) Stephanie Wong, Murnizahayatii bt Arpin and Cheong Wai Meng.



▶ Isaac Fua, Cheong Wai Meng and Gajandra Durgiah.



▶ Jenny Jong, Ting Wee Thuang, Cheong Wai Meng and Mohd Azelan.



▶ Isaac Fua, Jenny Jong, Ng Ah Seng and Cheong Wai Meng.

Amsteel Mills presented certificates and tokens of appreciation to the recipients of the Buddy Program and Employee Recognition express during the monthly Operations Management Meeting on 6 October 2014.

Under the Buddy Program, new hires are assigned a 'buddy' to guide and assist him/her in their first six months of employment. It was kicked off on 1 July 2010 with the first

batch of new hires.

Orientation and retention are all about making new employees feel at home. Along the way, that also means helping them understand the company's organizational culture and easing transition. Amsteel Klang's buddy program is a great tool to assist in both these objectives, by providing a one point access to gather operational information and build friendship.

NORTHPORT BOWLING CHALLENGE 2014

Amsteel Mills Klang participated in Northport Berhad's Bowling Challenge 2014 on 21 September 2014 at Sunway Megalanes, Sunway Pyramid Shopping Centre.

Amsteel was represented by Mr Ting Wee Thuang, Mr Foong Kok Onn, Mr Tham Yeow Chin and Ms Esther Ang Siew Fang. Mr Tham Yeow Chin won the 4th placing in the Men's individual while Ms Esther Ang took the 7th placing in the Women's Individual category.

A total of 43 teams competed in the Bowling Challenge and Amsteel's team came in 7th.



▶ Amsteel's keglers.
▶ Pemain boling Amsteel.



▶ (Left photo) Northport's Head of Container Division, Puan Norzalinda Mohamed (left) presenting the trophy to Ms Esther Ang. (Right photo) Northport's Head of Conventional, Mr Lim Seok Hua (left) presenting the trophy to Mr Tham Yeow Chin.
▶ (Gambar kiri) Ketua Bahagian Kontena Northport, Puan Norzalinda Mohamed (kiri) menyampaikan piala kepada Cik Ester Ang. (Gambar kanan) Ketua Konvensional Northport, Encik Lim Seok Hua (kiri) menyampaikan piala kepada Encik Tham Yeow Chin.

ACTIVITIES @ ANTARA STEEL MILLS

ANTARA LABUAN CELEBRATES 30TH ANNIVERSARY

(Extracted from article entitled "Celebrating 30 Years of HBI Production" by Frank Griscom published in Direct From Midrex, Third Quarter 2014)

This year marks the 30th anniversary of the start-up of Antara Steel Mills Sdn Bhd (Antara Labuan), the Group's Hot Briquetted Iron (HBI) plant in Labuan, Sabah. The mechanical construction of the plant originally owned and operated by Sabah-state owned company, Sabah Gas Industries was completed in January 1984. Plant commissioning began in June 1984, and the plant produced highly metallized DRI during the first week of August 1984. Steady production of HBI continued and the first shipment of 5,000 tonnes was made in December 1984.

In October 1992, Lion Group acquired the plant from the Sabah State Government. The plant has undergone several upgrades to increase its production volume. Other improvements to the plant site included installation of a vacuum pressure swing absorption (VPSA) oxygen plant, a two-cell cooling tower, an oxide coating plant, and the provision for oxygen injection into the furnace bustle gas.



► Antara HBI plant in Labuan, Sabah.
► Kilang HBI Antara di Labuan, Sabah.

Optimization of the plant and the briquetting equipment was a collaborative effort of all parties involved in the project. It also marked the beginning of a long-term relationship between Maschinenfabrik Köppern GmbH & Co. KG, Midrex, its construction partner Siemens VAI, and the Labuan HBI plant, which continues today.

The HBI project was a high profile project for Malaysia in general and Sabah in particular. It attracted bright, young local professionals who quickly assimilated the technical and commercial training provided by Midrex and VAI and assumed key roles. Many of these initial hires, including General Manager, Mr Anthony Pang; Senior Manager, Engineering & Maintenance, Mr Henry Liew and Senior Manager, Commercial, Mr Dominic Lu have been instrumental in the plant's 30-year history.

After 30 years, the plant is today the longest operating HBI plant in the world. The plant was not the first to produce HBI, but it was the one that made it into a global industry. Its marketing message was that HBI makes DRI no longer just for Electric Arc Furnaces and that it is easy and safe to handle, ship and store in any climate and weather.

Syabas to Antara Labuan!

VISIT BY SAFETY & HEALTH STUDENTS

25 Safety and Health Officer certification students from the National Institute of Health and Safety (NIOSH) - Southern Region visited Antara Steel Mills in Pasir Gudang on 10 September 2014. They were briefed by SHE Senior Executive, Encik Sariat Mohamad and SHE Executive & Safety Health Officer, Encik Mohd Radzuan Rudin on the SHE procedures adopted by the company and visited the Steel Plant and Rolling Mill to see the production process.



PLANT INSPECTION BY DOSH

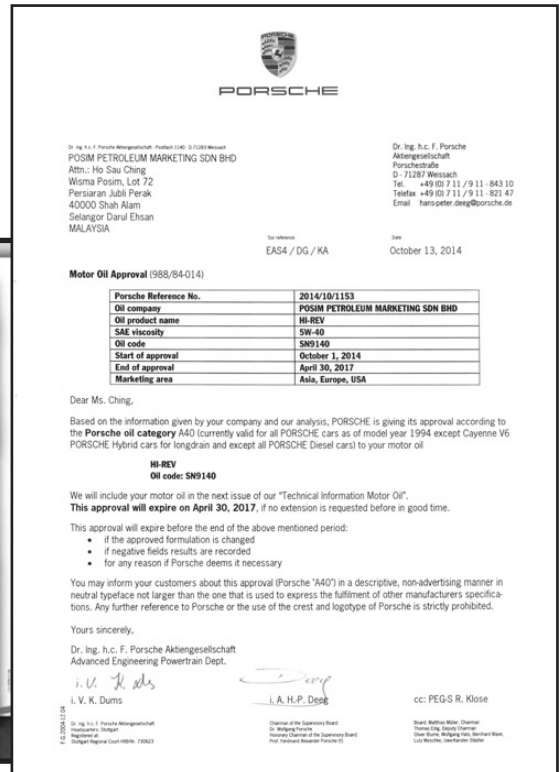
Encik Nazri Mohd Nasir from Department of Occupational Safety and Health (DOSH) Johor conducted the annual plant and machinery inspection on the overhead crane and pressure machine at Antara Steel Mills on 13 October 2014. This is required to ensure that Antara Steel Mills complies with the Factory and Machinery Act 1967.



HI-REV RECEIVES PORSCHE APPROVAL

Hi-Rev 9140 lubricant has received Porsche Motor Oil Approval according to Porsche oil category A40, valid for all Porsche cars as of model year 1994 (except Cayenne V6 Porsche Hybrid cars and Porsche Diesel cars). This is an achievement for Hi-Rev, attesting to its proven product quality and further enhancing its brand image.

Porsche AG is a German automobile manufacturer specializing in high-performance sports cars, supercars, hypercars, and lately SUVs and sedans. The current Porsche models include the 911, Boxster, Cayman, Panamera, Cayenne, Macan, and the 918.



DEEPAVALI CELEBRATION AT POSIM



On 17 October 2014, Posim Sports, Recreation and Social Club organised a BBQ Nite for its members and their families in conjunction with Deepavali celebration.

Despite the heavy rain, more than 100 people turned up. Everyone

enjoyed themselves catching up with each other and digging into the variety of food served such as chicken wings, sausages, grilled fish, grilled calamari, satay with nasi impit, roasted corn, garden salad, spaghetti, mixed fruits and more.



OPENING OF PARKSON IN ZHENGZHOU AND CHONGQING



**PARKSON
ZHENGZHOU**



**PARKSON
CHONGQING**

Parkson opened two new stores, Parkson Zhengzhou MixC and Parkson Chongqing MixC in China on 29 August 2014 and 19 September 2014 respectively.

Parkson Zhengzhou MixC is situated at the intersection of West Taikang Road and Ming Gong Road in the bustling district of Zhengzhou in Henan Province. With a retail area of 23,489 square meters over 4 levels, the store themed "Vogue, Quality and Fashionable", offers a brand new concept in design, stylish display, enhanced services and much more to cater to all consumers.

Parkson Chongqing MIXC located at Jiulongpo District in Chongqing prides itself as being the largest and most versatile one-stop modern department store catering to the middle to upper market segment. The store which occupies a retail area of 24,800 square meters over 4 levels offers first class services and a wide range of international high-end brands and latest fashion trends for discerning customers.

With the opening of these two new stores, Parkson now has 59 stores in 37 cities in 23 provinces in China.

MALAYSIAN PRODUCTS & CULTURE FESTIVAL AT PARKSON BEIJING

The Malaysian Products and Culture Festival jointly organised by Malaysia External Trade Development Corporation (MATRADE), Tourism Malaysia, Malaysia Education Section and Embassy of Malaysia in Beijing and Parkson China was held at Parkson Beijing store from 24 to 30 September 2014.

The Festival was held to raise awareness on food and other goods from Malaysia among the Chinese consumers. Parkson has been actively working with

Malaysian brands to tap into the Chinese market and organizing similar fairs at its various stores in China for more than a decade.

Among Malaysian food products that are a favourite with the Chinese consumers are white coffee and durians. These and Malaysian fare such as *roti canai*, *nasi lemak*, *asam laksa*, Kapitan curry, chicken rice, sambal prawn with rice, curry puff, *mee Mamak* and others were introduced to the Chinese during the seven-day festival.



► Parkson Beijing GM, Mr Zhang Lianfu (3rd from right); Parkson Retail Group COO, Mr Low Kim Tuan (4th from right) and Deputy Chief-of-Mission of the Malaysian Embassy in China, Mr John K Samuel (5th from right) at the launch of the Malaysian Products and Culture Festival at Parkson Beijing.

► *Pengurus Besar Parkson Beijing, Encik Zhang Lianfu (3 dari kanan); Ketua Pegawai Operasi Parkson Retail Group, Encik Low Kim Tuan (4 dari kanan) dan Timbalan Chief-of-Mission Kedutaan Malaysia di Beijing, Encik John K Samuel (5 dari kanan) di majlis pelancaran Pesta Produk dan Budaya Malaysia di Parkson Beijing.*



► Among the Malaysian fare available at the Festival.

► *Antara aneka makanan Malaysia yang disediakan di Pesta tersebut.*

CENTRO RECEIVES INDONESIA WOW BRAND AWARD 2014



► (Left to right / Kiri ke kanan) Ms Putu Lidrina Liskadarty, Mr Hermawan Kartajaya and Ms Pelly Sianova.

Centro Department Store won the Bronze Champion of Indonesia WOW Brand Award 2014 for department store category, organised by Markplus Insight and Marketeers.

Centro's Senior Manager-Loyalty & Partnership, Ms Putu Lidrina Liskadarty and Senior Manager-Advertising & Promotion, Ms Pelly Sianova received the award from Founder and President of Markplus, Inc, Mr Hermawan Kartajaya who is a renowned Marketing Guru, speaker and author.

The award is based on the BAR (Brand Advocacy Ratio) method, which is the ratio between the value of spontaneous advocacy towards the value of spontaneous awareness, amongst 600 respondents in a research on brand usage and engagement over six months.

As an award recipient, Centro will continue to serve its target market with quality products and services that will win customers' hearts as the most recommended brand in its category.



QUIZNOS SUB OPENS NEW OUTLET



- (From left to right) Mr Tham Lih Chung, Mr Kenneth A. Cutshaw, Tan Sri William Cheng and Datuk Magic Lee at the ribbon cutting ceremony.
- (Dari kiri ke kanan) Encik Tham Lih Chung, Encik Kenneth A. Cutshaw, Tan Sri William Cheng dan Datuk Magic Lee di upacara memotong reben.



- Exchange of documents by (left to right) Mr Tham Lih Chung, Mr Cary Gee, Mr Kenneth A. Cutshaw, Tan Sri William Cheng and Datuk Magic Lee.
- Penukaran dokumen oleh (kiri ke kanan) Encik Tham Lih Chung, Encik Cary Gee, Encik Kenneth A. Cutshaw, Tan Sri William Cheng dan Datuk Magic Lee.



- The signatories with the management and staff of Quiznos Sub at the 1 Utama outlet.
- Para penandatangan bersama pihak pengurusan dan kakitangan Quiznos Sub di outlet 1 Utama.

AUM Hospitality Sdn Bhd (AUMH), the F&B arm of Parkson Holdings Berhad opened its second franchise sandwich restaurant, Quiznos Sub at 1 Utama Shopping Complex in Kuala Lumpur on 28 October 2014.

Present at the opening ceremony were Lion Group Executive Chairman, Tan Sri William Cheng Heng Jem; Parkson Retail Asia & Parkson Retail Group Director, Datuk Magic Lee Kok Leong; Director and AUMH Group Chief Financial Officer, Mr Tham Lih Chung; President of Quiznos International, Mr Kenneth A. Cutshaw and Founder of Miam Miam, Mr Cary Gee.

At the function, AUMH also signed a joint venture agreement with Franco by Miam Miam, which offers French and Japanese food.

PARKSON BRAINSTORMING RETREAT IN PATTAYA

About 60 Parkson Group management and staff attended a brainstorming retreat organised by Parkson China in Pattaya, Thailand from 17 to 19 October 2014.

Among the attendees were Parkson Chairman and Managing Director, Tan Sri William Cheng and his wife, Puan Sri Chelsia Cheng; Independent Non-Executive Director of Parkson Retail Group, Mr Robert Yau Ming Kim; Non-Executive Director of Parkson Retail Group, Datuk Magic Lee; CEO of Parkson Retail Asia, Mr Toh

Peng Koon; CEO of Parkson China, Mr Chong Sui Hiong; COO of Parkson China, Mr Low Kim Tuan; CFO of Parkson China, Mr Au Chen Sum and Parkson Corporation General Manager - Merchandising, Ms Natalie Cheng.

Participants deliberated on three topics - Parkson's future direction and positioning; issues faced by Parkson and their solutions, and Parkson's core competencies and manpower planning. The team also went on a market research tour to several department stores in Bangkok.



- (Middle row 5th, 6th, 7th, 8th, 9th, 10th, 11th from left respectively) Mr Toh Peng Koon, Datuk Magic Lee, Puan Sri Chelsia Cheng, Tan Sri William Cheng, Mr Robert Yau, Mr Chong Sui Hiong and Mr Law Kim Tuan with Parkson's management and staff at the retreat in Pattaya, Thailand.
- (Baris tengah, masing-masing 5, 6, 7, 8, 9, 10, 11 dari kiri) Encik Toh Peng Koon, Datuk Magic Lee, Puan Sri Chelsia Cheng, Tan Sri William Cheng, Encik Robert Yau, Encik Chong Sui Hiong dan Encik Law Kim Tuan bersama pihak pengurusan dan kakitangan Parkson di sesi perbincangan di Pattaya, Thailand.

PARKSON CREDIT COMMENCES BUSINESS



- General Manager, Mr Danny Poh (3rd from left) with Parkson Credit team.
- *Pengurus Besar, Encik Danny Poh (3 dari kiri) bersama warga kerja Parkson Credit.*

The newest member of the Group, Parkson Credit Sdn Bhd has commenced business operations.

Parkson Credit, a wholly-owned subsidiary of Parkson Holdings Berhad is in the consumer financing business which provides customers the convenience of purchasing products namely motorcycles and household appliances via easy payment instalments.

The concept of simplification through technology runs deep within the operations of Parkson Credit. This is evident with the adoption of green technology and environment friendly initiatives such as online application and near paperless environment in its business transactions.

Parkson Credit aims to be a unique brand whereby it will continually improve and evolve its operations and product schemes to ensure that they are beneficial to its dealers and customers.

The management of Parkson Credit is also seeking to extend great deals to Lion Group staff. These deals will be sourced from the vast network of dealers and business partners which can be accessed through Parkson Credit's website: www.parksoncredit.com.my.

TALK ON PERKESO SCHEMES IN SECOM



Secom (M) Sdn Bhd organised a talk on social security protection topics namely 'Employment Injury Scheme' and 'Invalidity Scheme' at its Headoffice in Shah Alam on 17 September 2015.

The talk by Perkeso officer, Encik Hanafi was held to create awareness amongst Secom staff on the relevant schemes under Perkeso. It was held on the same date with the monthly Operation Leaders' Meeting to enable the leaders to attend the talk as well.

BUDGET 2014/2015 KICK-OFF MEETING



- Secom Advisor, Mr Frankie Chai imparting words of advice to Secom's staff.
- *Penasihat Secom, Encik Frankie Chai memberi kata semangat kepada kakitangan Secom.*

90 Secom's staff comprising senior managers, executives and leaders attended the Budget 2014/15 Kick-Off Meeting at Grand Bluewave Hotel in Shah Alam.

Representatives from Operation, Technical, Finance & Admin, IT and Security Consulting departments presented their KPIs and targets for the new financial year. Participants also attended training on "Team Cohesiveness in Riding the Waves of Change" as well as the Goods and Services Tax which will take effect in April next year.



- Department representatives presenting their KPIs and targets.
- *Wakil Jabatan membentangkan KPI dan sasaran masing-masing.*

BUDGET 2015 HIGHLIGHTS

Prime Minister, YAB Dato' Seri Najib Tun Razak tabled the 2015 Budget on 10 October 2014. Among the highlights are:

1. To boost domestic sukuk and bond issuance and trading, it is proposed that deduction for expenses incurred in the issuance of sukuk based on Ijarah and Wakalah principles be extended until year of assessment (YA) 2018.
2. An incentive of 100% and 70% income tax exemption for a period of five years will be made available to encourage the private sector to manage, maintain and upgrade industrial estates in less developed areas and in other areas respectively.
3. An automation capital allowance of 200% will be provided on the first RM4 million expenditure incurred within the period from 2015 to 2017 for high labour intensive industries (such as rubber products, plastics, wood, furniture and textiles) and automation capital allowance of 200% will be provided on the first RM2 million expenditure incurred within the period from 2015 to 2020 for other industries.
4. The Government agrees to widen the scope of items that will not be subjected to GST which includes:
 - ▲ All types of fruits whether local or imported;
 - ▲ White bread and wholemeal bread;
 - ▲ Coffee powder, tea dust and cocoa powder;
 - ▲ Yellow mee, kuey teow, laksa and meehoon;
 - ▲ The National Essential Medicine covering almost 2,900 medicine brands. These medicines are used to treat 30 types of diseases including heart failure, diabetes, hypertension, cancer and fertility treatment;
 - ▲ Reading materials such as children's colouring books, exercise and reference books, text books, dictionaries and religious books;
 - ▲ Newspapers;
 - ▲ First 300 units of electricity consumption; and
 - ▲ Retail sale of RON95 petrol, diesel and LPG.
5. For YA 2015, individual income tax rates will be reduced by 1 to 3 percentage points. The chargeable income subject to the maximum rate will be increased from exceeding RM100,000 to exceeding RM400,000. The current maximum tax rate at 26% will be reduced to 24%, 24.5% and 25%.
6. For YA 2016, corporate income tax rate will be reduced by 1 percentage point from 25% to 24%; and income tax rate for SMEs will also be reduced by 1 percentage point from 20% to 19%.
7. Tax relief for treatment of serious diseases be increased to RM6,000 per year.
8. Increase tax relief for each disabled child from RM5,000 to RM6,000.
9. Increase tax relief for the purchase of basic supporting equipment for the tax payer, spouse, children and parents with disabilities from RM5,000 to RM6,000.
10. To enable more people to own their first home and reduce the cost of buying a house, the Government has agreed to extend the 50% stamp duty exemption on instruments of transfer and loan agreements and increase the purchase limit from RM400,000 to RM500,000. The exemption will be given until 31 December 2016.
11. The Government will be implementing Self-Assessment System for the Real Property Gains Tax (RPGT) with effect from YA 2016.
12. New and existing companies engaging in expansion, modernization and refurbishment that provide private healthcare facilities to at least 5% healthcare traveller from their total patients be given exemption on income equivalent to Investment Tax Allowance of 100% of qualifying capital expenditure for a period of 5 years.
13. The scholarships awarded by companies to Malaysian students studying in the vocational and technical fields in institutions recognised by the Government be given double deduction from YA 2015 to 2016.
14. Expenses incurred in implementing Structured Internship Programme (SIP) for students in vocational and diploma courses will be given double deduction from YA 2015 to 2016.
15. Effective from YA 2015, a further deduction will be given on the training expenses incurred by companies for the employees to obtain industry recognized certifications and professional qualifications such as in the field of accounting, finance and project management. Training programs are those approved by agencies appointed by the Minister of Finance.
16. To assist businesses to be GST ready, the following incentives and assistance will be provided:
 - ▲ Training grant of RM100 million provided to businesses for their employees to attend GST courses;
 - ▲ Financial assistance amounting to RM150 million provided to SMEs for the purchase of accounting software;
 - ▲ Accelerated Capital Allowance on purchase of ICT equipment and software; and
 - ▲ Expenses incurred for training in accounting and ICT relating to GST will be given additional tax deduction.
17. Double deduction incentive on Corporate Social Responsibility (CSR) effort by employers be extended until 31 December 2020.

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.26 No.4) and send your answers to the address on page 3 before the closing date: 31/12/2014. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 26 No. 5 September/October 2014

1. Parkson Huaihai in was reopened on 18 July 2014 after a major renovation.

a. Shanghai b. Beijing c. Qingdao
2. Parkson Holdings Berhad signed joint-venture agreements on 10 July 2014.

a. one b. two c. three
3. Lion-Parkson Foundation awarded scholarships totalling RM480,000 to students.

a. 11 b. 12 c. 13
4. launched Lion Parkson Run 2014 to raise funds for the Home for Handicapped & Mentally Disabled Children in Banting, Selangor.

a. Lion-Parkson Foundation b. Parkson c. Lion Group
5. Group HR organised a Lunch & Learn session with a talk on

a. Stress Management b. Financial Management c. Human Management
6. KL Festival City Mall contributed to Rumah Penyayang Nur Iman.

a. RM 3,000 b. RM 5,000 c. RM 10,000
7. Posim Petroleum Marketing Sdn Bhd celebrated its year in the lubricant business recently.

a. 10th b. 20th c. 30th
8. organised a Hari Raya Get-Together at Wisma Lion.

a. Amsteel Klang b. Posim c. Megasteel
9. Antara Steel Mills is being re-certified with ISO 9001:2008 for the next years.

a. one b. two c. three
10. A delegation from the Ministry of International Trade and Industry, Malaysian Investment Development Authority and visited Amsteel Klang recently.

a. Malaysia Steel Institute (MSI) b. Malaysia Steel Association (MSA) c. Sirim

NAME: (Mr / Ms)

TEL. NO.: COMPANY/DEPT (please state full address):

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Mandy Yeow Lian Bee, Nurul Faezrah bt Sahrom, Tee Say Hong, Gan Bee Ching, Raziah bt Razib, Khoo Siew King, Rusiah Ibrahan, Sarudin Yusak, Ho Kah Mun & Pushapa Anathurai

Answers to the previous Lion Brain Tease

- | | | |
|-------------------------------|-------------------|-----------------------|
| 1 - first | 4 - medicine | 8 - SOCSO |
| 2 - Collective Agreement (CA) | 5 - Indonesia | 9 - Metaltech Fair |
| 3 - 15 th | 6 - Amsteel Klang | 10 - briefing session |
| | 7 - Amsteel Klang | |



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LEADERS INSPIRING OTHERS

We often think of great leaders as having a special quality that differentiates them from others; something that attracts or draws others to them and enables them to achieve significant results. That quality has often been referred to as 'charisma' which interestingly comes from the Greek word meaning 'gift'.

How To Inspire Others?

This gives the idea that there are certain people who are born with this 'gift'; this 'charisma' or 'aura'. What about those of us who feel that we do not have this 'gift'? Does that mean we are less effective at inspiring others?

When leaders are told to be more inspiring, most of the time they are confused about what they need to do. Should they be giving more high-fives to their team? Be more energetic and lively around the workplace? Give motivational speeches regularly? But then again, there are many leaders who have been identified by others as being highly inspirational but would not be described as charismatic. Warren Buffett is one such leader in the business world. People look up to him because of his expertise; his business acumen.



Six Approaches To Inspire Others



Joseph Folkman, a behavioural statistician together with Jack Zenger did a study on 1,000 leaders who have been identified as inspiring and motivating to find other behaviours that reliably go hand-in-hand with that trait / characteristic. They found that these leaders used six consistent approaches; using one or two of the six most frequently. These six approaches and the parallels in our Lion Group STAR Competencies are listed below:

SIX APPROACHES IDENTIFIED THROUGH JOSEPH FOLKMAN & JACK ZENGER'S STUDY	LION GROUP STAR COMPETENCIES
1. Visionary - communicating a clear picture of the future to the team.	Strategic Envisioning
2. Enhancing - creating positive one-on-one and team relationships by listening and connecting emotionally with people.	Nurturing Teamwork
3. Driver - focused on making the numbers, completing things on time and being accountable for personal and group performance.	Results Driven
4. Principled - providing a powerful role model of doing the right things in the right way.	Upholding Integrity
5. Enthusiast - energetically passionate about the organisation, its goals and the work itself.	Part of Strategic Envisioning
6. Expert - providing a strong technical direction that comes from deep expertise.	Business Acumen & other technical/ functional competencies

Most people are relieved to discover that being an 'enthusiast' is not the only way to inspire others and they are pleased to discover they tend to naturally use one of the first four traits above.

Could one improve one's ability to inspire others? Folkman and Zenger tested a group of more than 300 leaders over a 18 – 24 month period and they found that with better awareness, good feedback and a plan of development, leaders are definitely able to improve significantly their ability to inspire others.

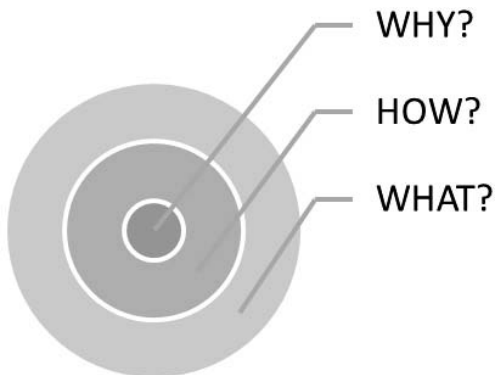
Starting With 'Why?' To Inspire Others

Simon Sinek, the author of 'Start With Why: How Great Leaders Inspire Everyone to Take Action' has a simple but powerful model for inspirational leadership which is centred on the question 'Why?'. He found that all great and inspiring leaders and organisations around the world think, act and communicate in the exact same way. And it's the complete opposite to everyone else. In his words, all he did was to codify the pattern and he calls it the golden circle

TIPS & TOOLS FOR LEARNING

Below are a few websites that provide thought-provoking articles on Leadership.

1. <http://www.forbes.com/leadership/>
2. <https://hbr.org/leadership>
3. http://www.mindtools.com/pages/main/newMN_LDR.htm
4. <http://changingminds.org/disciplines/leadership/articles/articles.htm>



Why? What? How? This golden circle explains why some leaders and organisations are able to inspire others where others aren't able to. He says that most times we think, act and communicate from the outside in i.e. **WHAT** we do, **HOW** we do it then **WHY** we do it. This is because all of us (leaders and organisations) are clear about what we do and some know how they do it but very, very few people or organisations know **why they do what they do**.

He defines **WHY** as questions such as: What's your purpose? What's your cause? What's your belief? Why does your organisation exist? Why do you get out of bed in the morning?

He found that inspired leaders and organisations (regardless of size and industry) all think, act and communicate from the inside out, **starting with WHY**. According to Simon, when we can communicate from the inside out, we're talking directly to the part of the brain that controls behaviour. This is where gut decisions come from. He goes on to illustrate the point by giving the example of Dr Martin Luther King Jr's famous speech 'I have a dream' where Dr King told people what he believed, not so much what needed to change in America. People who believed what he believed took his cause and made it their own. They told other people who in turn told many others.

These days, politicians reveal their comprehensive plans but they are not inspiring anyone. It is people who start with 'WHY' that have the ability to inspire those around them.

(Martin Luther King, Jr.) gave the 'I have a dream' speech, not the 'I have a plan' speech.

Simon Sinek



Why Do We Want To Inspire Others

In this article, we addressed the question of HOW to inspire others and have outlined two views from leadership and behavioural experts i.e. by using a few of the six approaches and by starting with WHY in the way we think, act and communicate.

Perhaps the more important question is: WHY do I want to inspire others? Once we know our compelling reason for inspiring others, the HOW and the WHAT to do will follow.

References: <http://www.forbes.com/sites/joefolkman/2013/05/20/everything-counts-the-6-ways-to-inspire-and-motivate-top-performance/>
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

LEADERSHIP *THAT GETS RESULTS*

When business people are asked, "What do effective leaders do?" they will answer: leaders set the strategy, leaders motivate people, leaders create a mission and build the culture. Then when they are asked, "What should leaders do?" Often, their answer is: a leader's job is to **GET RESULTS**.

Research by the consulting firm Hay/McBer found six distinct leadership styles based on Emotional Intelligence (the ability to manage ourselves and our relationships effectively). All six leadership styles have a significant effect on an organisation's working environment/climate. When Hay/McBer looked at the **impact of organisational climate on financial results** such as sales, revenue growth, efficiency and profitability, they found a **direct correlation** between the two. While organisational climate is not the only driver of organisational performance, their analysis strongly suggests that it accounts for nearly **A THIRD** of results!

6 Distinct Leadership Styles

COERCIVE STYLE - **Results Driven*

- Demands immediate compliance
- Style in phrase "Do what I tell you"
- Drive to achieve, initiative, self-control
- Used in a crisis situation, to kick start a turnaround or with problem employee
- Builds a **NEGATIVE** impact on organisational climate

AUTHORITATIVE STYLE - **Strategic Envisioning*

- Mobilises people towards a vision
- Style in phrase "Come with me"
- Self-confidence, empathy, change catalyst
- Used when changes require a new vision or when clear direction is needed
- Builds a most strongly **POSITIVE** impact on organisational climate

AFFILIATIVE STYLE - **Nurturing Teamwork*

- Creates harmony & builds emotional bonds
- Style in phrase "People come first"
- Empathy, building relationship, communication
- Used to heal rifts in a team or to motivate people during stressful circumstances
- Builds a **POSITIVE** impact on organisational climate

DEMOCRATIC STYLE - **Nurturing Teamwork*

- Forges consensus through participation
- Style in phrase "What do you think?"
- Collaboration, team leadership, communication
- Used to build buy-in consensus or to get input from valuable employees
- Builds a **POSITIVE** impact on organisational climate

COACHING STYLE - **Developing Others*

- Develops people for the future
- Style in phrase "Try this"
- Developing people, empathy, self-awareness
- Used to help employees improve performance or develop long-term strengths
- Builds a **POSITIVE** impact on organisational climate

PACESETTING STYLE - **Results Driven*

- Sets high standards for performance
- Style in phrase "Do as I do, now"
- Conscientiousness, drive to achieve, initiative
- Used to get quick results from a highly motivated & competent team
- Builds a **NEGATIVE** impact on organisational climate

**Lion Group STAR Competency that is closely associated with these leadership styles*

Interestingly, the two leadership styles that are focused on results (Coercive and Pacesetting) have a **negative impact on organisational climate** which will similarly affect the organisational performance. Therefore, these two styles should not be used on their own for long periods of time but rather for specific critical situations.

Effective leaders with the best results do not rely on just one leadership style. Those who have mastered especially the authoritative, democratic, affiliative and coaching styles will have the best organisational climate and business performance. The leaders who switch flexibly among the leadership styles as needed - they are the ones who **GET THE RESULTS**.

Reference: 'Leadership That Gets Results' by Daniel Goleman

Read the original article at: <https://hbr.org/2000/03/leadership-that-gets-results>



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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: 31/12/2014.



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



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Developer: Narajaya Sdn Bhd (100905-A) • Developer's Address: Level 2, Lion Office Tower, Jalan Nagasari, 50200 Kuala Lumpur • Developer's Contact No.: (03) 2143 2299 / (03) 2143 2929 • Developer's Fax No.: (03) 2148 9617 • Developer's License No.: 6856-12/02-2016/0117(L) • Validity Date: 12/02/2014-11/02/2016 • Advertising & Sales Permit: 6856-12/02-2016/0117(P) • Validity Date: 12/02/2014-11/02/2016 • Land Tenure: Freehold • Building Plan Approval No.: B1111djm.MPKJ 6/P/53/2008 • Approving Authority: Majlis Perbandaran Kajang • Expected Date of Completion: July 2016 (24 months from date of Sales and Purchase Agreement) • Encumbrance: Dicagar kepada RHB Investment Bank Berhad • Sekatan Kepentingan: Nil • Type of Property: 2-Storey Terrace Homes • Lot Size: 40' x 65' • Total Unit: 71 • Selling Price: RM 1,501,880 (min) - RM 2,418,780 (max) • 7% Discount for Bumiputera



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NP: RM434.90



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Covered Sautépan
NP: RM467.90



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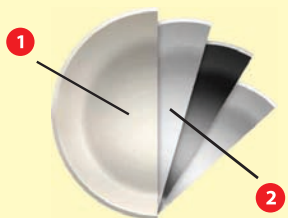
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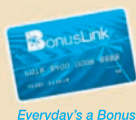
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