

DATO' LEE CHONG WEI PARKSON'S BRAND AMBASSADOR



- ▶ Parkson Fashion Spotlight
- ▶ Relaunch of Centro Amarrukmo Plaza, Indonesia
- ▶ Opening of Hogan Bakery in Shanghai
- ▶ 2017 Malaysian Budget Highlights



Grand Launch of Shooppen at Farenheit88

DATO' LEE CHONG WEI - PARKSON'S BRAND AMBASSADOR



- ▶ From left: Mr BE Law, Tan Sri William Cheng, Dato' Lee Chong Wei and Mr Shaun Chong at the press conference.
- ▶ Dari kiri: Encik BE Law, Tan Sri William Cheng, Dato' Lee Chong Wei dan Encik Shaun Chong semasa sidang media.



- ▶ Tan Sri William Cheng presenting a jersey signed by Dato' Lee Chong Wei to a lucky guest.
- ▶ Tan Sri William Cheng menyampaikan sehelai jersey bertandatangan Dato' Lee Chong Wei kepada seorang tetamu yang bertuah.



- ▶ Cake-cutting ceremony by Tan Sri William Cheng and Dato' Lee Chong Wei in conjunction with Parkson's 29th Anniversary celebration.
- ▶ Upacara memotong kek oleh Tan Sri William Cheng dan Dato' Lee Chong Wei sempena sambutan ulangtahun ke-29 Parkson.



- ▶ Dato' Lee Chong Wei accompanied by Tan Sri William Cheng, Mr BE Law and Mr Shaun Chong on a tour of Parkson Pavilion.
- ▶ Dato' Lee Chong Wei diiringi Tan Sri William Cheng, Encik BE Law dan Encik Shaun Chong melawat Parkson Pavilion.

CORPORATE

UPDATE



CONGRATULATIONS TO GROUP DIRECTOR, DATUK CS TANG

Lion Group Director and Lion-Parkson Foundation Trustee, Datuk CS Tang was conferred the Darjah Kebesaran Panglima Jasa Negara (PJN) which carries the title of 'Datuk' by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Abdul Halim Mu'adzam Shah in conjunction with His Majesty's Official Birthday recently this year. We extend our heartiest congratulations to Datuk CS Tang on his conferment.

DATO' LEE CHONG WEI - PARKSON'S BRAND AMBASSADOR

Parkson Retail Group announced the official appointment of National Shuttler, Dato' Lee Chong Wei as its Brand Ambassador at a special event in Parkson Pavilion, Kuala Lumpur on 6 October 2016.

Parkson Group Chairman & Managing Director, Tan Sri William Cheng; Parkson China CEO & Executive Director, Mr Shaun Chong, and Parkson Malaysia COO, Mr BE Law were present at the event which saw the unveiling of Dato' Lee Chong Wei's posters which he autographed.

Tan Sri William Cheng lauded the appointment of Dato' Lee Chong Wei who personified Parkson brand and its journey; being a Malaysian born and bred, Dato' Lee

also had a long journey to success filled with ups and downs but is today, a three-time Olympics silver medalist and a force to be reckoned with.

The Parkson brand was endorsed by Dato' Lee who said, "Parkson as a department store retailer is very committed to everything it does and also has a charitable heart with a good CSR program to help the needy. I am proud to be part of this good cause," besides adding that he, his parents and wife have always shopped at Parkson.

Dato' Lee will be involved in an array of exciting activities with Parkson for the next three years.

DATO' LEE CHONG WEI - DUTA JENAMA PARKSON

Kumpulan Peruncitan Parkson mengumumkan pelantikan rasmi Pemain Badminton Negara, Dato' Lee Chong Wei sebagai Duta Jenama pada satu majlis khas yang berlangsung di Parkson Pavilion, Kuala Lumpur pada 6 Oktober 2016.

Pengerusi & Pengarah Urusan Kumpulan Parkson, Tan Sri William Cheng; CEO & Pengarah Eksekutif Parkson China, Encik Shaun Chong, dan Ketua Pegawai Operasi Parkson Malaysia, Encik BE Law hadir di majlis yang menyaksikan pelancaran poster Dato' Lee Chong Wei, yang ditandatangani oleh Dato' Lee.

Tan Sri William Cheng mengumpamakan pelantikan Dato' Lee Chong Wei sebagai simbolik kepada jenama dan perjalanan Parkson yang dilahirkan dan dikembangkan di Malaysia dan Dato' Lee Chong Wei menempuh perjalanan yang panjang

untuk mencapai kejayaan walaupun terpaksa mengharungi pelbagai dugaan, dan hari ini, Dato' Lee merupakan pemenang pingat perak Olimpik sebanyak tiga kali dan masih lagi bersemangat dan digeruni.

Dato' Lee yang mengesahkan sokongan beliau terhadap jenama Parkson berkata, "Parkson adalah sebuah syarikat peruncitan yang komited dalam setiap perkara yang dilakukannya dan juga aktif dalam kerja amal menerusi pelbagai program CSR bagi membantu mereka yang memerlukan. Saya berasa bangga menjadi sebahagian daripada amalan murni ini". Beliau juga berkata, ibu bapa, isteri dan beliau sendiri sering membeli-belah di Parkson.

Sebagai Duta Jenama, Dato' Lee akan terlibat dalam pelbagai aktiviti menarik bersama Parkson untuk tiga tahun akan datang.

百盛品牌大使——拿督李宗伟

2016年10月6日，在吉隆坡柏威年广场举行的一项特别仪式上，百盛零售集团宣布正式委任国家羽球健将拿督李宗伟为其品牌大使。

百盛集团主席兼董事经理丹斯里锺廷森、中国百盛首席执行官兼执行董事张瑞雄，以及马来西亚百盛首席营运员刘文英都出席，并见证拿督李宗伟的海报揭幕及在海报上签名仪式。

丹斯里锺廷森赞扬拿督李宗伟的任命，因为他可以表现出百盛的品牌精神和历程。。。作为一位土生

土长的马来西亚公民，拿督李宗伟漫长的成功之旅充满了各种起伏，但是今天，三届奥运会银牌得主，仍然冲劲十足。

拿督李宗伟认同百盛品牌并表示：“百盛作为一家百货零售商，精诚投入他们所做的一切，同时也怀着慈善之心，配合良好的企业社会责任计划，帮助有需要的人。我很荣幸能成为这慈善项目的一份子。”他补充说，他的父母和妻子也时常在百盛百货购物。

在未来三年，拿督李宗伟将参与百盛一系列的精彩活动。

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Parkson has appointed National Shuttler, Dato' Lee Chong Wei as its Brand Ambassador for three years. The appointment of the three-time Olympics silver medalist personifies Parkson's brand and journey as a long established retail brand, born and bred in Malaysia that caters to all ages and lifestyles. Having served shoppers since 1987, Parkson is an iconic brand not just locally but also across borders with 122 stores in Malaysia, China, Indonesia, Vietnam and Myanmar. Parkson's success lies in its continuous innovation, vision and customer-first philosophy.

As Parkson celebrates its 29th Anniversary, it continues to offer customers a variety of products and services through expansion of its fashion and F&B brands. It has unveiled and introduced several new beauty and skincare brand from overseas which are now available at Parkson stores. More recently, it celebrated the opening of the first store by SHOOPEN, Korea's shoe brand, in Malaysia which marks its first move into the South East Asian market. The newest addition to Parkson's portfolio, Hogan Bakery from Taiwan opened its first outlet in Shanghai, China, followed by Parkson Pavilion in Kuala Lumpur.

Do stay updated on the news and developments within the Group by reading Lion Today.

UTUSAN PENGARANG

Parkson telah melantik Jaguh Badminton Negara, Dato' Lee Chong Wei sebagai Duta Jenama selama tiga tahun. Pelantikan pemenang pingat perak Olimpik tiga kali ini melambangkan perkembangan jenama Parkson dan perjalanannya sebagai satu jenama peruncitan kelahiran Malaysia yang memenuhi keperluan semua peringkat umur dan gaya hidup. Memulakan operasi sejak tahun 1987, Parkson adalah satu jenama ikonik bukan sekadar di dalam negara malah telah merentas sempadan dengan 122 stor di Malaysia, China, Indonesia, Vietnam dan Myanmar. Kejayaan Parkson terletak kepada amalan berterusannya dalam aspek inovasi, wawasan dan falsafah pelanggan diutamakan.

Parkson yang meraikan ulangtahun ke-29 terus menawarkan pelbagai produk dan perkhidmatan kepada pelanggan melalui perkembangan fesyen dan jenama F & B. Ia telah melancar dan memperkenalkan beberapa jenama kecantikan dan penjagaan kulit baru dari luar negara yang boleh didapati di stor Parkson. Baru-baru ini, stor SHOOPEN, jenama kasut dari Korea yang pertama di Malaysia telah dibuka secara rasmi dan ini adalah langkah awalnya untuk menembusi pasaran Asia Tenggara. Portfolio terbaru Parkson iaitu Hogan Bakery dari Taiwan telah membuka cawangan pertama di Shanghai, China, diikuti oleh Pavilion Parkson di Kuala Lumpur.

Dapatkan berita dan perkembangan terkini Kumpulan di surat berita kita, Lion Today.

GRAND LAUNCH OF SHOOPEN



- Ribbon-cutting ceremony by (from left to right) Ms Joyce Yap, Puan Sri Chelsia Cheng, Tan Sri William Cheng, Song Ji Hyo, Ms Min Hye Jung, Mr Joseph Chang Chae Young and Ms Vivien Cheng.
- Upacara memotong riben disempurnakan oleh (dari kiri ke kanan) Cik Joyce Yap, Puan Sri Chelsia Cheng, Tan Sri William Cheng, Song Ji Hyo, Cik Min Hye Jung, Encik Joseph Chang Chae Young dan Cik Vivien Cheng.



- From left / Dari kiri: Mr Joseph Chang Chae Young, Ms Vivien Cheng, Ms Min Hye Jung, Song Ji Hyo, Mr Lee Byung Woo, and Mr Yeon Sung Whan.



- A huge crowd at Farenheit88 for the grand opening of SHOOPEN (top photos).
- Orang ramai beresak di Farenheit88 untuk majlis pembukaan rasmi SHOOPEN (gambar atas).

Over 1,000 people thronged Farenheit88 on 1 October 2016 for the grand opening of #1 Fast Fashion Shoe Brand from South Korea, SHOOPEN and to catch a glimpse of Korean actress, model and "Running Man" member, Song Ji Hyo who made a special appearance at the event.

Parkson Group Chairman & Managing Director, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia Executive Director, Ms Vivien Cheng; SHOOPEN Global Director, Ms Min Hye Jung; E-Land Group General Manager, Mr Joseph Chang Chae Young, CEO of Retail - Parkson KL, Ms Joyce Yap, Director General of Korea Trade - Investment Promotion Agency - Mr Lee Byung Woo, Director of Korea Trade - Investment Promotion Agency - Mr Yeon Sung Whan and Song Ji Hyo showed up in a fancy opened-roof double decker bus donned with SHOOPEN colours.

The event kicked off with a lion dance, followed by a ribbon-cutting ceremony and a store walk-through. Lucky fans who won the Facebook Guess & Win contest hosted on SHOOPEN Malaysia's website got the chance to meet, greet and have a photo session with Song Ji Hyo.



- Lucky fans got the chance for a photo session with Song Ji Hyo.
- Peminat bertuah yang berkesempatan bergambar dengan Song Ji Hyo.

PARKSON FASHION SPOTLIGHT



► From left / *Dari kiri*: Executive Director of Parkson Holdings Berhad, Ms Natalie Cheng; Retail Consultant of Parkson Corporation, Mr C Y Cheong; CEO of Retail - Pavilion KL, Ms Joyce Yap; Chairman of Lion-Parkson Foundation, Puan Sri Chelsia Cheng; Chairman & Managing Director of Parkson Group, Tan Sri William Cheng; Chief Operating Officer of Parkson, Mr Law Boon Eng; Global Director of Shoopan, Ms Min Hye Jung; Executive Director of Parkson Retail Asia, Ms Vivien Cheng; Executive Director of Lion Forest Industries Berhad, Ms Serena Cheng; Senior General Manager of Parkson Branding, Mr Michael Chan and General Manager of E-land Group, Mr Joseph Chang at the event.

On 1 October 2016, Parkson Fashion Spotlight made its debut at the Pavilion Pitstop Fashion Report 2016 showcasing the latest collections from nine fashion labels exclusive to Parkson, namely, French Connection, Trucco, The Class, Daphne, Pepe Jeans, SPAO, MIXXO, WHO.A.U and SHOOPEN. The fashion show helped to showcase Parkson's capabilities as more than just a department store.

The event, held from 28 September to 2 October 2016 was organised by Pavilion Kuala Lumpur in conjunction with Formula 1 Petronas Malaysia Grand Prix.



► Models showcasing some of Parkson's exclusive fashion labels.
► Model memperagakan sebahagian daripada label eksklusif Parkson.

WHO.A.U X NEWTIDE MAGAZINE MIX & MATCH WORKSHOP



- Winners of the best dressed team with contestant of reality show - I Wanna Be A Model 2016, Jayden (3rd from left).
- Pemenang pasukan yang menata gaya terbaik bersama peserta rancangan realiti - I Wanna Be A Model 2016, Jayden (3 dari kiri).
- Free pampering session by Models' Own nail polish.
- Sesi manjakan diri oleh pengilap kuku Models' Own.



WHO.A.U, a California inspired clothing brand from South Korea partnered with Newtide Magazine for a Mix & Match Workshop at Level 5, Parkson Pavilion on 22 October 2016.

The workshop started with a brief background on WHO.A.U, followed by Celebrity Stylist, Colin Sim sharing some tips on looking great when layering and mixing & matching different wardrobe basics together. Participants were divided into 6 groups for a makeover contest to dress up one of their members. The best dressed team won a RM300 cash voucher for each member and an appreciation certificate.

The workshop ended with a free pampering session by Models' Own nail polish from London and light refreshments. All the 6 outfits put together by the participants were displayed at WHO.A.U store for a month as a showcase of their creativity.

PARKSON INDONESIA

RELAUNCH OF CENTRO AMBARRUKMO PLAZA

Centro Plaza Ambarrukmo with a new makeover was officially launched on 7 October 2016 with a ribbon-cutting ceremony by President Director PT. Putera Mataram Indah Wisata, Mr Tjia Eddy Susanto; Parkson Indonesia's CEO, Mr Gui Cheng Hock; COO, Mr Fandawan Ramali; Deputy COO, Mr Kam Siew Kheong and Head of Merchandising, Ms Mavis Seow.

With a retail area of approximately 7,628 m² over two floors, the store offers a wide collection of women's fashion, children's apparel, toys, cosmetics and fragrance on the first floor while the men's and household departments are located on the second floor.

In conjunction with the joyous occasion, Centro did not forget the less fortunate and distributed a packet of 5 kilograms rice each to 200 needy Yogyakarta residents as part of its corporate social responsibility.



- From left: Ms Mavis Seow, Mr Kam Siew Kheong, Mr Gui Cheng Hock, Mr Tjia Eddy Susanto and Encik Fandawan Ramali launching the newly renovated store.
- Dari kiri: Cik Mavis Seow, Encik Kam Siew Kheong, Encik Gui Cheng Hock, Encik Tjia Eddy Susanto dan Encik Fandawan Ramali merasmikan stor yang baru dinaik taraf.



- A modern look at the cosmetics and fragrance section.
- Bahagian Kosmetik dan Pewangi diberi nafas moden.



- Centro distributed rice packets to the less fortunate as part of its corporate social responsibility.
- Centro mengagihkan bungkusan beras kepada golongan kurang bernasib baik sebagai sebahagian daripada tanggungjawab sosial korporat.

"BERBAGI KASIH UNTUK DAERAH TEPIAN NEGERI"

Parkson Indonesia and Yayasan Aksi Cepat Tanggap (ACT) organised "Berbagi Kasih untuk Daerah Tepian Negeri" (Sharing Joy with Isolated Regions), a social responsibility event for Alor District at Nusa Tenggara Timur community.

The event involved fundraising at Parkson and Centro stores nationwide and Kem Chicks outlet from 15 June – 31 August 2016 which raised Rp 149,935,000 (approximately RM 45,435) while Parkson Indonesia contributed another Rp 20,000,000 (RM 6,060). The proceeds will be used to build classrooms for MTS Babur Rahmat at Baolang Village, Pantar Island.

At a presentation ceremony at Parkson Centre Point Mall in Medan on 20 September 2016, Parkson Centre Point Store Manager, Mr Faisyal Siregar; Store Operation Manager, Ms Sani Novianti; Loyalty Manager, Ms Putu Lidrina Liskadarty and Advertising & Promotion Manager, Ms Pelly Sianova presented a mock cheque for Rp 169,935,000 (approximately RM 51,495) to ACT.



- From left: Mr Faisyal Siregar, Ms Sani Novianti, Ms Putu Lidrina Liskadarty and Ms Pelly Sianova presenting the mock-cheque to a representative from ACT (right) for the construction of classrooms for MTS Babur Rahmat (inset).
- Dari kiri: Encik Faisyal Siregar, Puan Sani Novianti, Cik Putu Lidrina Liskadarty dan Puan Pelly Sianova menyampaikan replika cek kepada wakil ACT (kanan) untuk membina bilik darjah di MTS Babur Rahmat (gambar kecil).



OPENING OF HOGAN BAKERY IN SHANGHAI



- From left to right: Ms Juliana Cheng, Mr Shaun Chong and Mr Huang Mingcheng cutting a 43-inch long bread at the grand launch of the first Hogan Bakery in China.
- *Dari kiri ke kanan: Cik Juliana Cheng, Encik Shaun Chong dan Encik Huang Mingcheng memotong roti 43-inci panjang sempena pembukaan rasmi Hogan Bakery pertama di China.*

Consumers in Shanghai can now look forward to taste Hogan's famous Red Wine Longan Loaf and Lychee and Rose Loaf along with a wide variety of products with the opening of the first Hogan Bakery in People's Republic of China in Xintiandi, Shanghai.

At its grand opening on 29 October 2016, Parkson China CEO, Mr Shaun Chong; Parkson China Brand Director, Ms Juliana Cheng and Founder of Hogan Bakery, Mr Huang Mincheng cut a 43-inch long Jumbo Cheese Bread to commemorate the event.

Sharing the story behind the opening, Mr Chong said that our Group Chairman and Managing Director, Tan Sri William Cheng and his family who visited Taiwan were amazed to see the long queue of customers amidst the empty shelves. After trying Hogan's "always just baked" products, Tan Sri William Cheng decided to bring in Hogan Bakery to China.



- (Left to right): Hogan's famous Red Wine Longan Loaf and Lychee & Rose Loaf.
- *(Kiri ke kanan): Roti Wain Longan dan Roti Ros & Laici Hogan yang terkenal.*



- All eager to try the wide variety of products available at Hogan Bakery.
- *Orang ramai berarak mencuba pelbagai produk yang terdapat di Hogan Bakery.*

torQe PITSTOPS



- General Manager, Ms Valerie Poon and Senior Marketing Manager, Mr Kenny Chuah (3rd and 2nd from right respectively) were present to promote the new torQe superbike oil.
- *Pengurus Besar, Cik Valerie Poon dan Pengurus Kanan Pemasaran, Encik Kenny Chuah turut turun padang untuk mempromosi pelincir motosikal berkuasa besar baru torQe.*



- Happy bikers in a selfie with the friendly torQe grid girls.
- *Penunggang motosikal berkuasa besar gembira berselfie dengan gadis grid torQe.*

torQe invited bikers to their Pitstops at favorite hangouts at Lentang R&R, Bukit Tinggi and Gohtong Jaya. The happy bikers who were treated to freshly brewed coffee and snacks also took selfies with the friendly torQe grid girls. Bikers who placed their superbike oil order at these Pitstops will have it delivered to them the next day. Each purchase comes with a FREE limited edition torQe t-shirt and towel.

Visit www.facebook.com/torQeSuperbikeOil/ for more info on the Pitstops. Don't forget to look out for torQe truck and come by for a free cuppa.

ACTIVITIES @ ANTARA STEEL MILLS

ISO 9001:2008 AUDIT

On 19 & 20 October 2016, SIRIM QAS International conducted a surveillance audit at Antara Steel to review the requirements for ISO 9001:2008 in the areas of control of documents and records; management responsibilities; customers' communication and satisfaction; internal audit, human resources management

and products realization including outgoing quality control and finished goods.

At the end of the 2-day audit, SIRIM QAS announced that the certification for Antara Steel will continue for another year as the plant had conformed with the requirements.



- ▶ Audit team leader, Encik Anaz (4th from left) presenting the audit's findings and recommendations.
- ▶ Ketua Pasukan Audit, Encik Anaz (4 dari kiri) membentangkan hasil keputusan audit dan cadangan.



- ▶ Thumbs - up from GM Encik Rahmat Ibrahim (front row, 2nd from left) and Antara employees after the announcement of the ISO 9001:2008 continuity.
- ▶ Wajah ceria Pengurus Besar, Encik Rahmat Ibrahim (barisan hadapan, 2 dari kiri) dan kakitangan Antara selepas keputusan pelanjutan ISO 9001: 2008.

EPF BRIEFING & COUNTER SERVICE

About 60 employees attended the briefing on the new Employees Provident Fund's (EPF) Shariah-compliant savings scheme organised by the Learning & Development Section -

Human Resource & Admin Department on 20 September 2016. EPF also set up counter services to assist the employees to change to the new Shariah scheme, i-Akaun and other EPF matters.



- ▶ Senior HR Executive, Encik Norsyaddy Azhar (left) with the EPF mobile team.
- ▶ Eksekutif Kanan HR, Encik Norsyaddy Azhar (kiri) bersama pasukan EPF.



- ▶ An employee registering his i-Akaun.
- ▶ Seorang pekerja mendaftar untuk i-Akaun.



- ▶ Employees opting for the Shariah scheme.
- ▶ Antara kakitangan yang bertukar ke Skim Shariah.

HARI RAYA AIDIL ADHA CELEBRATION

About 300 Antara Steel Mills employees and their family members attended the annual Qurban and Aqiqah session organised by Badan Kebajikan Islam Antara (BKIA) in conjunction with Hari Raya Aidil Adha on 15 September 2016. 3 cattle and a sheep were slaughtered, with the meat distributed to the employees. Everyone was treated to *Kambing Gulai Kawah* and other dishes.



- ▶ Preparing the meat for distribution to employees.
- ▶ Menyediakan daging untuk diagihkan kepada para pekerja.



MIDA VISITS MEGASTEEL



- Tan Sri Albert Cheng (left) briefing Datuk N. Rajendran (2nd from left) and MIDA officials on the layout of Lion Steel Complex.
- Tan Sri Albert Cheng (kiri) memberi penerangan rekaletak Kompleks Besi Lion kepada Datuk N. Rajendran (2 dari kiri) dan para pegawai MIDA.



- Datuk N Rajendran (6th from left) and MIDA officials are all set for the plant tour.
- Datuk N Rajendran (6 dari kiri) dan pegawai MIDA bersedia untuk lawatan kilang.

Officials from Malaysian Investment Development Authority (MIDA) led by Deputy CEO (II) Datuk N. Rajendran visited our Steel Complex in Banting on 9 September 2016. They were received by Group Executive Director, Tan Sri Albert Cheng; Megasteel COO, Mr Paul Chan; Marketing Director, Mr Lai Ching Yan and management staff. The delegation was briefed on our steel operations by Tan Sri Albert followed by a tour of the Steel Complex.

INTER-COMPANY BADMINTON TOURNAMENT

Steel Division Sports and Recreation Club organised an Inter - Company Badminton Tournament at Rising Sports Arena, Klang on 4 September 2016.

Chew Eng Lee & Tee Teck Hooi of Amsteel Mills Marketing beat 33 other teams to emerge champion while Norhali & Mokhsin of Lion DRI and Muhamad Faisal & Hadilfikri representing Megasteel & Lion DRI took the second and third placing respectively. Manager SMP, Mr Ting Wee Tuang presented the prizes to the winners.



CHAMPION : AMSTEEL MILLS MARKETING



1st RUNNER UP : LION DRI



2nd RUNNER UP : MEGASTEEL & LION DRI



3rd RUNNER UP : AMSTEEL KLANG

LUNCH & LEARN : "LIVE A HEALTHIER LIFE"



- Employees listening to the health tips shared by Mr Thian Howey (inset).
- Kakitangan mendengar tip kesihatan daripada Encik Thian Howey (gambar kecil).



Group HR organised a Lunch & Learn session entitled "Live a Healthier Life" for employees based at Lion Office Tower on 19 September 2016.



- All excited to undergo the free screening and consultancy by NHF.
- Teruja untuk mencuba saringan kesihatan dan konsultasi percuma yang disediakan oleh NHF.

Mr Thian Howey, a Nutritional Therapist from Natural Health Farm (NHF) shared some tips on staying healthy as we are exposed to toxins such as chemicals and preservatives from our daily food intake. It is advisable that we eat healthily and practice routine colon cleansing or detoxification to minimize the toxins in our body. Among the symptoms related to chemical toxins are constipation, fatigue, headaches, arthritis, asthma, insomnia etc. Through detoxification, we will be able to increase our nutrients absorption.

HAPPENINGS @ SECOM

MOON CAKE FESTIVAL CELEBRATION



In conjunction with the Mid Autumn Festival, Human Resources Division and Accounts Department organised a get-together to inculcate awareness about the festival and to foster better relations amongst the staff on 9 September 2016.

Mid-Autumn Festival which pays homage to the moon and a good harvest is celebrated by the Chinese. It is an occasion for outdoor reunions amongst friends and relatives to foster the spirit of harmony and unity. Ms Tan Chai Yui, Ms Mandy Yeow and Ms Yong Ngai Ping shared the origin and stories behind this festival, and everyone enjoyed the feast of moon cakes and other dishes.



SME SOLUTIONS EXPO 2016

Secom participated in SME Solutions Expo 2016 at Kuala Lumpur Convention Centre (KLCC) on 29 and 30 September 2016 to create better awareness for its brand name and to reach out to prospective customers. It also introduced its latest product, the SAFEPRO self-defense pepper spray-cum-personal alarm.



TALK ON INDUSTRIAL TRAINING

Special Project Assistant Manager, Encik Muhammad Firdaus Abu Bakar gave a talk on the security industry in Malaysia and its career prospects to the final semester students in Engineering Faculty at Management and Science University, Shah Alam on 27 September 2016. The talk is part of Secom's initiatives to build rapport with institutions of higher learning to develop and nurture human capital development.



AMANAH SAHAM BUMIPUTERA



AFFINBANK

Encik Mohd Khairul Nizam and his team from Affin Bank briefed the Bumiputera employees on the facilities offered by the bank for Amanah Saham Bumiputera (ASB) loan financing on 20 September 2016. The session was organised to create awareness on the importance of saving for a rainy day, as well as the options currently available to start saving and maximise profits.

2017 MALAYSIAN BUDGET HIGHLIGHTS



The 2017 Budget, themed “Accelerating Growth, Ensuring Fiscal Prudence, Enhancing Well-being of the Rakyat” was announced on 21 October 2016. The focus is on tackling cost of living with emphasis on housing, food and transportation as well as the measures that will be taken to address the country’s economic challenges.

The following is a summary of the key tax measures announced on the 2017 Budget:

Corporate Tax

Reduction of corporate income tax rates for SMEs and Non-SMEs

Recognising the economic challenges faced by business entities, the Government has proposed a reduction of corporate tax rate for **SMEs from 19% to 18%** on the chargeable income up to RM500,000 for year of assessment (“YA”) 2017. In addition, the Government has also proposed a reduction of corporate tax rate based on the annual increase in a company’s chargeable income (“CI”) for YA 2017 and 2018 as follows:

Percentage of increase in CI as compared to the immediate preceding YA	Reduction in tax rate	Income tax rate after reduction (%)
Less than 5.00	Nil	24
5.00 - 9.99	1	23
10.00 - 14.99	2	22
15.00 - 19.99	3	21
20.00 and above	4	20

Example

YA	CI	Increase in CI	Increased % of CI	Tax Rate
2016	5,000,000	-	-	24%
2017	7,000,000	2,000,000	40%	20%
2018	8,000,000	1,000,000	14.3%	22%

The reduced tax rates in the above example will apply to RM2,000,000 in YA 2017 and RM1,000,000 in YA 2018.

Withholding Tax on Payments to Non-Residents for Technical and Other Services

In a move to widen the tax base, payments to non-residents falling under Section 4A of the Income Tax Act, 1967 will be subject to withholding tax **regardless of where the services are performed** and will no longer be confined only to services performed in Malaysia. This change will therefore result in significant additional costs for Malaysian businesses which engage the services of foreign parties.



Withholding Tax on Payments to Non-Residents for Royalty and Public Entertainer

In addition, the definitions of ‘royalty’ and ‘public entertainer’ have been significantly expanded. It is interesting to note that lecturers and speakers now fall under the category of public entertainers for the purposes of withholding tax under Section 109A of the Income Tax Act, 1967.



Personal Tax

Introduction of three new individual income tax reliefs from YA 2017

Currently, the following tax reliefs are available to the individual taxpayers:

Personal reliefs	Maximum amount (RM)
Purchase of sports equipment	300
Purchase of reading material (excluding newspapers and banned materials)	1,000
Purchase of computer (once in 3 years)	3,000

The above tax reliefs will be combined into a new lifestyles relief of RM2,500 per year. The scope of relief is also expanded to include the following:

- Purchase of printed daily newspapers
- Purchase of smartphone or tablet
- Internet subscription
- Gymnasium membership fees

Two new reliefs have been introduced to assist young families:

- Relief of up to RM1,000 will be given once in 2 years for the purchase of breastfeeding equipment for women taxpayers with children aged up to 2 years
- Relief of up to RM1,000 will be given to a parent who enrolls his/her child in registered child care centres or kindergartens

Stamp Duty

Extension of stamp duty exemption for the purchase of first residential home

In the effort to encourage home ownership, the current 50% stamp duty exemption for first time home buyers which is due to expire on 31 December 2016 will be enhanced and extended. The proposed stamp duty exemptions are as follow:

Value of instruments of transfer and loan for the purchase of first home	Exemption given on stamp duty
Up to RM300,000	100%
Between RM300,001 and RM500,000	100% on the first RM300,000 and excess is subject to the prevailing rate of stamp duty

The above exemption will be applicable for sale and purchase and housing loan agreements entered into between 1 January 2017 and 31 December 2018.

Increase in stamp duty on instruments of transfer of property worth more than RM 1 million

On the other hand, there will be an increase in the rate of stamp duty on instruments for the transfer of real property worth more than RM 1 million. The rate will increase from 3% to 4% with effect from 1 January 2018. The new stamp duty is as follows:

Value of instruments of transfer	Ad valorem stamp duty	
	Existing	Effective 1 January 2018
On the first RM100,000	1%	1%
On the next RM400,000	2%	2%
On the next RM500,000	3%	3%
In excess of RM1,000,000	3%	4%

RETAIL & TRADING DIVISION

DEPUTY MINISTER VISITS PARKSON NANNING



► From left: Mr Wang Yuhong, Mr Yuan Bin, Dato' Henry Sum Agong, Mr Li Bing and Encik Abdul Aziz Ismail at the entrance of Parkson Nanning.
 ► Dari kiri: Encik Wang Yuhong, Encik Yuan Bin, Dato' Henry Sum Agong, Encik Li Bing dan Encik Abdul Aziz Ismail di hadapan Parkson Nanning.



► Dato' Henry Sum Agong touring Parkson Nanning followed by a visit to the Supermarket to see the Malaysian products on sale, accompanied by Mr Li Bing and Mr Yuan Bin.
 ► Dato' Henry Sum Agong melawat Parkson Nanning, diikuti dengan lawatan ke pasaraya untuk melihat produk Malaysia yang terdapat di sana, bersama Encik Li Bing dan Encik Yuan Bin.



Deputy Minister of Domestic Trade, Co-operatives and Consumerism, Dato' Henry Sum Agong accompanied by Deputy Director General, Intellectual Property Corporation, Encik Abdul Aziz Ismail and Special Officer to Deputy Minister, Encik Aizuddin Abdul Ghaffal visited Parkson Nanning on 11 September 2016. The Deputy Minister was in Nanning to attend and to deliver the keynote speech at the 2nd China-ASEAN Industry and Commerce Forum.

Parkson China Senior Regional Director of Guangdong/Guangxi Province, Mr Li Bing; Parkson Nanning Assistant GM, Mr Yuan Bin and Chief of VIP-Department, Mr Wang Yuhong welcomed the Deputy Minister and briefed him on Parkson's operations in China, followed by a walkthrough of Parkson Department Store and Supermarket to see the Malaysian products that are being marketed in China through Parkson's stores.

FUN TRIP TO HOT SPRING

Head Office Sports and Recreation Club organised a trip to Felda Residence Hot Springs in Sungkai, Perak on 24 and 25 October 2016.

Ferried in two buses, about 80 employees had a great time lounging at the pool and participating in the treasure hunt and telematches organised. The outing certainly helped to foster closer relations amongst the employees from the various companies located at Lion Office Tower.



- Everyone having a good time at the outing.
- *Wajah-wajah gembira mereka yang hadir.*

BOWLING TOURNAMENT



10 teams participated in the Bowling Tournament organised by Head Office Sports and Recreation Club at Berjaya Times Square on 3 September 2016. Wan Nurul Imaniah from

Group HR and Saiful Anuwar Bin Zahari from Parkson Credit emerged Top Player for the Women's and Men's category respectively. GM – Secretarial Department, Ms Chan Poh Lan gave away the prizes to the winners.



- 1st Place - Team from Group HQ: Nurul, Andrea, Bernard and Lee Yaw Choy receiving their prize from Ms Chan Poh Lan.
- Johan - Pasukan dari Ibupejabat: Nurul, Andrea, Bernard dan Lee Yaw Choy menerima hadiah daripada Cik Chan Poh Lan.



- 2nd Place - Parkson Credit: Mohd Faisal, Mohamad Sharie & Maryati and Revathy (not in photo).
- Kedua - Parkson Kredit: Mohd Faisal, Mohamad Sharie & Maryati dan Revathy (tiada dalam gambar).



- 3rd Place - Team from Group HQ: Aziz, Nurhana, Yuliana and Zuki.
- Ketiga - Pasukan dari Ibupejabat: Aziz, Nurhana, Yuliana dan Zuki.

the GREAT Lion Brain Tease

4

8 STRATEGIES TOWARDS A MENTALLY POSITIVE AND HEALTHY WORKPLACE

Alarm over spike in mental health cases

Depression is the
No. 2
disability in the world

1 out of 3
adults have some form
of mental illness

12.1%
of children aged
between five and 15
having mental issues

24% of
8,445 callers
and **2,685** e-mailers to
Befrienders last year suffered from
mental health issues



By 2020, depression caused by various elements rooted from the external environment such as socio-economic and political factors will become the #1 disability in the world. In Malaysia, 1 out of 3 adults have some form of mental illness.

One cannot control how these external factors affect the mental health. As the increasing number of employees spend more and more time at work, the workplace environment could also affect the employees' state of well being and mental health.

When employees start to show early signs of mental health distress such as being less productive, unable to complete the given tasks on time one too many times, increase in sick absences, do not show teamwork, have mood swings and endless problems will their co-workers, they might be struggling with mental health issues and experiencing a troubled state of well-being.

Of course, there are various causes that affect the mental health and well-being of employees such as the people doing the work, the work that needs to be done, the leaders running the organization, the size of the organization, the external environment that influences the societal norms, and the external resources the company draws upon.

As a caring employer, there are many ways to promote mental health and well-being at the workplace. The earlier you notice that an employee is experiencing mental health issues, the better it is for the company to handle it before the matter gets out of hand. Early action can help prevent the employee becoming more unwell. Here are the key strategies to positively promote mental health and well-being at the workplace:

- 1. Encouraging active employee participation and decision-making** – Involving employees in decisions that directly affect their job, while empowering employees to be more independent, greatly improves their morale. When employees are treated as an asset and their inputs are given consideration, confidence increases among every team member. This has seen to increase the employee's loyalty to the company. The longer the employee is associated with the company, the more experienced they become making them mentors to new employees.

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- 2. Defining clear employees' duties and responsibilities** – Clear definition of roles and responsibilities for employees will have them focus on what is expected of them to perform. When each employee's role is clearly defined, successful collaboration is better in teams. Without clarity of roles, team members are more likely to waste energy negotiating roles or protecting their turf rather than focusing on the task.

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- 3. Promoting work-life balance** – Employers can support this by having in place an expectation that each staff must show effort to split their time and energy between work and the other important aspects of their lives. Employees must show daily effort to make time for family, friends, community participation, spirituality, personal growth and self-care.

► Continue on page 16



4. **Encouraging respectful and non-derogatory behaviours** – Having a respectful workplace as a culture is productive, rewarding and enjoyable for everyone to work in. A respectful workplace is inclusive, values diversity, clearly communicates expectations around behaviours, promotes employee health and safety, and has open channels of communication.

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5. **Managing workloads** – It is the responsibility of the manager to develop an action plan that allows everyone to be more productive. Managers can also encourage their team to schedule uninterrupted work, e.g. setting aside one hour or more every morning for quiet proactive work. As technology advances with smart phones usage, it is important to set boundaries on the work day and limiting after-hours emails to urgent issues. Without taking time to recharge, managers can create unsustainable levels of stress and anxiety among employees.

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6. **Allowing continuous learning** – It is a no-brainer that employees who are continuously learning new information, studying the latest trends and undertaking research can come up with new and innovative ideas which contribute to the competitive edge of your business. Fostering a culture of continuous learning differs for each company. Some would allow the employees time during office hours to read, search and learn new information that is required for them to assist them in their job or some would use technology such as a Knowledge Management System as a dashboard that holds information within the organisation.

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7. **Having conflict resolution practices in place** – Not all employees can get along with each other, therefore conflict resolution is a necessary component in the workplace. By having this, it can help maintain a healthy workplace environment. Conflict resolution requires specific leadership skills, problem solving abilities and decision making skills.

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8. **Recognizing employees' contributions effectively** – To have an effective employee recognition program, you must now decide what it is that you want to achieve by having it? Are you trying to boost morale? Increase attendance? Foster teamwork? These and more can be addressed through different types of employee recognition program. Doing it right, your employees will soon come to demonstrate certain qualities or behaviours you wish to cultivate.



As employees spend more time at the workplace, thoughtful employers and managers should take more effort in building a positive and healthy workplace for their employees' well-being. Employee engagement is the key to prevent and/or battle the building up of mental health issues among employees in the workplace.

CeDR ACTIVITIES

Australian Certificate IV in Training & Assessment:

Competency Based Learning Designer & Assessor
8-11 August 2016, CeDR



Competency Based Trainer
5-8 September 2016, CeDR



CeDR ACTIVITIES

PSMB Train The Trainer Program 19-23 September 2016, CeDR

CeDR wishes you all the best in your new venture as competent trainers.

Supervisory Development Program 17-18 & 24-25 October 2016 Imerys Mineral Malaysia Sdn Bhd, Ipoh, Perak

"Supervision is an opportunity to bring someone back to their own mind, to show them how good they can be".



Meet The Lion Circle, 25-26 October 2016, CeDR



Puan Nur Amaleena sharing information on the Lion Group with the participants.



Getting to know each other during the "Speed Meeting" Ice-Breaker session.



A group photo at Secom for remembrance.



With their trainers at the end of the 2-day session.



All ears for the explanation by a Secom staff.

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