

Lion Today

VOL. 29 NO. 2 MARCH / APRIL 2017 FOR INTERNAL CIRCULATION ONLY www.lion.com.my PP19070/08/2016(034572)

OPENING OF PARKSON MYTOWN

PARKSON 百盛



- ▶ Hogan Bakery Opens New Outlets
- ▶ Sfera Arrives In Parkson Malaysia
- ▶ Opening Of Centro By Parkson Resinda Park Mall
- ▶ PPM Participated In Automechanika Vietnam



2017 CNY Calligraphy Charity Sale

OPENING OF



- ▶ Tan Sri William Cheng (right) and Tan Sri Lodin Wok Kamaruddin (left) touring Parkson MyTown.
- ▶ Tan Sri William Cheng (kanan) dan Tan Sri Lodin Wok Kamaruddin (kiri) melawat Parkson MyTown.

▶ From left: Mr Lee Lee Ming, Ms Natalie Cheng, Mr Law Boon Eng, Tan Sri Lodin Wok Kamaruddin, Tan Sri William Cheng, Datuk Sri Ghazali Mohd Ali, Mr Christian Rojkjaer and Mr Loh Chai Hoon officiating the opening of Parkson MyTown.

▶ Dari kiri: Encik Lee Lee Ming, Cik Natalie Cheng, Encik Law Boon Eng, Tan Sri Lodin Wok Kamaruddin, Tan Sri William Cheng, Datuk Sri Ghazali Mohd Ali, Encik Christian Rojkjaer dan Encik Loh Chai Hoon merasmikan pembukaan gedung Parkson MyTown.



PARKSON MYTOWN

Parkson officially opened its 45th store in Malaysia at MyTown Shopping Centre on 16 March 2017. Occupying 13,934 sq metres of retail space, Parkson MyTown focuses on children and baby products retailing alongside key home and household brands and exclusive brands in the ladies' and men's departments.

Group Executive Chairman and Managing Director, Tan Sri William Cheng officiated the opening with Boustead Holdings Deputy Chairman / Group Managing Director, Tan Sri Lodin Wok Kamaruddin; Divisional Director, Property Boustead Holdings Berhad, Datuk Sri Ghazali Mohd Ali; IKEA Southeast Asia MD & Boustead Ikano Sdn Bhd Director, Mr

Christian Rojkjaer; Parkson COO, Mr Law Boon Eng; Parkson Merchandising Director, Ms Natalie Cheng; Parkson General Manager - Operations, Mr Loh Chai Hoon; and Senior Store Manager of Parkson MyTown Shopping Centre, Mr Lee Lee Ming.

Beauty enthusiasts can check out brands such as Max Gordon, Scent Maker, Harnn, Flormar Cosmetics and Dr Lola at the ground floor. Lifestyle fashion brands such as Kor, French Connection and Trucco, and new brands including Tiny Button, Okaidi & Obaidi, Cuffz, Neo from Britain and Linen Culture are available at Parkson MyTown.

PEMBUKAAN PARKSON MYTOWN

Parkson dengan rasminya membuka stornya yang ke-45 di Malaysia iaitu di MyTown Shopping Centre pada 16 Mac 2017. Dengan ruang niaga seluas 13,934 meter persegi, Parkson MyTown memberi tumpuan kepada barangan kanak-kanak dan bayi serta jenama utama barangan keperluan rumah dan jenama eksklusif untuk bahagian dalam wanita dan jabatan lelaki.

Pengerusi Eksekutif Kumpulan dan Pengarah Urusan, Tan Sri William Cheng merasmikan pembukaan stor ini bersama Timbalan Pengerusi / Pengarah Urusan Kumpulan, Boustead Holdings, Tan Sri Lodin Wok Kamaruddin; Pengarah Bahagian – Hartanah, Boustead Holdings Berhad, Datuk Sri Ghazali Mohd

Ali; Pengarah Urusan IKEA Asia Tenggara & Pengarah Boustead Ikano Sdn Bhd, Encik Christian Rojkjaer; Ketua Pegawai Operasi Parkson, Encik Law Boon Eng; Pengarah Merchandising Parkson, Ms Natalie Cheng; Pengurus Besar – Operasi Parkson, Encik Loh Chai Hoon; dan Pengurus Stor Kanan Parkson MyTown, Encik Lee Lee Ming.

Penggemar produk kecantikan boleh meninjau jenama seperti Max Gordon, Scent Maker, Harnn, Flormar Cosmetics dan Dr Lola di tingkat bawah. Jenama fesyen gaya hidup seperti Kor, French Connection dan Trucco, serta jenama baru termasuk Tiny Button, Okaidi & Obaidi, Cuffz, Neo dari Britain dan Linen Culture juga boleh didapati di Parkson MyTown.

MYTOWN 百盛百货盛大开幕

2017年3月16日，百盛在MyTown购物中心开设的马来西亚第45家百货公司正式开业。拥有13,934平方米的零售空间，MyTown 百盛百货主打儿童和婴儿用品零售以及家居用品和提供独家的男女时装品牌。

集团执行董事长兼董事经理丹斯里锺廷森连同Boustead Holdings副董事长兼集团董事经理丹斯里Lodin Wok Kamaruddin, Property Boustead Holdings Berhad分区总监拿督斯里 Ghazali Mohd Ali, IKEA Southeast Asia 董事经理兼Boustead Ikano私人有限公司董事Christian Rojkjaer

先生、百盛首席运营员刘文英先生、百盛营销部总监锺惠严小姐、百盛营运部总经理卢柳豆先生以及MyTown百盛百货公司高级经理李理敏先生一起主持开幕仪式。

位于底层的品牌包括Max Gordon、Scent Maker、Harnn、Flormar Cosmetics和Dr Lola，可供美容爱好者选择。MyTown百盛也提供生活时尚品牌，如Kor、French Connection和Trucco，以及Tiny Button、Okaidi & Obaidi、Cuffz、来自英国的Neo和Linen Culture等新品牌。

1 RETAIL & TRADING DIVISION

Opening Of Parkson MyTown
Hogan Bakery Opens New Outlets
Opening of Makan Makan By Parkson at Sunway Velocity Mall
Sfera Arrives In Parkson Malaysia
Opening Of Centro By Parkson Resinda Park Mall
Centro Parkson 'We Care' - Peduli Terumbu Karang
Parkson China: Updates
-2nd Parkson Newcore Citymall In Nanchang
-Parkson Beauty Project
-"Calories For Energy"
Parkson's Spring Cosmetics Festival
Happenings @ Parkson Credit
-Excellence Service Award
-Safety Training
PPM Participated In Automechanika Vietnam
Hi-Rev Wins ARRC 2017 1st Race
Hi-Rev Activities

10 STEEL DIVISION

Steel Division Sports And Recreation Club - 30th AGM
Antara Steel Mills Training

10 SERVICES DIVISION

Secom's Diary
-Briefing On Corporate Employees Programme
-Appreciation For Vigilant Staff
-Zumba Session

11 CORPORATE UPDATES

Head Office Badminton Tournament
"My Cause • My Music" Sharing Session
Directors' Training

13 COMMUNITY RELATIONS

2017 CNY Calligraphy Charity Sale
LGMAF Contributes To Medical Camp

15 LEARNINGLINK

A Holistic Look At Workplace Health And Safety
CeDR Activities

18 RETAIL & TRADING DIVISION

Friends Of SPAO & SHOOPEN
Sfera - The New Exciting Brand From Spain

EDITORIAL

Editorial Advisor Tan Sri Albert Cheng
Editor Quah Le Ching
Editorial Committee Ng Ho Peng, Fauziah Harun & Ian Foo Dah Yung

PUBLISHER

Lion Group Management Services Sdn Bhd
Level 11-15, Lion Office Tower
No. 1 Jalan Nagasari
50200 Kuala Lumpur

Tel: 603 - 2142 0155
Fax: 603 - 2142 8409
Email: corpcomm@lion.com.my
Website: www.lion.com.my

PRINTER

KHL Printing Co Sdn Bhd
Lot 10 & 12, Jalan Modal 23/2
Section 23 Kawasan MIE Phase 8
40300 Shah Alam
Selangor Darul Ehsan

Tel: 603 - 5541 3695 / 5541 3634
Fax: 603 - 5541 3712
Website: www.khlprint.com.sg

All rights are reserved by the Publisher.
Reproduction in any form of the articles or photographs is strictly prohibited unless written permission is first obtained from the Publisher.

Our retail arm, Parkson continued to extend its network and market presence with the opening of Parkson's 45th store in Malaysia, Parkson MyTown in Cheras, Kuala Lumpur. The store promises a whole new shopping experience for customers and their families with focus on merchandise for children and babies, home and household and exclusive fashion brands. The store also houses the new Spanish brand, Sfera which will be opening its first store in the country.

In Indonesia, Centro by Parkson opened its doors at Resinda Park Mall Karawang, offering more than 140 brands with more than 50 exclusive brands that are new to the area, whilst China will soon see the opening of Nanchang Hengmao Parkson. With the latest two stores opening, Parkson now has a chain of 133 department stores in Malaysia, China, Vietnam, Indonesia and Myanmar.

Offering customers a diversified shopping experience, international and local brands and enhanced F&B services such as gourmet supermarket, Hogan Bakery and Makan Makan by Parkson will help Parkson stay relevant, and engage with customers.

Still on the retail scene, our lubricant brand, Hi-Rev participated in Automechanika Vietnam 2017 to create brand awareness in Indochina region. Hi-Rev offers premium range motorcycle oil and motor oil and a full line of lubricant solutions for industrial and commercial applications.

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

UTUSAN PENGARANG

Bahagian Runcit kita, Parkson terus melebarkan rangkaian dan kehadirannya di dalam pasaran dengan pembukaan stor Parkson ke-45 di Malaysia, Parkson MyTown di Cheras, Kuala Lumpur. Stor ini menjanjikan pengalaman membeli-belah baru kepada pelanggan dan seisi keluarga mereka dengan memberi tumpuan kepada barangan untuk kanak-kanak dan bayi, keperluan rumah, dan jenama fesyen eksklusif. Stor ini juga menempatkan jenama fesyen Sepanyol, Sfera yang akan membuka stor pertamanya di negara ini.

Di Indonesia, Centro by Parkson yang dibuka di Resinda Park Mall Karawang menawarkan lebih daripada 140 jenama dengan lebih daripada 50 jenama yang eksklusif di kawasan berkenaan, manakala di China, Nanchang Hengmao Parkson akan dibuka tidak lama lagi. Dengan pembukaan dua stor terbaru ini, Parkson kini mempunyai rangkaian 133 stor di Malaysia, China, Vietnam, Indonesia dan Myanmar.

Dengan menawarkan pelanggan pengalaman membeli-belah pelbagai jenama antarabangsa dan tempatan serta perkhidmatan F&B yang dipertingkatkan seperti pasar raya gourmet, Hogan Bakery dan Makan Makan by Parkson akan membantu Parkson kekal relevan dan keterlibatan pelanggan.

Masih mengenai Bahagian Runcit, jenama minyak pelincir kita, Hi-Rev telah mengambil bahagian dalam Automechanika Vietnam 2017 untuk menyebarkan kesedaran terhadap jenamanya di rantau Indochina. Hi-Rev menawarkan minyak motosikal dan minyak motor premium, serta rangkaian penuh penyelesaian pelincir untuk aplikasi industri dan komersial.

Jangan ketinggalan mendapatkan berita dan perkembangan mutakhir yang berlaku di Kumpulan menerusi Lion Today.

HOGAN BAKERY OPENS NEW OUTLETS



Hogan Bakery opened its second and third outlets at Lion Office Tower and Bukit Bintang Sidewalk on 20 March and 13 April 2017 respectively. The first Hogan Bakery in Malaysia at Level 6, Parkson Pavilion was opened on 11 December 2016.

Hogan Bakery offers more than 100 different kinds of breads with its ovens working non-stop for more than 10 hours daily and lives up to its "Always Just Baked" assurance. Hogan prides itself on using only natural and quality ingredients. A visit to Hogan Bakery is to experience the joy of "bakery shopping" and satisfy one's appetite for fresh, tasty wholesome bread.



► (Top photo) Hogan Bakery at Lion Office Tower and (right photo) customers thronging the outlet.

► (Gambar atas) Hogan Bakery di Lion Office Tower dan (gambar kanan) pelanggan berpusu-pusu mengunjungi outlet.



► (Left photo) Hogan Bakery Bukit Bintang Sidewalk outlet with (right photo) customers queuing to purchase the different types of bread offered during the outlet's opening.

► (Gambar kiri) Hogan Bakery Bukit Bintang Sidewalk dengan (gambar kanan) pelanggan beratur untuk membeli pelbagai jenis roti yang ditawarkan sempena pembukaan outlet.

OPENING OF MAKAN MAKAN BY PARKSON AT SUNWAY VELOCITY MALL

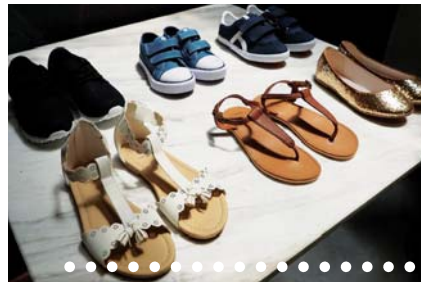
Makan Makan by Parkson is now opened at Sunway Velocity Mall, offering more than 100 choices of affordable cuisines, desserts and drinks under one roof. Amongst the cuisines available are local favourites and Western, Japanese, Korean, Thai, Indian and Indonesian fares. Coffee lovers should try the recommended aromatic premium Spanish coffee.



Sfera ARRIVES IN PARKSON MALAYSIA



- Models showcasing Sfera SS2017 Collection with Executive Director of Parkson Retail Asia, Ms Vivien Cheng (3rd from left); International Director of Sfera, Mr Guillermo Lopez Garcia (centre) and Mr Michael Chan (2nd from right).
- Model mempamerkan Koleksi Sfera SS2017 bersama Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng (3 dari kiri); Pengarah Antarabangsa Sfera, Encik Guillermo Garcia Lopez (tengah) dan Encik Michael Chan (2 dari kanan).



- The Sfera SS2017 Collection for women, men, and children.
- Koleksi Sfera SS2017 untuk wanita, lelaki dan kanak-kanak.

Spanish youth-oriented fast fashion brand, Sfera will be opening its first store in Malaysia at Parkson MyTown in May 2017. A pre-launch preview was held on 20 April 2017 to announce the opening of the first store and give a sneak peek of the brand to members of the mass media.

"We are excited with the arrival of Sfera as the brand has something for everyone - clothes, shoes and accessories for ladies, men, kids and babies," said Mr Michael Chan, Senior General Manager of Parkson Trends Sdn Bhd at the pre-launch.

Sfera belongs to the El Corte Ingles Group, the same Madrid-based company behind one of Europe's biggest department store chains. The fashion company has more than 270 establishments around the globe, including a strong presence in Europe, Mexico; other locations include Thailand and the Philippines.



- (Left photo) The pre-launch preview was attended by more than 20 media representatives with Mr Guillermo Lopez Garcia (right photo, left) and host Serena C introducing Sfera SS2017 Collection to the media.
- (Gambar kiri) Previu pra-pelancaran dihadiri oleh lebih 20 wakil media bersama Encik Guillermo Garcia Lopez (gambar kanan, kiri) dan hos Serena C memperkenalkan Koleksi Sfera SS2017.

OPENING OF CENTRO BY PARKSON RESINDA PARK MALL



► (From left) Ms Mavis Seow, Mr Kam Siew Kheong, Mr Gui Cheng Hock, Mr Ferry Hadinata Budianto, Mr Fandawan Ramali and Mr Yong Ywen officiating the opening of the store.

► (Dari kiri) Cik Mavis Seow, Encik Kam Siew Kheong, Encik Gui Cheng Hock, Mr Ferry Hadinata Budianto, Encik Fandawan Ramali dan Encik Yong Ywen merasmikan pembukaan stor.

To commemorate the opening, Centro by Parkson through its Centro Educare programme distributed 100 packs of school essentials and healthy meals to children of families-in-need from Yayasan Fajar Nusantara (right photo).



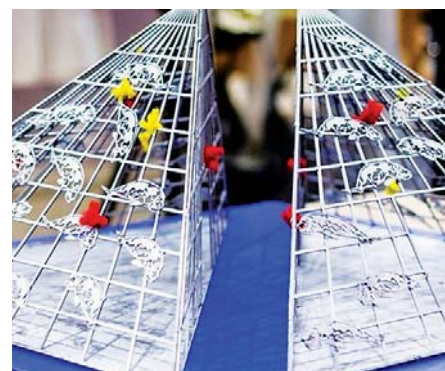
Centro by Parkson, the 18th store in Indonesia was opened on 25 March 2017. Located at Resinda Park Mall Karawang in West Java, the store with a retail area of 8,287.46 sq metres spanning over two floors, carries more than 140 brands with more than 50 exclusive brands that are new to the area of Karawang.

The opening ceremony began with the traditional dance of *Jaipong* in appreciation of the local culture, followed by a lion dance and ribbon-cutting ceremony by President Director, Mr Gui Cheng Hock; COO, Mr Fandawan Ramali; Deputy COO, Mr Kam Siew Kheong; General Manager, Mr Yong Ywen; General Manager of Merchandising, Ms Mavis Seow and General Manager of Resinda Park Mall, Mr Ferry Hadinata Budianto.

CENTRO PARKSON 'WE CARE' - PEDULI TERUMBU KARANG

Parkson Indonesia is collaborating with Yayasan Terumbu Rupa (YTR) for the We Care Program – Peduli Terumbu Karang ("Care For The Coral Reefs") a fundraising campaign to increase awareness on coral reefs restoration through art installation and Biorock technology.

From end April to end August 2017, shoppers can purchase coupons worth Rp 10,000 each which are available at all Parkson and Centro stores nationwide to support this cause. The monies collected from the sale of these coupons will be handed over to YTR to build a 12 x 6 x 4 metre metal installation named Domus Piramidis Dugong (right photo) which means 'pyramid shaped house for dugong' as dugongs are a specie of sea mammal that inhabit the North Sulawesi ocean. In conjunction with this campaign, roadshows and edutainment programs for kids will be organised for Parkson Centro Card holders at all stores.



► (Left photo, left to right) YTR Founder and Domus Piramidis Dugong installation artist, Mr Teguh Ostenrik; Parkson Indonesia Advertising & Promotion Manager, Ms Pelly Sianova and singer & environmentalist, Mr Kaka SlanK at the launch of the fundraising campaign.

► (Gambar kiri, kiri ke kanan) Pengasas YTR dan jurubina Domus Piramidis Dugong, Bapak Teguh Ostenrik; Pengurus Pengiklanan & Promosi Parkson Indonesia, Cik Pelly Sianova dan penyanyi & environmentalis, Bapak Kaka SlanK di majlis pelancaran kempen mengutip dana.

PARKSON CHINA: UPDATES

2ND PARKSON NEWCORE CITYMALL IN NANCHANG

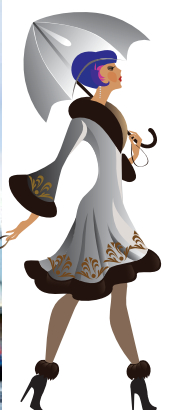


► Artist's impression of Parkson Nanchang Hengmao.

► Gambaran artis Parkson Nanchang Hengmao.

Parkson China will be opening Nanchang Hengmao Parkson, the second Citymall in Nanchang. Leveraging on the success of its first Citymall in Shanghai, Parkson continues to offer customers a diversified shopping experience with Korean and international brand offerings as well as enhanced F&B services.

With a retail area about 30,000 square meters over 6 levels, Nanchang Hengmao Parkson will offer a wide range of trendy fashion, well-known beauty products, jewellery, sports and leisure apparel and outdoor equipment as well as famous food chain restaurants and local cuisines to meet a variety of shopping needs.



PARKSON BEAUTY PROJECT

Parkson Beauty, a new retail concept store focusing on beauty and skincare products will be launched this year offering more than 20 international brands such as Dior, Chanel, La Prairie, Sulwhasoo, Albion and Gucci, amongst others.

Parkson Beauty will provide consumers with the most fashionable products and tailored beauty recommendations. Each brand will have its individual beauty room and customer service center to cater for its fashion, trendy, high-end positioning group of consumers.

“CALORIES FOR ENERGY”

In conjunction with Parkson's 30th anniversary, Parkson China and Teach For China launched “Calories for Energy” on 21 April 2017, a program to nurture physical education pursuits amongst the youths in poverty stricken areas to enable them to thrive via sports for the betterment of their future.

For every sports item purchased from 21 April to 1 May 2017 at Parkson stores nationwide, Parkson will donate RMB1 to the sports education project by Teach For China to engage physical education teachers and provide better teaching equipment for the youths.



PARKSON'S SPRING COSMETICS FESTIVAL

"Be Loved" Spring Cosmetics Festival organised by Parkson China and France's cosmetic brand, Lancome ended with a big bang at Parkson Huaihai in Shanghai on 8 March 2017 with the presence of Lion Group Executive Chairman and Parkson Group Chairman & Managing Director, Tan Sri William Cheng; Parkson China CEO & Executive Director, Mr Shaun Chong;

and Lancome (China) General Manager for Branding, Madam Ma Xiaoyu.

At the event, Lancome's make-up artist demonstrated the latest spring make-up trend on Parkson's Beauty Spokesperson, Ms Aki Maomi. The 14-day "Be Loved" Spring Cosmetics Festival featured many activities at all 50 Parkson stores across 32 cities in China.



► Left to right: Mr Shaun Chong, Tan Sri William Cheng and Madam Ma Xiaoyu at the event.

► Kiri ke kanan: Encik Shaun Chong, Tan Sri William Cheng dan Puan Ma Xiaoyu di majlis penutup.



► (Left photo) Parkson's Beauty Spokesperson, Ms Aki Maomi and (right photo) Lancome's make-up artist demonstrating the latest make-up trend.

► (Gambar kiri) Jurucakap Kecantikan Parkson, Cik Aki Maomi dan (gambar kanan) jurusolek Lancome menunjukkan demonstrasi trend solekan terkini.



HAPPENINGS @ PARKSON CREDIT

EXCELLENCE SERVICE AWARD

Four Parkson Credit's staff were recognised for their dedication and service to the company on 4 April 2017. At the staff gathering at Maju Tower Office, Mr Low Yett Hong and Puan Zulliani Khalid from Credit Processing Department; and Encik Saiful Anwar Zahari and Puan Syazwani Yusof from Credit Management Department each received a certificate of Excellence Service and reward from Senior General Manager, Mr Danny Poh.



► Mr Danny Poh (centre) with the recipients (from left): Mr Low Yett Hong, Puan Zulliani Khalid, Encik Saiful Anwar Zahari and Puan Syazwani Yusof.

► Encik Danny Poh (tengah) bersama penerima anugerah cemerlang (dari kiri) Encik Low Yett Hong, Puan Zulliani Khalid, Encik Saiful Anwar Zahari dan Puan Syazwani Yusof.



► Participants being taught how to perform CPR.
► Para peserta dilatih cara-cara melakukan CPR.

SAFETY TRAINING

Parkson Credit organised a Safety Training for its OSHA committee members to refresh their knowledge on safety procedures in the event of emergencies, on 17 and 31 March 2017.

Mr Christopher Yong from Airfoz Resources shared some basic first aid information such as CPR, airway obstruction clearance, and the usage of oxygen mask with the participants. They were also given first hand training on safety awareness and preparedness in everyday situations, what to do when confronted by a criminal, simple self-defence, the use of fire extinguishers and the role of OSHA committee in managing the evacuation of the office during emergencies.

PPM PARTICIPATED IN AUTOMECHANIKA VIETNAM

Posim Petroleum Marketing Sdn Bhd (PPM) participated in the first Automechanika Vietnam 2017 held at Ho Chi Minh City from 15 - 17 March 2017. PPM's booth displaying Hi-Rev lubrication lines drew good response from visitors including industry players from the IndoChina region.



► (Left photo) From left: Senior Manager - Sales, Mr Kenny Ong; Senior Manager - Sales, Mr Kenny Chuah; General Manager, Ms Valerie Poon; Assistant Manager - Marketing, Mr Kenny Lee; Senior Manager - Admin, Ms Ho Sau Ching and Manager - Marketing, Mr Eugyne Wong, and (right photo) PPM's booth at the exhibition.

► (Gambar kiri) Dari kiri: Pengurus Kanan - Jualan, Encik Kenny Ong; Pengurus Kanan - Jualan, Encik Kenny Chuah; Pengurus Besar, Cik Valerie Poon; Penolong Pengurus - Pemasaran, Encik Kenny Lee; Pengurus Kanan - Admin, Cik Ho Sau Ching dan Pengurus - Marketing, Mr Eugyne Wong, dan (gambar kanan) booth PPM di pameran tersebut.

HI-REV WINS ARRC 2017 1ST RACE



Hi-Rev celebrated sweet victory on home ground in the Asia Road Racing Championship (ARRC) Race 1 of the Underbone 150cc category at Pasir Gudang, Johor on 15 March 2017. Congratulations to its rider, Fakhruy Syakirin Rostam!



HI-REV ACTIVITIES

Hi-Rev organised several activities in the months of March and April to enhance its brand awareness at shopping malls and amongst bikers' club convoys.



STEEL DIVISION SPORTS AND RECREATION CLUB

30TH AGM



► (Left photo) Good turnout and (right photo) committee members at the AGM.

► (Gambar kiri) Kehadiran yang memuaskan dan (gambar kanan) ahli jawatankuasa yang hadir di Mesyuarat Agung Tahunan.

More than 700 Lion Group Steel Division's Sports & Recreation Club members attended the 30th Annual General Meeting (AGM) at Amsteel Mills in Klang on 9 March 2017. Steel Division Chief Operating Officer, Mr Paul Chan delivered the opening address whilst Club Treasurer Mr Deric Kuan presented the financial report for 2016.

ANTARA STEEL MILLS TRAINING



► Participants proudly holding their certificates with Encik Azrin Affandi (seated centre) at the close of the training session.

► Peserta ceria menunjukan sijil masing-masing bersama Encik Azrin Affendi (duduk tengah) di akhir kursus.

In its preparation for the new ISO 9001 : 2015, Antara Steel Mills organised a training session on Internal Quality Audit (IQA) to ensure effective planning, execution and implementation. 22 employees attended the training conducted by Encik Azrin Affendi Bin Juri from Ummah Synergy on 5 and 6 April 2017.



► Presentations by the participants.

► Perbentangan daripada para peserta.

HAPPENINGS @ SECOM

BRIEFING ON CORPORATE EMPLOYEES PROGRAMME

HR Division had invited Standard Chartered Bank (SCB) to brief its employees on SCB's Corporate Employee programme to provide better understanding on personal financial matters to its employees on 9 March 2017.



SECOM'S DIARY

APPRECIATION FOR VIGILANT STAFF

On 17 March 2017, Security Guard, Encik Omar bin Hussain (right) who is based at Taiko Electronics received a letter of recognition and gift from Secom management presented by Head of Security Guards Division, Mr Horiuchi San (center) and Assistant Manager - Operations, Encik Abdul Rahim bin Bujang. Encik Omar had foiled a smuggling attempt by one of the employees at his assigned premises.



ZUMBA SESSION

Secom employees sweated themselves out in an enjoyable Zumba session led by certified trainer Jacinda Webb on 17 & 31 March 2017.



CORPORATE

UPDATES

HEAD OFFICE BADMINTON TOURNAMENT

Head Office Social & Recreational Club organised a Badminton Tournament at SLK Badminton Centre, Setapak on 25th March 2017. Club President, Mr Loke Shu Sun presented the prizes to the following winners:

MEN'S DOUBLE CATEGORY



CHRIS YEN FOO LUN (PROPERTY)
LEE YAW CHOY (GROUP HEAD OFFICE)

CHAMPION

WOMEN'S DOUBLE CATEGORY



CHEANG SUET WAH (PARKSON UNLIMITED BEAUTY)
YEOW SIEW MEI (PARKSON UNLIMITED BEAUTY)

CHAMPION

MIXED DOUBLE CATEGORY



CHEANG SUET WAH (PARKSON UNLIMITED BEAUTY)
MOHD KHAIZAL BIN JAMRUS (GROUP HEAD OFFICE)

CHAMPION



AHMAD ZULBER BIN GHAZALI (GROUP HEAD OFFICE)
MOHD KHAIZAL BIN JAMRUS (GROUP HEAD OFFICE)

1ST RUNNER UP



LIEW HUI YING (PARKSON CREDIT)
NUR HAIDAH BINTI ABD RANI (PARKSON CREDIT)

1ST RUNNER UP



MOHD ZUKI BIN MOHD ISA (GROUP HEAD OFFICE)
WAN NURUL IMANAH BINTI ABDUL HALIM (GROUP HEAD OFFICE)

1ST RUNNER UP



CHIN SOO KHIEN (GROUP HEAD OFFICE)
HARIS BIN HUSSIN (GROUP HEAD OFFICE)

2ND RUNNER UP



NURHANA BINTI NADZARI (GROUP HEAD OFFICE)
YULIANA AZRINAWATI BINTI ERMAN SYAH (GROUP HEAD OFFICE)

2ND RUNNER UP



YULIANA AZRINAWATI BINTI ERMAN SYAH (GROUP HEAD OFFICE)
AHMAD ZULBER BIN GHAZALI (GROUP HEAD OFFICE)

2ND RUNNER UP

"MY CAUSE • MY MUSIC" SHARING SESSION



- Puan Sri Chelsia Cheng (left) sharing her journey as a cancer survivor with her surgeon and niece, Dr Ava Kwong (right).
- Puan Sri Chelsia Cheng (kiri) berkongsi kisah beliau sebagai bekas penghidap kanser bersama pakar bedah dan anak saudara, Dr Ava Kwong (kanan).

- Good turnout by guests and media personnel at the sharing session.
- Ramai tetamu dan wakil media hadir di sesi perkongsian.

In conjunction with Parkson's 30th Anniversary celebration, Parkson and Lion-Parkson Foundation (LPF) organised "My Cause • My Music" Sharing Session by LPF Chairman, Puan Sri Chelsia Cheng at Parkson Pavilion on 5 March 2017. The book "My Cause • My Music" is a compilation of the articles written by Puan Sri Chelsia Cheng which had been published in Nanyang Siang Pau for 52 weeks, as well as several articles published in Joongang Sunday newspaper in Korea. The articles are about her calligraphy and art pieces that she did for sale and the donors who purchased them in aid of charity.

At the Sharing Session, Puan Sri Chelsia Cheng who was diagnosed with cancer while working on her book last year shared the story about her book and her charitable work with the audience. She also shared her journey as a cancer survivor together with her surgeon, Dr Ava Kwong, Assistant Dean, Chief of Breast Surgery at the University of Hong Kong, who is also her niece, to increase cancer awareness during the week of International Women's Day.



- "My Cause • My Music" by Puan Sri Chelsia Cheng.
- Buku "My Cause • My Music" oleh Puan Sri Chelsia Cheng.

DIRECTORS' TRAINING

Directors of the Group's public listed companies and staff attended a half day talk on the new Companies Act 2016 by Messrs Foong & Partners at Lion Office Tower on 15 March 2017. Managing Partner, Dato' Foong Chee Meng and Partner, Mr Leong Wai Lun spoke on 'Issues for Directors' and 'Overview of the Key Changes' respectively.

Companies Act 2016 came into force on 31 January 2017 with the key changes to facilitate entry into the corporate sector, simplify internal decision making process, reduce abuse of the winding up process and modernise insolvency law.



- Directors listening to the presentations by Dato' Foong Chee Meng (inset, top photo) and Mr Leong Wai Lun (inset, bottom photo).
- Para Pengarah mendengar pembentangan oleh Dato' Foong Chee Meng (gambar kecil, atas) dan Encik Leong Wai Lun (gambar kecil, bawah).

2017 CNY CALLIGRAPHY CHARITY SALE

For the eighth consecutive year, Lion-Parkson Foundation (LPF) and Parkson assisted five independent schools in the Klang Valley, namely Kuen Cheng High School, Confucian Private Secondary School, Tsun Jin High School, Chong Hwa Independent High School (KL) and Kwang Hua Private High School to organize a Chinese New Year (CNY) Calligraphy Charity Sale in aid of needy students in these schools.

The Charity Sale was held at 9 participating Parkson stores namely Pavilion KL, Suria KLCC, Sunway Velocity Mall, OUG Shopping Centre, IOI City Mall Putrajaya, NU Sentral, Sunway Pyramid, 1 Utama Shopping Centre and Klang Parade. The students staged Calligraphy demonstrations and Chinese orchestra performances at these Parkson stores over 2 weekends in January 2017 prior to the Lunar

New Year celebration, and successfully raised RM188,308.85 from the sale of their calligraphy pieces.

On 5 April 2017, LPF Chairman, Puan Sri Chelsia Cheng; Lion Group Director and LPF Trustee, Datuk CS Tang; and LPF Trustee, Dr Yulduz Emiloglu presented cheques totalling RM194,628.85 to the 5 schools. This amount included the sales proceeds from the book entitled "My Cause • My Music" by Puan Sri Chelsia Cheng that were donated to the students to sell at Parkson stores.

The expenses for the Calligraphy sale and performances by the students in the Parkson stores were sponsored by LPF and Parkson while the special paper for writing the Calligraphy pieces were provided by Xian's Calligraphy Centre founded by Puan Sri Chelsia Cheng.



- Puan Sri Chelsia Cheng, Dr Yulduz Emiloglu and Datuk CS Tang (holding mock cheque, right to left respectively) with the schools' officials and students at the cheque presentation ceremony.
- Puan Sri Chelsia Cheng, Dr Yulduz Emiloglu dan Datuk CS Tang (masing-masing memegang replika cek, kanan ke kiri) bersama para pegawai dan pelajar dari 5 buah sekolah di majlis penyampaian cek.

LGMAF CONTRIBUTES TO MEDICAL CAMP

Lion Group Medical Assistance Fund (LGMAF) sponsored the cost of medication worth RM8,000 for the Medical Camp organized by the Rotary Clubs of Bukit Kiara Sunrise and Shah Alam in conjunction with Program Masyarakat Prihatin by Majlis Bandaraya Shah Alam (MBSA) at Dewan Serbaguna, Pangsapuri PPR, Section 26, Kg Baru HICOM in Shah Alam on 2 April 2017.

This is the 10th year LGMAF is contributing to the medical camp organised to provide free medical check-up and medication to nearby residents. Senior Manager - Corporate Communications, Puan Fauziah Harun presented the mock cheque for the Fund's sponsorship of RM8,000 to the organisers (top photo).




- Left photos: Pharmacists dispensing medicine to the residents.
- Gambar kiri: Ahli farmasi menyerahkan ubat-ubatan kepada penduduk.

the GREAT Lion Brain Tease



A HOLISTIC LOOK AT WORKPLACE HEALTH AND SAFETY

 Occupational Safety and Health (OSH), also commonly referred to as Occupational Health and Safety (OHS), Occupational Health, or Workplace Health and Safety (WHS), is a multidisciplinary field concerning safety, health, and welfare of people at work.

All organisations have the duty to ensure that their employees and any other person who may be affected by the organisation's activities remain safe at all times. Most countries have their respective ministries setting legislative standards to ensure safety. In Malaysia, we have the Occupational Safety and Health Act 1994 (Malay: Akta Keselamatan dan Kesihatan Pekerjaan 1994) which was gazetted on 25 February 1994 by Parliament.

Statistics on safety in the manufacturing sector in Malaysia as of February 2017 showed that 72 out of 2,333 accidents reported to the Department of Occupational Safety & Health (DOSH) resulted in death, 74 in permanent disability and 2,187 in non-permanent disability. The statistics for an average every day office environment were 16, 11, and 99 respectively.

The statistics may not be too alarming, but still a cause for concern. The data doesn't go into detail about the nature of those accidents, but we can have a serious look into why we should keep our office environment as safe as possible for our employees. Here's something to consider though – we are so focused on the physical safety aspect of this issue - how about a holistic point of view?



Creation of Healthy Workplace

A healthy workplace means more than just warding off colds and flu. It is more holistic and takes into consideration the physical, spiritual, environmental, intellectual, emotional, occupational and mental health of the employees. Promotion of wellness doesn't just benefit the employees because an organization filled with healthy and fulfilled employees is a productive workplace which retains its employees. More and more organisations are creating Health and Welfare Committees which are responsible for recognizing health and safety concerns and identifying solutions.

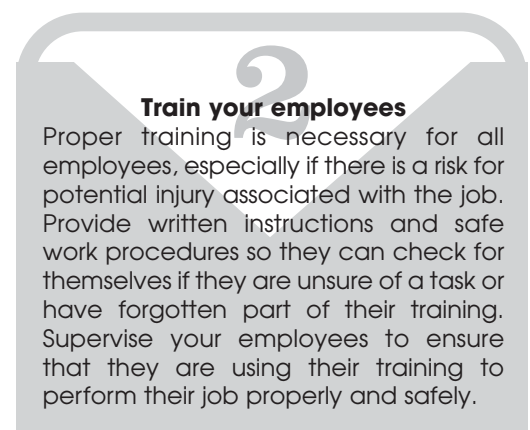
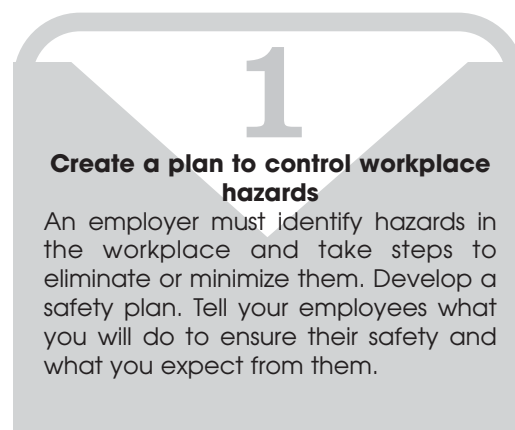
Work-Life Balance

Work-Life Balance is a self-defined, self-determined state of wellbeing that a person can reach, or can set as a goal, that allows them to manage effectively multiple responsibilities at work, at home, and in their community. It supports physical, emotional, family, and community health, and does so without grief, stress or negative impact.

Studies demonstrate that investing in work-life balance initiatives:

- Reduces absenteeism
- Improves morale and working relationships
- Attracts new employees
- Increases productivity
- Decreases stress
- Retains existing employees

Here are some advice on how we can ensure a safer environment for our employees.



► Continue on page 16

3

Talk regularly with your employees

Meet regularly with your staff and discuss health and safety issues. Encourage them to share their ideas and thoughts on how to improve safety in the workplace. You might even consider providing first aid training for staff so they are prepared to deal with emergency situations.

4

Investigate incidents

Even if an incident does not result in a serious injury, conduct an incident investigation to help determine why the incident happened so you can take steps to ensure that it will not recur.



5

Maintain records

Keep records of all first aid treatments, inspections, incident investigations, and training activities. This information can help you identify trends in unsafe conditions or work procedures.

Wellbeing experts offer tips on creating an effective wellbeing programme and culture.

1. Ensure that employees' wellbeing programme concept is endorsed by the senior leadership, and sign up a senior management "champion" if possible.
2. Be clear about what your wellbeing programme will, and will not do in advance.
3. Think about how the programme will be branded.
4. Remember to build an element of evaluation into the programme.
5. Embed the wellbeing programme into business strategies.
6. Be mindful of the wellbeing offers that your existing healthcare providers might be able to supply at no, or low, additional cost (for example, explore your private medical insurance and employees' assistance programme contracts for any wellbeing "extras" on offer).



No matter how one looks at it, the crux of the matter is "safety is paramount". Safety shouldn't be an after-thought; it's just as important to a successful business as customer service, inventory control, and financial planning. A commitment to health and safety makes good business sense because it's the one way to protect your greatest resource — your people.

References:

<http://smallbusinessbc.ca/article/seven-steps-improving-health-and-safety/>
<http://hrcouncil.ca/hr-toolkit/workplaces-health-safety.cfm>
<http://www.personneltoday.com/hr/build-employee-wellbeing-program/>
<http://www.dosh.gov.my/index.php/en/occupational-accident-statistics/by-sector>

CeDR ACTIVITIES

Coway Teambuilding : 22-25 March 2017

Coway appointed CeDR as the organizer and facilitator of its annual teambuilding exercise, which took place at Felda Residence in Pahang. Activities included rafting, cave exploration and classroom facilitation.



Australian Cert IV - Competency Based Learning Designer & Assessor : 13-16 March 2017

The programme:

1. Helps participants to design programmes that enable learning, especially within the vocational education training system.
2. Measures progress in learning and whether competency is being demonstrated.

This is one of the two parts of the Australian Certificate in Training and Assessment (TAE 40110).



CeDR ACTIVITIES

PSMB TTT Felda Global Ventures : 6-10 March 2017

Felda Global Ventures appointed CeDR to conduct the PSMB Train-the-Trainer (TTT) programme for its employees at Flamingo Hotel, KL.



Meet The Lion Circle : 12-13 April 2017



Meet The Lion Circle is our Group's onboarding session which introduces new employees to the Group's businesses and prepares them for the Performance Planning & Review process. The participants were taken on a tour to Lion Steelworks.



Customers Satisfaction For Quality Service : 20-21 April 2017

AUMH descended upon CeDR for a two-day training on delivering the best in quality customer service.

PSMB Train-the-Trainer (PSMB TTT) : 17-21 April 2017

15 participants from all walks of life attended the PSMB TTT programme at CeDR.



FRIENDS OF
SPA0
&
SHOOPEN

Nik Mustina
Nik Cristina

Alvin Chong
Alvin Chong

SHOOPEN
BE A SHOES FAN

G Floor & 1st Floor, Fahrenheit88 | G Floor, West Wing, IOI City Mall

f @ SHOOPEN MALAYSIA



(Sfera)

THE NEW EXCITING BRAND FROM SPAIN

1ST STORE IN MALAYSIA - GROUND FLOOR, PARKSON MYTOWN

ABU DHABI • ATHENS • BANGKOK • BARCELONA • DOHA • GENEVE • KUALA LUMPUR
LIMA • LISBON • MADRID • MANILA • MEXICO • RIYADH • SANTIAGO DE CHILE • ZURICH



SFERA MALAYSIA