

GRAND OPENING OF HOGAN BAKERY



- ▶ Opening of Parkson Kuantan City Mall
- ▶ Parkson Credit @ Viper Challenge Race
- ▶ Preview of Resilion Residence Project
- ▶ 2018 Budget - Key Tax Changes

18th Asia Pacific Retailers Convention & Exhibition
in Kuala Lumpur



GRAND OPENING OF HOGAN BAKERY



- ▶ Thumbs up from (left to right) Mr Bernard Ng, Mr Michael SY Yiin, Mr Polo Huang, Tan Sri William Cheng, Madam Joyce Yang, Puan Sri Chelsia Cheng and Mr Michael Remsen.
- ▶ Isyarat bagus dari (kiri ke kanan) Encik Bernard Ng, Encik Michael SY Yiin, Encik Polo Huang, Tan Sri William Cheng, Madam Joyce Yang, Puan Sri Chelsia Cheng dan Encik Michael Remsen.



- ▶ Guests sampling the wide variety of bread and cakes served at the event.
- ▶ Tetamu mencuba pelbagai jenis roti dan kek yang dihidangkan di majlis tersebut.



- ▶ Mr Polo Huang offering the freshly cut Cheesy Jumbo Bread to Puan Sri Chelsia Cheng (left) and Tan Sri William Cheng (2nd from left) witnessed by Madam Joyce Yang.
- ▶ Encik Polo Huang menyerahkan Roti Cheesy Jumbo yang baru dipotong kepada Puan Sri Chelsia Cheng (kiri) dan Tan Sri William Cheng (2 dari kiri) disaksikan oleh Madam Joyce Yang.



- ▶ Mr Bernard Ng (centre) holding the good luck platter offered by the lions, flanked by (from left) Mr Polo Huang, Tan Sri William Cheng, Madam Joyce Yang and Puan Sri Chelsia Cheng.
- ▶ Encik Bernard Ng (tengah) memegang pinggan pemberian singa untuk tuah, diapit oleh (dari kiri) Encik Polo Huang, Tan Sri William Cheng, Madam Joyce Yang dan Puan Sri Chelsia Cheng.

HOGAN BAKERY

Hogan Bakery held its grand opening ceremony at Lion Office Tower outlet on 21 September 2017.

Present at the event were Parkson Group Chairman and Managing Director, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Taipei Economic and Cultural Office in Malaysia Deputy Representative, Mr Michael SY Yiin; Hogan Bakery Vice-President, Mr Polo Huang Ming Chen; Hogan Bakery

General Manager, Madam Joyce Yang Yu Wen; Parkson CEO, Mr Michael Remsen; Parkson F&B General Manager, Mr Bernard Ng, guests and the media.

Hogan Bakery offers more than 140 kinds of breads and pastries that are freshly baked daily, including its award winning champion breads. It also has outlets at Bukit Bintang Sidewalk; Level 6, Parkson Pavilion and Jaya Shopping Centre.

PERASMIAN GILANG GEMILANG HOGAN BAKERY

Hogan Bakery mengadakan majlis perasmian secara gilang gemilang di cawangannya di Lion Office Tower pada 21 September 2017.

Bakery, Puan Joyce Yang Yu Wen; Ketua Pegawai Eksekutif Parkson, Encik Michael Remsen; Pengurus Besar Parkson F & B, Encik Bernard Ng serta para tetamu dan ahli media hadir di majlis berkenaan.

Pengerusi dan Pengarah Urusan Kumpulan Parkson, Tan Sri William Cheng; Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng; Timbalan Wakil Pejabat Ekonomi dan Kebudayaan Taipei di Malaysia, Encik Michael SY Yiin; Naib Presiden Hogan Bakery, Encik Polo Huang Ming Chen; Pengurus Besar Hogan

Hogan Bakery menawarkan lebih daripada 140 jenis roti dan pastri dibakar segar setiap hari, termasuk beberapa roti jenis yang menjuarai anugerah. Ia juga mempunyai cawangan di Bukit Bintang Sidewalk; Level 6, Parkson Pavilion dan Jaya Shopping Centre.

哈肯铺盛大开幕

哈肯铺面包店于2017年9月21日在金狮办公大楼的分店举行盛大的开幕仪式。

雯、百盛首席执行官Mr Michael Remsen、百盛餐饮部总经理黄耀生、嘉宾和媒体代表。

出席开幕仪式的包括百盛集团董事长兼董事经理丹斯里锺廷森、金狮百盛基金会主席潘斯里陈秋霞、驻马来西亚台北经济文化办事处副代表尹新垣、哈肯铺面包店副总裁黄埔、哈肯铺面包店总经理杨郁

哈肯铺每天提供超过140种新鲜出炉的面包和糕点，包括其获奖的冠军面包。哈肯铺也在武吉免登人行道、柏威年百盛6楼以及Jaya Shopping Centre设有分店。

..... A DATE WITH HOGAN



Parkson Card diamond members were invited to "A Date With Hogan" sharing session at Parkson Pavilion held in conjunction with Hogan Bakery's grand opening.

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng and Hogan Bakery General Manager, Madam Joyce Yang Yu Wen shared their stories about bread and health, followed by a bread making demonstration.

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PRINTER

KHL Printing Co Sdn Bhd

Lot 10 & 12, Jalan Modal 23/2

Section 23 Kawasan MIEL Phase 8

40300 Shah Alam

Selangor Darul Ehsan

Tel: 603 - 5541 3695 / 5541 3634

Fax: 603 - 5541 3712

Website: www.khlprint.com.sg

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We live in rapidly changing times, whether as individuals or corporates. For companies, what worked years ago may not work as effectively today. Hence, companies are looking into innovative ways to stay ahead in their fields. For the retail industry, fast and evolving changes in society, lifestyle and technology are challenges that keep retailers awake at night. Changes in market trends and developments due to urbanisation, increasingly younger demographics on the one hand and ageing populations on the other, and the growing digital economy require retailers to transform and adapt or be left behind.

These were some of the key takeaways from the 18th Asia Pacific Retailers Convention and Exhibition (APRCE) that was held in Kuala Lumpur from 25 to 27 October 2017 with about 2,000 participants from retailers associations in the Asia-Pacific region.

Parkson, our retail arm maintains its relevance by offering shoppers the latest fashion and lifestyle trends. Its newest additions, Little Monsters by Parkson, the latest in children's playground opened its doors at Da Men Mall in USJ, offering a wide range of merchandise for juniors; and Hogan Bakery from Taiwan had its grand opening at Lion Office Tower, with 3 other outlets and more in the pipeline. Another milestone was the opening of Parkson Kuantan City Mall, the second Parkson store in Kuantan offering wider choices, variety and value for shoppers from all ages and walks of life.

As we approach the end of the year, it is timely to review past events as well as resolve any outstanding issues and unfinished business with a view to doing better. This will help prepare us for the challenges in the new year.

UTUSAN PENGARANG

Kita kini hidup dalam suasana di mana perubahan berlaku dengan pantas, sama ada sebagai individu mahupun badan korporat. Bagi syarikat, kaedah operasi yang memacu kejayaan bertahun-tahun lalu, mungkin tidak lagi berfungsi dengan berkesan hari ini. Oleh itu, syarikat harus mencari cara yang inovatif untuk terus maju dalam bidang mereka. Bagi industri peruncitan, perubahan pantas dalam gaya hidup masyarakat dan teknologi adalah cabaran yang boleh menyebabkan para peruncit tidak lena tidur. Trend dan perkembangan pasaran berubah disebabkan oleh faktor perbandaran, demografi di mana bilangan golongan muda semakin meningkat manakala golongan yang mencapai usia emas turut bertambah dan pertumbuhan ekonomi digital yang semakin pesat memerlukan peruncit untuk membuat transformasi dan adaptasi atau ketinggalan.

Kesemua ini adalah bingkisan utama yang dipetik dari Konvensyen dan Pameran Peruncit Asia Pasifik ke-18 (APRCE) yang berlangsung di Kuala Lumpur dari 25 hingga 27 Oktober 2017, dengan kehadiran kira-kira 2,000 peserta dari persatuan peruncit di rantau Asia Pasifik.

Parkson, bahagian peruncitan kita berjaya mengekalkan kedudukannya yang relevan dengan menawarkan pelbagai fesyen terkini dan trend gaya hidup. Perkembangan terbaru, Little Monsters by Parkson, taman permainan kanak-kanak terbaru yang dibuka di Da Men Mall di USJ, menawarkan pelbagai barangan untuk kanak-kanak; Hogan Bakery dari Taiwan merayakan majlis perasmianya di Lion Office Tower, dengan 3 outlet dan lebih banyak lagi akan dibuka. Satu lagi peristiwa penting ialah pembukaan Parkson Kuantan City Mall, stor kedua Parkson di Kuantan menawarkan lebih banyak pilihan dengan nilai hebat kepada pembeli dari semua peringkat umur dan lapisan kehidupan.

Dalam kita hampir sampai ke penghujung tahun, sudah tiba masanya untuk kita mengkaji semula semua peristiwa lalu dan menyelesaikan sebarang masalah serta urusan perniagaan yang masih tertangguh supaya kita dapat menjalani hidup yang lebih baik. Ini akan membantu kita menghadapi cabaran tahun akan datang.

OPENING OF PARKSON KUANTAN CITY MALL

Parkson Kuantan City Mall, the second Parkson store in Kuantan opened its doors on 12 October 2017.

Parkson being the anchor tenant in Kuantan City Mall occupies four floors of retail space and offers a wide range of products and popular fashion and cosmetic brands to the consumers in Kuantan.

Parkson Chief Operating Officer, Mr Law Boon Eng; Merchandising Director, Ms Natalie Cheng; Parkson Retail

Asia Executive Director, Ms Vivien Cheng; Zenith Aim Group Executive Chairman, Dato Sri Tew Kim Thin and Executive Director, Mr Frank Tew; ex-Malaysian footballer, Datuk Abdaf Alif; General Manager - Merchandising, Ms Adeline Wong and Assistant General Managers - Operations, Mr Lim Wee Luen and Mr Fang Teck Cheong; Regional Manager East Coast Region, Encik Nasir Sulaiman; Pakson Kuantan City Mall Senior Store Manager, Ms Chong Yoke Fong and Store Manager, Ms Nancy Ding Lay Sing were present at the store opening.



► From left: Encik Nasir Bin Sulaiman, Mr Fang Teck Cheong, Ms Chong Yoke Fong, Mr Frank Tew, Datuk Abdaf Alif, Dato Sri Tew Kim Thin, Ms Nancy Ding Lay Sing; Mr Law Boon Eng, Ms Natalie Cheng, Ms Vivien Cheng, Ms Adeline Wong and Mr Lim Wee Luen at the store opening.
► Dari kiri: Encik Nasir Bin Sulaiman, Encik Fang Teck Cheong, Cik Chong Yoke Fong, Encik Frank Tew, Datuk Abdaf Alif, Dato Sri Tew Kim Thin, Cik Nancy Ding Lay Sing; Encik Law Boon Eng, Cik Natalie Cheng, Cik Vivien Cheng, Cik Adeline Wong dan Encik Lim Wee Luen di pembukaan stor.



OPENING OF LITTLE MONSTERS BY PARKSON



Little Monsters by Parkson, the latest children's playground is now opened at 3rd Floor, DA MEN Mall in USJ Subang Jaya. With over 7,500 sq ft, Little Monsters offers a wide range of apparel, shoes, toys and stationery, including a sweet-themed baby room for babies and a free play area for juniors.

During this period, shoppers get to enjoy lots of opening special promotions, good deals and kids activities, including a complimentary cute kid umbrella with purchase of RM200 and above with Parkson Card, or RM250 for non Parkson Card members.

JOHNNY ROCKETS OPENS AT MAKAN MAKAN BY PARKSON SUNWAY VELOCITY

Good news for Johnny Rockets fans. Starting 27 October 2017, Johnny Rockets is now available at Makan Makan by Parkson Food Court at Level 3, Sunway Velocity Mall. There were lots of fun-filled activities such as dancing, flash mobs, polaroid photos and free milkshakes during the opening special; with a BUY 1 FREE 1 offer on any single burger.



HI-REV'S THIRD WIN IN ARRC 2017

Hi-Rev's rider once again revved it up in the international arena! In the Asia Road Racing Championship (ARRC) Round 5 Underbone 150cc class, Hi-Rev rider, Fakhrusy Syakirin Rostam came in top of the timesheets after an impressive showing during the Underbone 150cc Super Pole at Madras Motor Race Track in Chennai, India. He chalked the fastest time and earned the right to park his bike on pole position for both Race 1 and Race 2. Fakhrusy rode the 10-lap race to take his third win of the season making it a hat-trick of wins - Round 1 Pasir Gudang - Malaysia, Round 3 Suzuka - Japan and now, Round 5 Chennai - India. Syabas!



KUCHING INTERNATIONAL BIKE WEEK 2017

More than 3,000 people visited Hi-Rev's booth at the Kuching International Week 2017 (KIBW 2017) at CityOne Megamall from 12 to 15 October 2017. KIBW 2017 is the second Kuching Bike Week event in Kuching, Sarawak and attracted over 1,000 registered bikers who participated as Very Important Bikers (VIBs), whilst another 3,000 bikers came from all over Borneo and West Malaysia. It is one of the most successful motorcycle festivals in Malaysia with more than 30,000 visitors.



DEEPAVALI CELEBRATION

In conjunction with Deepavali celebration, Posim Sports and Recreation Club hosted a luncheon for its members on 23 October 2017. Everyone enjoyed themselves to the Deepavali delicacies such as biryani rice, naan, tandoori chicken, mutton rogan josh and others.



PARKSON CREDIT @ VIPER CHALLENGE RACE



► (Left photo) Happy faces of Team Parkson Credit after completing the Challenge; displaying strong team spirit and helping each other (top photos).
► (Gambar kiri) Wajah-wajah ceria Pasukan Parkson Credit selepas menamatkan cabaran. (Gambar atas) menunjukkan semangat berpasukan dan tolong menolong yang kukuh.

On 9 September, 10 staff members of Parkson Credit Sdn Bhd namely Senior GM Danny Poh, Corporate Affairs Manager Kurt Ho, Credit Management (CM) Senior Officer Abd Rahim, CM Senior Executive Ghaz'zara, CM Officers Syahrabel and Safuwan, Human Resources (HR) Manager Reine Mong, HR & Admin Senior Executive Maryati, Marketing Manager Michelle Wong and Clerk Heidi, braved the night for the Viper Challenge at Shah Alam Stadium whereby participants are challenged with a 7-kilometre run alongside 15 team-building obstacles.

Viper Challenge is Asia's largest Obstacle Course Running

event with multiple formats that push the boundaries of not just physical events but also the landscape of health and fitness in the region. Many of the obstacles are difficult or almost impossible to complete alone, hence, participants must rely on help from teammates or other participants to finish. Nevertheless, Team Parkson Credit pulled through together to complete the Viper Challenge.

The team had been training together after work on a bi-weekly basis for three months in preparation for the event. Their next target would be the much tougher 20 kilometres with 20 Obstacles Viper Challenge on 2 December this year.

CORPORATE UPDATE

BUSINESS ETHICS & INTEGRITY: KEY TO SUSTAINABILITY IN THE DIGITAL ECONOMY

Several of our staff from the Head Office and operating companies namely Parkson Retail, Parkson Credit, Likom and Secom attended a Seminar on Business Ethics and Integrity: Key to Sustainability in the Digital Economy organised by the Federation of Malaysian Manufacturers (FMM) on 3 October 2017. The seminar featured Best practices and ASEAN perspectives on corporate integrity & ethics, Ethics & integrity in digital business, Building business trust; and Ransomware threats & integrity by guest speakers from the private and public sectors, based locally and overseas.

Of interest to note were the role and responsibilities of the Malaysian Communications and Multimedia Commission (MCMC) to implement and promote the Government's national policy objectives for the communications and multimedia sector (including online activities); and MyCERT CyberSecurity Malaysia under the Ministry of Science, Technology and Innovation that operates the Cyber999 Help Centre which provides emergency response to computer security related matters as well as assistance in handling incidents such as computer abuses, hack attempts and other information security breaches.



► Head Office and operating companies' staff catching up with each other during the tea break.
► Kakitangan Ibu pejabat dan syarikat operasi bergambar sewaktu rehat.

AMSTEEL KLANG'S DIARY AMSTEEL MILLS AT IGEM 2017

Amsteel Mills' Executives - Process, Ms Kristy Nunis and Mr Thiay Mun Kiat; and Executive - Electrical, Encik Wan Mahadi Wan Mahmod attended a seminar on Green Financing & Incentives for Industry and SME at Kuala Lumpur Convention Center on 11 October 2017.

Organized by the Ministry of Energy, Green Technology and Water, the seminar featured talks by guest speakers from Malaysian Green Technology Corporation and Malaysian Investment Development Authority (MIDA) who spoke on 'Green Industry & SME Development', 'Government Facilities & Incentives' and 'Green

Technology Financing Scheme'.

The seminar aimed to disseminate information on the government's incentives and financing for green technology development in Malaysia, and shed light on the benefits of investing in green technology which have proven to benefit local industries such as Amsteel. Our building facilities, manufacturing processes and end-product applications are key areas with potential to facilitate green growth in Malaysia, hence encouraging industries to opt for green technology and benefit from the incentives provided.



► From left: Ms Kristy Nunis, Encik Wan Mahadi and Mr Thiay Mun Kiat at the seminar.
► Dari kiri: Cik Kristy Nunis, Encik Wan Mahadi dan Encik Thiay Mun Kiat di seminar.



INTER-DEPARTMENT BOWLING COMPETITION

A total of 27 teams from the various departments in Amsteel Klang participated in the Inter Department Bowling Competition at Megalanes, Sunway Pyramid on 8 October 2017. Safety Manager, Encik Mohd Nizam who made the first throw to officiate the event, gave away the prizes to the winners as follows:



HIGHEST PIN DROP PER GAME (LADIES CATEGORY) - 153
1st PLACE - LO KAR FAI (HUMAN RESOURCE)



HIGHEST PIN DROP PER GAME (MEN'S CATEGORY) - 209
1st PLACE - AZEMAN BIN ALI (CUT & BEND)



PREVIEW OF RESILION RESIDENCE PROJECT



► Resilion Residence project attracted a lot of interest from the public.
► *Projek Resilion Residence menarik minat ramai orang.*



► Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Property Division Project Manager, Ms Serena Cheng and Parkson Branding Business Development Mr Tony Oh (5th, 6th and 8th from left respectively) were present to lend their support.
► *Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng; Pengurus Projek Bahagian Hartanah, Cik Serena Cheng dan Pembangunan Perniagaan Parkson Branding Encik Tony Oh (masing-masing 5, 6 dan 8 dari kiri) turut hadir memberi sokongan.*



► Team Property who made the event a success.
► *Pasukan Hartanah yang bertungkus-lumus menjayakan acara.*

Lion Property celebrated the Mid-Autumn festival at its Bandar Mahkota Cheras Sales Gallery with the preview of Resilion Residence project on 14 & 15 October 2017.

Resilion Residence is a low-density freehold project with only 244 units of condominium and townhouses in Bandar Mahkota Cheras. Situated on a 4-acre piece of land, the project comprises one block of 172 units condominium and 72 units of 3-storey townhouses with selling price starting from RM410,000.

The show units are furnished with furniture from Ikea Cheras with Lion Property being the first developer to collaborate with Ikea. Resilion Residence will be launched at the end of the year with a promotion for early birds as well as for Parkson Card members.

For those who are interested, please register at www.resilion.com.my.



► Visitors viewing the show unit furnished with furniture from IKEA.
► *Pelawat melihat unit contoh yang dihiasi dengan perabot dari IKEA.*



► Beautiful lanterns to celebrate the Mid-Autumn festival.
► *Barisan tanglong sempena Pesta Tanglong.*

SECOM'S DIARY

REWARD FOR HONESTY

Kudos to Security Guard, Herman Bin Bahaluk (right) based at Canon Opto's premises who found some cash and returned them to the owner. He received a letter of commendation from Secom management, presented by Assistant Manager - Operations, Encik Abdul Rahim bin Bujang.



DEMO ON AED SECURITY, HEALTH & SAFETY WEEK

Secom demonstrated the Automatic External Defibrillator (AED) at Standard Chartered Bank's Security, Health and Safety Week at Wisma Standard Chartered and Wisma LYL on 26 and 29 of September 2017 respectively.

AED is a portable electronic device that automatically diagnoses the life-threatening cardiac arrhythmias of ventricular fibrillation and pulseless ventricular tachycardia in a patient. It is able to treat them through defibrillation,

the application of electrical therapy which stops the arrhythmia, allowing the heart to re-establish an effective rhythm.

The AED demonstration was held to educate the public on the usage of the device during an emergency, which includes administering CPR before AED is applied. The combination of both AED and CPR is important to ensure the survivability of the patient during an arrhythmia attack that can happen anytime and anywhere.



JOB FAIR

Human Resources Division participated in a Job Fair organized by UTC Terengganu on 30 September 2017.



2018 BUDGET

– KEY TAX CHANGES

Malaysia's 2018 Budget was tabled in Parliament on 27 October 2017 by Prime Minister and Minister of Finance YAB Dato' Sri Najib Tun Razak. The theme of the Budget Speech was "Prospering an Inclusive Economy, Balancing Between Worldly and Hereafter, for the Wellbeing of Rakyat, Towards the TN50 Aspiration".

Outlined below are some key tax changes.

CORPORATE TAX

Implementation of Earning Stripping Rules (ESR) to replace Thin Capitalisation Rules (TCR)

The implementation of TCR was introduced in Budget 2009 with effect from 1 January 2009 and was subsequently deferred to 1 January 2018. It is now proposed that the TCR be replaced by the ESR which is a new method introduced by the Organisation for Economic Cooperation and Development (OECD). Under the ESR, interest deduction on loans between related companies will be limited to a ratio ranging from 10% to 30% of the company's profit before tax using either: the Earnings Before Interest and Taxes (EBIT) or Earnings Before Interest, Tax, Depreciation, and Amortisation (EBITDA). The objective of this proposal is to prevent tax avoidance by limiting the deductibility of interest paid to related companies to control excessive tax deductions on interest expenses. (Effective date: 1 January 2019)

Expansion of double deduction of expenses for hiring of disabled person

Since the year of assessment 1982, double deduction is given on the remuneration payable by an employer in respect of the employment of a disabled person as certified by the Department of Social Welfare (JKM). It is proposed that the above double deduction be extended to the employer of persons who have been affected by accidents or critical illnesses and who are not certified by the JKJ. However, these employees must be certified by the Medical Board of the Social Security Organisation (SOCSO) that they are able to work within their capabilities. (Effective date: YA 2018)

Capital allowance for Information and Communication Technology ("ICT") Equipment and Software

Accelerated capital allowance (ACA) where initial allowance (IA) of 20% and annual allowance (AA) of 80% is given for the expenditure incurred on the purchase of ICT equipment and software until YA 2016. Thereafter, such qualifying expenditure is only eligible for capital allowance with IA of 20% and AA of 10%. The Inland Revenue Board ("IRB") has specifically stated in the Public Ruling No. 12/2014 that payments for developing software such as consultation fees and the right to use software such as licensing fees are not eligible for capital allowance.

It is proposed that IA of 20% and AA of 20% be given on the following qualifying expenditure:

Proposal 1 - Qualifying expenditure incurred on the purchase of ICT equipment and computer software packages (Effective date: YA 2017)

Proposal 2 - Expenditure incurred on the development of customised software comprising of consultation fees, licensing fees and incidental fees related to software development (Effective date: YA 2018)

PERSONAL TAX

Reduction of income tax rates for resident individuals

In recognition of the rising costs of living and to assist the middle income group increase their disposable income, the tax rate on 3 chargeable income bands between RM20,001 to RM70,000 will be reduced by 2%, with effect from YA 2018. The income tax savings as a result of this measure are as follows:

Chargeable Income (RM)	Current Tax Rates (%)	Tax Payable (RM)	Proposed Tax Rates (%)	Tax Payable (RM)	Tax Savings (RM)	Tax Savings (%)
0 - 5,000	0	0	0	0	-	-
5,001 - 20,000	1	*0	1	*0	-	-
20,001 - 35,000	5	*500	3	*200	300	60
35,001 - 50,000	10	2,400	8	1,800	600	25
50,001 - 70,000	16	5,600	14	4,600	1,000	17.86
70,001 - 100,000	21	11,900	21	10,900	1,000	8.40
100,001 - 250,000	24	47,900	24	46,900	1,000	2.09
250,001 - 400,000	24.5	84,650	24.5	83,650	1,000	1.18
400,001 - 600,000	25	134,650	25	133,650	1,000	0.74
600,001 - 1,000,000	26	238,650	26	237,650	1,000	0.42
1,000,001 and above	28		28			

50% tax exemption on rental income from residential homes

Presently, rental income received by a resident individual is subject to income tax at the progressive rates applicable to the resident individual ranging from 0% to 28%. It is now proposed that 50% of the rental income received by a Malaysian resident individual be tax-exempt, provided the following conditions are satisfied:

- The rental received must not exceed RM2,000 per month for each residential home;
- The residential home must be rented under a legal tenancy agreement between the owner and the tenant; and
- The tax exemption is given for a maximum period of 3 consecutive YAs

The exemption is effective from YA 2018 to YA 2020.

Extension of tax relief period on net savings into the National Education Savings Scheme (SSPN)

Currently, a resident individual is eligible to claim income tax relief of up to RM6,000 annually on net savings in the SSPN effective from YA 2012 until YA 2017. It is proposed that the above tax relief is to be extended for another 3 years to YA 2020.

Tax incentive for women returning to work after career break

It is proposed that women who return to the workforce after being on a career break for at least 2 years as at 27 October 2017 are eligible to claim income tax exemption on their employment income up to 12 consecutive months in YA 2018 to YA 2020. Applications must be submitted to Talent Corporation Malaysia Berhad from 1 January 2018 to 31 December 2019 in order to claim this income tax exemption.

GOODS AND SERVICES TAX (GST)

Expansion of zero-rated, exempt and out-of-scope supplies

- The zero-rating on newspapers and all types of books which are reading materials is expanded to include magazines, journals, periodicals and comics, effective 1 January 2018.
- All services provided by Local Authorities will no longer be subject to GST, with effect from either 1 April 2018 or 1 October 2018, as opted by the relevant Local Authority.
- The management and maintenance services including the cost recovery of group insurance, quit rent and land assessments of stratified residential buildings supplied by housing developers to owners of the houses held under strata titles be exempted from GST, effective 1 January 2018.

Expansion of GST relief

GST relief is provided for the following:

- Handling services provided by sea port operators in Malaysia to cruise ship operators, effective from 1 January 2018 until 31 December 2020
- Construction services for the construction of schools, where the construction is financed by approved donations, relief increased from 50% (where approved) to 100%. Full GST relief will also be given to construction services for the construction of places of worship.
- Companies in the aviation, shipping and oil and gas industries for the importation of "big ticket items", effective 1 January 2018.
- Importation of oil and gas-related equipment under a lease agreement supplied by companies located in the Designated Area (Labuan, Langkawi and Tioman) to customers in Malaysia, effective 1 January 2018.

STAMP DUTY

Extension of stamp duty exemption period to revive abandoned housing projects

It is proposed that the stamp duty exemptions be extended to instruments of transfer and loan agreements executed by rescuing contractors and original house purchasers from 1 January 2018 to 31 December 2020 for abandoned housing projects certified by the Ministry of Urban Wellbeing, Housing and Local Government.

Stamp duty exemptions for trading of Exchange Traded Fund (ETF) and Structured Warrants (SW)

To promote the development of the capital market and to make Malaysia's capital market more competitive at the international level, it is proposed that stamp duty exemptions be given on contract notes for the trading of ETF and SW. This applies to contract notes executed between 1 January 2018 and 31 December 2020.

TAX INCENTIVES

The following tax incentives are proposed:

- Review of Tax Incentives for Automation
- Tax Incentive for Transformation to Industry 4.0
- Extension of Incentive for Principal Hub
- Extension of period of application for tax incentives for new 4 & 5 star hotels
- Extension of period of tax incentives for tour operating companies
- Extension of period of application for Tax Incentive for Medical Tourism

For further information, we welcome to you to contact Group Tax at Lion Office Tower.



18TH ASIA PACIFIC RETAILERS CONVENTION & EXHIBITION IN KUALA LUMPUR

Malaysia Retailers Association (MRA) helmed by President and Parkson Group Chairman, Tan Sri William Cheng hosted the 18th Asia Pacific Retailers Convention & Exhibition (APRCE) in Kuala Lumpur Convention Centre from 25 to 27 October 2017. APRCE is organised once in every two years by the Federation of Asia Pacific Retailers Associations (FAPRA) with 18 member countries namely Malaysia, Singapore, Thailand, Indonesia, Vietnam, Philippines, Hong Kong, Taiwan, China, Japan, Korea, Australia, New Zealand, India, Mongolia, Fiji and Turkey.

APRCE 2017 with the theme of Transformation, Creativity and Beyond had a line-up of distinguished speakers from the retail and related industries and 2,000 over participants from various countries. The 2-day Convention was declared open by the Minister of Domestic Trade, Cooperatives and Consumerism, Dato' Seri Hamzah bin Zainudin. The Exhibition featuring about 40 exhibitors was earlier launched by MyCEB (Malaysian Convention & Exhibition Bureau) CEO, Datuk Zulkefli Hj Sharif.



- ▶ **Launching of APRCE 2017 by Minister of Domestic Trade, Dato' Seri Hamzah Zainudin (centre) flanked by MRA President, Tan Sri William Cheng and FAPRA Chairman, Mr Lorenzo Formoso with MRA Exco members.**
- ▶ ***Pelancaran APRCE 2017 oleh Menteri Perdagangan Dalam Negeri, Dato' Seri Hamzah Zainudin (tengah) diapit oleh Presiden MRA, Tan Sri William Cheng dan Pengerusi FAPRA, Encik Lorenze Formoso bersama Exco MRA.***



► (Top photo) Tan Sri William Cheng; MyCEB CEO, Datuk Zulkefli Hj Sharif and Mr Lorenzo Formoso (7th, 8th and 9th from right respectively) at the launch of the exhibition by Datuk Zulkefli.

► (Gambar atas) Tan Sri William Cheng; MyCEB CEO, Datuk Zulkefli Hj Sharif dan Encik Lorenzo Formoso (masing-masing 7, 8 dan 9 dari kanan) di pelancaran Pameran oleh Datuk Zulkefli.

► (Left photo) from left: MRA Hon Secretary Dato' Sri Meer Habib, Minister Dato' Seri Hamzah, Tan Sri William Cheng, MRA Deputy President Mr James Loke and Mr Lorenzo at Parkson's booth at the exhibition.

► (Gambar kiri) dari kiri: Setiausaha Kehormat MRA Dato' Sri Meer Habib, Menteri Dato' Seri Hamzah, Tan Sri William Cheng, Timbalan Presiden MRA Encik James Loke dan Encik Lorenzo di booth pameran Parkson.



- ▶ Parkson won the Most Innovative Retail Concept Award held by COO, Mr BE Law (3rd from left) along with other awards winners.
- ▶ *Parkson memenang anugerah “Most Innovative Retail Concept Award” diwakili oleh COO, Encik BE Law (3 dari kiri) bersama pemenang anugerah lain.*



- The gala dinner featured a dance performance by the troupe from Chongqing, China who will be hosting the next APRCE in 2019.
- *Majlis makan malam gala diserikan oleh persembahan tarian oleh kumpulan dari Chongqing, China yang akan menjadi tuan rumah APRCE 2019 akan datang.*

Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.29 No.4) and send your answers to the address on page 3 before the closing date: **29/12/2017**. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 29 No. 5 September/October 2017

1. Lion-Parkson Foundation awarded scholarships totalling RM410,000 to deserving students.

a. 11 b. 12 c. 13
2. Shoes Gallery by Parkson celebrated its anniversary by treating its customers to a variety of promotions.

a. 1st b. 2nd c. 3^d
3. Posim Petroleum Marketing Sdn Bhd organised a for Hi-Rev dealers and their family members recently.

a. Family Day b. Camping Trip c. Dinner
4. Amsteel Klang organised a talk on Commuting Safety Support Program for its

a. suppliers b. customers c. employees
5. Secom (Malaysia) Sdn Bhd has recently launched its new corporate logo designed by its Division.

a. Human Resources b. Marketing c. Information Technology
6. Credit Management department of Parkson Credit organized a self-funded outing to

a. Glory Beach Resort, Port Dickson b. Genting Highlands c. Lembah Temir, Pahang
7. A total of Steel Division Sports and Recreation Club members and their family members had an enjoyable outing to I-City Shah Alam.

a. 170 b. 180 c. 190
8. Sports and Recreation Club hosted a dinner for its members to celebrate Hari Raya Aidil Fitri with the theme of “Baju Raya”.

a. Posim b. Amsteel Klang c. Likom
9. Posim Petroleum Marketing has initiated the to support disciplined, hardworking and talented youths active in competitive motorsports activities.

a. Hi-Rev Motorsports Program b. Hi-Rev Sponsorship Program c. Hi-Rev Young Talent Program
10. has received a 5-star rating from the Human Resource Development Fund (HRDF).

a. Parkson b. CeDR c. Secom

NAME: (Mr / Ms)

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

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Han Ai Wei, Rosilawati Razali, Pooi Jun Yee, Azzie Zulaikha bt Mohd Istihaf, Siew Yoon Sem, Siti Rozita bt Sialan, Muhammad Lim b Abdullah, K.K. Tang, Mohd Hasri b Mohd Idross & Lim Yoke Yee.

Answers to the previous Lion Brain Tease

- | | |
|--------------------------------|------------------------------|
| 1 - a. 1 st | 6 - c. 100,000 th |
| 2 - b. Lion-Parkson Foundation | 7 - c. 30 |
| 3 - a. Secom's | 8 - a. 11 th |
| 4 - c. Amsteel Mills | 9 - b. two-day |
| 5 - a. Metaltech Malaysia 2017 | 10 - b. SPAQ and SHOOPEN |

A WELLNESS RESOLUTION YOU CAN KEEP



Employee wellness is something that matters to both employees and employers. A healthy employee is happier and more productive, which reflects well on the business and keeps everyone satisfied. If you don't have a formal corporate wellness program, you probably aren't focusing enough on the health of your employees.

The efficacy of wellness programs at work is a widely debated topic, and there isn't one solution for all businesses. Every wellness program should be using incentives. They are an important part in helping employees stay motivated to make long-term behavior change. But sometimes wellness incentive programs become THE wellness program. The tracking, awarding, and processing of the incentives consumes the wellness budget and personnel time.

The challenge is how to administer and manage an effective wellness program that does not consume too much time and resources. The nation's best wellness programs are able to find a balance between the requirements needed to deliver an incentive program and the need to help employees improve their health.

Here are 6 things that effective wellness programs do to provide effective wellness incentive management.

1. They pick the right incentives.

The goal of the wellness program is to help employees adopt and maintain healthy behaviors. The best way to do this is to provide small incentives, such as gift cards, to randomly selected employees who successfully complete different aspects of a wellness program.



One of the best ways to make sure you're picking the right incentives is to ask your wellness committee for input. If your wellness committee is composed of a good cross section of employees, they will provide valuable input on what a meaningful health incentive program would be for your employees.

Here are some time-tested employee incentive resources and ideas:

- Use incentives, but don't make a big deal of them. Make a big deal out of the benefits.
- Make sure your employees know what all the benefits are. Give them a "What's in it for me?" list.
- Never use punishments.
- Use both immediate incentives and larger benefits-based rewards

2. They decide which behaviors, activities, or health status to incentivize.

Sit down with your wellness committee and come up with a list of behaviors, activities, or health risk levels that you'd like to see your employees accomplish. If this is the first year you are doing this, you want to start small. Make it easy. During the next few years, you can change the different items you want to incentivize. By starting small, you give everybody a chance to participate and earn incentive and with time, you help them make bigger improvements in their health.

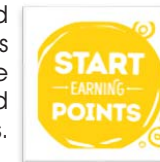


Here is a simple incentive program for employees that could be used by any worksite. It is outcomes-based because it rewards points for achieving a certain health status. The best part about this sample strategy is that it includes health risk status, health behaviors and wellness program participation.

100 points needed to earn the incentive	
ACTIVITY	POINTS
Have no elevated health risks (BP, CHOL, GLU, BMI, tobacco use)	70
Participate in behavior change campaign	20F
Complete preventive cancer screening	20
Attend behavior change webinar/presentation	20
Go to the gym 4 times a month for 6 months	20
Meet with physician to discuss elevated health risk	20
Complete smoking cessation program	50

3. They assign point values to each reward item.

Wellness incentive management should always adhere to the rule, "simpler is always better". It is tempting to create elaborate point systems that can be used to track progress towards the incentives. Resist this urge and keep it simple.



Make a list of all the different things you want your employees to do to earn an incentive. Rank this list from the most important to the least important. Then, using a point basis of 100 points, assign the number of points you want to award for each activity.

Give the most points to the things that are most important and the least points to the ones that are least important. Just make sure that you give your employees lots of opportunities to qualify for the incentive depending upon which activities they complete.

4. They determine which items can and cannot be verified.

With your list of reward activities ranked from most important to least important, you can now identify those that can be verified. Obviously if you're going to provide a lot of money or large incentive for a certain activity, it's preferable that that activity be verifiable.



Obviously you want to verify some things such as blood test, preventative screenings, flu shots, completion of behavior change tasks, completion of wellness challenges and campaigns. If you have a good wellness incentive management platform, all of these can be verified automatically with little or any work from you or your employees.

The best incentive systems use a mixture of verifiable and non-verifiable activities. It's easy to determine who has completed a health risk appraisal but it's not so easy to verify self-reported health behaviors. And there's nothing wrong with this.

Use your wellness incentive management platform to verify the important things and let employees self-report the rest. Provide more points for those that are validated and less points for those that are not.

5. Effective wellness programs make it easy for employees to verify.



Effective communication will make your wellness incentive program a lot easier for everyone. The best wellness programs use a variety of communication methods to

remind employees to report their progress and to adhere to program deadlines. A good incentive management system will do this automatically.

Sometimes employers require their employees to provide verification that some activity has been completed. Today almost every single employee has a smart phone – a group messaging system via any app could be one way to track and verify achievements.

6. They make it easy for employees to view and update points.

If it is not super easy for employees to report, view, and update their points, they won't do it. Despite the good intentions of your wellness program, if it's a hassle to participate and get their incentive points they won't engage and your program will have no effect on employee health and productivity.



The core of every good wellness program is behavior change. With the right education, skills, motivation, skills/tools, and social support, people change behaviors. Wellness programs are good at helping people adopt and maintain healthy behaviors. This is perhaps the biggest benefit of having a wellness program.

Sourced from:
<https://www.forbes.com/sites/melissathompson/2017/03/03/how-to-launch-a-corporate-wellness-program-that-works/#18e3ac311a56>

<https://www.wellsteps.com/blog/2017/02/17/wellness-incentive-management/>

<https://www.zenefits.com/blog/workplace-wellness-programs/>

CeDR ACTIVITIES

Sales With NLP talk @ SynergieM Academy - 20 September 2017



As part of SynergieM Academy's year long upskilling efforts for their real estate agent members, they invited CeDR to conduct a 3 hour talk on sales techniques utilizing neurolinguistic programming on 10 September 2017. The program was led by Daniel Wong.

CeDR ACTIVITIES

Creative Problem Solving and Decision Making @ CeDR - 20 & 21 September 2017



This program provided a handyman's toolbox that unleashes ideas and solves problems through harnessing your creative energy and eradicating 'hitting the wall' syndrome.

Delivering Powerful Presentations @ CeDR - 25 & 26 September 2017

Self-confidence plays a big role in determining the effectiveness of your presentation, and that comes from the level of preparedness and product knowledge. Learning how to structure and deliver your presentations is indeed essential – and this is exactly what our participants walked away with. Confidence and a whole lot of new skills!



LearnNet Meeting @ CeDR - 28 September 2017



Titled Executive Self-Protection/Ladies Self-Protection, this training session focused on how to protect and defend oneself against abuse, bullies, attacks, violence and harassment. Our LearnNet met together and continued from 4.45pm to 5.30pm where we provided updates on learning and development and sharing by OCs on needs and challenges.

Teambuilding for Singa Logistics @ Ion Delemen, Pahang - 20-22 October 2017

The 3-day program created a powerful awareness of motivation in self and others, leading to effective teamwork beyond individual and departmental objectives. It initiated an environment that motivates participants to achieve self-empowerment as individuals and as a team to reach new heights, create fun environment and a new perception in working relationships.



HAENA
송해나
Korean Actress / Model
Song Haena

MIXXO

THE LEADING GLOBAL WOMEN'S FAST FASHION FROM SOUTH KOREA
LEVEL 4, PARKSON ELITE PAVILION • G FLOOR, SUNWAY VELOCITY MALL
G FLOOR, PARADIGM MALL JOHOR BAHRU

f i MIXXO MALAYSIA

EXCLUSIVELY BROUGHT IN BY
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R E S I L I O N

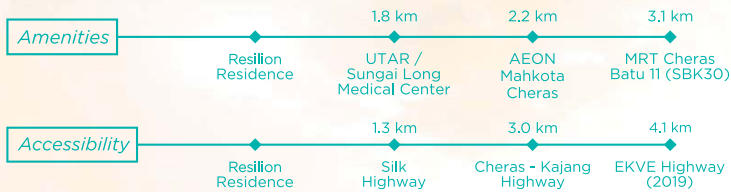


RESIDENCE

| 樂 居 苑 |

OPEN FOR REGISTRATION

Strategic Location :



GPS Coordinate:

3.040792, 101.783186



Artist's Impression