

Lion Today

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PARKSON CELEBRATES 30TH ANNIVERSARY



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Parkson Opens At Paradigm Mall Johor Bahru

PARKSON CELEBRATES



► Toasting ceremony from left / dari kiri : COO Parkson China, Mr Zhou Jia; Property GM, Parkson Corporation, Mr Cheong Tuck Yee; Senior GM, Parkson Branding, Mr Michael Chan; Mr Ng Tiak Soon; Ms Vivien Cheng; Mr Tan Soo Khoo; Mr Yeow Teck Chai, Tan Sri Abdul Rahman Mamat, Cik Zainab Dato' Hj. Mohamed; Puan Sri Chelsia Cheng; Tan Sri William Cheng; Tan Sri Albert Cheng; Ms Juliana Cheng; Ms Natalie Cheng; Ms Serena Cheng; Retail Advisor, Mr CY Cheong; PRA CEO, Mr Michael Remsen; Mr Shaun Chong; Mr Michael Chai; Mr Ooi Kim Lai; GM - Merchandising, Parkson, Ms Adeline Wong; COO Parkson Corporation, Mr Law Boon Eng; Improvement Operations Director, Parkson China, Mr Chong Cheng Tong; CFO, Parkson China, Mr Sam Au; CEO, Parkson Vietnam and Myanmar, Mr Loh Chai Hoon and President Director, Parkson Indonesia, Mr Gui Cheng Hock.



► Charity auction of Datuk Wira Lee Chong Wei's specially autographed paraphernalia (left photo) and Carolina Herrera's special Good Girl Perfume (right photo), with proceeds going to Lion-Parkson Foundation in aid of charity.

► Lelongan amal barangan istimewa yang ditandatangani oleh Datuk Wira Lee Chong Wei (gambar kiri) dan wangian Good Girl dari Carolina Herrera (gambar kanan) di mana hasil lelongan diserahkan kepada Yayasan Lion Parkson untuk tujuan amal.



► Best Dressed Winners - Mr Lucas Lau and Ms Bernie Chan with Ms Natalie Cheng (middle).

► Pemenang Pakaian Terbaik - Encik Lucas Lau dan Cik Bernie Chan bersama Cik Natalie Cheng (tengah).



► Performances by Dato' Sheila Majid (left photo) and World Funniest Man, Harith Iskander (right photo).

► Persembahan oleh Dato' Sheila Majid (gambar kiri) dan Pelawak Dunia, Harith Iskander (gambar kanan).



► Live Mannequin Show by Parkson.

► Pertunjukan 'Live Mannequin' oleh Parkson.

30TH ANNIVERSARY

About 1,100 guests comprising business partners and associates from China and South East Asia, government officials, senior media personnel and local celebrities attended Parkson's 30th anniversary gala dinner to celebrate its three decades of retail success.

Themed Great Gatsby, the evening kicked off with a corporate video showcasing Parkson's 30-year journey from its humble beginnings in 1987 to its expansive network of 120 stores across Malaysia, China, Vietnam, Indonesia and Myanmar; serving more than 100 million customers a year. The video also featured other key businesses by Lion Group.

In his welcome speech, Lion Group Executive Chairman and Parkson Group Chairman, Tan Sri William Cheng attributed Parkson's rapid growth to its vision, innovations and customer-first philosophy and its collaboration with renowned international brands offering a wide range of the latest merchandise for the whole family.

"We take pride in being a Malaysian brand that is recognised and trusted for quality products and excellent services, by our customers as can be seen in our 12 million Parkson card members and eight million Bonus Link card members," he added.

At the cake-cutting and toasting ceremony, Tan Sri William was joined by Lion Group Executive Director, Tan Sri Albert Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Holdings Berhad (PHB) Executive Director, Ms Natalie Cheng and Directors, Tan Sri Abdul Rahman Mamat, Cik Zainab Dato' Hj. Mohamed, Mr Yeow Teck Chai and Mr Ooi Kim Lai; Parkson Retail Group Executive Directors, Mr Shaun Chong and Ms Juliana Cheng; Parkson Retail Asia (PRA) Executive Director, Ms Vivien Cheng; and Directors, Mr Tan Soo Khoo; Mr Ng Tiak Soon and Mr Michael Chai; Lion Forest Industries Berhad Executive Director, Ms Serena Cheng; external directors and management staff from Parkson Malaysia, China, Vietnam, Myanmar and Indonesia.

Popular songstress, Dato' Sheila Majid; award-winning comedian, Harith Iskander and talented young singer, Alvin Chong entertained the guests throughout the evening. The ballroom was abuzz with the auction of Olympian and Parkson Brand Ambassador, Datuk Wira Lee Chong Wei's specially autographed paraphernalia as well as Carolina Herrera's special Good Girl Perfume, with the proceeds going to Lion-Parkson Foundation in aid of charity.

PARKSON SAMBUT ULANGTAHUN KE-30

Kira-kira 1,100 orang tetamu yang terdiri daripada rakan dan sekutu perniagaan dari China dan Asia Tenggara, pegawai kerajaan, pegawai kanan media dan selebriti tempatan menghadiri majlis makan malam sempena ulang tahun ke-30 Parkson bagi meraikan kejayaan selama tiga dekad dalam bidang peruncitan.

Bertemakan 'Great Gatsby', majlis dimulai dengan tayangan video korporat mengenai perjalanan Parkson selama 30 tahun, dari awal perniagaan pada tahun 1987 sehinggalah memiliki rangkaian 120 stor di seluruh Malaysia, China, Vietnam, Indonesia dan Myanmar; dengan lebih daripada 100 juta pelanggan setahun. Video itu turut menampilkan perniagaan utama lain milik Kumpulan Lion.

Dalam ucapan alu-aluannya, Pengerusi Eksekutif Kumpulan Lion dan Pengerusi Kumpulan Parkson, Tan Sri William Cheng menyifatkan pertumbuhan pesat Parkson bertitik tolak daripada visi, inovasi dan falsafah pelanggan diutamakan serta kerjasama dengan pelbagai jenama terkenal antarabangsa yang menawarkan rangkaian barangan terkini untuk seisi keluarga.

"Kami bangga menjadi jenama Malaysia yang diiktiraf dan dipercayai untuk produk berkualiti dan perkhidmatan terbaik oleh para pelanggan kami seperti yang dapat dilihat menerusi

12 juta ahli kad Parkson serta 8 juta ahli kad Bonus Link," tambah beliau.

Di acara memotong kek dan ucap selamat, Tan Sri William disertai oleh Pengarah Eksekutif Kumpulan Lion, Tan Sri Albert Cheng; Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng; Pengarah Eksekutif Parkson Holdings Berhad (PHB), Cik Natalie Cheng dan Pengarah, Tan Sri Abdul Rahman Mamat, Cik Zainab Dato' Hj. Mohamed, Encik Yeow Teck Chai dan Encik Ooi Kim Lai; Pengarah Eksekutif Parkson Retail Group, Encik Shaun Chong dan Cik Juliana Cheng; Pengarah Eksekutif Parkson Retail Asia (PRA), Cik Vivien Cheng; dan Pengarah, Encik Tan Soo Khoo; Encik Ng Tiak Soon dan Encik Michael Chai; Pengarah Eksekutif Lion Forest Industries Berhad, Cik Serena Cheng; para pengarah luar dan kakitangan pengurusan dari Parkson Malaysia, China, Vietnam, Myanmar dan Indonesia.

Penyanyi popular, Dato' Sheila Majid; pelawak yang memenangi anugerah, Harith Iskander dan penyanyi muda berbakat, Alvin Chong menghiburkan tetamu. Suasana di dalam dewan bertukar riuh semasa acara lelongan barangan milik Duta Parkson dan Olympian, Datuk Wira Lee Chong Wei yang ditandatangani beliau serta pewangi Good Girl Perfume daripada Carolina Herrera, di mana hasil lelongan diserahkan kepada Yayasan Lion-Parkson dalam tujuan amal.

百盛欢庆30周年庆典

约1,100名嘉宾，当中包括来自中国和东南亚的商业合作伙伴、政府官员、资深媒体人员和本地艺人出席了百盛30周年庆典晚宴，共同庆祝百盛在零售业三十年的成功。

宴会服装主题为盖茨比时尚。晚宴从企业视频拉开序幕，展示了百盛从1987年以来，这一路30年的历程，至今拥有120间百货公司遍布马来西亚、中国、越南、印尼和缅甸庞大网络，一年服务超过1亿客户。该视频还展示了金狮集团的其他重要业务。

金狮集团执行董事兼百盛集团董事长丹斯里鍾廷森在欢迎辞中表示，百盛的快速发展归功于其愿景、创新精神和顾客至上的理念，并与国际知名品牌合作，为家庭成员提供全方位的最新商品。

他补充说：“作为一个马来西亚品牌，我们感到自豪，深得顾客对产品和优质服务的认可与信赖，这从我们1,200万百盛会员卡 and 800万 Bonus Link 会员卡中看到。”

丹斯里鍾廷森连同金狮集团执行董事丹斯里鍾荣锦、金狮百盛基金会主席潘里陈秋霞、百盛控股有限公司 (PHB) 执行董事鍾惠严、PHB董事 Tan Sri Abdul Rahman Mamat, Cik Zainab Dato' Hj. Mohamed、姚德才和黄金来；百盛商业集团执行董事张瑞雄和鍾珊珊；百盛零售亚洲 (PRA) 执行董事鍾惠韵、PRA董事陈树群、黄哲顺和蔡文洲；金狮森林工业有限公司执行董事鍾惠雅；以及来自马来西亚、中国、越南、缅甸和印尼的百盛外部董事和管理人员主持剪彩仪式和祝酒仪式。

著名女歌手 Dato' Sheila Majid、获奖喜剧演员 Harith Iskander 和才华横溢的年轻歌手鍾瑾桦担任当晚表演嘉宾，为宾客带来娱乐。当晚还举行了奥林匹克健儿兼百盛品牌大使李金玲的特别签名用具以及 Carolina Herrera 的 Good Girl 香水拍卖会，宴会厅的气氛瞬间也越发热闹。所有筹得的款项将全数捐献给金狮百盛基金会用于慈善用途。

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New Year Message from GROUP EXECUTIVE CHAIRMAN

2017 saw our Parkson retail group celebrating its 30th anniversary. First established in 1987, Parkson now has about 120 stores in Malaysia, China, Vietnam, Indonesia and Myanmar with plans to open a new store each in Laos and Cambodia soon. We take pride in being a Malaysian brand that is recognized and trusted for quality products and excellent services, by our customers as can be seen in our 12 million Parkson Card members and 8 million Bonuslink Card members.

Parkson's rapid growth over the last 30 years is due to its vision, innovations and customer-first philosophy in offering a wide range of the latest merchandise for the whole family. We have introduced more lifestyle products and services for our customers, such as fast fashion, beauty and fragrance, food and beverage, gourmet supermarket and kids playground.

Our Steel business improved with the Safeguard measure for steel bar and wire rod which enabled the local steel mills to compete with imports and increase their production in the long steel products sector. For the flat steel products sector, we are still discussing with the Government and also with the bankers in order to restructure the hot rolled coil sector.

Over the last few years, we have been carrying out exploration work for Mining in Malaysia, Australia, Indonesia and Cambodia. We have started earthwork and cleared the top soil on our 2,000-acre piece of land in Banting, Selangor and will start commercial production in early 2018 beginning with sand mining followed by silica, amang and tin later. Its location in Banting is ideal, being near the port and airport.

Our Property division is continuing to expand and develop our townships with new launches and projects to provide more affordable housing to meet the need for such properties among the middle income earners.

Our credit financing business under Parkson Credit, offering financing for the purchase of motorcycles and consumer products is expanding with 500 dealers nationwide and increasing. The company has achieved ISO certification and Shariah compliance and been granted a Moneylending license and plans to widen its financing products to include cars and personal loans.

Our other businesses namely LIKOM providing mechanical and electronic manufacturing services here and in Mexico; POSIM trading in building materials and producing automotive and industrial lubricants under the HI-REV brand, and SECOM offering electronic and physical security services are all continuing to be profitable and seeking opportunities to expand their markets and products and services.

Malaysia's Gross Domestic Product (GDP) is projected to expand between 4% to 5% for 2017. The economy is expected to remain resilient in 2018, with the GDP forecasted to expand between 5.5% to 6%. This will be led by domestic demand with private sector expenditure continuing to be the main driver of growth fuelled by private investment and consumption particularly on food and beverage, communication, housing and utilities. Public sector expenditure on the other hand, is anticipated to decline in line with lower capital outlays by the public sector.

On the supply side, growth is expected to be broad-based, with all sectors registering positive growth. The country's external position is likely to remain favourable supported by global growth and trade. The external sector is expected to perform better with increase in the export of electrical and electronics components and commodities coupled with rising oil prices which will add to our national revenue.

We need to align our business strategies to face the coming challenges and seek opportunities in the new year. We have to adopt greater digital transformation by integrating technology into our business processes and workflow. We shall continue to embrace the values of corporate responsibility and sustainability in our operations and businesses.

Here, I wish to express my heartfelt thanks to all our staff for your continuing hard work to reduce costs and increase efficiency and productivity in order to enhance our competitiveness. I also wish to thank our customers, business partners and associates, shareholders, directors and the Government authorities for their continuing support and cooperation.

I wish everyone well in the new year and take this opportunity to extend festive greetings to those celebrating the Lunar New Year.

Tan Sri Datuk Seri Utama William Cheng

Perutusan Tahun Baru daripada PENGGERUSI EKSEKUTIF KUMPULAN

Tahun 2017 menyaksikan kumpulan peruncitan Parkson menyambut ulangtahunnya yang ke-30. Parkson kini memiliki kira-kira 120 stor di Malaysia, China, Vietnam, Indonesia dan Myanmar dengan perancangan untuk membuka stor baru di Laos dan Kemboja tidak lama lagi. Kita berbangga menjadi jenama Malaysia yang diiktiraf dan dipercayai untuk produk berkualiti serta perkhidmatan terbaik oleh para pelanggan seperti yang dapat dilihat menerusi 12 juta ahli Kad Parkson dan 8 juta ahli Kad Bonuslink.

Pertumbuhan pesat Parkson yang dicatatkan sejak 30 tahun lalu bertitik tolak dari visi, inovasi dan falsafah pelanggan diutamakan dalam menawarkan pelbagai barangan terbaru untuk seisi keluarga. Kita juga memperkenalkan pelbagai produk dan perkhidmatan gaya hidup kepada pelanggan, seperti 'fast fashion', produk kecantikan dan wangian, makanan dan minuman, pasar raya gourmet serta taman permainan kanak-kanak.

Perniagaan Keluli kita bertambah baik berikutan langkah-langkah perlindungan ke atas bar keluli dan rod dawai yang membolehkan kilang keluli tempatan bersaing dengan import dan meningkatkan pengeluaran mereka dalam sektor produk keluli panjang. Untuk sektor produk keluli rata, kita masih berbincang dengan pihak Kerajaan dan juga pihak bank untuk menyusun semula operasi keluli gulungan panas.

Sejak beberapa tahun kebelakangan ini, kita telah menjalankan kerja-kerja penerokaan untuk Perlombongan di Malaysia, Australia, Indonesia dan Kemboja. Kita telah memulakan kerja tanah dan pembersihan di atas tanah seluas 2,000 ekar di Banting, Selangor dan akan memulakan pengeluaran komersial pada awal tahun 2018 dengan perlombongan pasir diikuti silika, amang dan timah. Banting adalah lokasi yang sangat ideal memandangkan kedudukannya yang berhampiran dengan pelabuhan dan lapangan terbang.

Bahagian Hartanah kita terus memperluas dan membangunkan perbandaran dengan pelancaran projek baru untuk menyediakan lebih banyak perumahan yang mampu dimiliki bagi memenuhi keperluan hartanah tersebut di kalangan golongan berpendapatan sederhana.

Perniagaan pembiayaan kredit menerusi Parkson Credit yang menawarkan pembiayaan bagi pembelian motosikal dan produk pengguna semakin mantap dengan 500 pengedar di seluruh negara dan sedang meningkat. Syarikat ini telah menepati pensijilan ISO dan pematuhan Syariah serta memiliki lesen pembiayaan kewangan dan merancang untuk memperluaskan produk pembiayaannya kepada pembelian kenderaan dan pinjaman peribadi.

Perniagaan lain iaitu LIKOM yang menyediakan perkhidmatan pembuatan mekanikal dan elektronik di negara ini dan Mexico; POSIM yang terbabit dalam pengedaran bahan binaan dan penghasilan pelincir automotif dan perindustrian di bawah jenama HI-REV, serta SECOM yang menawarkan perkhidmatan keselamatan elektronik dan fizikal kesemuanya mencatat keuntungan dan terus mencari peluang untuk mengembangkan pasaran serta produk dan perkhidmatan mereka.

Keluaran Dalam Negeri Kasar (KDNK) Malaysia diunjurkan berkembang antara 4% hingga 5% untuk tahun 2017. Ekonomi dijangka kekal berdaya tahan pada tahun 2018 dengan KDNK dijangka berkembang antara 5.5% hingga 6%. Ini akan dipacu oleh permintaan dalam negeri dengan perbelanjaan sektor swasta yang terus menjadi pamacu utama pertumbuhan yang didorong oleh pelaburan swasta dan sektor pengguna seperti makanan dan minuman, komunikasi, perumahan dan utiliti. Perbelanjaan sektor awam pula dijangka menurun sejajar dengan pengeluaran modal sektor awam yang lebih rendah.

Pertumbuhan bagi penawaran dijangka meluas dengan semua sektor mencatatkan pertumbuhan positif. Kedudukan luaran negara dijangka terus disokong oleh pertumbuhan dan perdagangan global. Prestasi sektor luaran dijangka bertambah baik dengan peningkatan dalam eksport komponen elektrik dan elektronik, dan komoditi serta kenaikan harga minyak yang akan menambah hasil negara kita.

Kita perlu menyelaras strategi perniagaan bagi berdepan dengan cabaran yang mendatang dan merebut peluang-peluang yang ada di tahun baru ini. Kita perlu melakukan transformasi digital yang lebih besar menerusi integrasi teknologi kepada proses perniagaan dan aliran kerja. Kita akan meneruskan nilai-nilai tanggungjawab korporat dan kelestarian dalam operasi dan perniagaan.

Saya mengambil kesempatan ini untuk mengucapkan terima kasih kepada semua warga kerja atas kegigihan anda semua untuk mengurangkan kos dan meningkatkan kecekapan dan produktiviti untuk memantapkan daya saing kita. Saya juga ingin mengucapkan terima kasih kepada para pelanggan, sekutu dan rakan perniagaan, pemegang saham, pengarah dan pihak berkuasa Kerajaan atas sokongan dan kerjasama mereka yang berterusan.

Saya berharap tahun baru ini akan membawa sinar kebahagiaan kepada kita semua dan mengambil kesempatan ini untuk mengucapkan Selamat Tahun Baru Lunar kepada semua yang menyambutnya.

Tan Sri Datuk Seri Utama William Cheng

CHRISTMAS PARTY 2017 @ PARKSON ELITE PAVILION



About 500 guests had an enjoyable time at the Christmas Party hosted by Parkson Pavilion on 6 December 2017. They were treated to complimentary pampering services, an array of F&B and performances. Lucky guests walked away with prizes in the lucky draw and best dressed competition.

- Lion-Parkson Foundation, Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia CEO, Mr Michael Remsen (4th & 5th from left, respectively) with Parkson's Merchandising Managers and Store Managers at the party.
- Pengerusi Yayasan Lion Parkson, Puan Sri Chelsia Cheng; CEO Parkson Retail Asia, Encik Michael Remsen (masing-masing 4 dan 5 dari kiri) bersama para Pengurus Merchandising dan Pengurus Stor Parkson di majlis tersebut.



CHRISTMAS SPECIAL @ PARKSON MAJU JUNCTION

Parkson Maju Junction was "Ho Ho Ho!" as Santa and his Elf walked around the mall, took photos with the shoppers and gave out treats in conjunction with the Christmas celebration. A Christmas Tree Competition, Christmas dance and live band sessions, special promotions and other activities were held which added to the merriment.



PARKSON OPENS AT PARADIGM MALL JOHOR BAHRU

Parkson opened its 45th store, Parkson Paradigm Mall in Johor Bahru on 28 November 2017, graced by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Holdings Berhad Executive Director, Ms Natalie Cheng; Parkson Retail Asia CEO, Mr Michael Remsen and Executive Director, Ms Vivien Cheng; Parkson Corporation COO, Mr Law Boon Eng; KL Pavilion CEO - Retail, Dato' Joyce Yap; WCT Mall Group - Group Managing Director, Dato' Lee Tuck Fook; Director, Tan Sri Marzuki Mohd Noor and CEO - Retail, Ms Selena Chua Kah Noi, and Parkson's senior management.

With a retail area of more than 200,000 sq ft, the store which is also Parkson's first regional outlet in the southern

part of Peninsula Malaysia offers a new concept and many new brands such as Play Up beauty concept store, local brand 7 Dayz, Spanish fashion label Sfera and a new section called Young World aimed at fashion-conscious youth, especially those into streetwear and sportswear amongst others.

Other innovative offerings are a gigantic children's play-area, Popcorn Playland debut outlet at the 2nd floor, with a floor space of over 5,800 sq ft; a studio for yoga classes taught by teachers from YogaonethatIwant (YOTIW) Yoga Studios and various F&B outlets located on different floors in the store, making it convenient for customers to drop by for coffee or a meal.



- Ribbon cutting by (from left)/Acara memotong riben oleh (dari kiri): Senior Store Manager Parkson Paradigm JB, Ms Siaw Mee Ching; Asst GM - Operations, Mr Fang Teck Cheong; GM - Merchandising, Ms Adeline Wong; Ms Natalie Cheng; Ms Selena Chua Kah Noi; Mr Michael Remsen; Tan Sri Marzuki Mohd Noor; Puan Sri Chelsia Cheng; Dato' Lee Tuck Fook; Mr BE Law; Dato' Joyce Yap; Ms Vivien Cheng; Asst GM - Operations, Mr Lim Wee Luen and Regional Manager South Region, Mr Chong Kun Len.



NEW OUTLETS OPENING AT PARKSON PARADIGM MALL JB

Leading Korean brands under Parkson's stable in Malaysia namely SPAO, MIXXO and SHOOPEN opened their first stand-alone outlet in southern Peninsular Malaysia in conjunction with the opening of Parkson Paradigm Mall.

Occupying more than 10,000 sq ft over 2 floors, SPAO offers a wide range of high quality apparel, shoes and accessories at very affordable prices. In conjunction with the opening, SPAO

launched the first batch of limited edition specials in collaboration with Crayon ShinChan and Pink Panther.

MIXXO located at the Ground Floor with a built-up area of over 6,300 sq ft showcased apparel designed exclusively for the Asian women's physique and suitable for all occasions – work, leisure and parties, whilst SHOOPEN at UG Floor, offers a wide array of footwear and accessories for men, ladies and

children. From slip-ons to leather shoes, SHOOPEN has shoes for all occasions and makes the signature runway looks achievable at affordable prices.

SPAO, MIXXO and SHOOPEN staged a fashion show of their latest collections on 1 Dec 2017, with Friends of SPAO & SHOOPEN Malaysia, Alvin Chong making a special appearance to entertain and meet the shoppers.



OKAIDI OBAIBI

Okaidi Obaibi opened its 5th standalone store at Level 2, Paradigm Johor Bahru. With this latest addition, shoppers can now visit the store for the latest babies' and children's fashion from France, ranging from 3 months to 3 years for babies and 2 to 14 years for children.



Sfera

Established fashion label from Spain, Sfera's 2nd store opened its doors in Johor with a variety of trendy clothing for women, men and kids! Globally recognized for its runway-like clothing, Sfera offers lots of choices for the fashionistas down south. Sfera is located on Level UG in Parkson Paradigm.



TRUCCO

Women's fashion label from Spain, Trucco opened its 6th store in Parkson Paradigm Johor Bahru, bringing a new touch to style and complete looks from AM to PM for consumers down south. Do drop by the store, located on Level UG, Parkson Paradigm when you're in Johor.



HOGAN BAKERY OPENS 2 NEW OUTLETS

Bread lovers in Petaling Jaya and Putrajaya can now savour Hogan Bakery's breads and pastries that are freshly baked daily with the opening of two new outlets at Jaya Shopping Centre in Petaling Jaya and IOI City Mall, Putrajaya.

With these new outlets, Hogan Bakery now has five outlets with the existing three located at Lion Office Tower; Bukit Bintang Sidewalk and Level 6, Parkson Pavilion.



HI-REV ROCKS AT 7TH SIBU BIKE WEEK 2017

After the Kuching International Bike Week in Oct 2017, Hi-Rev once again rocked in East Malaysia with its participation in the 7th Sibu Bike Week 2017 at Sibu Town Square from 8 - 10 December 2017.

The annual event which promotes motorcycling as a hobby and creates camaraderie amongst bikers in the region and internationally attracted more than 30,000 visitors. Highlights of the

event included a car exhibition, band competition, scooter competition, tattoo competition, skateboard and BMX competition, Miss Sibu Bike Week, Mr. FIT and Battle of the Bands competition.

Visitors were all excited over the activities and prizes given away at Hi-Rev booth with motorcycle enthusiasts posing with the Hi-Rev motorcycle on display. Once again, Hi-Rev rocks in East Malaysia! Malaysia!



PLAY UP ADVANCE OPENS @

fahrenheit88, Kuala Lumpur

PLAY UP Advance, a multi brand beauty concept store opened its first stand-alone store at the Ground Floor of fahrenheit88 on 16 December 2017. Occupying more than 5,000 sq ft, PLAY UP Advance has brought in over 150 international and local brands with many of these being a first in the Malaysian beauty scene, and offers more than 10,000 beauty products priced under RM50.

Shoppers can shop at ease browsing through the cosmetics, fragrance, mask, accessories, bath and body, skincare, haircare and nails sections whilst PLAY UP Advance Beauty Advisors, also known as the 'Beauty Squad' are available to offer free consultations and customized product recommendations. Among the brands available are Moonshot, VT Cosmetics, Vely Vely, 16brand by Chosungah, Mille, Beauty Buffet, Lifeford, Flormar, Models Own, Son & Park and many more.

As Malaysian's homegrown brand, PLAY UP Advance also offers local homegrown beauty brands which started off as online businesses namely Breena, Chique, Dida, Fame, Glam X, Marcella & Co., MYJ, Nita, Oh Most Wanted, Orkid Cosmetics, So.lek, Velvet Vanity amongst others, an offline presence at the store.

PLAY UP Advance is also available in the Southern Region; at Ground Floor, Parkson Paradigm Johor Bahru.



Parkson Paradigm Mall, Johor Bahru



PARKSON CREDIT'S DIARY

BRIEFING FOR DEALERS

On 27 December 2017, Parkson Credit organised a briefing session for its motorcycle dealers from the Central Region to familiarise them with the Consumers Protection (Amendment) Act 2017 and Parkson Credit's exclusive online IDEAL System which has been updated in compliance with the Act.

Marketing Manager, Ms Michelle Wong (right) briefed them on the Act which was enacted to protect the interests of consumers who purchase goods through credit sale transactions, which has the effect of regulating the principal business between Parkson Credit and its dealers.



PODIUM FINISH IN YAMAHA NVX CHALLENGE

As the last Yamaha NVX Racer crossed the finishing line on 20 November 2017, Team GT-Max sponsored by Parkson Credit was declared as the overall 2nd Place Finisher in the inaugural Yamaha NVX Challenge. The Challenge, organised by Petronas and Hong Leong Yamaha, comprised 10 races across Peninsular Malaysia with motorcycles in the one-make race being automatic transmission with engine displacement of 155cc. The race was touted as an opportunity for young and emerging racers to showcase their racing talents.

This is Parkson Credit's first sponsorship of a racing team with the aim to create greater awareness about the company.



► GT-Max General Manager, Mr Kwa with GT-Max Racer, Mohd Farisul at the starting grid.

► Pengurus Besar GT-Max, Encik Kwa bersama Pelumba GT-Max, Mohd Farisul di garis permulaan.

VIPER CHALLENGE CYBERJAYA RACE

Team Parkson Credit continued with their earlier success at the Viper Arena by participating in the tougher Viper Challenge Cyberjaya on 2 December 2017 with 7 members namely Senior GM, Mr Danny Poh; Corporate Affairs & Communications Manager, Kurt Ho; HR Manager, Reine Mong; Finance Manager, Wong Pui Tze; HR & Admin staff, Muhammad Heidi Ariff Bashri; Accounts & Finance Clerk, Tengku Amar Farhan Tengku Ruslan and IT Executive, Suryo Prayogo Selamat tackling the 20-km run and 20 obstacles course.

As it was held outdoors in the day, the team had to brave the hot sun and muddy conditions, which included chest high water obstacles. They managed to complete the gruelling run and obstacles in 6 ½ hours, from 9.00 am to 3.30 pm. The team's participation in the Challenge is part of the company's Human Resource initiatives to foster team spirit and a healthy work and life balance.



► Parkson Credit Team members (from left)/Ahli pasukan Parkson Credit (dari kiri): Mr Danny Poh, Mr Kurt Ho, Ms Reine Mong, Ms Wong Pui Tze, Muhammad Heidi Ariff Bashri, Tengku Amar Farhan Tengku Ruslan and Suryo Prayogo Selamat.



► Team Parkson Credit at the start of the Challenge.
► Pasukan Parkson Credit sebelum permulaan cabaran.

JAN-FEB



Property Division had its first Customers Appreciation Dinner and celebrated the beginning of an exciting year with customers and guests on 14 January 2017.



Directors of Lion Forest Industries Berhad and management staff of its operating companies had a Brainstorming Session at Posim Group office in Shah Alam on 18 January 2017.



Senior managers from the Group's business operations reviewed their divisions' performance and targets for the new financial year at the Senior Managers Meeting at the Group Head Office on 24 and 25 January 2017.



Secom organised a two-day Brainstorming Session themed "Towards A Successful Organisation" on 14 and 15 January 2017.



CeDR Corporate Consulting organised a Learning Session for 2015/2016 Lion-Parkson Foundation scholars from 23 to 26 January 2017.



For the eighth consecutive year, Lion-Parkson Foundation collaborated with Parkson Corporation and five independent schools in Klang Valley to organise the annual Lunar New Year Calligraphy Charity Sale in aid of needy students in these schools.



Posim Group ushered in the Lunar New Year with a series of appreciation dinners nationwide attended by more than 8,000 dealers and their family members.



Parkson Indonesia spread some cheer to the underprivileged communities around its Head Office at Bintaro Jaya, South Tangerang on 8 February 2017.



Hogan Bakery opened its second outlet in Shanghai on 18 February 2017.



Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng had a book signing session for her book "My Cause • My Music" in aid of charity at MPH Bookstore at 1 Utama on 18 February 2017.

MAR-APR



Parkson officially opened its 45th store in Malaysia at MyTown Shopping Centre on 16 March 2017.



Makan Makan by Parkson opened in Sunway Velocity Mall, offering more than 100 choices of affordable cuisine, desserts and drinks under one roof.



Posim Petroleum Marketing participated in the first Automechanika Vietnam 2017 at Ho Chi Minh City from 15 - 17 March 2017.



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.



Lion Group Steel Division's Sports & Recreation Club had its 30th Annual General Meeting at Amsteel Mills Klang on 9 March 2017.



Parkson and LPF organised "My Cause • My Music" Sharing Session by LPF Chairman, Puan Sri Chelsia Cheng and Asst Dean/Chief of Breast Surgery, Hong Kong University, Dr Ava Kwong at Parkson Pavilion on 5 March 2017.



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.



Lion-Parkson Foundation presented proceeds from 2017 Lunar New Year Calligraphy Charity Sale totalling RM194,628.85 to the 5 participating schools on 5 April 2017.



Hogan Bakery opened its second and third outlets at Lion Office Tower and Bukit Bintang Sidewalk on 20 March and 13 April 2017 respectively.



Centro by Parkson, the 18th store in Indonesia was opened on 25 March 2017.



Parkson Indonesia collaborated with Yayasan Terumbu Rupa 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.



Lion Group Medical Assistance Fund sponsored the cost of medication worth RM8,000 for the Medical Camp organized by the Rotary Clubs of Bukit Kiara Sunrise and Shah Alam on 2 April 2017.

24



Spanish youth-oriented fast fashion brand, Sfera officially opened its 1st store in Malaysia on 13 May 2017.

26



Parkson Lifestyle announced the appointment of Nik Qistina and Alvin Chong as "Friends of SPAO and SHOOPEN Malaysia" on 24 May 2017.

29



Amsteel Mills ISO 14001 Committee organized two "Gotong Royong" sessions to promote environmental awareness amongst the employees and a conducive working environment prior to the ISO 14001 EMS Audit by SIRIM.

31



For the 11th consecutive year, Lion-Parkson Foundation contributed to Taman Klang Residents Association's Annual Education Program represented by Amsteel Mills.

27



Parkson Credit held a ceremony to fete its 100,000th applicant, Encik Daud Bin Bro @ Yusop who had applied for an easy payment plan at one of the company's 300 dealers nationwide.

25



Parkson KLCC hosted a Raya Open House for its business associates and Parkson Card members on 19 May 2017.

28



Lion Petroleum Products participated in Asean's largest International Machine, Tool & Metalworking Technology Exhibition, Metaltech Malaysia 2017 from 24 to 27 May 2017.

30



Amsteel Mills hosted two staff dinners themed "Malaysia Traditional Nite" on 2 May and 11 May in appreciation of its employees for their dedication and commitment in increasing production and meeting production targets.

32



Parkson hosted its first Majlis Iftar Ramadan for 30 single mothers from Selangor, Kuala Lumpur and Negeri Sembilan and their children at Makan Makan by Parkson in fahrenheit88 on 8 June 2017.

33



Hi-Rev's riders, Fakhruy Syakirin Rostam and Mohd Muzakir Mohamed took the 1st and 2nd podium win in the Underbone 150cc category - Asia Road Racing Championship (ARRC) Race 2 in Suzuka, Japan.

34



Lion-Parkson Foundation organised a briefing session on 15 June 2017 for the shortlisted candidates for its scholarship awards.

36



Lion-Parkson Foundation awarded scholarships totalling RM410,000 to 9 deserving students based on academic performance, extra-curricular activities and leadership qualities on 18 August 2017.

38



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

39



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

42



Lion Property organised a preview of Resilion Residence project at its Bandar Mahkota Cheras Sales Gallery on 14 & 15 October 2017.

35



Posim Petroleum Marketing initiated the Hi-Rev Young Talent Program in support of disciplined, hardworking and talented youths who are actively participating in competitive motorsports activities.

37



About 1,500 dealers and their family members, and guests attended Hi-Rev's Family Day organised by Posim Petroleum Marketing on 12 August 2017.

40



Little Monsters by Parkson, the latest children playground was opened at 3rd Floor, DA MEN Mall in USJ Subang Jaya.

43



Parkson won the 'Most Innovative Retail Concept Award' at the 18th Asia Pacific Retailers Convention & Exhibition (APRCE) held in Kuala Lumpur Convention Centre from 25 to 27 October 2017.

41



Hi-Rev participated in the Kuching International Bike Week 2017 (KIBW 2017) at CityOne Megamall from 12 to 15 October 2017.

FESTIVE CHEER FOR THE UNDERPRIVILEGED

HOME FOR HANDICAPPED & MENTALLY DISABLED CHILDREN SELANGOR

Lion Property Division visited the Home for Handicapped & Mentally Disabled Children Selangor in Banting on 24 November 2017. Led by General Manager – Marketing & Sales, Mr Eddie Wong, their presence brought cheer to the residents, along with some essential goods and cash contribution for the Home.

The Home was built at a cost of RM2.2 million contributed by Lion-Parkson Foundation, on a 4.17 acres piece of land worth RM1.2 million donated by Lion Group.

PERSATUAN INSAN ISTIMEWA CHERAS

On 3 November 2017, Property Division brought early festive cheer to the residents of Persatuan Insan Istimewa Cheras with a cash contribution and some necessities. Assistant General Manager - Projects, Ms Serena Cheng (centre) and General Manager - Marketing & Sales, Mr Eddie Wong (right) presented the contribution to the Home's representative.

HOUSE OF LOVE RESIDENTS

Posim Petroleum Marketing (PPM) and Parkson Credit together brought Christmas joy to about 30 residents of House Of Love, an orphanage in Klang on 28 Dec 2017. The team brought essential items such as Milo, biscuits, ironing boards, laundry dryer machines and cash vouchers for the children who enjoyed the Michael Jackson performance and Magic Show held. The event ended with Christmas carolling by the team.



► PPM General Manager, Ms Valerie Poon and Parkson Credit General Manager, Mr Danny Poh (7th and 9th from left respectively) presenting their joint contribution to House Of Love Administrator, Mr Joseph Pang with staff from the three organisations.
► Pengurus Besar PPM, Cik Valerie Poon dan Pengurus Besar Parkson Credit, Encik Danny Poh (masing-masing 7 dan 9 dari kiri) menyerahkan sumbangan kepada wakil House Of Love, Encik Joseph Pang bersama warga kerja ketiga-tiga organisasi.

PARKSON INDONESIA: WE CARE PEDULI TERUMBU KARANG

Parkson Indonesia collaborated 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, undertaken by 16 Centro and Parkson stores for 4 months from 27 April to 22 August 2017.

In a cheque presentation ceremony, Parkson Indonesia presented Rp. 185,560,000 (approximately RM54,722), comprising proceeds from the sale of coupons totalling Rp. 170,560,000 (approximately RM50,299) and corporate donation of Rp. 15,000,000 (approximately RM4,423) to YTR for the 12x6x4 metres art installation titled Domus Piramidis Dugong, a new home for coral reefs. The deployment of this art installation was held in conjunction with Coral Day event at Bangka Island, North Sulawesi.



► Left to right/Kiri ke kanan: Store Manager Centro Manado Town Square, Encik Muhammad Sofiyon; A&P Sr Manager, Parkson Indonesia, Ms Pelly Sianova; Founder, Yayasan Suara Pulau, Ms Ulva; Musician & Environment Activist, Kaka SLANK; YTR Founders, Ms Mira Tedja and Mr Teguh Ostenrik; and YTR Chairman, Encik Asrul Hanif Arifin.

AMSTEEL KLANG'S DIARY

AMSTEEL SIGNS COLLECTIVE AGREEMENT

Amsteel Mills Sdn Bhd and the Metal Industries Employees' Union (MIEU) concluded their 11th Collective Agreement with the signing ceremony held on 15 December 2017. Steel Division COO, Mr Paul Chan represented Amsteel whilst MIEU was represented by its Executive Secretary, Mr G Rajasekaran.



► Mr Paul Chan and Mr G Rajasekaran (6th and 7th from left, respectively) with Amsteel's management team and MIEU worksite committee members.
► Encik Paul Chan dan Encik G Rajasekaran (masing-masing 6 dan 7 dari kiri) bersama pasukan pengurusan Amsteel dan ahli jawatan kuasa MIEU.



BLOOD DONATION CAMPAIGN

Amsteel organised its annual Blood Donation and Health Screening Campaign in collaboration with Lions Club of Kuala Lumpur Bukit Kiara and Hospital Tengku Ampuan Rahimah, Klang on 8 November 2017.

FISHING COMPETITION

66 anglers took part in the Inter-Company Fishing Competition organised by Lion Group (Steel Division) Sports and Recreation Club at Kolam Memancing Air Masin Sementa, Klang on 25 November 2017. IT Manager, Encik Mohamed Azlan Mohd Ali gave away the prizes to the winners.



CHAMPION
ZULKHAIRI B AMRAN PUZI
1st RUNNER UP
HAFIZUDDIN YEOP AHMAD
2nd RUNNER UP
MOHD YASIN HASHIM

BOWLING COMPETITION

An Inter-Company Bowling Competition was held at Wangsa Bowl, Setia City Mall, Setia Alam on 19 November 2017. The winners were:



LADIES' CATEGORY
CHAMPION : AMSTEEL KLANG "A"
LO KAR FAI, UMI MAISARAH & SITI MAISARAH
1st RUNNER UP : AMSTEEL KLANG "B"
KALAVALLY, PALANIAMAL & THAMITHA
2nd RUNNER UP : AMSTEEL KLANG "C"
NORALINA, NOR AZLIA & NURIDZWANI
HIGHEST PIN (LADIES' CATEGORY) - 281
LO KAR FAI
MEN'S CATEGORY
CHAMPION : AMSTEEL "A"
AZEMAN, ZULKEFLI & HAZAREE
1st RUNNER UP : AMSTEEL "B"
SAMSIDI, MUHAMMAD SHAIFFUL & KHAIROL HAFIZ
2nd RUNNER UP : AMSTEEL "C"
SYARUK AKRAM, AZRUL AZWAN & ZAHIRIN
HIGHEST PIN (MEN'S CATEGORY) - 352
A RAHIM BURASMAN

HAPPENINGS @ SECOM

VISIT BY SECOM SINGAPORE



► Seated from left/Duduk dari kiri: Secom (S) Operations Supervisor - Control Centre, Mr Li Yaomin; Operations Manager - Depot, Mr Jason Tan; Ms Tan Wee Gaik; Secom (S) Senior Operations Manager, Mr Toshio Kawai; Mr Lee Keang Hong; Mr Kenji Ishida; Secom (S) Operations Director, Mr Philip Teng; Secom (M) Senior Manager, Pre Sales Support, Mr Jonathan Choong; Secom (S) Assistant Operations Manager, Mr Kang Hock Khim and Secom (M) Senior Manager Operation, Mr Wong Yuet Onn.
Standing from left/Berdiri dari kiri: Secom (M) Technical Advisor, Mr Keisuke Ando; Operations Manager - SG, Mr Keiichi Suzuki; Head - Special Projects, Puan Noorlela Othman; HR Manager, Puan Marlia Ramli; Operation Manager, Mr Paul Soosai; and Senior Manager Operations, CC&CMS, Mr Takashi Sasaki.

Secom (M) Sdn Bhd welcomed their counterparts from Singapore on 17 November 2017. Led by Director of Secom Singapore, Mr Kenji Ishida, the entourage was received by Secom Malaysia's Director/Advisor, Mr Frankie Chai; General Manager, Mr Lee Heang Hong and Assistant General Manager, Ms Tan Wee Gaik. The visitors were briefed on the current trends in the local security services industry, taken on a tour of the Secom Malaysia's Head Office and later joined in the area leaders meeting.

UTC JOB FAIR IN TERENGGANU



About 30 applications for various positions of Controller, Security Guard, Security Officer, Response Officer and Technician, were received at the UTC Job Fair at Dewan Gong Kemuntong in Besut, Terengganu on 11 November 2017. HR Officer, Encik Nazri Abu Bakar and HR Executive, Encik Syafiq Faliq Alfian had their hands full answering queries from the job seekers.



DEFENSIVE DRIVING SKILLS TRAINING

In its efforts to enhance the skills of its technical and response team members, Secom organised a training session on defensive driving to enhance their driving skills on 16 November 2017.



CIMB-CWA FINANCIAL AND RETIREMENT TALK

Secom invited CIMB-CWA Group to give a financial and retirement talk, attended by 20 people keen on retirement planning for their golden years.



SHARING SESSION @ TZU CHI MALAYSIA

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng was invited by Tzu Chi Malaysia to share her life story from being a Golden Horse Awards Best Actress to cancer survivor, with a more than 400-strong audience at Tzu Chi Jing-Si Hall in Kepong on 2 December 2017.

Puan Sri shared her ailment and recovery journey bolstered by a positive attitude to encourage the audience, especially cancer patients present at the event. She also donated copies of her book "My Cause • My Music", a compilation of articles written by her which had been published in Nanyang Siang Pau, as well as several articles published in Joongang Sunday newspaper in Korea, to Tzu Chi Foundation.



► Puan Sri Chelsia Cheng sharing her life story on stage and signing her book "My Cause • My Music" for members of the audience.
► Puan Sri Chelsia Cheng berkongsi kisah hidup beliau di atas pentas dan menandatangani buku "My Cause • My Music" untuk hadirin.

LISTED COMPANIES' AGMS

Lion Forest Industries Berhad held its Annual General Meeting (AGM) on 21 November 2017 whilst Parkson Holding Berhad and Lion Diversified Holdings Berhad held theirs on 22 November 2017.

The AGM for Lion Industries Corporation Berhad was on 23 December 2017 whilst the two non-listed companies, Lion Corporation Berhad and ACB Resources Berhad held their AGMs on 21 and 23 November 2017 respectively.



► Directors of Lion Industries Corporation Berhad at the company's AGM chaired by Datuk Seri Utama Raja Nong Chik Dato' Raja Zainal Abidin (3rd from right).
► Para Pengarah Lion Industries Corporation Berhad di Mesyuarat Agung Tahunan yang dipengerusikan oleh Datuk Seri Utama Raja Nong Chik Dato' Raja Zainal Abidin (3 dari kanan).



FUN TRIP TO LEMBAH TEMIR

Head Office Sports and Recreation Club organised a trip to Lembah Temir in Raub, Pahang on 4 and 5 November 2017. About 80 employees had a great time participating in the activities organised. The outing certainly helped to foster closer relations amongst the employees from the various companies located at Lion Office Tower.





Here's your chance to win some Parkson vouchers. Circle the correct answers to these easy questions from the previous issue (Vol.29 No.5) and send your answers to the address on page 3 before the closing date: 28/2/2018. Multiple entries will be disqualified.

the GREAT Lion Brain Tease

Lion Today - Vol. 29 No. 6 November/December 2017

- Hogan Bakery held its grand opening ceremony at its outlet recently.
a. Lion Office Tower b. Parkson Pavilion c. Bukit Bintang side walk
- Parkson Kuantan City Mall is the Parkson store in Kuantan.
a. 1st b. 2nd c. 3rd
- Little Monsters by Parkson, the latest children's playground is on the in DA MEN Mall in USJ Subang Jaya.
a. 1st floor b. 2nd floor c. 3rd floor
- staff members of Parkson Credit participated in the Viper Challenge with a 7-kilometre run and 15 team-building obstacles, at Shah Alam.
a. 5 b. 10 c. 15
- Malaysia Retailers Association hosted the Asia Pacific Retailers Convention & Exhibition in Kuala Lumpur Convention Centre from 25 – 27 October 2017.
a. 17th b. 18th c. 19th
- Hi-Rev took part in the in Kuching, Sarawak and attracted more than 3,000 people to its booth.
a. Kuching International Bike Week 2017 b. Asia Road Racing Championship c. Kuching Motor Show
- emerged as the champion for the ladies category in Amsteel Klang's Inter-Department Bowling Competition.
a. SMP Baling Jee b. Angels c. Ladies Strike
- Lion Property celebrated the festival at its Bandar Mahkota Cheras Sales Gallery with a preview of Resilion Residence project.
a. Mid-Autumn b. Winter Solstice c. Harvest
- CeDR held a team-building program for Singa Logistics employees at Ion Delemen, Pahang.
a. 1-day b. 2-day c. 3-day
- demonstrated the use of the Automatic External Defibrillator at Standard Chartered Bank's Security, Health and Safety Week.
a. CeDR b. Secom c. Hi-Rev

NAME: (Mr / Ms) _____

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

CONGRATULATIONS

Prize winners of the previous Lion Brain Tease:

Deric Kuan Yew Kuang, Thlay Mun Kiat, Chua Lay Geok, Sabariah Wong bt Abdullah, Mohd Khaizal b Jamrus, Loh Chi Ching, Norummizati bt Hashan & Mohd Azizi b Mohd Shafar.

Answers to the previous Lion Brain Tease

- | | |
|------------------------|--|
| 1 - b. 12 | 6 - a. Glory Beach Resort Port Dickson |
| 2 - a. 1 st | 7 - c. 190 |
| 3 - a. Family Day | 8 - a. Posim |
| 4 - c. employees | 9 - c. Hi-Rev Young Talent Program |
| 5 - b. Marketing | 10 - b. CeDR |

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RESOLUTIONS YOU CAN ACHIEVE!

Do you want to build a robot? Perhaps you could take this on, as Mark Zuckerberg has: "Every year, I take on a personal challenge to learn new things and grow outside my work at Facebook... My personal challenge for 2016 is to build a simple AI to run my home and help me with my work. You can think of it kind of like Jarvis in Iron Man."

Maybe the new year for many may not be about making widespread character changes, but rather a time for people to reflect on their overall behavior and lifestyle, perhaps particularly over the past year, and to consider how fully one is living.



Maybe there are choices or changes we can make to get more out of life — to be healthier, more engaged and present, more fulfilled, more giving, etc. When we feel we have a clean slate, people are more optimistic and driven to make changes or achieve growth. But it needs to be something we truly want and for which we are intrinsically, not externally, motivated and not something that society is saying we "should" want to have or look like.

To make lasting change, people have to be ready to modify their habits and often their ways of thinking. You have to create new neural pathways in your brain to change habits: the more we repeat something and use that portion of the brain in a focused way, we can reprogram our brain.

That's why you have to stick with it past those first often easily unsuccessful two weeks. Be easy on yourself, understand that this actually isn't just a decision made on January 1, but an intention that you can revisit anytime throughout the year. According to Forbes, only 8% of people who set resolutions are completely successful by the end of the year.

By making specific, measurable goals, allowing support and accountability, and ensuring it is being sought for the right reasons, more people can achieve lasting success.

Here are recommendations for 5 resolutions that will bring you fulfillment in the new year. Disclaimer: this isn't meant to make it seem simple, but these modifications or additions, when done consistently, can help anyone with changing your brain or your relationship with food or your body, for example.

1. WRITE DOWN 3 THINGS YOU'RE GRATEFUL FOR EACH MORNING

These need to be written, not typed or texted. The act of actually putting hand to paper is therapeutic, so keep a journal on your nightstand. Starting the day with a list of gratitude helps set the tone for the day and research shows it increases happiness and satisfaction over time.



2. BE AWARE OF YOUR SCREEN TIME

Put your phone away during all meals and setting a couple of specific times each day that you'll check social media. This will limit those arbitrary "Facebook checks" throughout the day that adds up to HOURS. You'll find yourself being more productive and thoughtful about interactions with others. If you can't avoid screen time for work, check out articles on how **blue-light glasses** can protect you from the harmful effects of overexposure.



► Continue on page 21

Editor: Penny Chong Editorial Board: Barry Mark Westerhout

Learning Link November/December 2017 20



Learning Link

3. KNOW WHEN TO SAY YES... OR NO

Self-care includes knowing your limits and knowing what is good for YOU. Sometimes that means saying "no" to something so you can finish a project or take some time to recharge. But sometimes it means pushing yourself out of your comfort zone and taking someone up on an invitation that may end up being super fun. If you're typically a 'no person,' try challenging yourself to say yes 3 times this month and vice versa.



4. CHOOSE WHEN YOU CAN BE ACTIVE

This means making the simple, obvious choices of parking further away or taking the stairs rather than the elevator. It also means making the choice about physical activity that you enjoy. Don't run if it feels tedious and loathsome. If you enjoy doing Jazzercise or in-home videos or playing kickball, do that! Finally, taking frequent leisurely strolls is also good for the brain and for decreasing stress.



5. NOTHING IS OFF LIMITS

Learn how to mindfully eat, and you will learn how to be satisfied and be able to trust your physical cues of hunger and fullness and practice body acceptance. In fact, you'll likely find yourself listing your physical strength and attributes on your daily gratitude list.



The New York Times has claimed that past years have had us "obsessed over identity". Perhaps this will influence us as we envision who we'd like to be or who we'd like to attract to our inner circles in 2018.

Adapted from: <http://www.shrinktank.com/do-this-instead-of-falling-for-the-typical-new-years-resolution-trap/>

p.s. don't forget about our Corporate Wellness Initiative!!

CeDR YEAR-END BASH 15-16 DEC 2017



Preparing for the challenges



Kak Ana gamely shooting off the base



Group shot after the challenges

The CeDR team took a couple of days off at Best Western Premier Ion Delemen, Pahang to challenge themselves to step out of their comfort zone – and step out they did! There was a spot of Flying Fox, Rope Walking and Wall Climbing. Later on they ran around the peak in a treasure hunt designed to familiarize themselves with everything available there, had their Christmas gift exchange, and ended with their monthly meeting to take stock of where they are, and to strategise where they want to be.



The team with their gifts



Friend of SHOOPEN,
NIK QISTINA

Nik Qistina

Friend of SHOOPEN,
ALVIN CHONG

Alvin Chong

SHOOPEN
BE A SHOES FAN

6 Floor & 1st Floor, Shoes Gallery by Parkson, Fahrenheit88
6 Floor, West Wing, IOI City Mall | UG Floor, Paradigm Mall Johor Bahru

SHOOPEN MALAYSIA

the Vantage

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BANDAR MAHKOTA CHERAS

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