

Lion Today

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PARKSON SUNWAY PYRAMID NEW LOOK



& OPENS IN BINTULU



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PARKSON SUNWAY PYRAMID



► Puan Sri Chelsia Cheng (right) and Mr H.C. Chan (left) beating the drum to kickstart the fashion show (bottom photos).
► Puan Sri Chelsia Cheng (kanan) dan Encik H.C. Chan (kiri) memukul drum bagi melancarkan pertunjukan fesyen (gambar bawah).



PARKSON BINTULU



PARKSON SUNWAY PYRAMID NEW LOOK

Parkson Sunway Pyramid now sports a sophisticated and fresh new look, in line with changes to its merchandise and brand mix.

Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Sunway Malls and Theme Parks CEO, Mr H.C. Chan; Parkson Holdings Bhd Executive Director, Ms Natalie Cheng; Parkson Retail Asia Executive Director, Ms Vivien Cheng and CEO, Mr Michael Remsen; Parkson Corporation COO, Mr Law Boon

Eng and Senior Store Manager, Puan Halimatul Sadih launched the store's new look.

With a built-up area of 10,219 sq metres, the three-level store has its own beauty section, a denim studio, a baby room and play area, and offers more than 400 brands of merchandise including 80 exclusive brands. A fashion show with models dressed in the latest collections on sale at the store was held.

& OPENS IN BINTULU

Parkson opened its 45th store and the first store in the city of Bintulu in Sarawak on 17 December 2018. This new store in The Spring Bintulu Mall has a retail space of 32,325 sq metres spanning across two floors with over 350 brands offerings for everyone.

Parkson The Spring Bintulu represents a new shopping landmark that provides customers a fun and entertaining shopping experience. Apart from convenient and attractive internal navigation, the store has a good selection of men's and ladies' fashion apparel, shoes, handbags, cosmetics and fragrances, baby & children and home merchandise. Parents can shop with ease and comfort while their little ones

enjoy themselves at Parkson's indoor Children Playground, located in the middle of the Children's Department.

Parkson Corporation GM - Leasing/Property & Admin, Mr Cheong Tuck Yee; Parkson Regional Manager, Mr Lee Sui Ying; Parkson The Spring Bintulu Store Manager, Mr Dunstan Richard and Asst Store Manager, Ms Nico Tang Ming Ming; The Spring Shopping Mall Bintulu Centre Manager, Ms Angelyne Kho Hui Lian and The Spring Management Services Sdn Bhd Group Leasing Manager and Promotions Manager Ms Lisbet Ling Kiang Hfoong and Ms Aida Azimah Mohamad Abas were present at the official opening ceremony on 21 December 2018.

WAJAH BARU PARKSON SUNWAY PYRAMID

Parkson Sunway Pyramid kini berwajah baharu yang canggi dan segar, sejajar dengan perubahan kepada kepelbagaian barangan dan jenama yang dibawahnya.

Boon Eng dan Pengurus Kanan Stor, Puan Halimatul Sadih melancarkan wajah baru stor berkenaan.

Dengan keluasan 10,219 meter persegi, stor tiga tingkat ini mempunyai bahagian kecantikan sendiri, studio denim, ruang untuk bayi dan kawasan bermain, serta menawarkan lebih daripada 400 jenama barangan termasuk 80 jenama eksklusif. Pertunjukan fesyen dengan model berpakaian koleksi terkini yang dijual di stor tersebut turut diadakan.

Pengerusi Yayasan Lion-Parkson, Puan Sri Chelsia Cheng; CEO Sunway Malls and Theme Parks, Encik H.C. Chan; Pengarah Eksekutif Parkson Holdings Bhd, Cik Natalie Cheng; Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng dan Ketua Pegawai Eksekutif, Encik Michael Remsen; COO Parkson Corporation, Encik Law

& PEMBUKAAN STOR BARU DI BINTULU

Parkson membuka stornya ke-45 dan yang pertama di bandar Bintulu di Sarawak pada 17 Disember 2018. Terletak kompleks membeli-belah The Spring Bintulu, stor dua tingkat dengan ruang runcit seluas 32,325 meter persegi ini menawarkan lebih 350 jenama barangan yang bersesuaian untuk semua.

mereka boleh bersuka ria di Tempat Mainan Kanak-kanak Parkson yang terletak di tengah-tengah Bahagian Kanak-kanak.

Parkson The Spring Bintulu merupakan mercu tanda baru yang menawarkan pengalaman membeli-belah yang selesa dan ceria kepada para pelanggan. Selain navigasi dalaman yang mudah dan menarik, stor ini turut menawarkan pelbagai pilihan pakaian, kasut, beg tangan, kosmetik dan wangian untuk lelaki dan wanita; keperluan bayi & anak-anak dan kelengkapan rumah. Ibu bapa boleh membeli-belah dengan selesa manakala anak-anak

Pengurus Besar Parkson Corporation - Pemajikan/Hartanah & Pentadbiran, Encik Cheong Tuck Yee; Pengurus Wilayah Parkson, Encik Lee Sui Ying; Pengurus Stor The Spring Bintulu, Encik Dunstan Richard dan Penolong Pengurus Stor, Cik Nico Tang Ming Ming; Pengurus Kompleks The Spring Bintulu, Ms Angelyne Kho Hui Lian dan Pengurus Pemajikan The Spring Management Services Sdn Bhd and Pengurus Promosi Ms Lisbet Ling Kiang Hfoong dan Cik Aida Azimah Mohamad Abas hadir pada majlis perasmian pada 21 Disember 2018.

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EDITORIAL

Editorial Advisor Tan Sri Albert Cheng

Editor Quah Le Ching

Editorial Committee Ng Ho Peng, Fauziah Harun, Hody Yee Mei Kuen & Ian Foo Dah Yung

PUBLISHER

Lion Group Management Services Sdn Bhd (1132980-H)

Level 11-15, Lion Office Tower

No. 1, Jalan Nagasari

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Wilayah Persekutuan

Tel: 603 - 2142 0155

Fax: 603 - 2142 8409

Email: corpcomm@lion.com.my

Website: www.lion.com.my

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New Year Message from GROUP EXECUTIVE CHAIRMAN

2018 was a very challenging year with the prevailing global and economic uncertainties. Coupled with the volatility of the financial markets, weak commodity and oil prices, and depreciating ringgit that affected the Malaysian economy, our Group continued to cope with the rising costs of doing business, intense competition and sluggish demand, amongst others.

Our Parkson retail arm posted improved performance contributed mainly by its operations in China, due to the recovery of the Chinese retail market and the steady growth in the country's Gross Domestic Product (GDP). This was also aided by the implementation of various transformation strategies by Parkson focusing on diversified retail formats and brand enhancement through offering more lifestyle products and services such as fast fashion, beauty and fragrance, food and beverage, and gourmet supermarket, as well as the optimization of operations and omni-channel marketing.

Our steel bar and wire rod business improved with the government policy which enabled the local steel mills to compete with imports on a level playing field in the long steel products sector. For the flat steel products sector, we are in discussion with the authorities and the bankers in order to restructure the hot rolled coil subsector.

For the past few years, we have been carrying out exploration work for mining and have started to undertake sand mining on our 2,000-acre piece of land in Banting, Selangor. This will be followed by silica and tin later.

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

Parkson Credit which offers financing for the purchase of motorcycles and consumer products is expanding with the opening of its regional offices in the North (Ipoh) and South (Johor Bahru) to widen its network coverage and better serve its customers.

Our other businesses namely LIKOM in Melaka which provides mechanical and electronic manufacturing services; POSIM which supplies building materials and automotive and industrial lubricants under the HI-REV brand, and SECOM which offers electronic and physical security services are all continuing to be profitable and seeking opportunities to expand their markets and products and services.

Malaysia's GDP is projected to expand by 4.9% in 2019 compared with 4.8% in 2018. This will be led by domestic demand with private sector expenditure continuing to be the key driver of growth mainly due to private investment in the manufacturing and services sectors, and consumption particularly on food and beverage, communication, housing and utilities. However, public sector expenditure is anticipated to reduce following initiatives by the government to review and re-prioritise expenditure as well as lower capital spending by the public sector.

Other sectors namely agriculture and mining are expected to rebound in 2019 following an upturn in the production of crude palm oil and liquefied natural gas. The construction sector is also anticipated to expand although at a moderate pace with the near completion of several mega projects and some overhang, especially in the non-residential subsector.

Major developments such as the possible ratification of the Comprehensive & Progressive Agreement for Trans-Pacific Partnership (CPTPP) by the government in 2019 will have impact on businesses with the country's commitment to openness and free trade. The US-China trade war is another significant issue that is affecting global trade with outcome that could present both opportunities and challenges.

The launch of the National Policy for Industry 4.0 by our Prime Minister in October 2018 stresses on the convergence of industry with the internet and the need for organisations to embrace new and digital technologies to reinvent and upgrade their business processes and workflow.

Hence, we must constantly review and align our business strategies to face all current and coming challenges and seize opportunities in the new year.

I wish to express my sincere thanks to all our staff for your continuing hard work to reduce costs and increase efficiency and productivity. 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 PENGERUSI EKSEKUTIF KUMPULAN

2018 adalah satu tahun yang sangat mencabar berikutan ketidakpastian global dan ekonomi. Di samping ketidakstabilan pasaran kewangan, harga komoditi dan minyak yang lemah, dan susut nilai ringgit yang menjejaskan ekonomi Malaysia, Kumpulan kita terus berdepan dengan peningkatan kos menjalankan perniagaan, persaingan sengit dan permintaan yang perlahan, antara lain.

Bahagian peruncitan kita, Parkson mencatat prestasi yang memuaskan, disumbangkan terutamanya oleh operasi di China berikutan pemulihan pasaran runcit dan pertumbuhan kukuh dalam Keluaran Dalam Negara Kasar (KDNK) negara berkenaan. Ini juga dibantu oleh pelaksanaan pelbagai strategi transformasi Parkson yang menumpukan kepada format runcit yang pelbagai dan memantapkan jenama dengan menawarkan lebih banyak produk dan perkhidmatan gaya hidup seperti fesyen cepat, produk kecantikan dan wangian, makanan dan minuman, serta pasaraya gourmet, serta mengoptimumkan operasi dan pemasaran omni-saluran.

Perniagaan bar keluli dan rod dawai kita bertambah baik berikutan dasar-dasar kerajaan yang membolehkan kilang-kilang keluli tempatan bersaing dengan produk import secara saksama dalam sektor produk keluli panjang. Bagi sektor produk keluli rata, kita sedang berbincang dengan pihak berkuasa dan pihak bank untuk menyusun semula subsektor gegelung gelek panas.

Sejak beberapa tahun kebelakangan ini, kita telah menjalankan kerja-kerja penerokaan perlombongan dan memulakan perlombongan pasir di atas sebidang tanah seluas 2,000 ekar di Banting, Selangor. Ini akan diikuti oleh perlombongan silika dan timah kelak.

Bahagian hartanah kita terus memperluas dan membangunkan perbandaran dengan beberapa pelancaran baru untuk menyediakan lebih banyak perumahan mampu milik dan kehidupan yang mampan bagi memenuhi keperluan hartanah berkenaan di kalangan golongan berpendapatan sederhana.

Parkson Credit yang menawarkan pembiayaan untuk pembelian motosikal dan produk pengguna membuka pejabat serantau di Utara (Ipoh) dan Selatan (Johor Bahru) bagi memperluaskan liputan rangkaian dan menawarkan perkhidmatan yang lebih baik kepada pelanggannya.

Perniagaan lain kita iaitu LIKOM di Melaka yang menyediakan perkhidmatan pembuatan mekanikal dan elektronik; POSIM yang membekalkan bahan binaan serta pelincir automotif dan perindustrian di bawah jenama HI-REV, serta SECOM yang menawarkan perkhidmatan keselamatan elektronik dan fizikal semuanya terus mencatat keuntungan dan menerokai peluang untuk meluaskan pasaran serta produk dan perkhidmatan mereka.

KDNK Malaysia dijangka berkembang sebanyak 4.9% pada 2019 berbanding 4.8% pada 2018. Ini akan diterajui oleh permintaan dalam negeri dengan perbelanjaan sektor swasta terus menjadi pamacu utama pertumbuhan terutamanya dalam pelaburan swasta dalam sektor perkilangan dan perkhidmatan, serta penggunaan terutamanya makanan dan minuman, komunikasi, perumahan dan utiliti. Walau bagaimanapun, perbelanjaan sektor awam dijangka berkurang berikutan inisiatif kerajaan untuk mengkaji dan menilai semula keutamaan perbelanjaan serta perbelanjaan modal sektor awam yang lebih rendah.

Sektor lain seperti pertanian dan perlombongan dijangka melonjak semula pada 2019 berikutan peningkatan dalam pengeluaran minyak sawit mentah dan gas asli cecair. Sektor pembinaan juga dijangka berkembang walaupun pada kadar sederhana berikutan beberapa projek mega yang hampir siap dan yang tidak terjual, terutamanya dalam subsektor bukan kediaman.

Perkembangan utama seperti ratifikasi Perjanjian Komprehensif & Progresif bagi Perkongsian Trans-Pasifik (CPTPP) oleh kerajaan pada tahun 2019 akan memberi kesan kepada perniagaan berikutan komitmen negara kepada keterbukaan dan perdagangan bebas. Perang perdagangan AS-China merupakan satu lagi isu penting yang mempengaruhi perdagangan global di mana kesannya mungkin akan membuka peluang atau mendatangkan cabaran.

Pelancaran Dasar Kebangsaan untuk Industri 4.0 oleh Perdana Menteri pada Oktober 2018 menekankan mengenai penumpuan industri dengan internet di mana organisasi perlu menerima pakai teknologi baru dan digital untuk membangunkan semula dan menaik taraf proses dan aliran perniagaan mereka.

Oleh itu, kita mesti sentiasa menilai dan menyelaras strategi perniagaan kita bagi berdepan semua cabaran semasa dan akan datang serta merebut peluang di tahun baru.

Saya ingin mengucapkan terima kasih kepada semua warga kerja atas kerja keras anda untuk mengurangkan kos serta meningkatkan kecekapan dan produktiviti. Saya juga ingin mengucapkan terima kasih kepada para pelanggan, rakan dan sekutu perniagaan, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama mereka yang berterusan.

Saya berharap tahun baru ini akan membawa kebaikan kepada semua dan mengambil kesempatan ini untuk mengucapkan Selamat Tahun Baru Lunar kepada mereka yang merayakannya.

Tan Sri Datuk Seri Utama William Cheng

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双威金字塔百盛百货公司新面貌

双威金字塔百盛百货公司现在呈现新元素和新面貌，配合其商品和品牌组合的改造路线。

金狮百盛基金会主席潘斯里陈秋霞、双威金字塔购物中心和主题公园首席执行官陈海全、百盛控股有限公司执行董事鍾惠严、百盛零售亚洲执行董事鍾惠韵、百盛零售亚洲首席执行官 Michael Remsen、百盛机构首席营运员刘文

英以及双威金字塔百盛百货公司高级经理Halimatul Sadiyah共同主持开幕仪式。

零售面积为10,219平方米，分为三层楼，拥有特设的美容区、牛仔布工作室、育婴室和游乐区，并提供超过400个商品品牌，当中包括80个独家品牌。模特们分别穿上百货公司内最新系列的商品在商场内走时装秀。

在民都鲁开设百盛百货公司

2018年12月17日，百盛在砂拉越民都鲁开设第45家兼第一家在该城市的百盛百货公司。新百货公司开设在民都鲁The Spring购物广场，零售面积为32,325平方米，分为两层楼，为消费者提供超过350个品牌。

民都鲁The Spring百盛象征一个新的购物地标，为消费者提供一个新鲜有趣的购物体验。除了方便和有吸引力的内部引导外，百货商场还有一系列男士和女士的时尚服装、鞋子、手提袋、化妆品和香水、婴儿和儿童以及家居用品。百盛儿童部的中间设有室内儿童游乐区供小孩玩耍，让父

母可轻松舒适地购物。

出席2018年12月21日正式开幕礼的嘉宾包括百盛机构租赁/物业及行政部总经理张德意、百盛区域经理Lee Sui Ying、民都鲁The Spring百盛百货公司经理 Dunstan Richard和副经理 Nico Tang Ming Ming、民都鲁The Spring购物广场经理Angelyne Kho Hui Lian以及The Spring Management Services私人有限公司租赁经理 Lisbet Ling Kiang Hfoong和促销经理Aida Azimah Mohamad Abas。

PLAY UP OPENS AT BERJAYA TIMES SQUARE

PLAY UP, a multi brand beauty concept store opened a new store at Berjaya Times Square in November 2018. PLAY UP offers a hassle-free and economical solution for shoppers with over 10,000 affordable beauty products from exciting and fashionable brands such as 16brand, Beauty Buffet, COSRX, Flormar, Mille, The Saem and more.



Apart from foreign brands, PLAY UP also supports Malaysian homegrown brands such as Breena Beauty, Fame, Glam X, Marcella & Co., MYJ, Nita, Oh Most Wanted, Orkid Cosmetics and SO.LEK, giving exposure to local cosmetics brands and access to quality products, to buyers.



PARKSON CHINA RECEIVES BEST PRACTICE IN CSR AWARD

Parkson China received the Silver Award for Best Practice in Corporate Social Responsibility (CSR) from China Public Relations Association for its collaboration with an NGO in Teach for China, a 2-year initiative which supports the development of educational resources in rural areas in China.

During the period, Parkson donated RMB1 for each sale transaction by its sports goods department. This initiative not only encouraged Parkson's customers to engage in physical exercise for their own general well-being but also lent a hand in helping children in the rural areas to have access to quality education as well as improved sports and training resources.



F&B UPDATES

JOHNNY ROCKETS BURGER EATING CHALLENGE

10 finalists competed in the first ever Johnny Rockets Malaysia's Burger Eating Challenge at 101 City Mall on 2 December 2018. They were selected from the entries submitted by customers after dining at Johnny Rockets outlets. The winners got to eat for free for a year at Johnny Rockets outlets in Malaysia.



HOGAN BAKERY CHRISTMAS EVENTS



Hogan Bakery organised a 'gingerbread man decorating' workshop at Center Court, IOI City Mall on 24 December 2018. More than 20 children and their parents participated in the workshop held to foster closer bonding between parents and their children.

Hogan Bakery also sponsored freshly baked breads to underprivileged children from various charity homes in an event organised by IOI City Mall.



HI-REV RACING THE NEWLY CROWNED ARRC 2018 CHAMPION



HI-REV, the official lubricant of ARRC Champion team at the Buriram International Circuit finale of the Asia Road Racing Championship 2018 clinched Double Champion for both rider and team with Team SCK Rapido. HI-REV Honda Racing's rider powering his way for a podium finish and sealing the Rider Award Title. The team also took the Team Award title in the Underbone 150cc class with 192 points.

PODIUM FINISH FOR HI-REV DREAM CHASER RACING TEAM

HI-REV has been part of every podium with HI-REV Dream Chaser Racing team. In the 9th edition of the Sepang 1000km race recently, HI-REV Dream Chaser Racing team took the 2nd spot on the podium.

With a gruelling 181 laps race, 5,300 gear change, 2,715 corners, engine temperature exceeding 140 c and more than 9 hours racing, the team's Proton Satria Neo is possibly the ultimate test for HI-REV's strongest engine oil – torQe Fully Synthetic Performance Motor Oil. Formulated from high quality synthetic base oils with Ester Plus, torQe Fully Synthetic Performance Motor Oil provides optimum engine protection even when operating under extreme high temperature through its unique Heat Stabilizer Formula.

HI-REV is working closely with the team to develop and test new lubricant technologies that lubricates every moving part of the race car engine, protecting it against wear and increasing efficiency and performance. Racing provides HI-REV the ultimate testing ground to improve the technology in its engine oil range.

In the less than one year since HI-REV made a comeback into the auto racing scene, it has bagged a number of wins, including the final round of Race Car 1600 in the recent Malaysia Speed Festival.



BLOOD DONATION & HEALTH SCREENING CAMPAIGN

Amsteel Klang organised a Blood Donation & Health Screening Campaign as part of its employees' well-being initiatives on 14 November 2018. The campaign was in collaboration with Hospital Klang to replenish the National Blood Bank and also to provide free health screening and awareness to all employees.



PROPERTY DIVISION EXTENDS FESTIVE CHEER TO THE UNDERPRIVILEGED

DEEPAVALI HOME VISIT

Lion Property Division extended a help hand to five needy students of SJK(T) Telok Datuk in Banting, Selangor on 1 November 2018.

Identified by the school, Lion Property Marketing team visited the homes of (clockwise) Darshan A/L Ravisanker, Yashica A/P Ganesamoorthy, Ghayathri A/P Thenagaran and Sharumini A/P Raja and Navien A/L Shanmuga Nathan (photo not available), and assisted them in their preparation for Deepavali celebration.



CHRISTMAS CELEBRATION



On 17 December 2018, Lion Property Division team visited the residents of Handicapped & Mentally Disabled Children Love Centre in Bachang, Melaka. Their presence brought cheer to the residents, along with some essential goods and cash contribution for the Home.



CONTRIBUTION TO SCHOOL

Lion Property Division contributed RM3,000 to SJK (C) Yoke Min in Bangi in conjunction with the school's 85th Anniversary Alumni Night on 11 November 2018. Themed 'Remember Bangi, Love Yoke Min', the event was a memorable gathering for the alumni who not only came to meet up with their friends but also contributed to their alma mater for future generations.



HAPPENINGS IN 2018

JAN-FEB



MAR-APR



Prize presentation ceremony for the winners of Parkson's Shopperrific Shop2Win Contest on 4 January.

Property Division feted its customers and ushered in an exciting year with an Appreciation Dinner on 20 January.

CeDR Corporate Consulting organised a Learning Session for the 2016/17 Lion-Parkson Foundation scholars from 23 to 26 January.

Press conference by Lion-Parkson Foundation on 15 March to launch Lion Parkson Run 2018 in aid of education and charity.

Steel Division Sports and Recreation Club held its 31st Annual General Meeting at Amsteel Mills Sdn Bhd in Bukit Raja on 15 March.

Parkson Credit opened its Northern Region Office in Ipoh, Perak on 19 March.



On 23 January, Parkson Retail Group in China signed strategic partnership agreement with Secoo Holding Limited to drive omni-channel services companies' online-to-offline initiatives to the next level.

Parkson and Foodpark Supermarket by Parkson opened their new outlets at Parkson M Square Mall in Puchong, Selangor on 24 January.

Parkson Credit marked its venture into the insurance business on 24 January.

Parkson launched #parksoncardsquadz Mobile Truck Campaign on 1 April to promote Parkson Card, specially to the young and new generation of shoppers.

Preview of Lion Property Division's Resilience Residence at Bandar Mahkota Cheras Sales Gallery on 14 and 15 April.

Directors of the Group's public listed companies and staff attended a half-day talk on key global trade developments and other relevant topics at Lion Office Tower on 16 April.



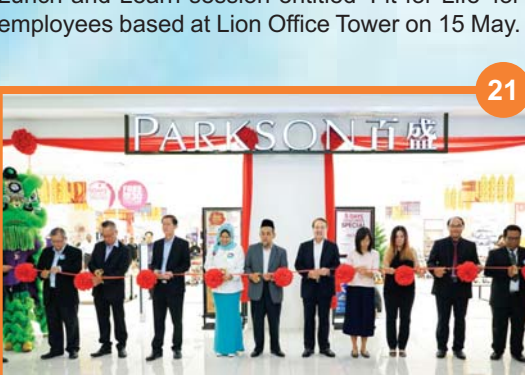
Posim Petroleum Marketing ushered in the Lunar New Year with a series of Appreciation Dinners for its dealers at various locations nationwide.

For the ninth 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.

Lunch and Learn session on Cyber Security Awareness for employees based in Lion Office Tower on 25 January.

Property Division bagged three awards namely Best Landed Development (Malaysia) Award - Crescent Park - Bandar Bukit Mahkota; Best Landed Development (Klang Valley) - Crescent Park and a Special Recognition in CSR at the PropertyGuru Awards night on 26 April.

Lunch and Learn session entitled 'Fit for Life' for employees based at Lion Office Tower on 15 May.



Parkson Branding Outlet opened its doors at Mitsui Outlet Park on 26 January.

Directors and senior managers from the Group's business operations and Head Office Functions attended the Senior Managers Meeting at the Group Head Office on 12 and 13 February to brainstorm and set the direction going forward in the new year.

Lion-Parkson Foundation presented proceeds from 2018 Lunar New Year Calligraphy Charity Sale totalling RM258,792.36 to the 5 participating schools on 30 April.

Parkson opened its 44th store in Malaysia - Parkson Evo Mall at Bandar Baru Bangi in Selangor on 25 May.

HAPPENINGS IN 2018

MAY-JUN



Property Division spread Hari Raya joy to five needy students of Sekolah Kebangsaan Bangi and their families on 1 June.



Parkson hosted 'Majlis Iftar' Ramadan for 60 senior citizens at Parkson M Square Mall in Puchong on 7 June.



Grand opening of Play Up Advance in fahrenheit88 in Bukit Bintang on 2 June.



Lion-Parkson Foundation organised a briefing session for the shortlisted candidates for its scholarship awards on 8 June.



Official launch of Resilion Residence project at its show gallery at Bandar Mahkota Cheras on 23 & 24 June.

JUL-AUG



New milestone by Parkson China with the official opening of Parkson Beauty, a new one-stop beauty retail concept in Changsha, Hunan in China on 15 August.



Contribution by Amsteel Mills to the Taman Klang Residents Association's Scholarship Fund for the residents' children.



SECOM presented the company's dividend for financial year 2017/2018 to its shareholder, Koperasi Polis Diraja Malaysia on 27 August.



Lion-Parkson Foundation awarded scholarships totalling RM360,000 to 9 deserving students based on academic performance, extra-curricular activities and leadership qualities on 17 August.

SEP-OCT



Parkson Holdings Berhad received the Q-Radar Excellence Award 2018 by Tricor-Roots Consulting for its implementation of the Enterprise Risk Management and Performance Management program, on 26 September.

JUL-AUG



7 DAYZ, a modern fashion brand under Parkson opened its fourth stand-alone store at Ground Floor, Berjaya Times Square Mall in Kuala Lumpur.



Hogan Bakery opened its newest outlet at LG62 & 62A, Mid Valley Megamall.



HI-REV Racing unveiled its 2018 satellite teams alongside their race machines, and its latest premium performance lubricant - TorQe PRO Fully Synthetic Premium Motor Oil for high performance cars on 7 July.



Lion-Parkson Foundation organised the third Lion Parkson Run at Pavilion Kuala Lumpur on 30 September 2018 in aid of charity which attracted about 4,000 participants and raised RM1.2 million.



Cheque presentation ceremony to present part of the proceeds raised from Lion Parkson Run 2018 to National Cancer Society Malaysia, Kasih Hospice Care Society and KLSCCCI Education Fund on 23 October.



Lion Group Medical Assistance Fund sponsored medicine worth RM7,915.79 for the medical camp at Desa Mentari PJS 6, Off Jalan Klang Lama, Kuala Lumpur organised by the Rotary Club of Bukit Kiara Sunrise on 15 July.



Parkson Credit opened its Southern Region Office in Johor Bahru, Johor on 13 August.



Parkson Credit's Operations Centre, Credit Evaluation/ Processing and Credit Management Departments moved to Menara PMI, Jalan Changkat Ceylon, Kuala Lumpur on 20 October.



Brand new look for Parkson's Home Department Gurney Plaza in Penang along with the store's elevated status to Parkson Elite Gurney Plaza.



Relaunch of the upgraded Parkson East Coast Mall in Kuantan.

PARKSON CREDIT NEWS: KPDNHEP ROADSHOW

On 12 November 2018, Parkson Credit attended an event organised by the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) to promote the new amendments to the Consumer Protection Act 1999. The amendments for the benefit of credit sale financing consumers included interest rate limits, 'cooling-off' periods and product disclosure requirements, amongst others.

To facilitate feedback and promotion of credit sale financing, KPDNHEP has formed the Credit Sale Companies Association (CSCA), of which Parkson Credit is one of the founding members along with leading players in

the Credit Sale industry. Parkson Credit Head of Company, Mr Danny Poh was appointed as the President of CSCA.

The event was the first in the series of roadshows held throughout West Malaysia in December 2018, attended by KPDNHEP enforcement officers, CSCA committee members, Credit Sale financing companies employees and consumer product dealers nationwide. The roadshows for East Malaysia will be held in early 2019.



- Mr Danny Poh (2nd from left) with KPDNHEP officials, Ms Amutha Socklingam, Encik Amran Ahmad and Mr Mogan A/L Arumugam (from left 1st, 3rd and 4th respectively) and CSCA members, Mr Joseph Chong and Mr Chen Heng Guan (5th and 6th from left respectively) at the event.
- Encik Danny Poh (2 dari kiri) dengan pegawai KPDNHEP, Cik Amutha Socklingam, Encik Amran Ahmad dan Encik Mogan A/L Arumugam (masing-masing kiri sekali, ke-3 dan ke-4) dan ahli CSCA, Encik Joseph Chong dan Encik Chen Heng Guan (ke-5 dan ke-6 dari kiri) di majlis berkenaan.



- Mr Danny Poh sharing his views on credit financing with the audience.
- Encik Danny Poh berkongsi pendapat mengenai pembiayaan kredit dengan para hadirin.

THEFT LOSS GAP BENEFIT BRIEFING

Parkson Credit kicked off the launch of its Theft Loss GAP Benefit with a Lunch and Learn session for its dealers at Lion Office Tower on 21 December 2018.

Parkson Credit's Marketing Manager, Ms Michelle Wong explained that the Benefit works to compensate the company's customer in the event of a loss by theft, by making up the shortfall in the insurance pay-out in the 2nd or 3rd year caused by the natural depreciation of the motorcycle's value. With the Benefit, customers would be

in a better position to purchase a brand-new replacement motorcycle, and may even receive a sizeable refund if they had been paying off their loans. Most of all, the benefit comes at no cost to new customers of Parkson Credit.

Other presenters at the event included Head of Company Mr Danny Poh; Credit Evaluation and Processing Manager, Mr Daniel Lee; Special Projects Manager, Mr Kelvin Chin; and Corporate Affairs & Communications Manager, Mr Kurt Ho.



- Mr Danny Poh (right) listening to feedback from a dealer.
- Encik Danny Poh (kanan) mendengar pandangan salah seorang pengedar.



- Ms Michelle Wong briefing the dealers on Theft Loss GAP Benefit.
- Cik Michelle Wong menyampaikan taklimat mengenai 'Theft Loss GAP Benefit'.

HAPPENINGS @ SECOM TALK ON SSPN AND PUBLIC MUTUAL FUND

In conjunction with the Leaders' Meeting on 15 November 2018, HR Department organised a talk on Skim Simpanan Pendidikan Nasional (SSPN), a savings plan specially designed by Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN) to enable parents/guardians to invest for their children's higher education, and the education loans offered by PTPTN; followed with a talk by Public Mutual Fund.



DEEPAVALI GET-TOGETHER



On 2 December 2018, the Indian staff of Secom celebrated Deepavali or Festival of Lights with their colleagues in the Headquarters with a breakfast treat of idly, tosar, laddu and other Indian delicacies.

DURIAN PARTY

Secom HQ organised a 'durian party' for its employees on 23 November 2018 to foster better working relations and create memorable moments together.



CYBER SECURITY AWARENESS TALK

Group IT organised a talk on Cyber Security Awareness to alert and caution employees on cyber security threats and to be better prepared in dealing with these threats, at Lion Office Tower on 18 December 2018.

IT Manager, Mr Cheong Poh Heng (photo) highlighted ways on how users should protect themselves online and the recommended actions to take when they are confronted with cyber security issues such as email phishing, virus & malware, ransomware, public WiFi security, sharing company and personal information on social media network and identify theft amongst others.



4 TAKE-AWAYS FROM THE TALK

- #1- Abide by company's IT security policies
Understand & practice what has been recommended in the policies
- #2- Keep antivirus & software up-to-date
Helps to prevent virus and malware attack
- #3- Report security incidents in a timely manner
Look out for things that are not familiar or abnormal
- #4- Perform regular backups
Protect your work and store it safely

ANNUAL GENERAL MEETINGS

Lion Diversified Holdings Berhad held its Annual General Meeting (AGM) on 21 November 2018 whilst Lion Forest Industries Berhad and Lion Corporation Berhad held theirs on 22 November 2018.

The AGMs for Parkson Holdings Berhad (PHB) and ACB Resources Berhad were on 23 November 2018 whilst Lion Industries Corporation Berhad (LICB) held its meeting on 26 November 2018.



- (Top photo) Directors of PHB at the company's AGM chaired by Tan Sri William Cheng (centre) and (bottom photo) Directors of LICB at the company's AGM chaired by Datuk Seri Utama Raja Nong Chik Dato' Raja Zainal Abidin (4th from right).
- (Gambar atas) Para Pengarah PHB di Mesyuarat Agong Tahunan yang dipengerusikan oleh Tan Sri William Cheng (tengah) dan (gambar bawah) Para Pengarah LICB di Mesyuarat Agong Tahunan yang dipengerusikan oleh Datuk Seri Utama Raja Nong Chik Dato' Raja Zainal Abidin (4 dari kanan).

BUSINESS ETHICS & INTEGRITY: BUSINESS ETHICS A FOUNDATION TO GROWTH

Several of our staff from the Compliance, Secretarial and Corporate Communications departments in the Head Office, and operating companies namely Parkson Credit and Amsteel Mills attended a Seminar on Business Ethics and Integrity: Business Ethics A Foundation to Growth organized by the Federation of Malaysian Manufacturers on 8 November 2018.

Dato' P. Ganason a/l Periathamby, Deputy Director of Malaysia Anti-Corruption Academy (MACA) and Chief Executive Officer of Corporate Anti-Corruption Compliance Centre (CACCC) delivered the Keynote Address at the seminar which featured presentations and panel discussions on business ethics, integrity and governance, and related issues namely accounting and tax integrity, corporate liability provision and anti-bribery, anti-trust/competition, personal data protection, amongst others. The speakers and panellists were drawn from a wide range of industries in the private and public sectors.



- Staff from the Head Office and operating companies at the seminar.
- Kakitangan Ibupejabat dan syarikat operasi di seminar tersebut.

SABAH JOB & ENTREPRENEUR FAIR 2018

Our Group participated in the Sabah Job & Entrepreneur Fair 2018 at Likas Sports Complex on 24 and 25 November 2018. The two-day inaugural job fair aimed to provide greater career and entrepreneurship prospects for Sabahans by connecting job seekers and potential entrepreneurs with leading companies from various industries.

Our booth which attracted many jobseekers was a good avenue to promote our Group and Parkson and to reach out to talented and dynamic candidates to come onboard. Parkson Corporation Human Resource Senior Manager, Ms Visakha Wong and

Parkson's team in Sabah together with Group HR Executive, Mr Tee Kok Xiang were a great source of reference for the candidates visiting our booth. Ms



- Sabah Chief Minister, Datuk Seri Mohd Shafie Apdal (2nd from left) presenting the certificate of appreciation for our Group's participation in the fair to Ms Visakha Wong.
- Ketua Menteri Sabah, Datuk Seri Mohd Shafie Apdal (2 dari kiri) menyampaikan sijil penghargaan atas penyertaan Kumpulan di pameran berkenaan kepada Cik Visakha Wong.

Visakha shared her knowledge and experience about the retail business and career opportunities at the fair's Career Talk segment.



- Some of the jobseekers updating their resumes at our booth.
- Antara calon yang memohon pekerjaan mengemaskini resume mereka di booth kita.

LearningLink.....

Your Link To Learning Ideas & Resources

FIVE GOLDEN RULES OF GOAL SETTING TO SET YOURSELF UP FOR SUCCESS

If you want to succeed, you need to set goals. Goal setting not only allows you to take control of your life's direction, but also provides you a benchmark for determining whether you are actually succeeding.

To accomplish your goals, however, you need to know how to set them. You can't simply say, "I want" and expect it to happen. Goal setting is a process that starts with careful consideration of what you want to achieve, and ends with a lot of hard work to actually do it. In between, there are some very well-defined steps that transcend the specifics of each goal. Knowing these steps will allow you to formulate goals that you can accomplish.

Here are our five golden rules of goal setting:

1. Set Goals That Motivate You

When you set goals for yourself, it is important that they motivate you: this means making sure that they are important to you, and that there is value in achieving them. Motivation is key to achieving goals. To make sure that your goal is motivating, write down why it's valuable and important to you. Ask yourself, "If I were to share my goal with others, what would I tell them to convince them it is a worthwhile goal?"



2. Set SMART Goals

You have probably already heard of SMART goals. But do you always apply the rule? The simple fact is that for goals to be powerful, they should be designed to be SMART. Goals should be:

- Specific - Your goal must be clear and well defined, or else they won't provide sufficient direction.
- Measurable - Include precise amounts, dates, and so on in your goals so you can measure your degree of success.
- Attainable - Make sure that it's possible to achieve the goals you set, but don't make it too easy. By setting realistic yet challenging goals, you hit the balance you need.
- Relevant - By keeping goals aligned with this, you'll develop the focus you need to get ahead and do what you want.
- Time Bound - When you are working on a deadline, your sense of urgency increases and achievement will come that much quicker.



3. Set Goals in Writing

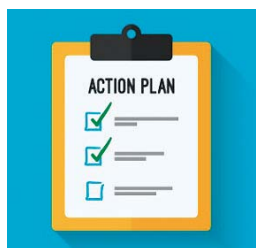
The physical act of writing down a goal makes it real and tangible. You have no excuse for forgetting about it. As you write, use the word "will" instead of "would like to" or "might." For example, "I will reduce my operating expenses by 10 percent this year," not "I would like to reduce my operating expenses by 10 percent this year." The first goal statement has power and you can "see" yourself reducing expenses, the second lacks passion and gives you an excuse if you get sidetracked.



Post your goals in visible places to remind yourself every day of what it is you intend to do. Put them on your walls, desk, computer monitor, bathroom mirror or refrigerator as a constant reminder.

4. Make an Action Plan

This step is often missed in the process of goal setting. You get so focused on the outcome that you forget to plan all of the steps that are needed along the way. By writing out the individual steps, and then crossing each one off as you complete it, you'll realize that you are making progress towards your ultimate goal. This is especially important if your goal is big and demanding, or long-term.



5. Stick With It!

Remember, goal setting is an ongoing activity, not just a means to an end. Build in reminders to keep yourself on track, and make regular time-slots available to review your goals. Your end destination may remain quite similar over the long term, but the action plan you set for yourself along the way can change significantly. Make sure the relevance, value, and necessity remain high.

Key Points

Goal setting is much more than simply saying you want something to happen. Unless you clearly define exactly what you want and understand why you want it the first place, your odds of success are considerably reduced. By following the Five Golden Rules of Goal Setting, you can set goals with confidence and enjoy the satisfaction that comes along with knowing you achieved what you set out to do.

So, what will you decide to accomplish today?

Adapted from: https://www.mindtools.com/pages/article/newHTE_90.htm



◀◀◀◀◀ LEARNING NETWORK: ▶▶▶▶▶ THE GREAT DEBATE ON MENTAL HEALTH AT THE WORKPLACE

CeDR organizes a monthly Learn Net meeting for the Group's HR & Learning Coordinators, and it features a variety of speakers speaking on topics related to human capital development, workplace efficiency, and each Operating Company (OC)'s L&D updates.

During the last session held at CeDR on 9 Nov 2018, Mr Yong Song Sheng of the International Psychology Centre shared, on just how being open to conversations about mental health can benefit us. This is line with the Groupwide Corporate Wellness Program which was launched earlier in the year, and featured talks on physical wellness by Celebrity Fitness, and its impact on the workplace.

Mr Yong delved into common issues surrounding poor employee performance, which included:

- Complaints of sexual harassment / workplace bullying
- Avoidance of co-workers, isolation - type behavior, decreased communication
- Overreaction to real or imagined criticism. Inability to accept, use, and incorporate feedback given by others



He also presented some general facts on mental health i.e. how stress affects genders (whereby women are more likely to have been treated for mental health problem than men; 29% compared to 17%). Anxiety disorders are the most common types of mental illness, where the individual has a severe fear or anxiety, which is linked to certain objects or situations.

There was a lively discussion amongst the attendees, with some of the HR personnel sharing experiences within their organization, and Mr Yong shared some simple tips to practice for better mental wellbeing. The meeting ended with a report from the OCs on their learning activities.

If you are interested to find out more about how this can help you or your organization, get in touch with us and we will be happy to assist.

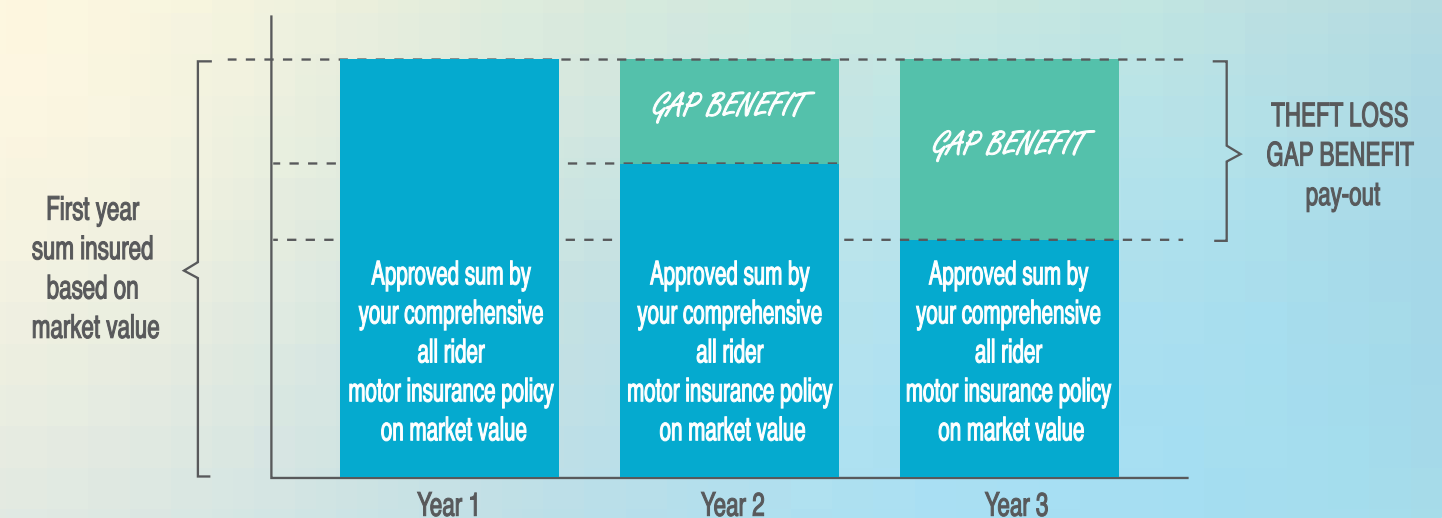


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Upon the loss of your motorcycle due to theft, we will bear part* of your losses by paying the difference after your insurance policy's pay-out.

THEFT LOSS GAP BENEFIT is a benefit that will pay the difference between the first year sum insured and claimable amount approved by the customer's comprehensive all rider motor insurance policy.



- Benefit period up to 3 years (36 months)
- No additional charges
- Easy and no additional registration required
- For T&C, please refer to www.parksoncredit.com.my



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Terms & Conditions

- * Open to employees of Lion Group of Companies only.
- * Multiple entries will be disqualified.
- * Incomplete submission will be disqualified.
- * Submit your entry before **31 March 2019**.



Answer for Quiz Contest #5:

Q1: A. Yes

Q2: A. First

