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PARKSON OPENS OUTPOZT AT GENTING HIGHLANDS



RE-OPENS 1 UTAMA FIRST FLOOR



► 2020 New Year Message from Group Executive Chairman

► Zero Tolerance On Bribery And Corruption

► Happenings In 2019

► A Hat-Trick Of Champions

OUTPOZT BY PARKSON OPENS AT GENTING HIGHLANDS

Fast fashion brands from Korea



Hip streetwear brand



Multi brands



Hipster cafes



Casual wear



Sportswear corner



OUTPOZT by Parkson, a brand-new concept store in Malaysia that houses local and Korean fashion, beauty products and eatery brands all under one roof, opened its doors at Genting Highlands on 15 November 2019.

OUTPOZT carries fast fashion brands from Korea namely SPAO, SHOOPEN and MIXXO; 7DAYZ; hip streetwear brands i.e TNTCO, STONED & CO, BERFOE (by BLAUGRUN), VIBRATE and sportswear corner, SPORTMART. On top of that, multi-brands beauty store, PLAY UP stocks online to offline trendy makeup and skin care brands from Korea, Thailand, Malaysia and many more; whilst hipster cafes, WAKA and CARTOPUS serve delicious food and drinks.

Designed with bright and contrasting palette colours, the 37,000 square feet outlet exudes modern and young vibes for K-Poppers, photoshoot enthusiasts, fashionistas and foodies to enjoy their trip here.

OUTPOZT BY PARKSON DIBUKA DI GENTING HIGHLANDS

OUTPOZT by Parkson, outlet berkonsep baru di Malaysia di mana barisan jenama fesyen tempatan dan dari Korea, produk kecantikan serta makanan dan minuman ditempatkan di bawah satu bumbung, telah membuka pintu di Genting Highlands pada 15 November 2019.

OUTPOZT turut menempatkan jenama 'fast fashion' dari Korea iaitu SPAO, SHOOPEN dan MIXXO; 7DAYZ; jenama 'hip streetwear' i.e TNTCO, STONED & CO, BERFOE (by BLAUGRUN), VIBRATE dan sudut sukan, SPORTMART. Di samping itu, outlet produk kecantikan pelbagai jenama, PLAY UP membawakan rangkaian produk solekan dan penjagaan kulit terkini dari Korea, Thailand, Malaysia serta banyak lagi secara atas talian dan juga luar talian; manakala kafe hipster, WAKA dan CARTOPUS menyajikan pelbagai makanan dan minuman yang menarik dan lazat.

Berlatarkan warna palet yang terang dan kontras, outlet seluas 37,000 kaki persegi ini memancarkan suasana yang moden dan segar untuk K-Poppers dan para peminat foto, fesyen serta makanan dan minuman untuk menikmati masa yang diluangkan di sini.

OUTPOZT by PARKSON 在云顶高原开业

于2019年11月15日在云顶高原开业的OUTPOZT by Parkson, 是马来西亚一家全新概念店, 集本地和韩国时尚、彩妆和饮食品牌于同一个屋檐下。

OUTPOZT提供来自韩国的快时尚品牌——SPAO、SHOOPEN和MIXXO; 7DAYZ; 街头服饰品牌——TNTCO、STONED & CO、BERFOE (BLAUGRUN旗下品牌)、VIBRATE和运动服专区SPORTMART。除此之外, 结合来自各地彩妆品牌的美妆店——PLAY UP, 提供韩国、泰国、马来西亚等国的线上和线下时尚彩妆和护肤品牌。这里也设有咖啡馆——WAKA和CARTOPUS, 提供美味的食物和饮料。

37,000平方英尺的概念店, 采用明亮和色彩鲜明的设计, 散发着现代和年轻的氛围, 让韩流爱好者、摄影爱好者、时尚达人和美食家在这里度过美好时光。

- 1 RETAIL & TRADING DIVISION
OUTPOZT By Parkson Opens At Genting Highlands
- 3 2020 NEW YEAR MESSAGE FROM
GROUP EXECUTIVE CHAIRMAN
- 5 RETAIL & TRADING DIVISION
Re-opening Of Parkson Elite 1 Utama First Floor
BonusLink Carnival
Craftivity Workshop
Birthday Party
Parkson Seremban Parade Spreads Christmas Cheer
Parkson Vietnam:
• Uniqlo's First Flagship Store At Parkson
Saigon Tourist Plaza
Parkson China:
• Dato' Lee Chong Wei At Parkson Beauty
• Parkson Double - 11
Member Recruitment Campaign
Hariz Syahrin Joins HI-REV SIC Dream Chaser
Gempak Sepang International Circuit
- 9 HAPPENINGS IN 2019
- 13 RETAIL & TRADING DIVISION
A Hat-Trick Of Champions
- 13 PROPERTY & COMMUNITY DEVELOPMENT DIVISION
Exclusive Preview Of Serimba Terrace
Frozen Wonderland At BMC
- 14 STEEL DIVISION
Happenings @ Amsteel Klang
- Training On
• Frontline Leadership & Team
Motivations Skills
• Creative Problem Solving & Decision
Making Skills
• Fun Engagement Program -
Team Bonding And Motivation
- Deepavali Get-Together
Blood Donation & Health Screening Campaign
Lion Group (Steel Division) Sports & Recreation
Club - Amazing Hunt 2019
- 15 SERVICES DIVISION
News @ Parkson Credit
- Blood Donation
- Viper Challenge
Activities @ SECOM
- Training On
• Solving Problems Innovatively
• Depression Management
• Negotiation Skills
- Christmas Celebration
- 17 CORPORATE UPDATES
MACC Talk On Corporate Liability Provision
Zero Tolerance On Bribery & Corruption
Lunch & Learn: Genetics & Cancer
Lion Forest Industries Berhad Has Changed Its Name
To Lion Posim Berhad Wef 2 December 2019
AGMs
- 18 COMMUNICO
Digital Marketing
- 19 LEARNINGLINK
Self-Curated Learning Paradigm - Are You
Ready For 2020?
#CEDRACTIVITIES
- 18 PROPERTY & COMMUNITY DEVELOPMENT DIVISION
Serimba, Bandar Bukit Mahkota
- 19 RETAIL & TRADING DIVISION
Beauty Buffet & The SAEM

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
Reg. No: 201501007647 (1132980-H)
Level 11-15, Lion Office Tower, No. 1 Jalan Nagasari
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Tel: 603 - 2142 0155 Fax: 603 - 2142 8409
Email: corpcomm@lion.com.my
Website: www.lion.com.my

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2020 New Year Message from GROUP EXECUTIVE CHAIRMAN

The prevailing global and economic uncertainties in 2019 continued to affect the overall business environment and our manufacturing operations which had to cope with the rising costs of production, intense competition and sluggish demand, amongst others. The weak consumer sentiments also posed a challenge to our retail operations in the countries we operate in.

Though our steel bar and wire rod business had improved with the government policy which enabled the local steel mills to compete with imports on a level playing field, intense competition in the local market had depressed selling prices for these steel products. For the flat steel products sector, the restructuring of our hot rolled coil operations has received the necessary approvals and is expected to be completed soon by the first quarter of 2020.

Our Parkson retail arm posted improved performance contributed mainly by its operations in China. This was largely due to our dedicated strategies to diversify our retail formats and enhance our product offerings through the increasing extension of lifestyle products and services, as well as our ongoing efforts to improve our business model to optimize our stores' effectiveness.

The mining licenses granted to our operations in Banting will see our production of tin by the first quarter of 2020. We are now the largest silica sand producer in Malaysia and will embark on value added projects including production of high grade silica sand and silica powder.

Our property division is continuing to expand especially in the Industrial Park segment with our Banting Industrial Park receiving encouraging support and collaboration of the State authorities and good response from purchasers; with plans to establish similar industrial parks in other states. In the residential segment, we will focus on providing affordable housing as well as condominium projects in the Klang Valley. The division also plans to develop logistics hubs, wellness homes/medical tourism and golf tourism projects.

Within a short span of 5 years, Parkson Credit has grown into one of the major players in the consumer financing industry. It has expanded its operations with regional offices in the north and south, and plans to open an office in the east coast. Parkson Credit will continue to serve its growing base of customers with its creativity, innovation and game-changing ideas.

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

Hi-Rev will be celebrating its 25th anniversary in 2020 and will actively embrace digital marketing to keep pace with the growing market and younger generation needs.

The Government has projected Malaysia's GDP to expand by 4.8% in 2020 from 4.7% in 2019. The projected growth will be led by domestic demand with private sector expenditure continuing to drive growth mainly due to private investment in the services, manufacturing and construction sectors; and consumption on food and beverage, communication, housing and utilities. This will help to offset the lower public expenditure due to measures by the government to reduce and re-prioritize spending, although improvement in capital spending by public corporations is expected.

Infrastructure projects like the newly completed TRX Exchange 106 which at 492 metres, is the tallest building in the country and to be occupied by global and local companies; resumption of work on the East Coast Rail Line (ECRL) linking Port Klang to Kota Bharu, and the revised Bandar Malaysia project with a gross development value (GDV) of RM140 billion comprising a transport hub, commercial centre, 5,000 affordable housing units and a people's park, will have positive effects on the economy.

The launching of Visit Malaysia Year 2020 aims to attract 30 million foreign tourists and RM100 billion revenue for the tourism industry as well as an anticipated 93 million domestic tourists and earnings of RM77 billion. This will be a huge boost to the local economy with increased spending by the foreign and domestic tourists in the retail, food & beverage, accommodation and transportation sectors. The lowering of the threshold for foreigners to buy properties in Malaysia from RM1 million to RM600,000 will help to stimulate the local property market.

With the growing emphasis on Industry 4.0 and introduction of new technologies using data and machine learning namely Internet of Things (IoT) and artificial intelligence, we need to harness these smart systems to reinvent and upgrade our business processes and workflow. We must also constantly review and re-align our business strategies to face challenges and seize opportunities in the new year.

I wish to express my sincere thanks to all our staff for your dedication and hard work to reduce costs and increase efficiency and productivity. I also wish to thank our customers, business partners and associates, financiers, 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 2020 daripada PENGERUSI EKSEKUTIF KUMPULAN

Ketidapastian global dan ekonomi di tahun 2019 terus menjejaskan keseluruhan persekitaran perniagaan dan operasi perkilangan kita yang terpaksa berdepan dengan kenaikan kos pengeluaran, persaingan yang sengit dan permintaan yang rendah, antara lain. Sentimen pengguna yang lemah juga merupakan cabaran kepada operasi runcit kita di negara-negara yang kita beroperasi.

Walaupun perniagaan bar keluli dan rod dawai kita bertambah baik berikutan dasar kerajaan yang membolehkan kilang-kilang keluli tempatan bersaing dengan keluli import dalam pasaran sama rata, persaingan sengit di pasaran tempatan telah memberi tekanan kepada harga jualan produk tersebut. Bagi sektor produk keluli rata, penstrukturan semula operasi gegelung gelek panas kita telah beroleh kelulusan yang diperlukan dan dijangka akan dimuktamadkan menjelang suku pertama 2020.

Bahagian runcit kita, Parkson mencatatkan prestasi yang lebih baik disumbangkan terutamanya oleh operasi di China. Ini sebahagian besarnya disebabkan oleh strategi khusus kita dalam mempelbagaikan format runcit dan memantapkan penawaran produk dengan penambahan produk dan perkhidmatan gaya hidup, serta usaha berterusan untuk memperkasakan model perniagaan kita bagi mengoptimumkan keberkesanan stor.

Lesen perlombongan yang diperolehi oleh operasi kita di Banting akan menyaksikan pengeluaran timah menjelang suku pertama tahun 2020. Kita kini merupakan pengeluar pasir silika terbesar di Malaysia dan akan memulai projek nilai tambah termasuk pengeluaran pasir silika gred tinggi dan serbuk silika.

Bahagian hartanah kita terus berkembang terutamanya dalam segmen Taman Perindustrian di mana Taman Perindustrian Banting kita beroleh sokongan dan kerjasama yang menggalakkan daripada pihak berkuasa Negeri serta sambutan baik dari kalangan pembeli; dengan perancangan untuk membangunkan taman perindustrian yang sama di negeri-negeri lain. Dalam segmen kediaman pula, kita akan menumpukan kepada projek perumahan serta kondominium mampu milik di Lembah Klang. Bahagian hartanah juga merancang untuk membangunkan hab logistik, projek kediaman sejahtera / pelancongan perubatan dan pelancongan golf.

Dalam tempoh sesingkat 5 tahun, Parkson Credit telah menjadi antara peneraju dalam industri pembiayaan pengguna. Ia telah mengembangkan operasinya dengan membuka pejabat serantau di utara dan selatan, serta merancang untuk membuka pejabat di pantai timur. Parkson Credit akan terus menyajikan perkhidmatan dengan ide-ide kreatif, inovatif dan bernas kepada asas pelanggannya yang semakin berkembang.

Perniagaan lain, iaitu LIKOM di Melaka yang menyediakan perkhidmatan perkilangan mekanikal dan elektronik, SECOM yang menawarkan perkhidmatan keselamatan elektronik dan fizikal, serta POSIM yang membekalkan bahan binaan serta pelincir automotif dan industri di bawah jenama Hi-REV, kesemuanya kekal menguntungkan dan mencari peluang untuk meluaskan pasaran, dan produk serta perkhidmatan mereka.

Hi-Rev bakal menyambut ulang tahunnya yang ke-25 pada tahun 2020 dan akan memanfaatkan pemasaran digital secara aktif seiring perkembangan pasaran dan keperluan generasi muda.

Kerajaan telah mengunjurkan KDNK Malaysia berkembang sebanyak 4.8% pada tahun 2020 berbanding 4.7% pada tahun 2019. Unjuran ini akan didorong oleh permintaan dalam negeri dengan perbelanjaan sektor swasta kekal memacu pertumbuhan terutamanya daripada pelaburan swasta dalam sektor perkhidmatan, pembuatan dan pembinaan; dan penggunaan makanan dan minuman, komunikasi, perumahan dan utiliti. Ini akan membantu mengimbangi perbelanjaan awam yang lebih rendah berikutan langkah-langkah kerajaan untuk mengurangkan dan mengkaji semula perbelanjaan, walaupun peningkatan perbelanjaan modal syarikat awam dijangka.

Projek-projek infrastruktur seperti TRX Exchange 106 yang baru disiapkan, di mana pada ketinggian 492 meter merupakan bangunan tertinggi di negara ini dan bakal diisi oleh syarikat-syarikat global dan tempatan; pelancaran semula projek Laluan Rel Pantai Timur (ECRL) yang menghubungkan Pelabuhan Klang ke Kota Bharu serta projek Bandar Malaysia yang dikaji semula dengan nilai pembangunan kasar (GDV) sebanyak RM140 bilion merangkumi hab pengangkutan, pusat komersial, 5,000 unit rumah mampu milik dan taman rakyat, akan memberi kesan positif kepada ekonomi.

Pelancaran Tahun Melawat Malaysia 2020 disasarkan akan menarik seramai 30 juta pelancong asing dan pendapatan sebanyak RM100 bilion bagi industri pelancongan serta 93 juta pelancong domestik dengan pendapatan sebanyak RM77 bilion. Ini akan menjadi rangsangan besar kepada ekonomi tempatan dengan peningkatan dalam perbelanjaan pelancong asing dan domestik dalam sektor runcit, makanan & minuman, penginapan dan pengangkutan. Penurunan had harga hartanah daripada RM1 juta kepada RM600,000 untuk pembeli asing di Malaysia akan membantu merangsang pasaran hartanah tempatan.

Dengan penekanan kepada Industri 4.0 dan pengenalan teknologi baru yang menggunakan pembelajaran data dan mesin iaitu Internet of Things (IoT) serta kecerdasan buatan, kita perlu memanfaatkan sistem pintar tersebut untuk menghasilkan dan menaik taraf proses dan aliran kerja perniagaan kita. Kita juga mesti sentiasa mengkaji semula dan menyelaras strategi perniagaan untuk menghadapi cabaran dan merebut peluang pada tahun baru.

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

RE-OPENING OF PARKSON ELITE 1 UTAMA FIRST FLOOR

Parkson Elite 1 Utama unveiled its newly renovated First Floor which houses the Gents department with an array of renowned international labels namely *Burton Menswear London*, *The Savile Row & Company*, *Guy Laroche* for the corporate look and suiting up;

Parkson's very own brands, *MARQ* and *7DAYZ* for casual ensembles; sports lifestyle labels such as *Nike*, *Adidas*, *Under Armour* and more as well as quality footwear namely *Geox*, *Skechers*, *The Flexx* and others.

The store has also allocated generous

floor space for the little ones. Made over with splashes of pastel colours and textured surfaces, the fun-filled section is decked out with kids' fashion labels such as *Ducati*, *Du Pareilau Meme Sas* and *Sergent Major* along with affordable brands namely *7DAYZ*, *Sasha* and *Caprisa Kids*.



BonusLink CARNIVAL

Parkson Elite Gurney Plaza organised a Bonuslink Carnival from 1 to 3 November 2019. Shoppers collected 5X Bonuslink points when they swiped their Bonuslink Card for purchases made during the three-day carnival, and participated in the exciting activities organised.



CRAFTIVITY WORKSHOP

In conjunction with the Christmas celebration, Parkson Elite Pavilion and Parkson Elite 1 Utama organised a "Decorate A Gingerbread Man" workshop for children.



BIRTHDAY PARTY

It was an early Christmas for shoppers at Parkson Paradigm Mall JB as the store celebrated its Birthday Party on 7 December 2019. They were treated to an array of F&B, performances and activities. Lucky shoppers walked away with prizes in the lucky draw and the activities organised.



PARKSON SEREMBAN PARADE SPREADS CHRISTMAS CHEER

Christmas came early for 27 children from Rhema's Home who were treated to fun-filled activities and presents from Parkson Seremban Parade on 20 December 2019. The children each received three gifts of their choice comprising clothing, shoes, toys, badminton racquets and perfumes.



PARKSON VIETNAM

UNIQLO'S FIRST FLAGSHIP STORE AT PARKSON SAIGON TOURIST PLAZA

Japanese global apparel retailer, Uniqlo officially opened its first flagship store in Vietnam at Parkson Saigon Tourist Plaza on 6 December 2019. Covering 3,097 square meters over three levels, the store is one of the largest in South East Asia with a full line-up of LifeWear products for men, women and children.

Group Executive Chairman and Parkson Managing Director, Tan Sri William Cheng in his speech at the press event on 5 December 2019 said, "Parkson Retail Group came to Vietnam in 2005 as a 100% FDI and our flagship store was in this very building - Saigon Tourist Plaza. Today, history repeats itself with another flagship store under Uniqlo." He thanked Uniqlo and its Chairman, Mr Tadashi Yanai for their trust and belief in forging the partnership with Parkson to enter into a new era of retailing for the people of Ho Chi Minh City.



► Tan Sri William Cheng speaking at the press event with VIP guests (from right to left) Ambassador of Japan to Vietnam, HE Kunio Umeda; Uniqlo Chairman, Mr Tadashi Yanai; Deputy Head of Party Central Committee's Economic Commission, Mr Nguyen Hong Son; Chairman of Saigon Tourist Plaza, Mr Pham Huy Binh; Executive VP & Group CEO of Consumer Industry Group of Mitsubishi Corporation, Mr Yutaka Kyoya; General Director & COO of Uniqlo Vietnam, Mr Osamu Ikezoe and Architect, Mr Vo Trong Nghia.



PARKSON CHINA

DATO' LEE CHONG WEI AT PARKSON BEAUTY

Olympian, Dato' Lee Chong Wei became a store manager for a day at Parkson Beauty in Changsha IFS on 9 November 2019. Dato' Lee Chong Wei interacted with his fans and shared with them his secret to staying young which is to stay positive and strong in life. At the event, he also tried the latest winter make-up products, shared beauty tips and cosmetic products recommendations with his fans.



PARKSON DOUBLE - 11 MEMBER RECRUITMENT CAMPAIGN

Parkson China celebrated the biggest shopping fiesta, Double 11 (November 11) with the launch of "Beautiful Memory 2.0", a mini program to recruit new followers for Parkson's WeChat account.

"Beautiful Memory 2.0" was a follow-up to the successful "Beautiful Memory" campaign in 2018, whereby consumers who uploaded their photos of good memories at the mini program received a red packet from Parkson WeChat account with requirement to follow the WeChat account. With a viral feature added, the top 11 consumers who invited the most number of friends to join the mini program received a bigger red packet. The program which was carried out in four rounds attracted over 300,000 viewership and almost 90,000 new followers to Parkson WeChat account.



HI-REV @ UPDATES

HAFIZH SYAHRIN JOINS HI-REV SIC DREAM CHASER

Sharing the same vision, HI-REV and Sepang International Circuit (SIC) have embarked on a mission to develop talents under their Talent Development initiatives and Malaysia's biggest name in motorcycle racing, Hafizh Syahrin is the latest addition under this talent initiative.

Hafizh Syahrin has switched from two wheels to four wheels to take part in the biggest endurance race in Malaysia, the Sepang 1000km (S1K) Endurance Race from 22 - 24 November 2019 with team HI-REV SIC Dream Chaser, the team that was awarded Best National Team of 2018. He was partnered with the young and talented Alister Yoong, son of Malaysia's first Formula 1 driver Alex Yoong, together with Bradley Benedict Anthony, a 17-year old new rising star in Malaysian motorsports.



► (From left, 7th to 10th respectively): Dream Chaser Team Owner, Mr CY Ong; SIC CEO, Dato' Razlan Razali; HI-REV General Manager, Ms Valerie Poon and Hafizh Syahrin with the other young talents.
► (Masing-masing, 7 ke 10 dari kiri): Pemilik Pasukan Dream Chaser, Encik CY Ong; Ketua Pegawai Eksekutif SIC, Dato' Razlan Razali; Pengurus Besar HI-REV, Cik Valerie Poon dan Hafizh Syahrin bersama bakat-bakat muda lain.

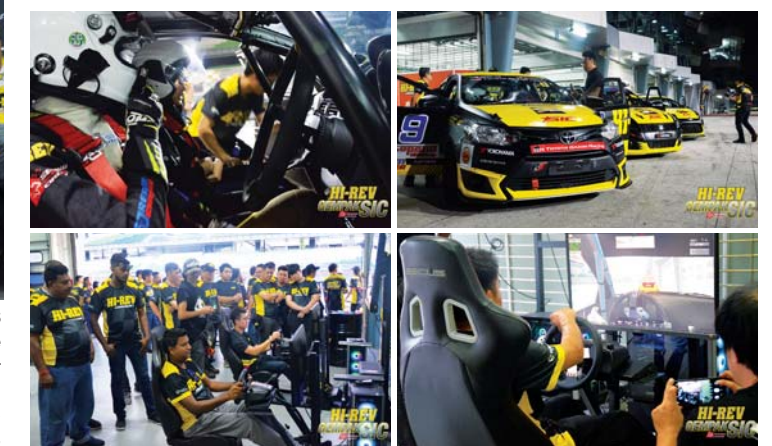
GEMPAK SEPANG INTERNATIONAL CIRCUIT

HI-REV Gempak SIC was an exclusive event for selected business partners and associates to experience a once-in-a-lifetime race car taxi ride in the iconic Sepang International Circuit, driven by HI-REV racers in HI-REV Dream Chaser's race cars.



► HI-REV Assistant GM, Mr Kenny Chuah (extreme left); Ms Valerie Poon and Mr CY Ong (2nd from right and extreme right, respectively) with HI-REV racers and guests (right photo) having a great time at the event.
► Penolong Pengurus Besar HI-REV, Encik Kenny Chuah (paling kiri); Cik Valerie Poon dan Encik CY Ong (masing-masing, 2 dari kanan dan paling kanan) bersama pelumba HI-REV dan para tetamu (gambar kanan) bergembira dengan acara yang dianjurkan.

On 3 December 2019, more than 100 enthusiastic guests had a great time at the track as well as at the racing simulators.



HAPPENINGS IN 2019

JAN-FEB

MAR-APR



1 For the 10th consecutive year, Lion-Parkson Foundation and Parkson assisted five schools in the Klang Valley to organise the annual Lunar New Year Calligraphy Charity Sale in aid of needy students in these schools.



2 Lion Group Medical Assistance Fund donated a dialysis machine to Sai Ananda Haemodialysis Centre in Selayang, Selangor which provides free dialysis to needy patients.



3 SECOM organised a Team Building outing at Admiral Cove, Port Dickson on 11 and 12 January.



4 On 16 January, Parkson brought in South Korean boy group, SEVENTEEN who are also the ambassadors for The SAEM skincare and cosmetics brand for the brand's official launch at Pavilion Kuala Lumpur.



5 Lunch and Learn session on "Stress : Managing It, Boost Your Immunity" at Lion Office Tower on 22 January.



6 CeDR Corporate Consulting organised a Learning Session for the 2017/18 Lion-Parkson Foundation scholars from 22 to 25 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 25 and 28 January to brainstorm and set the direction going forward in the new year.



7

MAR-APR



9 Lion Group Medical Assistance Fund was merged with Lion-Parkson Foundation effective 12 March.



8 Posim Petroleum Marketing hosted 2019 HI-REV Appreciation Dinners for its dealers in 18 cities nationwide, and launched torQe PRO Fully Synthetic High-Performance Car Engine Oil Series with API SN 5W-40 and 5W-30.



10 Steel Division Sports & Recreation Club held its 32nd Annual General Meeting on 14 March.



11 Lion-Parkson Foundation donated RM50,000 to Yayasan Kebajikan Negara Malaysia to assist the Yayasan in its charitable activities on 15 March.



12 Prize presentation ceremony for Parkson's "Win A Trip To Hong Kong" contest on 29 March.



13 Contribution by Amsteel Mills to Taman Klang Residents Association's Annual Education Program.



14 Lion-Parkson Foundation presented proceeds from the 2019 Lunar New Year Calligraphy Charity Sale totalling RM237,247.31 to the 5 participating schools on 2 April.



15 Directors of the Group's public listed companies and staff attended a half-day talk on "Corporate Liability & Directors' Liability for Corrupt Practices" (MACC Amendment Act 2018) and other relevant topics at Lion Office Tower on 3 April.



16 Amsteel Mills Klang organised Gotong Royong sessions on 8 & 18 March.



17 HI-REV debuted the 2019 race season with podium finishing.

MAY-JUN



18 Parkson's "Shop & Win A Trip to Hong Kong Disneyland" prize presentation ceremony.



19 Lion-Parkson Foundation organised a briefing session for the shortlisted applicants for its scholarship awards on 13 June.

HAPPENINGS IN 2019

MAY-JUN

JUL-AUG



20
Cyber Security Awareness talk by Group IT department at Lion Office Tower on 27 June.



21
Prize presentation ceremony for Parkson Spring Summer 2019 contest on 28 June.



30
For the 29th year running, Lion-Parkson Foundation awarded scholarships totalling RM400,000 to 10 deserving students based on their academic performance, extra-curricular activities and leadership qualities on 23 August.



31
SECOM presented the company's dividend for the financial year ending 30 June 2019 to its shareholder, Koperasi Polis Diraja Malaysia on 26 August.

JUL-AUG

SEP-OCT



22
Lion-Parkson Foundation sponsored the cost of medication worth RM7,792.63 for the medical camp at Sekolah Kebangsaan Taman Sri Sinar, Kuala Lumpur organized by the Rotary Club of Bukit Kiara Sunrise on 7 July.



23
On 13 July, HI-REV Racing unveiled its 2019 satellite teams and their race machines at Sunway Pyramid Convention Centre in conjunction with HI-REV Dealers Family Day.



24
Knowledge sharing session on Incoterms, trade and customs facilities, and insurance coverage at the Head Office on 18 July.



32
Parkson Supermarket in Huaihai, Shanghai had its grand opening ceremony on 31 August.



33
Lunch & Learn session on 'Emotional Intelligence' for employees of operating companies based at Lion Office Tower on 4 September.



34
SECOM held a training session on the application of Cardiopulmonary Resuscitation (CPR) Automatic External Defibrillator (AED) for its Operational staff on 20 September.



25
HI-REV organised a Team Building and Motivation Retreat for its staff at Gopeng, Perak from 14 to 16 July.



26
HI-REV was the official lubricant for the 6th Edition of Rimba Raid Adventure International Race at Janda Baik, Bentong from 26 to 28 July.



35
HI-REV SIC Dream Chaser was crowned the Champion of 2019 Malaysia Championship Series in the S-Production 2 (SP2) class.



36
Group Executive Chairman, Tan Sri William Cheng and Group Executive Director, Tan Sri Albert Cheng with Guest of Honour, YB Dr Ong Kian Ming, Deputy Minister of International Trade and Industry at Malaysia Steel Association dinner on 27 September.



27
SECOM Malaysia hosted SECOM Overseas Management Meeting for SECOM Group's Global Leaders on 18 and 19 July.



28
Amsteel Mills received Best Employer Award for the Commuting Safety Support Program 2017 on 29 July.



29
Hogan Bakery in Mid Valley Megamall celebrated its first anniversary with a special promotion and mystery gift on 23 and 24 August.



37
Group Executive Chairman, Tan Sri William Cheng officiated the 'Peaceful Series' art exhibition by Mr Ng Ho Peng from Directorate department on 28 September.



38
Amsteel Klang Heads Of Department and Sports Club committee members attended a "Building Teams, Moulding Leaders" retreat at Port Dickson on 5 and 6 October.



39
Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng staged a charity art exhibition jointly organised by LPF and Korea's With Heart Foundation in South Korea on 26 October.

A Hat-Trick of CHAMPIONS

HI-REV SIC Dream Chaser, Adam Khalid emerged Champion of the 1600 Ultimate in the Malaysia Speed Festival whilst Ady Rahimy was the Champion in the S-Production 2 class in the Malaysia Champion Series 2019. Angeline Lee and Siti Shahkirah completed a hat-trick of Champions in 2019 by emerging as the Overall Champion in the Vios Enduro Cup in the Sepang 1000km. It was another Hat-Trick Championship powered by HI-REV. Syabas!



EXCLUSIVE PREVIEW OF SERIMBA TERRACE

Lion Property held an exclusive preview of its new freehold project, Serimba Terrace at its Bandar Bukit Mahkota Sales Gallery on 17 November 2019. A gated and guarded community, Serimba Terrace features 97 units of 22' x 70' double storey terrace residences, comprising 5 rooms and 4 bathrooms.

In conjunction with the exclusive preview, lots of activities themed 'Ride to Holiday FunMania' were organised for the whole family.

For more info, register your interest at www.serimba.com.



FROZEN WONDERLAND AT BMC

On 14 and 15 December 2019, Lion Property organised a sales event themed Frozen Wonderland at its Sales Gallery in Bandar Mahkota Cheras, with attractive on-going sales packages for selected properties in the township.



HAPPENINGS @ AMSTEEL KLANG TRAINING ON FRONTLINE LEADERSHIP & TEAM MOTIVATION SKILLS

A training session on 'Frontline Leadership and Team Motivation Skills' was held on 15 November 2019.



CREATIVE PROBLEM SOLVING & DECISION MAKING SKILLS

A two-day training session on Creative Problem Solving & Decision Making Skills was conducted on 19 & 20 November 2019.



FUN ENGAGEMENT PROGRAM - TEAM BONDING AND MOTIVATION



30 participants attended the Fun Engagement Program - Team Bonding and Motivation on 2 November 2019.

DEEPAVALI GET-TOGETHER



Amsteel Klang's Indian employees celebrated Deepavali or Festival of Lights with their colleagues on 6 November 2019. Gracing the event were (left photo, from left) General Manager - Production, Mr Lee Weng Lan; Senior Manager - Central Engineering, Mr Ramamuthie; and Chief Operating Officer, Mr Paul Chan who together with the staff lit the "Light of Prosperity". Everyone enjoyed the Indian delicacies served.

BLOOD DONATION & HEALTH SCREENING CAMPAIGN

Amsteel organised its annual Blood Donation and Health Screening Campaign in collaboration with Lions Club of Kuala Lumpur Bukit Kiara, Pusat Perubatan Universiti Malaya, Top Vision Eyes Specialist, and Parkway Pantai Hospital Klang on 5 November 2019.



LION GROUP (STEEL DIVISION) SPORTS & RECREATION CLUB AMAZING HUNT 2019

Lion Group (Steel Division) Sports & Recreation Club organised Amazing Hunt 2019 to Penang for its members on 2 and 3 November 2019 with 15 cars taking part. All gathered at Amsteel Mills Klang for registration and the flag-off. Prizes of the hunt were given away by Club Deputy President, Encik Mohd Nizam Esa. The winners were :



Champion - IKAN BILIS
(Left to right) Norakmal Affif, Mohd Nasir, Rosdi and Khairul Azlan.



1st Runner Up - BLACKIE
Norezany Abd Kadir, Nizahanun Mohd Din and Nor Azlia Nor Azlan.



2nd Runner Up - "Jalan Jalan Cari Makan"
Norhafizah, Nur Syahirah, Kristy Anne Nunis and Che Nordin Che Daud.

NEWS @ PARKSON CREDIT

BLOOD DONATION

Parkson Credit organised a blood donation drive themed "Be a Superhero! Donate Blood, Save a Life!", in partnership with Pusat Darah Negara at Lion Office Tower on 16 December 2019.

Donors from Parkson Credit including staff from its Operations Centre at Wisma Noble Land, Lion Group companies' employees at Lion Office Tower and even passers-by donated a total of 64 pints of blood.



VIPER CHALLENGE

Team Parkson Credit took 2 hours to complete the 5-km run and 12-piece obstacle course in the Viper Challenge @ Sepang on 7 December 2019.

First time participant, Encik Fauzan of HR Department said that the obstacle course fostered team spirit as members helped each other to ensure that no one was left behind. He gave an example on how he overcame his fear of heights and tackled the fence climbing obstacle with the encouragement and assistance from his team members, and he is now motivated to train and participate in Team Parkson Credit's future excursions.



ACTIVITIES @ SECOM

TRAINING ON

SOLVING PROBLEMS INNOVATIVELY

The CMS Operation team attended the "Solving Problems Innovatively" training session on 5 and 13 November 2019 to enhance their skills in handling issues to ensure customers' satisfaction.



NEGOTIATION SKILLS

A training session on 'Negotiation Skills' was conducted on 15 November 2019 for effective negotiation skills to achieve a win-win situation.



DEPRESSION MANAGEMENT

On 13 December 2019 SECOM employees attended a talk on 'Managing Depression' to give them an understanding on the difference between depression and stress, as well as identifying the symptoms of depression, and ways to overcome it.



CHRISTMAS CELEBRATION

SECOM organized a Christmas party for its employees on 20 December 2019. Activities included singing Christmas carols and gift exchange with the presence of Santa Claus. Everyone enjoyed the food and cookies served.



MACC TALK ON CORPORATE LIABILITY PROVISION

More than 100 managers and senior managers from the Head Office and operating companies attended a half-day talk entitled *"Introduction to Corporate Liability Provision - Enforcement of Section 17A, MACC Amendment Act 2018"* by Malaysia Anti Corruption Commission (MACC)'s Senior Superintendent, Ms Ng Seh Fern at Lion Office Tower on 21 November 2019.

Group Executive Director, Tan Sri Albert Cheng in his opening note reiterated the Group's stand of zero tolerance against all forms of bribery and corruption and the implementation of the Group's Anti-Bribery and Corruption Policy (ABC Policy).



► Left photo: Tan Sri Albert Cheng (center) sharing a light moment with Ms Ng Seh Fern and all ears from the managers at the talk.
► Gambar kiri: Tan Sri Albert Cheng (tengah) berkongsi saat ceria dengan Cik Ng Seh Fern dengan semua pengurus mendengar ceramah.

ZERO TOLERANCE ON BRIBERY & CORRUPTION

Our Group has implemented the Anti-Bribery and Corruption Policy (ABC Policy) which reflects our stand of zero tolerance against all forms of bribery and corruption, and our commitment to lawful and ethical conduct at all times.

A memo from Group Executive Chairman, Tan Sri William Cheng has been sent out to all our companies to inform our employees on the ABC Policy which has been uploaded onto our website. Our stand on 'Zero Tolerance on Bribery and Corruption' is included in our emails. All employees are required to acknowledge and submit their declarations on understanding and complying with the Company's ABC Policy to their HR department.

We have also included our pledge to be **ACCOUNTABLE** **COMPETENT** **TRANSPARENT** in our sign-off for all correspondence i.e email, memos and letters. Let's all stand united against bribery and corruption and be **ACCOUNTABLE** **COMPETENT** **TRANSPARENT** in our actions.



LUNCH & LEARN: GENETICS & CANCER

A Lunch and Learn session entitled "Genetics & Cancer: You Have More Control Than You Think" was held at Lion Office Tower on 14 November 2019.

Nutritionist and Nutrigenomics practitioner, Ms Yap Wern Lli from The Beacon Laurette Sdn Bhd talked about the genes' characteristics and the connection between genetics, personalised diet and disease prevention especially cancer.



► Full attention for the talk by Ms Yap Wern Lli (right).
► Tekun mendengar penerangan daripada Cik Yap Wern Lli (kanan).

Lion Forest Industries Berhad has changed its name to **Lion Posim Berhad** wef 2 December 2019

AGMs

Lion Forest Industries Berhad held its Annual General Meeting (AGM) on 26 November 2019 whilst Parkson Holdings Berhad and Lion Industries Corporation Berhad (LICB) held theirs on 27 and 28 November respectively.

The AGMs for the two non-listed companies, ACB Resources Berhad and Lion Corporation Berhad were also held on 26 and 28 November 2019 respectively.



► LICB's AGM chaired by Datuk Seri Utama Raja Nong Chik Dato' Raja Zainal Abidin (centre) with Group Executive Director cum LICB Managing Director, Tan Sri Albert Cheng on his left.
► Mesyuarat Agong Tahunan LICB dipengerusikan oleh Datuk Seri Utama Raja Nong Chik Dato' Raja Zainal Abidin (tengah) dengan Panegarah Eksekutif Kumpulan & Pengarah Urusan LICB Tan Sri Albert Cheng di kanan beliau.

COMMUNICO

DIGITAL MARKETING

••••• by POSIM Group, IT Department •••••

Digital Marketing is an emerging marketing strategy which has surpassed traditional channels by exploiting the use of internet-enabled electronic devices. This can be seen from the data published by Statista's Digital Market Outlook survey which reported that Malaysians spent more than US\$6 billion online in 2018 and this figure will continue to dominate in the coming years.

The term 'Marketing' is always been about connecting with the audience in the right place and at the right time. With knowledge and implementation of savvy strategies in digital marketing, businesses are able to leverage on digital channels such as search engines, social media, email and other websites to connect with their current and prospective customers.

Some of the benefits of digital marketing include:

1. Improved brand awareness and online reputation

One of the strategies in digital marketing involves the application of content marketing through the website to promote any upcoming campaigns, promotions, events and news which customers can access anytime and anywhere. Brand awareness is further extended over social media such as Facebook, Instagram, Twitter and etc. With the availability of likes, shares and comments features in most of the social network platforms, digital marketing allows business owners to reach out to new audiences.



"#HI-REV HEBAT" Online Campaign

3. Trackable and measurable real time results

By using web analytics and other online metric tools, business owners can easily track the activities on their online platform to analyse the data collected and to measure the effectiveness of a campaign organised.

Conclusion

Digital marketing could elevate businesses to another level through its ability to reach out to the global market. However, business owners should also exercise caution as digital marketing mistakes could derail their brand name and this could happen instantly.



"#HI-REV" SOCIAL MEDIA (FACEBOOK, TWITTER)

LearningLink.....

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SELF-CURATED LEARNING PARADIGM – ARE YOU READY FOR 2020?

Throughout history, some adults have planned and conducted their own learning. For example, Socrates, Benjamin Franklin, Abraham Lincoln – they were all considered self-educated men. They controlled what they wanted to focus on in order to be better. And we can safely say they certainly achieved greatness and left a lasting legacy for the generations to come.

Do you want to have a similar impact, and achieve your career goals? 2020 is the time to grab the bull by the horns and be the architect of your learning experiences via self-curated learning (SCL).



Why Self-Curated Learning (SCL)?

Flexibility is the most distinctive feature of SCL. You have the freedom to design and structure your learning. The steady development of information and communication technologies enhances this flexibility.

It also enhances learner responsibility and ownership. Assume responsibility for your own learning to fulfill your personal and professional duties and obligations. Be intrinsically motivated to learn, and take ownership of your learning endeavors.

It also empowers you as a learner, by allowing you to take charge of your learning journey and steer it along whatever track you want. The training is developed keeping in mind the learning style of adult learners like you. Additionally, experiential learning and training that can be readily transitioned from the desk to the job are the critical features of SCL.



Apply a Growth Mindset

Perhaps what can be done is to begin with applying a "Growth" Mindset. People with a fixed mindset tend to assume that they're born with a particular set of skills that they can't change. However, people with a growth mindset believe that intelligence and talent are just the starting point, and that success comes through attitude, effort and learning.

With a growth mindset, you'll respond to setbacks or challenges with hope and confidence. And you can prepare yourself by working to understand your development needs. This involves a process of self-reflection and self-auditing, a willingness to be open and curious about your strengths and weaknesses, and a commitment to improving your personal situation and working life.

You will need to assess:

- **Your current skills.** Are they adequate for your present role? Do they align adequately with your team or organization's priorities, mission and vision? It may be useful to revisit your job description to clarify your key responsibilities. What are the targets that you have agreed with your manager? Ask yourself, honestly, what could you be doing better.
- **Your past skills.** This may sound counterintuitive, but look back, too. Are there skills you have used in the past that could help you now? Are those skills a bit rusty, or are your working practices out-of-date?
- **Your future skills.** What skills or knowledge gaps do you need to bridge? It may be helpful to test yourself with some self-assessment quizzes, or to sound out someone you trust (perhaps a mentor) for some honest feedback. Think about how you compare with your peers in terms of knowledge, skills, experience, attitude, and behavior. What does your team need that you would like to offer? Put yourself into the shoes of a customer, colleague or supplier. What would he or she want you to know, or to be able to do?

Editor: Penny Chong Contributor: Barry Mark Westerhout

▶ Continue on page 16

◀ Continued from page 15

Learning Link

Create a Learning Plan

Once that has been done, you can move on to creating a learning plan. Have you worked with your manager to create a learning plan? If you lead others, have you worked with your team to create a learning plan for each individual? Learning plans influence you and your employees to become more personally connected to learning and success. It indicates that you take success seriously and expect to be held accountable. If you take accountability seriously at a personal level, you also communicate the expectation that the organization will be accountable to you and support you in your efforts to learn and develop.



Use Technological Tools

All of this may sound daunting, but be rest assured that you are already on track. Have you found yourself using Youtube to figure out how to unlock a stuck doorknob? Have you watched your favourite Ted Talk speakers recently? These are all examples of SCL. Google and YouTube are great examples of technological tools which can enhance SCL, but there are more at hand:

- **gamification** - application of game-design elements and game principles in non-game contexts. It can also be defined as a set of activities and processes to solve problems by using or applying the characteristics of game elements
- **e-learning** - a learning system based on formalised teaching but with the help of electronic resources
- **bite-sized** - small learning units or short-term learning activities for learners to study at their convenience



If used in a systematic way, these tools give you a good learning experience and most support possible.

Share Your Journey

Congratulations, you have made it this far and can now begin reaping the benefits of SCL. As the saying goes, no man is an island, and that certainly rings true at any office – we are in this together and need to work as a team to achieve the company's goals. Share your SCL journey with your team members, and see how you can assist them in kick starting their own. For the more senior personnel, you could also consider designing, developing and delivering training yourself, or with a small team of which you are an integral part. Creating an online training course is a good way to further your own learning; especially if you already have a modern, flexible Enterprise Learning Management (ELM) in place.



In short, effective personal development is about being proactive and engaged. So, take advantage of the learning culture that your organization offers. By making a conscious decision to take control of your own learning journey within your organization, both you and your organization will benefit.

LION PEOPLE ENTERPRISE LEARNING MANAGEMENT (ELM)

Here at Lion Group, we are on the verge of launching the first phase of ELM featuring topics on compliance. This is one of the many methods offered to support your learning journey, and will be continuously updated to better serve you as a team member of Lion Group.

Adapted from:

<https://shortways.com/blog/training/self-training/>

<https://www.bpastudies.org/bpastudies/article/view/38/78>

<https://elearningindustry.com/what-is-microlearning-benefits-best-practices>

<https://www.peoplematters.in/article/training-development/how-to-build-a-high-performance-learning-journey-from-input-to-application-20178>

<https://www.mindtools.com/pages/article/newlmt/107.htm>

#CEDRACTIVITIES

CeDR recently organized two sessions of **“Introduction to Corporate Liability Provision - Enforcement of Section 17A, MACC Amendment Act 2018”** for Lion Group directors and staff to understand the implications of the soon to be enacted regulations, and how it will affect our businesses.

The speaker, Ms Ng Seh Fern, Senior Superintendent of the Malaysia Anti-Corruption Commission (MACC) shared her interpretation as a law enforcement personnel in MACC, and had a very candid Q&A session with the Group’s senior management and managerial level staff.

CeDR is planning to offer similar sessions in the coming year, especially those related to compliance issues which are relevant to the Group’s businesses.

Here are some snapshots from both the 21 November 2019 (Lion HQ) and 3 December 2019 (CeDR) sessions.

21 November 2019 at Lion HQ



3 December 2019 at CeDR



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