

# Lion Today

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## OPENING OF PARKSON CENTRE POINT, MEDAN



## PARKSON NANCHANG HENGMAO



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- ▶ New Year Message From Group Executive Chairman
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# OPENING OF PARKSON



▶ Guests were entertained by local musicians performing PakPung, North Sumatran traditional music.  
 ▶ Para tamu dihiburkan oleh pemuzik tempatan yang menyajikan PakPung, muzik tradisional Sumatera Utara.

▶ Spacious main entrance of Parkson Centre Point, Medan.  
 ▶ Pintu masuk Parkson Centre Point, Medan yang luas.



# PARKSON NANCHANG



# CENTRE POINT, MEDAN

Parkson opened its first store under the 'Parkson' brand in Indonesia at Centre Point in Medan on 28 November 2013. Prior to this, Parkson has 9 department stores under the brand name of Centro and a Kem Chicks supermarket.

Poised to be the new shopping sensation in Medan, the store with a retail area of 16,000 sq metres offers the latest popular local and international brands in clothing, cosmetics, household and other merchandise.

The opening was graced by the management of PT Tozy Sentosa and Parkson Retail Asia, business associates and the local media partners. Everyone was entertained by a band of local musicians performing traditional North Sumatran music, followed by a lion dance performance.

With the opening of Parkson, shoppers can look forward to experiencing a new retail concept that will change the shopping landscape in Medan, making it the ideal leisure destination for all, both locals and tourists alike.

## PEMBUKAAN PARKSON CENTRE POINT, MEDAN

*Parkson membuka gedung pertama di bawah jenama 'Parkson' di Indonesia di Centre Point, Medan pada 28 November 2013. Sebelum ini, Parkson mempunyai 9 gedung beli-belah di bawah nama jenama Centro dan sebuah pasaraya Kem Chicks.*

*Sebagai sebuah destinasi beli-belah baru di Medan, gedung Parkson dengan ruang niaga seluas 16,000 meter persegi menawarkan pelbagai jenama popular terkini, tempatan dan antarabangsa bagi rangkaian pakaian, kosmetik, barangan hiasan rumah dan lain-lain lagi.*

*Pembukaan gedung Parkson telah disempurnakan oleh pihak pengurusan PT Tozy Sentosa dan Parkson Retail Asia, rakan perniagaan dan para media tempatan. Para hadirin dihiburkan oleh pemuzik tempatan yang mengalunkan muzik tradisional Sumatera Utara, diikuti dengan persembahan tarian singa.*

*Dengan pembukaan Parkson, para pembeli akan menikmati satu konsep baru yang bakal mengubah landskap beli-belah di Medan, menjadikannya destinasi ideal bagi kedua-dua warga tempatan dan pelancong.*

## 印尼棉兰Centre Point百盛新店开幕

2013年11月28日，Centre Point百盛于印尼棉兰开幕，这也是百盛第一间以自己的品牌“百盛”开新店。在此之前，百盛是在Centro, Kem Chicks超级市场的品牌名字下，经营九间百货公司。

Centre Point百盛拥有16千平方米的零售面积，提供最新以及最流行的国内外品牌，包括服饰、化妆品、家庭用品以及其他商品予消费者选择，并有望成为棉兰的新购物潮流。

PT TozySentosa和百盛零售亚洲管理层、生意伙伴以及当地媒体都出席当天的开幕典礼。娱乐节目是由当地音乐乐团呈现的北苏门答腊传统音乐，接着是舞狮表演。

随着百盛的开幕，购物者可期待一个全新的零售概念，以改变棉兰现有的购物环境，使其成为当地人与游客的理想休闲目的地。

## HANG HENGMAO

Parkson Nanchang Hengmao, located at Dream Mall Block 6 in Nanchang city in Jiangxi Province, China was opened on 20 December 2013.

With a retail area of 37,697 square meters over 6 levels, and a total of 600 parking bays, Parkson Nanchang Hengmao is positioned as a trendy department store catering for discerning and fashionable consumers with its line of popular brands offering.



### GROUP EXECUTIVE CHAIRMAN

**2013** was a year of immense challenges for the Group. Our steel manufacturing operations continued to be affected by the rampant imports of both flat and long steel products into the country. The steel industry is deemed a strategic industry with substantial contributions to the Malaysian economy. It contributes to 4% of Malaysia's Gross Domestic Product (GDP) and employs about 150,000 people. The local steel producers are currently operating at less than 50% capacity despite being able to supply the bulk of the steel demand of approximately 9 million tonnes in the country.

We hope that our collective efforts with the other steel manufacturers and the steel associations will see the turning point with quick resolve by the authorities to counter and mitigate the threats to the industry. Strict adherence to the 'Buy Malaysia' policy for all the Government projects will be a boost to not only the local steel producers but also all other local manufacturers.

Given the increasing cost of production with hikes in the price of petrol, electricity, and raw materials, 2014 will be fraught with challenges for everyone.

While the rising cost of living will have an impact on the retail sector, we are optimistic that the positioning of our Parkson department stores as a lifestyle retail chain with strategic locations and niche offerings will enable it to continue to perform satisfactorily. In addition, we will be bringing in some top brands from overseas with Parkson as the exclusive agent which will help to improve our sales and margins. The launch of Visit Malaysia Year in 2014 will attract more foreign and domestic tourists with the increase in consumer spending benefitting the tourism and retail industries.

The opening of our first Parkson store in Yangon, Myanmar plus 6 new stores opening in China and two in Indonesia in 2013 brings the total number of Parkson stores to 132 in 6 countries. The first store in Cambodia is targeted to be opened in Phnom Penh later this year.

The expansion in our retail operations is complemented by our venture into the shopping mall business having already built 5 shopping malls in Malaysia, and owning 8 malls in China and one in Vietnam as well as the KL Festival City mall in Setapak, Kuala Lumpur. These new lifestyle concept shopping malls are part of the integrated commercial developments being undertaken by our Property division, with three malls underway in Melaka, Qingdao in China and Phnom Penh in Cambodia.

Our Malaysian economy is forecasted to grow by 4.5% to 5.3% in 2014, encouraged by the improving global economic growth expected to be around 3.5% this year. The anticipated recovery in the export market based on a more positive outlook for the advanced economies and the sustained regional demand offer opportunities for exporters, aided by a lower ringgit. On the local scene, we hope that the implementation of projects under the Economic Transformation Program (ETP) and the 10th Malaysia Plan will be expedited to help spur domestic demand. In particular, the water pipes replacement projects need to be quickly rolled out to reduce water leakages and stem the loss of non-revenue water as well as increase the demand for steel pipes and steel raw materials.

I wish to express my heartfelt thanks to all our staff and urge everyone to continue to work hard to reduce our costs, increase productivity and 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. It is my fervent hope that the Government will expedite the implementation of projects, policies and measures to enable our local industries to compete on a level playing field and maximize their capacities in order to keep our Malaysian economy going at full steam.

I wish you all a happy new year.

**Tan Sri William Cheng**

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## PENGERUSI EKSEKUTIF KUMPULAN

**2013** merupakan satu tahun yang amat mencabar bagi Kumpulan. Operasi pembuatan keluli kita terus terjejas oleh aktiviti import kedua-dua besi rata dan besi panjang yang berleluasa ke negara ini. Industri keluli adalah satu industri strategik yang memberi sumbangan ketara kepada ekonomi Malaysia. Ia menyumbang sebanyak 4% daripada Keluaran Dalam Negara Kasar Malaysia (KDNK) dan menggaji kira-kira 150,000 orang pekerja. Para pengeluar keluli tempatan pada masa ini hanya beroperasi pada kapasiti kurang daripada 50% walaupun berupaya membekal kepada sebahagian besar daripada permintaan di dalam negara yang dianggarkan sebanyak 9 juta tan di negara ini.

Saya berharap usaha bersama kita dengan para pengeluar keluli lain dan persatuan keluli akan melihat titik perubahan apabila pihak berkuasa mengambil langkah segera untuk menangani dan mengurangkan ancaman terhadap industri ini. Pematuhan ketat terhadap dasar 'Beli Barangan Buatan Malaysia' bagi semua projek Kerajaan akan merangsang pertumbuhan bukan sahaja kepada para pengeluar keluli tempatan tetapi juga pengeluar industri tempatan lain.

Dengan peningkatan kos pengeluaran berikutan kenaikan harga petrol, elektrik dan bahan-bahan mentah, tahun 2014 akan menjadi satu tahun yang sangat mencabar bagi semua orang.

Walaupun kos sara hidup yang meningkat akan memberi kesan kepada sektor runcit, saya yakin bahawa posisi rangkaian gedung beli-belah Parkson kita yang berkonsepkan gaya hidup di lokasi yang strategik serta tawaran produk 'niche' akan membolehkannya mencatat prestasi yang memuaskan. Selain itu, kita akan membawa beberapa jenama utama luar negara di mana Parkson sebagai agen eksklusif akan membantu untuk meningkatkan jualan dan margin. Pelancaran Tahun Melawat Malaysia 2014 akan menarik lebih ramai pelancong asing dan tempatan yang bakal meningkatkan perbelanjaan pengguna akan memanfaatkan industri pelancongan dan runcit.

Pembukaan gedung Parkson pertama kita di Yangon, Myanmar berserta pembukaan enam gedung baru di China dan dua di Indonesia pada tahun 2013 telah menjadikan bilangan gedung Parkson berjumlah 132 di enam negara. Gedung pertama di Kemboja dijangka akan dibuka di Phnom Penh pada tahun ini.

Perkembangan operasi runcit ini dilengkapi dengan pembabitan kita dalam perniagaan kompleks beli-belah dengan pengalaman membina 5 buah kompleks beli-belah di Malaysia, dan memiliki 8 kompleks beli-belah di China dan satu di Vietnam serta kompleks beli-belah KL Festival City di Setapak, Kuala Lumpur. Kompleks beli-belah berkonsepkan gaya hidup baru ini merupakan sebahagian daripada pembangunan komersil bersepadu yang diusahakan oleh Bahagian Hartanah kita, di mana tiga kompleks membeli-belah akan dibangunkan di Melaka, Qingdao di China dan Phnom Penh di Kemboja.

Ekonomi Malaysia dijangka berkembang sebanyak 4.5% hingga 5.3% pada tahun 2014, didorong oleh pertumbuhan ekonomi global yang lebih baik sekitar 3.5% tahun ini. Pasaran eksport juga dijangka pulih berdasarkan pandangan yang lebih positif bagi ekonomi maju dan permintaan serantau yang kukuh membuka peluang bagi para pengeksport, dibantu oleh nilai ringgit yang lebih rendah. Di dalam negara, kita berharap pelaksanaan projek-projek di bawah Program Transformasi Ekonomi (ETP) dan Rancangan Malaysia Ke-10 akan dipercepatkan untuk membantu merangsang permintaan domestik. Projek penggantian paip air khususnya perlu dilaksanakan dengan segera untuk mengurangkan kebocoran air dan mengekang kehilangan air tanpa hasil di samping meningkatkan permintaan paip keluli dan bahan-bahan mentah keluli.

Saya ingin mengucapkan terima kasih kepada semua kakitangan dan menggesa semua untuk terus berusaha keras dalam mengurangkan kos, meningkatkan produktiviti dan daya saing. Saya juga ingin mengucapkan terima kasih kepada para pelanggan, rakan niaga dan syarikat bersekutu, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama berterusan. Saya berharap agar pihak Kerajaan akan mempercepatkan pelaksanaan projek-projek, dasar-dasar dan langkah-langkah untuk membolehkan industri tempatan untuk bersaing pada tahap yang sama dan memaksimumkan kapasiti mereka bagi memastikan ekonomi Malaysia berada pada landasan yang sepatutnya.

Selamat tahun baru kepada semua.

Tan Sri William Cheng

## COMMUNITY RELATIONS

# PARKSON AIDS FLOOD VICTIMS

On 24 December 2013, 16 staff from Parkson Berjaya Megamall and East Coast Mall participated in the humanitarian project organised by Ministry of Domestic Trade and Consumer Affairs in aid of the flood victims in Pekan in Kuantan, Pahang recently.

The project was launched by the Deputy Minister, Dato' Paduka Ahmad Bashah Md Hanipah. Led by Parkson Operation Manager for East Coast Region, Encik Nasir Sulaiman, the team cleaned the community hall at Taman Pelangkah in Pekan. Parkson also contributed 550 units of towel blankets and fleece blankets, totalling RM26,895.



# AMSTEEL KLANG'S DIARY DEEPAVALI CELEBRATION



The Indian employees of Amsteel Klang organised a Deepavali 'open house' on 13 November 2013. Gracing the event were Amsteel Klang Director of CRM/Senior General Manager, Mr Chen Kwong Fatt and Director of Group HR, Mr Suresh Menon who together with the staff lit the "Light of Prosperity".

To add merriment to the event, guests donned traditional Indian attire where Mr Chen Kwong Fatt and Huang Suwen Zoe of HR Department won the Best Costume for Male and Female category (Non-Indian) respectively. Sattiaraj A/L Marimuthu and Geta A/P Rajanthan were awarded Best Costume for Male and Female category (Indian) respectively.

The event was also enlivened with a karaoke singing session with Geta also winning the Best Singer award.

- ▶ Mr Chen Kwong Fatt and Mr Suresh Menon (standing front row, 5<sup>th</sup> and 6<sup>th</sup> from right respectively) with other staff at the "Light of Prosperity" ceremony.
- ▶ Encik Cheng Kwong Fatt dan Encik Suresh Menon (berdiri baris depan, masing-masing 5 dan 6 dari kanan) bersama pekerja lain selepas menyalakan "Lampu Kesejahteraan".

## VISIT BY CIDB

A group of 25 members from Construction Industry Development Board (CIDB) visited Amsteel Klang on 27 November 2013.

The visit was part of CIDB's continuous engagement initiatives to understand the steel industry better and for exchange of views. The visitors were taken on a plant tour to see the steel making and rolling processes.



## BLOOD DONATION & HEALTH SCREENING CAMPAIGN

As part of its employees' wellbeing initiatives, Amsteel Klang organised its second Blood Donation and Health Screening Campaign for the year 2013 with the collaboration of Lions Club of Kuala Lumpur Pantai Hills and National Blood Bank on 17 December 2013.

Employees from Bright Steel, Singa Logistics, Lion Steelworks and Lion Trading & Marketing also took the opportunity to undergo health screening, and donated blood.



- ▶ A staff undergoing hearing test.
- ▶ Seorang pekerja menjalani pemeriksaan pendengaran.



- ▶ Bone density check by Anlene.
- ▶ Ujian ketumpatan tulang oleh Anlene.



- ▶ Lion Steelworks' employees donating blood.
- ▶ Pekerja Lion Steelworks menderma darah.

# HAPPENINGS @ AMSTEEL BANTING

## BRIEFING ON INSURANCE PROCEDURES

Amsteel Banting organised a briefing on insurance coverage and claiming procedures for company assets on 31 December 2013.

About 80 people attended the briefing by CIMB Insurance Brokers Senior Vice President, Mr Jimmi Lim; Vice President, Mr Kent Chong and Assistant Vice President, Jessica and Lion Group Assistant Manager - Insurance, Ms Annie Lai on the importance of having better administrative and tracking systems for Company assets such as walkie talkie, laptops, electronic equipment i.e. computers, server, fax machines etc. Apart from that, other topics of interest such as money insurance, public liability insurance and claiming procedures were also discussed.



## RENEWAL INSPECTION BY DOSH

On 14 November 2013, two Department of Safety and Health (DOSH) officers inspected and certified the mobile crane, overhead cranes and pressure and filter vessels at Amsteel Banting as in good condition.

The inspection is conducted regularly every fifteen months as required by the Factories and Machinery (Notification, Certificate of Fitness and Inspection) Regulations, 1970.



## AUDIOMETRIC TESTING



On 9 December 2013, Amsteel Banting conducted the 2013 Audiometric Testing for employees working in high noise areas in the plant i.e. > 90 dBA for 8 hours.

It is compulsory for employees to undergo the test as stipulated in the Factories and Machinery (Noise Exposure) Regulations, 1989.

## HEALTH SCREENING CAMPAIGN



The Human Resource & Admin Department and Safety, Health & Environment Section organised a Health Screening Campaign for employees based at Lion Steel Complex on 27 and 28 November 2013.

Employees were offered free screening for eyes and hearing, bone density, diabetes, hypertension and liver and kidney functions. They also sampled the Anlene and Vico products provided by the organisers.

The campaign was held in collaboration with Lions Club International, National Blood Bank, Hospital Tengku Ampuan Rahimah Klang, Top Vision Eye Specialist Centre, Ulu Langat Hospital, Torrens Care, Kuala Lumpur International Dental Centre, Fonterra Brands (M) Sdn Bhd, National Transplant Resource Centre, Perfect ENT Hearing Sdn Bhd and Ramedicare, and also promoted organ donation awareness.

## ANTARA STEEL MILLS NEWS

### “I NAK SIHAT” CAMPAIGN BY MINISTRY OF HEALTH



**A**ntara Steel Mills Safety, Health & Environment (SHE) Department and Emergency Response Team (ERT) participated in a ‘tarik tali’ competition held in conjunction with the ‘I Nak Sihat’ campaign jointly organised by Ministry of Health and Majlis Perbandaran Pasir Gudang.

There were 10 teams vying for the championship, based on double-knockout system, whereby a team that lost twice would be out of the competition. Antara’s team bowed out to the team from Bomba Pasir Gudang in the third round.

- ▶ The participants pulling hard in the tug-of-war competition.
- ▶ Para peserta beraksi di acara ‘tarik tali’.

### BOMBA STABILIZING COMPETITION

**A** total of 68 teams participated in the Bomba Stabilizing competition organised by Department of Fire and Rescue Johor at Plaza Angasana in Johor Bahru.

Antara Emergency Response Team sent 13 members to compete in the four challenges - “Fireman Lift”, “Ironman”, Mix Marching Parade and Group Marching Parade. Despite the stiff competition, the team managed to clinch second placing in the Group Marching Parade challenge.



- ▶ Antara ERT members.
- ▶ Pasukan ERT Antara Steel Mills.

### SAFE RIDING PROGRAMME



- ▶ Mr Eric Cheng flagging off the participants.
- ▶ Encik Eric Cheng melepaskan para peserta.

**A**ntara Steel Mills hosted the inaugural ‘Safe Riding Programme’ jointly organised by Perkeso and Malaysian Society for Occupational Safety and Health on 20 and 21 November 2013.

The participants were employees who had had motorcycle accidents. They attended a theory session on accident prevention on the first day followed by a practical session on safe riding on the second day. Executive Director, Mr Eric Cheng officiated the practical session by flagging off the participants.



- ▶ Ustaz Juhari (centre), GM - Encik Rahmat Ibrahim (2<sup>nd</sup> from right) and Chairman of BKIA, Encik Hamezid Junid (2<sup>nd</sup> from left) at the event.
- ▶ Ustaz Juhari (tengah), Pengurus Besar - Encik Rahmat Ibrahim (2 dari kanan) dan Pengerusi BKIA, Encik Hamezid Junid (2 dari kiri) di majlis tersebut.

### MAAL HIJRAH CELEBRATION

**I**n conjunction with the Maal Hijrah (Islamic Calendar New Year) celebration, Badan Kebajikan Islam Antara (BKIA) invited Ustaz Juhari Jalil from Jabatan Agama Johor for a religious talk, as well as Puan Nurhidayah Abdullah to share her experience as a new Muslim.

The event concluded with a dinner prepared by BKIA committee members and their spouses.

## ANTARA STEEL MILLS NEWS

### TRAINING UPDATES

#### MONTHLY SAFETY AWARENESS

A total of 234 employees attended the monthly safety awareness refresher training held to inculcate awareness on safety especially in the production area. Safety Officer, Encik Mohd Radzuan and Health Assistant, Encik Azroy from SHE Department conducted the training throughout the year.



#### BOMB EXPLOSION AWARENESS

Major (R) Azli Misbah from Security Department conducted a training module on Bomb Explosion Awareness for the staff from the Scrap Grading Department.

#### BASIC ENGLISH

Encik Mohd Faisal and Encik Daeng Mohd Adzwan, both representatives from the English Society conducted basic English grammar and public speaking classes for the staff.



### INTER - DEPARTMENT FOOTBALL TOURNAMENT

Six teams competed in the Inter-Department Football Competition on 21 November 2013 at Padang Kastam, Pasir Gudang.

Saka Steel Plant FC emerged champion while Rewang FC and RnR FC took the second and third placing respectively.

NorAzli Ngadini from Furnace Department was named Best Player while the Best Max Goal award went to Khaizam Hahim from Scrap Management Department. Rolling Mills B FC won the Fair Play title. Syabas to all!



► Champion/Juara Team Saka Steel Plant FC.

### ACTIVITY @ BRIGHT STEEL



#### FISHING COMPETITION

Members of Bright Steel & Singa Logistics Sports and Recreation Club participated in a Fishing Competition held at Section 24, Shah Alam Fishing Pond on 1 December 2013.

The prizes were given away to the winners by Club President, Mr S. Rajah.

# MEGASTEEL EVENTS

## SIGNING OF 1<sup>ST</sup> COLLECTIVE AGREEMENT



**M**egasteel Sdn Bhd signed its 1<sup>st</sup> Collective Agreement (CA) with the Metal Industry Employees' Union (MIEU) on 18 November 2013.

Megasteel was represented by its Chief Operating Officer, Mr Paul Chan; Vice President - Operations, Mr David Durnovich; Group HR Director, Mr Suresh Menon; Senior Manager - Group Industrial Relations, Mr M. Selvaraju;

Senior Manager - HR, Mr Kenny Tan; and Senior Manager - HR & IR, Mr Vasu Palanisamy while MIEU was represented by its President, Encik Samsudin Usop; Executive Secretary, Mr G. Rajasekaran; Chairman - Works Committee, Encik Mohd Amir Rapini Ishak; Vice Chairman, Mr Prasath a/l Mahadevan; and Secretary, Mr Elanggovan a/l Malaisamy. The signing was witnessed by Megasteel's Heads of Department and staff.

## FORKLIFT HANDLING COMPETITION

**T**o encourage forklift operators to strictly adhere to the standard operating procedures and to observe safety first, Megasteel organised a Forklift Handling Competition on 5 December 2013. Saiful Juhari from Steelmaking Plant and Cikaming Ruje from Caster Department won the first and second placing respectively, receiving RM1,000 and RM500 each along with individual and department trophies and certificates.



- ▶ Encik Saiful Juhari (left photo) and Encik Cikaming Ruje (right) receiving the prizes from Vice President - Operations, Mr David Durnovich (right photo).
- ▶ Encik Saiful Juhari (gambar kiri) dan Encik Cikaming Ruje (kanan) menerima hadiah masing-masing daripada Tmbalan Presiden - Operasi, Encik David Durnovich (gambar kanan).



- ▶ Mr David Durnovich (in white shirt) with jubilant staff from Steelmaking Plant.
- ▶ Encik David Durnovich (berbaju putih) bersama warga kerja Steelmaking Plant.



## DISCIPLINE & DOMESTIC INQUIRY WORKSHOP

**19** Megasteel employees attended a 2-day workshop on "Handling Discipline & Domestic Inquiry at Workplace" on 12 and 13 November 2013 to provide them with a proactive approach towards managing employees' discipline.

Conducted by Mr K. Harikumar from The Training Hub (M) Sdn Bhd, the workshop aimed to give the staff better understanding on disciplinary approaches and processes for conducting Domestic Inquiry.

# MEGASTEEL EVENTS

## HR PORTAL

Megasteel launched its HR Portal, formerly known as e-Bulletin Board on 29 November 2013. This Portal provides a one-stop access to company news, information, articles, reading materials, manager toolkits and other relevant information.

Incorporating the feedback and suggestions gathered during the HR Effectiveness Survey in February this year, the Portal sports a fresher look and feel, and is user-friendly. It also features the following:

### HR Hotline

A dedicated phone number has been established for employees to contact the Human Resource Department.

### Headlines

This section provides brief messages to highlight news or events of the day or week which will be updated on a regular basis.

### Smart Icons

All published information is grouped according to type and classification to provide employees with easy and quick access to specific sections such as eLeave, eTravelling Claim (coming soon) and other future applications.

### Upcoming Events

At a glance, employees are able to view the entire list of upcoming events and also have easy access to important deadlines and reminders.



### Quick Links

**Public Holiday:** access to public holidays observed by Megasteel.

**Internal Job Vacancy:** displays job vacancies within Megasteel and other operating companies within the Lion Steel Complex.

**HR Point of Contact:** listing of key HR personnel, job scope and contact numbers.

**Employee Feedback & Suggestion:** fast and easy way to give feedback and suggestions.

## HOT STRIP MILLS' FAMILY DAY

Megasteel Hot Strip Mill recreation club members and their families had a great time at the family day outing at Pantai Bagan Lalang in Sepang, Selangor on 11 December 2013.

The outing was held to foster better relations amongst its members and their families. GM - Works, Mr Pong Chung Kuan officiated the event and presented the prizes to the winners of the games organised.



► Everyone enjoying themselves at the Family Day outing.  
► Kesemua orang bergembira di acara Hari Keluarga.

# JANUARY

*Happen*



1) The 4<sup>th</sup> Chinese New Year Calligraphy Exhibition cum Charity Sale to raise funds for needy students in four independent schools in Kuala Lumpur was launched on 25 January 2013 by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; wife of the High Commissioner of the Republic of Singapore to Malaysia, Mrs Irene Ong and the wife of the High Commissioner of India to Malaysia, Madam Vandana Gokhale.



2) Centro Department Store under Parkson was conferred the Experience Award 2013 for the Department Store Customer Satisfaction and Loyalty (Carre Centre Indonesia), the leading business newspaper in Indonesia.  
 3) Posim Group organised its annual appreciation dinner and the HI-REV Appreciation Nite 2013 in Melaka.  
 4) Secom Japan Director, Mr Keitaro Arai conducted a meeting with Secom (Malaysia)'s Area Leaders and Operations Managers.  
 5) Hefei Tian'ehu Parkson, the third Parkson store in China, opened on 18 January 2013.

# FEBRUARY

6) Group Executive Chairman, Tan Sri William Cheng was conferred the Darjah Kebesaran Seri Utama Mahkota Wilayah (SUMW) award which carries the title of 'Datuk Seri Utama' by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Abdul Halim Mu'adzam Shah in conjunction with Federal Territory Day on 1 February 2013.  
 7) Directors and senior managers from all the divisions in the Group including HQ functional heads attended the Senior Managers' Meeting at the Group Head Office on 6 February 2013 to brainstorm and set the direction going forward in the new year.



# MARCH



9) Lion Petroleum Products Sdn Bhd showcased its lubricants and non-lubricant products and HBS business solution systems at the Automechanika Kuala Lumpur 2013.



8) Lion Group Medical Assistance Fund contributed RM7,966 for the purchase of medicine for the medical camp organized by the Rotary Clubs of Bukit Kiara Sunrise and Shah Alam on 3 March 2013 at SRJK(T) Ladang Batu Ampat, Kampong Jawa, Shah Alam.



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- 10) As part the Group's recruitment and attraction activities, Group HR participated in Jobstreet's Malaysia Career & Training Fair, for the 3<sup>rd</sup> year.
- 11) Parkson China contributed a total of RMB 5 million comprising RMB 3.5 million cash to China Charity Federation and essential supplies worth RMB 1.5 million to victims of earthquake in Lushan on 28 April 2013.
- 12) A training session for our Public Listed Companies' directors on Corporate Governance/Enterprise Risk Management, Personal Data Protection Act 2010 and Competition Act 2010, was held at the Head Office on 25 April 2013.

s awarded the Excellent Service  
ore category by Carre Center for  
(CSL) in collaboration with Bisnis  
Indonesia.

anner for its dealers with the kicking-  
ka on 13 January 2013.

cted a Security Presentation for  
n Staff at its HQ in Shah Alam.

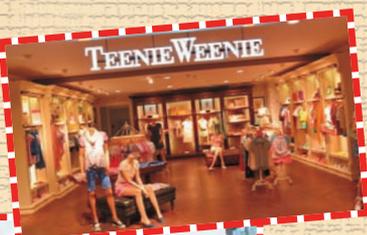
in Hefei City, in Anhui, China was



d showcased its flagship HI-REV  
ucts including diagnostic scanner  
tem for tyre workshops at the  
3 held from 7 to 9 March 2013.



13



## MAY



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14

- 13) Parkson FMI Yangon, the very first Parkson department store in Myanmar was opened on 11 May 2013.
- 14) Chongqing Fortune Mall Parkson, the 4<sup>th</sup> Parkson store in Chongqing, China was opened on 13 May 2013.
- 15) Property Division launched the final phase of **Sunstone Villa** 3-storey lifestyle homes in Bandar Mahkota Cheras.



16

- 16) On 23 May 2013, Lion Group Medical Assistance Fund attended an Appreciation Session organized by Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM) to thank its sponsors, partners and volunteers who have continuously showed their support for PPUKM's activities and patients.

## JUNE

- 17) PT Lion Metal Works had its Annual General Meeting in Jakarta on 4 June 2013.
- 18) Lion-Parkson Foundation organised a briefing session for the shortlisted candidates for its scholarship awards on 6 June 2013.
- 19) Secom replaced its Response Cars in KL, Penang, Seremban, Melaka, Prai and Ipoh depots with new Proton Saga FL models for enhanced quality service.



## JULY

- 20) For the 23<sup>rd</sup> year running, Lion-Parkson Foundation awarded scholarships totalling RM560,000 to 14 outstanding students to pursue their first degree in local universities on 22 July 2013.
- 21) Lion-Parkson Foundation successfully raised RM1,008,000 from its 4-year Chinese New Year Calligraphy Exhibition cum Charity Sale to assist needy students in 4 independent schools in Kuala Lumpur.
- 22) Datong Parkson in Shanxi Province, China was opened on 12 July 2013.
- 23) Panzhuhua Parkson, the first international shopping mall in Panzhuhua city in Sichuan Province, China was opened on 29 July 2013.
- 24) Posim Petroleum Marketing Sdn Bhd organised an Appreciation Dinner for Hi-Rev lubricants dealers at Genting Highlands on 14 July 2013.





25

25) Antara Steel Mills Sdn Bhd signed its 2013 Collective Agreement with the Metal Industry Employees Union on 22 August 2013.



26

26) Property Division launched 'amariterraces' Kempas Indah, featuring double-storey terrace houses located in Johor Bahru.

## SEPTEMBER



27

27) Parkson Baoding in Hebei Province, China was opened on 20 September 2013.



28

28) Hi-Rev participated in the MYMEX (Malaysia's Manufacturing Exhibition) 2013 trade fair held at Expo@Danga City Mall, Johor Bahru from 5 to 8 September 2013.



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29) On 27 September 2013, our Group signed a Memorandum of Understanding with the Manpower Department of the Ministry of Human Resources for collaboration with various institutes in the technical field.



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30) Group HR Director, Mr Suresh Menon was invited to give away the diplomas to the engineering graduands at Politeknik Sultan Azlan Shah's 11<sup>th</sup> convocation on 18 September 2013.

## OCTOBER

31) D'Venice Residence by Changshu Lion launched its latest phase, the Rome Garden on 20 October 2013 in Changshu, Jiangsu Province in China.

32) KL Festival City celebrated Deepavali with its "Glow with the Colours of Joy" campaign and a Deepavali treat for 30 boys and girls from Pertubuhan Kebajikan Anak Yatim Mary on 18 October.



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## STEEL DIVISION SPORTS AND RECREATION CLUB INTER-DIVISION: NETBALL COMPETITION

Four teams competed in the inter-division Netball Competition held at Wisma Lion on 24 November 2013. The winners were:-



CHAMPION - AMSTEEL BANTING



1<sup>ST</sup> RUNNER-UP - MEGASTEEL A



2<sup>ND</sup> RUNNER-UP - AMSTEEL KLANG

## PAINTBALL COMPETITION

The Inter-Division Paintball Competition held at Kolej Komuniti Banting saw the participation of 16 teams. The winners were:-



CHAMPION - ATOMIC (MEGASTEEL)



1<sup>ST</sup> RUNNER-UP - BRIGHTFIGHTER (BRIGHT STEEL)



2<sup>ND</sup> RUNNER-UP - DYESECTED (MEGASTEEL)

## FUTSAL COMPETITION

On 10 November 2013, the Futsal Inter-Division Competition was held at U Sport Centre, Klang. The winners were:-

### MEN'S CATEGORY



CHAMPION - MEGASTEEL A



1<sup>ST</sup> RUNNER-UP - AMSTEEL KLANG A



2<sup>ND</sup> RUNNER-UP - LION DRI A

### WOMEN'S CATEGORY



CHAMPION - AMSTEEL KLANG



1<sup>ST</sup> RUNNER-UP - MEGASTEEL



2<sup>ND</sup> RUNNER-UP - AMSTEEL BANTING

## SECOM'S NEW TECHNICAL VANS

To continuously provide quality service to its customers, Secom (M) has replaced three of its technical vans with Nissan NV200 panel vans to further enhance the image of the company through swifter response and more efficient service.



# HI-REV AT SHANGHAI FAIR

Posim Petroleum Marketing Sdn Bhd (PPM) participated in the Automechanika Shanghai Fair held at Shanghai New International Expo Centre from 10 to 13 December 2013.

The trade fair featured a vast display of products and equipment related to the automotive industry. It attracted the participation of 2,400 local and international exhibitors and more than 80,000 trade visitors.

The fair was an opportunity for Posim to expand its export market for global outreach and to extend the distributorship for Hi-Rev lubricants.



▶ PPM team at the Hi-Rev booth in the Automechanika Fair.  
▶ Pasukan PPM di booth Hi-Rev di Automechanika Fair.

# HEAD OFFICE STAFF ACTIVITIES: WATER RAFTING

It was a thrilling experience for about 40 Head Office Social and Recreation Club members who went on a water rafting trip at Gopeng in Perak recently.

As the majority of them were first timers, they were initially nervous about water rafting but once on the raft, with guidance from their skippers, everyone enjoyed the experience and are looking forward to another water rafting experience. The members also had fun participating in the games organised the day before.



# CONGRATULATIONS TO DATUK MAGIC LEE KOK LEONG

P A to our Group Executive Chairman, Magic Lee Kok Leong has been conferred the Panglima Mahkota Wilayah (PMW) award which carries the title of 'Datuk' by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Abdul Halim Mu'adzam Shah in conjunction with Federal Territory Day on 1 February 2014.

## ANNUAL GENERAL MEETINGS



► Directors of Lion Industries Corporation Berhad (left) and Parkson Holdings Berhad (right) at the companies' AGMs.  
 ► Pengarah Lion Industries Corporation Berhad dan Parkson Holdings Berhad di Mesyuarat Agung Tahunan.

Parkson Holdings Berhad and the two non-listed companies under the Group, Lion AMB Resources and ACB Resources Berhad held their Annual General Meetings (AGMs) on 12 December 2013 while Lion Corporation Berhad and Lion Forest Industries Berhad held theirs on 18 December 2013. The AGMs for Lion Diversified Holdings Berhad and Lion Industries Corporation Berhad were on 19 December 2013. All the AGMs were held at Level 16, Office Tower, No. 1 Jalan Nagasari (off Jalan Raja Chulan), 50200 Kuala Lumpur.

## MALAYSIA'S 100 LEADING GRADUATE EMPLOYERS 2013

Our Group has made it to the top 100 in Malaysia's 100 Leading Graduate Employers and also clinched the second place in the Manufacturing - Chemicals & Heavy Industries Sector.

These are the results from the annual survey conducted by Trendence Institute, Europe's leading graduate research firm with information gathered from more than 12,000 young Malaysians over a period of six months. The respondents consisted of students and graduates on the verge of stepping into one of the most challenging periods of their lives - the first job hunt.

The survey measures students' and graduates' awareness and impressions of potential employers, and solicits feedback from graduates on what they consider to be important factors when choosing their first employer, including salary expectations, professional development and career possibilities in Malaysia and abroad.

Details of Malaysia's 100 Leading Graduate Employers and Sector Winners/Finalists can be viewed at:  
<http://malaysias100.com/awards/ranking/2013-rankings>  
<http://malaysias100.com/awards/sector-winners-finalists-2013/2013-2>



## TRAINING ON AGRICULTURE ACTIVITIES

49 participants comprising directors of Lion Forest Industries Berhad, staff from the Agriculture Division, Secretarial, Accounts, Treasury, Tax, Internal Audit departments and invitees from some local banks attended a briefing on Agriculture Activities on 20 November 2013.

Conducted by Mr Thomas Dunstan and Mrs Amity Dunstan of The Dunstan Plantation in Victoria, Australia; Mr Sam Birrel, Agronomist from Netafim Australia; and Mr Alfred Tan, owner and consultant of TaTan Group, the training was organised to update the directors and staff on developments in cash crops cultivation in view of our Group's agriculture business expansion in Cambodia.



► The directors and staff listening attentively to one of the presentations.  
 ► Para pengarah dan kakitangan tekun mendengar taklimat.





# INFOLINK

## CASE STUDY: LEARNING ORGANIZATION AT WORK

APPLE'S ORGANIZATIONAL LEARNING in practice, with records of change as a result of learning...

- 1.1 Turnaround by Steve Jobs 1997-2011. He knew the fast pace changes in the computer industry, thus rectifying Apple's leadership styles, business alliance, product licensing, market and product range. G3 Power Mac innovation, allowing the system to be used as network servers Buzusers. G3 Powerbooks & iMac boom, 1998. Caused Apple's stock to soar to 52-week high.
- 1.2 New iPod (2<sup>nd</sup> generation) & iTunes, 2003. Another revolution in music industry, introduction of iTunes. Music became the number 3 navigation element on Apple's websites.
- 1.3 Cellphone revolution; iPhone, 2007. Explanation not needed. Other phones are still trying to keep up with it.
- 1.4 Tablet revolution; iPad, 2010. Explanation not needed. Still rules the tablet business & iPads worldwide.
- 1.5 And more...



Apple is voted number one for 5 years as **WORLD'S MOST ADMIRED COMPANIES** and Jobs is voted number one in **'THE 12 GREATEST ENTREPRENEURS OF OUR TIME'**.

Apple is considered a learning organization because of the statement by Jobs... He envisioned to change the world by making Apple innovate continuously. And he said, "We hire people who want to make the best things in the world".



In an interview, Peter Senge said "...the very idea of learning organization is a vision... I believe nothing motivates change more powerfully than a clear vision...". And Steve Jobs said a similar phrase... "we're gambling on our vision, and we'd rather do that than make 'me-too' products". With all this in place in 2010, Apple was considered as Employees' choice in the 50 Best Places to Work. Before this in 2009, Apple was the winner of The Global Most Admired Knowledge Enterprises (MAKE).

**APPLE'S LEARNING CYCLE:** Apple's 4 steps in organizational learning cycle:

**Step One - Generate, Step Two - Integrate, Step Three - Interpret and Step Four - Action.**

- One** - Generates information. This is a continuous collection of information from multiple sources or primary users. Apple encourages employees to note any new construction site they see on their way to work or have informal interviews or distribute questionnaires to collect information on what consumers want or expect or current trend. Apple also allows employees to come up with new innovations and achieve team-building through employees' cooperation to accomplish goals set out for them.
- Two** - Integration of new or local information into the organization context. Apple analyzes information gathered to check for connectivity or completeness. As in the iPod, Apple works with iTunes to get more free music downloaded and at the same time works with other companies as well. Staff are allowed to integrate with other departments to understand how they work and allow staff to voice or create new skills and functions, for products created.
- Three** - Interprets information collectively. At Apple, information is distributed among employees and to encourage talking so that accurate and complete information is communicated. This increases frequency of interaction, provides availability of multiple perspectives, develops egalitarian conditions where people are equal, respected and have freedom to talk openly.
- Four** - Authority to take responsible actions on information analyzed and interpreted. In this manner, Apple knows what is wrong and what actions to be taken, to avoid wrong decision making. Thus, minimizing decision making procedures, with no penalty for risk taking and practice profit sharing on new and innovative products/services implemented.

A learning organization, referring to Peter Senge’s “The Fifth Discipline”, describes the five disciplines as core to building a learning organization, and Apple practices all five of them diligently.

1. **Systems Thinking:** understanding the system as a whole rather than viewing them as parts. Steve Jobs did just that; he created single marketing, sales, manufacturing and finance groups as a solution for the teams at war and lacking in communication in Apple. He also made deals with Bill Gates for investment.
2. **Personal Mastery:** continually clarifying and deepening personal vision, focusing energies, developing patience and seeing reality objectively. Steve Jobs’ vision brought Apple to not only producing computer but also consumer electronics. His passion to innovate and produce something useful for society spurred him and his work in Apple.
3. **Mental Models:** a principle of foundation, where a company should be willing to learn & adapt to new concepts to maintain its position in the market. Apple’s iPod gave birth to iTunes. Apple’s creation of iPod was never to make money but to create more value, styles and new ways of interacting with digital media. They used better hardware, software, packaging and marketing techniques than anyone else.
4. **Building Shared Vision:** this involves “telling” “selling” “testing” “consulting” and “co-creating” the vision. Jobs’ purpose was to take the great people they have, push them and make them even better. Professionals resigned from other companies to join Apple, because they saw Apple had something to offer.
5. **Team Learning:** involves dialogue and discussion. Members should consist of brilliant and talented people for the achievement of vision.

Overall, three critical success factors that contribute to the success concept of Apple’s learning organization; **a.** Effectiveness in marketing, **b.** Human resource management, and undoubtedly and **c.** Leader, Steve Jobs himself.

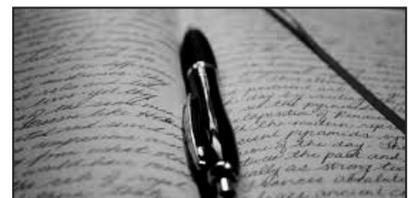
## IS THERE A LEARNING CULTURE IN YOUR WORKPLACE?

- Do you feel you are growing each week in your knowledge, skills and practices?
- Do you have mentors around you who support you to learn and stretch yourself?
- Do you have a workplace culture that encourages you to learn, innovate and review your progress?

Learning at work is vital because it helps you to get better at your job and allows you to keep up to date with research and best practices. It even helps to motivate you and can improve your job satisfaction. Learning should therefore not be seen as an additional burden on top of your normal workload, but rather something to be welcomed as a means of improving and dealing effectively with your workload.

If you don’t think there is a learning culture at your workplace, here are some simple things you can do:

1. Make learning a daily event and part of everything you do. At the end of the week write a learning journal to document what you’ve learnt that week.
2. Read interesting blogs written by industry experts.
3. Ask your colleagues and clients for feedback regularly.
4. Make evaluation a continuous and honest dialogue, not just a formal process.
5. Use team meetings to encourage people to share experiences about their achievements and challenges that week.
6. Organise a special meeting to discuss customer feedback and complaints. As a team, discuss the feedback and brainstorm solutions to any negative feedback.
7. Ask for a performance appraisal and tell your manager your learning goals and interests.
8. Give people time (e.g. 3 hours) a month where they are allowed to study, read or cultivate professional development.
9. Find a supportive coach or mentor to meet with you every month to discuss your work.
10. Once every three months, shadow a person in a different part of the organisation so you can learn more about each person’s work and responsibilities.



Developing a workplace-learning environment may mean that you have to work on changing the culture of your organisation. To achieve this, everyone has to realise how important learning is to the whole organisation. When people begin to see that workplace-learning is valued, enthusiasm will grow and people will start to take more responsibility for their own learning.

Quote by the founder of McDonald’s, Ray Kroc. “As long as you’re green, you’re growing. As soon as you’re ripe, you start to rot.” It’s a great quote that helps us to reflect on whether we’re growing and learning or stagnating and decaying.

# KEEPING YOU IN VIEW

*(HRIR, Module 1-Human Resource Management, CeDR, 28 September 2013)*



Yes, exercise is good for our health ...  
Ah 1 Ah 2 Ah 3 and don't stop.



Yes, we are the best HR practitioners!

*(Competency Based Trainer, CeDR, 23-26 September 2013)*



This is how the QJade team celebrates.

*MP3 Root Cause Analysis, CeDR, 29-30 October 2013*



## Write A Caption & Win Attractive Prizes!

Write the most creative or humorous caption in English or Bahasa Malaysia for the photograph shown (below) in not more than 20 words. Attractive prizes await the two most interesting captions which will be published in the next issue of Lion Today. The judges' decision is final and no correspondence will be entertained. Closing date: 14/3/2014.



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There are no winners for last issue's caption-writing contest.



Name: (Mr / Ms): ..... Tel. No.: .....

Company / Dept (please state full address): .....

# PARKSONCARES EDUCARE

Lion-Parkson Foundation (LPF) and Parkson Corporation Sdn Bhd once again joined hands with Siri Jayanti Association and Yayasan Mahakaruna for the ParksonCares Educare programme to collect school necessities such as uniforms, shoes, socks, stationery and bags for needy school children across the country.

At the handing over ceremony held at KL Festival City Mall on 12 December 2013, LPF Trustee Dr Chua Siew Kiat and Parkson Operations GM, Mr Loh Chai Hoon handed over the collection of school items by Parkson stores to Yayasan Mahakaruna Chairman, Venerable B. Sri Saranankara Nayaka Maha Thera.

All 38 Parkson stores nationwide had served as collection centres for customers and the public to drop off the school essentials. A total of RM90,571.87 was collected including RM12,000 worth of school supplies contributed by Parkson stores.

In his speech, Dr Chua Siew Kiat said that Parkson supports Educare which helps equip needy students with essential school items and motivates them to do well with the kind contributions and caring act displayed by the public.



▶ Dr Chua Siew Kiat (centre) and Mr Loh Chai Hoon (left) presenting the school essentials to Venerable B. Sri Saranankara Nayaka Maha Thera.  
▶ Dr Chua Siew Kiat (tengah) dan Encik Loh Chai Hoon (kiri) menyerahkan peralatan sekolah kepada Venerable B. Sri Saranankara Nayaka Maha Thera.

## CHRISTMAS JOY AT KL FESTIVAL CITY



On 13 December 2013, KL Festival City shared the merriment of Christmas with the children from Rumah Kebajikan Anbu Illam.

The children, aged between 7 and 15, were invited to select any item they wanted from Eonsave and Parkson, and were also given special Christmas goodies from KL Festival City and its tenants; MBO Cinemas, Cornery Popcorn and Famous Amos.

It was a day to remember for the children as they enjoyed the carolling session by Christmas Wind Ensemble Choir, the mesmerizing tricks by a magician and a sumptuous meal at Restaurant Braver Line.

## PARKSON SEREMBAN BRINGS CHRISTMAS CHEER TO RHEMA CHILDREN WELFARE HOME



It was a memorable Christmas for 24 children from Rhema Children Welfare Home when Parkson Seremban Prima (PSP) fulfilled their Christmas wishes.

Parkson representative, Mr Daniel Kathiravan presented the gifts of clothings, shoes, toys, badminton racquets and perfume to the children at the home in Taman Rasah in Seremban. Each child received three gifts of their choice, contributed by PSP customers, staff and promoters.

It has been PSP's corporate social responsibility programme for more than 15 years with Parkson also keeping up with the progress of the children regularly.

# tiaraville

SEMI-D RESORT HOMES

The One and Only Exclusive Guarded Enclave  
Tiara Melaka Golf and Country Club

## GREEN LUSHNESS. ULTIMATE RESORT LIVING.

Within the historic city of Malacca, bordering the verdant tones of a forest reserve, lies the 27-hole award-winning Tiara Melaka Golf and Country Club (TMGCC).

Tucked away amidst the uninhibited tropical landscape and the emerald plains of TMGCC, Tiaraville Resort Homes features the best green resort living environment in Malacca.

With its tall tree-lined roads and soothing environment, Tiaraville's green lifestyle concept belies its contemporary infrastructure: a double-tiered security feature, smart streetscape, beautiful boutique home design, and a linear park.

Surpassing even the high standards of Precinct 1, Precinct 2 is launching now, upping the ante for a serene lifestyle experience.

The 2.5-storey Semi-Detached homes of Precinct 2 offer many unique living benefits: a low density living environment, air-conditioners in the living area & master bedroom as standard, and a large balcony presenting an unhindered view of the golf course.

A 342-metre linear park beckons the entire row of the 2.5-storey Semi-Detached homes, unleashing unlimited opportunities for healthy and life-affirming activities.

**COMPLETED  
PRECINCT 1**  
LIMITED UNITS

**LAUNCHING NOW  
PRECINCT 2**  
WITH LINEAR PARK

### TIARAVILLE LAUNCH

Date : 30 Nov - 1 Dec 2013  
Time : 6 - 8 Dec 2013  
Time : 10am - 6pm

Venue : Tiaraville Sales Gallery, No.20,  
Jalan Tiaraville 3, Tiara Melaka  
Golf & Country Resort



ACTUAL SITE PHOTOGRAPH

# THE BEST RESORT HOME ENCLAVE IN MALACCA



Impressive grand and guarded entrance.



Breathtaking views of glorious golf landscapes.



Green linear park at precinct 2

(Henry) (Eddie) (Jack) (Joann)  
012 606 7990 / 016 665 8595 / 016 337 7820 / 016 331 3989

DEVELOPER / SALES OFFICE  
AYER KEROH RESORT Sdn. Bhd. (105833-M) G28 & G30, Jalan PM3, Plaza Mahkota Bandar hilir 75000 Melaka.

PROPERTY DIVISION MARKETING & SALES OFFICE  
Level 2, Office Tower, No. 1, Jalan Nagasari (Off Jalan Raja Chulan), 50200 Kuala Lumpur T. 603 2143 2299 / 603 2143 2929 F. 603 2148 9617

• Developer : Ayer Keroh Resort Sdn. Bhd. (105833-M) • Developer's Address : Level 2, Office Tower, Jalan Nagasari (Off Jalan Raja Chulan), 50200, Kuala Lumpur • Developer's Contact No.: (03) 2143 2299/(03) 2148 2555 • Developer's Fax No. : (03) 2148 9617 • Developer's License No. : 6345-2/10-2014/01084(L) • Validity Date : 09/10/2013-08/10/2014 • Advertising & Sales Permit : 6345-2/10-2014/01084(P) • Validity Date : 09/10/2013-08/10/2014 • Land Tenure : Leasehold 99 years (expiry on 03 May 2106) • Building Plan Approval No. : MPHJ/JKB 03061-09-2008 • Approving Authority : Majlis Perbandaran Hang Tuah Jaya • Expected Date of Completion : Oktober 2015 (24 months from date of Sales and Purchase Agreement) • Encumbrance : Nil • Sekatan Kepentingan : Tanah ini tidak dibenarkan dipindah milik atau dipajak dengan apa cara sekali pun kecuali setelah mendapat kebenaran bertulis daripada Pihak Berkuasa Negeri. Sekatan kepentingan ini dikecualkan bagi pindah milik atau pajakan pertama. • Type of Property : 2-Storey Semi Detached Homes • Lot Size : 35' x 70' • Total Unit : 104 • Selling Price : RM468,000(min) - RM695,783(max) • Type of Property : 2½-Storey Semi Detached Homes • Lot Size : 35' x 70' • Total Unit : 34 • Selling Price : RM730,000(min) - RM812,700(max) • Type of Property : 2½-Storey Bungalow Homes • Land Area : 3,358kps-6,383sq. ft. • Total Unit : 13 • Selling Price : RM729,322(min) - RM1,024,265(max) • 15% Orang Melayu Discount



ANOTHER PRESTIGIOUS PROJECT BY



PROPERTY