

Lion Today

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LENDING A HELPING HAND



- ▶ New Year Message From Group Executive Chairman
- ▶ Opening Of Parkson Sunway Velocity Mall

- ▶ Opening Of Hogan Bakery
- ▶ Highlights Of 2016

PPUKM



- ▶ LGMAF contributed RM339,856.29 in financial assistance to 32 patients for their treatment in PPUKM in 2015, and donated equipment worth RM21,000 to PPUKM's Paediatric Ward in conjunction with the Fund's 21st Anniversary.
- ▶ LGMAF menyumbangkan bantuan kewangan berjumlah RM339,856.29 kepada 32 orang pesakit untuk rawatan mereka di PPUKM pada tahun 2015 dan menyumbangkan peralatan bernilai RM21,000 kepada Wad Pediatrik PPUKM sempena ulang tahun LGMAF ke-21.



- ▶ Puan Sri Datin Coleen Herbert (2nd from right) cutting the cake to commemorate LGMAF's 21st Anniversary celebration with PPUKM staff and Lion Group Senior GM, Mr Peter Lee (far right).
- ▶ Puan Sri Datin Coleen Herbert (2 dari kanan) memotong kek sempena sambutan ulang tahun ke-21 LGMAF bersama kakitangan PPUKM dan Pengurus Besar Kanan Kumpulan Lion, Encik Peter Lee (kanan sekali).

NKF



- ▶ Puan Sri Datin Coleen Herbert placing the plaque onto one of the two dialysis machines donated by LGMAF in conjunction with its 21st Anniversary to NKF-Charis Dialysis centre in Cheras witnessed by Mr Peter Lee (centre) and Mr Chua Hong Wee (right).
- ▶ Puan Sri Datin Coleen Herbert meletakkan plak ke salah satu daripada dua mesin dialisis sumbangan LGMAF sempena ulang tahunnya ke-21 kepada pusat Dialisis NKF-Charis di Cheras disaksikan oleh Encik Peter Lee (tengah) dan Encik Chua Hong Wee (kanan).



- ▶ Equipment donated to Paediatric Department, PPUKM.
- ▶ Peralatan yang disumbangkan kepada Jabatan Pediatrik, PPUKM.



- ▶ A tour of the dialysis centre by Puan Sri Datin Coleen Herbert accompanied by LGMAF and NKF officials.
- ▶ Melawat sekitar pusat dialisis, Puan Sri Datin Coleen Herbert diiringi para pegawai LGMAF dan NKF.



PARKSON CARES



- ▶ A symbolic handover of the school necessities by Mr Law Boon Eng (left) to Rev. Sri Wimala Thero, witnessed by Dr Chua Siew Kiat and Madam Suzie Parimalar (2nd and extreme right respectively).
- ▶ Penyerahan simbolik barangan keperluan sekolah oleh Encik Law Boon Eng (kiri) kepada Rev. Sri Wimala Thero, disaksikan oleh Dr Chua Siew Kiat dan Puan Suzie Parimalar (masing-masing 2 dari kanan dan paling kanan).



- ▶ From left: Madam Suzie Parimalar, Dr Chua Siew Kiat, Mr Jacob Tan, Mr Law Boon Eng and Rev. Sri Wimala Thero looking at Parkson's Back To School Campaign merchandise.
- ▶ Dari kiri: Puan Suzie Parimalar, Dr Chua Siew Kiat, Encik Jacob Tan, Encik Law Boon Eng dan Rev. Sri Wimala Thero melihat barangan yang terdapat di Kempen Kembali Ke Sekolah Parkson.

DONATES TO

PUSAT PERUBATAN UNIVERSITI KEBANGSAAN MALAYSIA

Lion Group Medical Assistance Fund (LGMAF) had contributed RM339,856.29 in financial assistance to 32 patients for their treatment in Hospital Canselor Tuanku Muhriz, Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM) in year 2015. These patients suffered from various ailments such as cardiovascular disease; knee, hip and other joint injuries; brain, spine, bone & muscular disorders and other ailments.

At a simple presentation ceremony held at PPUKM on 30 November 2016, LGMAF Chairperson, Puan Sri Datin Coleen Herbert presented a mock cheque for the amount

that has been disbursed to the 32 patients, to PPUKM's Head of Industry and Community Partnership, Prof. Dr Sharifa Ezat Wan Puteh who represented Medical Faculty Dean & Director, Prof. Dr Zaleha Abdullah Mahdy. A few of the sponsored patients were also present at the event.

In conjunction with LGMAF's 21st Anniversary celebration this year, the Fund also donated some equipment worth RM21,000 such as Touch Screen Pulse Oxymeter set, Blood Pressure set, Autoscope & Ophtalmoscope set and Portable Suction Machine to the Paediatric Ward in PPUKM.

NATIONAL KIDNEY FOUNDATION (NKF)

On 14 December 2016, LGMAF donated two dialysis machines worth RM84,400 to NKF-Charis Dialysis Centre in Cheras for the patients in need of dialysis. Puan Sri Datin Coleen Herbert symbolically handed over the machines to NKF Chief Executive Officer, Mr Chua Hong Wee.

LGMAF's relationship with NKF started as early as 1996 where the Fund had donated a total of 6 dialysis machines, including 2 units to NKF-Charis

Dialysis Centre. To date the Fund has donated a total of 13 dialysis machines worth RM488,400 including the abovementioned contribution of two units, to NKF.

Since its inception in 1995, LGMAF has disbursed a total of RM7.6 million being sponsorship of medical treatment to 893 individuals and for purchase of medical equipment and medicines for medical camps to several charitable organisations.

EDUCARE 2016

For 16 consecutive years, Parkson Corporation along with Lion-Parkson Foundation (LPF) and Yayasan Maha Karuna have been actively involved in Parkson Cares Educare, an annual charitable project whereby essential school items such as school uniforms, bags, shoes and stationery items are distributed to needy school children in Malaysia.

Parkson is providing collection bins in its 44 Parkson stores nationwide whereby donors can purchase the school necessities from Parkson's Back to School promotion campaign and drop them into the bins. The targeted collection amount for 2016 is RM 100,000 worth of merchandise to help the needy schoolgoing children.

In a symbolic "handover" ceremony in Parkson Maju Junction Shopping Mall on 15 December 2016, Parkson's COO, Mr Law Boon Eng handed over the initial donation to Sri Lanka Buddhist Temple Sentul Deputy Chief Monk, Rev. Sri Wimala Thero, witnessed by LPF Trustee, Dr Chua Siew Kiat, and Parkson Maju Junction Shopping Mall Store Manager, Madam Suzie Parimalar. Chairman of Yayasan Maha Karuna, Mr Jacob Tan was also present.

In his speech at the event, Dr Chua Siew Kiat said that Educare not only reduces the financial burden on parents to purchase essential school items for their children for the coming new school term but also brings hope and encourages the students in their studies and to use the opportunities provided to improve themselves in order to have a brighter future.

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Okaidi

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New Year Message from GROUP EXECUTIVE CHAIRMAN

2016 had been a very challenging year for every business sector. The slow recovery and prevailing uncertainties in the world's major economies coupled with weak commodity and oil prices, volatility in financial markets, rising cost of living and depreciating ringgit continued to be a drag on the Malaysian economy and our corporate performances.

After struggling with the increase in production costs and the depressed steel market and prices worsened by the rampant import of steel products at dumping prices over the past several years, our steel plant manufacturing flat steel products namely hot rolled coils had to temporarily cease operation. Our long steel products operations producing steel bars and wire rods however showed some improvement.

The retail and property sectors were similarly affected by the weaker ringgit, higher cost of living due to price hikes, tighter credit and prevailing uncertainties which resulted in cautionary spending by consumers.

Malaysia's Gross Domestic Product (GDP) is projected to expand between 4% to 5% for 2017 compared with the forecasted 4% to 4.5% for 2016. Domestic demand and expenditure by the private sector will remain the key driver while public expenditure will increase moderately. The external sector is expected to perform better with increase in the export of electrical and electronics to cater to the global demand for semiconductors, and commodities especially to China which is Malaysia's second largest trading partner and accounts for 13% of our nation's total trade.

We need to align our business strategies for our steel, retail and property businesses to face the continuing challenges in the new year. We will continue to pursue discussions with the government on our steel operations as steel is a strategic industry. Our retail arm, Parkson, with about 130 stores in 5 countries currently, is transforming into a lifestyle concept retail business where we seek to offer a wider range of products and services to suit our customers' lifestyles, and create a more family-oriented experience by complementing the traditional shopping element with entertainment and food and beverage (F&B).

Our Branding division has introduced some new and distinctive brands in fashion including some leading Korean fast fashion brands, beauty, gifts and accessories, F&B, gourmet supermarket and edutainment. We are optimistic that the initiatives by the government to attract more tourists to our country will help to boost the local retail, F&B and entertainment sectors.

In the Property sector, we are concentrating on development of our townships while on the lookout for suitable land bank for further expansion. We will be coming out with projects to provide more affordable housing to cater to the growing demand for such properties among the middle income earners.

Here, I would like to express my sincere appreciation to all our staff for your continuing hard work and efforts to reduce costs and increase efficiency and productivity in order to enhance our competitiveness. I also wish to thank our customers, business partners and associates, shareholders, directors and the government authorities for their continuing support and cooperation. With everyone's untiring efforts, commitment and determination, I believe we can overcome the hardships and set out to achieve our goals for 2017.

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

Thank you.

Tan Sri Datuk Seri Utama William Cheng

Mesej Tahun Baru daripada

PENGERUSI EKSEKUTIF KUMPULAN

Tahun 2016 merupakan satu tahun yang amat mencabar bagi semua sektor perniagaan. Pemulihan yang perlahan serta ketidaktentuan ekonomi utama dunia, ditambah dengan harga komoditi dan minyak yang lemah, turun naik pasaran kewangan, peningkatan kos sara hidup dan penyusutan nilai ringgit terus membelenggu ekonomi Malaysia dan pencapaian korporat kita.

Setelah bergelut dengan kenaikan kos pengeluaran dan kelembapan pasaran keluli, serta harga produk keluli yang diburukkan lagi dengan import berleluasa pada harga lambakan sejak beberapa tahun yang lalu, operasi kilang keluli kita yang mengeluarkan produk keluli rata iaitu gegelung gelek panas terpaksa dihentikan buat sementara waktu. Operasi keluli panjang kita yang mengeluarkan bar keluli dan rod dawai, bagaimanapun menunjukkan peningkatan.

Sektor runcit dan hartanah turut terjejas akibat kelemahan nilai ringgit, peningkatan kos hidup berikutan kenaikan harga barang, kawalan kredit yang lebih ketat dan keadaan tidak menentu yang telah menyebabkan para pengguna mengamalkan perbelanjaan berhemat.

Keluaran Dalam Negara Kasar Malaysia (KDNK) dijangka berkembang antara 4% hingga 5% bagi tahun 2017 berbanding unjuran 4% hingga 4.5% pada tahun 2016. Permintaan dalam negeri dan perbelanjaan sektor swasta akan terus menjadi pemacu utama manakala perbelanjaan awam akan meningkat secara sederhana. Sektor luaran dijangka menunjukkan prestasi yang lebih baik dengan peningkatan dalam eksport barangan elektrik dan elektronik untuk memenuhi permintaan global bagi semikonduktor, dan komoditi terutamanya ke China yang merupakan rakan perdagangan kedua terbesar di Malaysia dan menyumbang sebanyak 13% daripada jumlah perdagangan negara kita.

Kita perlu menyusun strategi untuk perniagaan keluli, runcit dan hartanah kita berdepan dengan cabaran pada tahun baru. Kita akan meneruskan perbincangan dengan Kerajaan berkenaan operasi keluli kita memandangkan keluli merupakan satu industri yang strategik. Bahagian runcit kita, Parkson, yang memiliki kira-kira 130 stor di 5 buah negara pada masa ini, sedang melalui transformasi sebagai perniagaan runcit berkonsepkan gaya hidup di mana kita menawarkan pelbagai rangkaian produk dan perkhidmatan bagi memenuhi gaya hidup para pelanggan, dan mewujudkan pengalaman yang lebih berorientasikan keluarga dengan menggabungkan elemen membeli-belah tradisional dengan hiburan dan makanan dan minuman (F & B).

Bahagian Penjenamaan kita telah memperkenalkan beberapa jenama fesyen baru dan tersendiri termasuk beberapa jenama fesyen pantas Korea terkemuka, kecantikan, hadiah dan aksesori, F & B, pasar raya gourmet dan edutainment. Kita yakin bahawa inisiatif kerajaan untuk menarik lebih ramai pelancong ke negara kita akan membantu meningkatkan sektor runcit, hiburan F & B tempatan.

Di sektor Hartanah, tumpuan kita adalah membangunkan perbandaran kita sambil mencari lokasi sesuai untuk projek pembangunan selanjutnya. Kita akan membangunkan projek-projek yang menawarkan lebih banyak rumah mampu milik untuk memenuhi permintaan yang semakin meningkat bagi hartanah tersebut di kalangan mereka yang berpendapatan sederhana.

Di sini, saya ingin merakamkan penghargaan ikhlas kepada semua warga kerja atas usaha gigih anda yang berterusan dalam mengurangkan kos dan meningkatkan kecekapan serta produktiviti bagi meningkatkan daya saing kita. Saya juga ingin mengucapkan terima kasih kepada para pelanggan, rakan perniagaan, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama berterusan anda semua. Dengan kegigihan, komitmen dan kesungguhan setiap orang, saya percaya kita dapat mengatasi kemelut ini dan bersedia untuk mencapai matlamat kita bagi tahun 2017.

Saya mengambil kesempatan ini untuk mengucapkan Selamat Menyambut Tahun Baru Cina kepada semua yang merayakannya.

Terima Kasih.

Tan Sri Datuk Seri Utama William Cheng

LGMAF MENYUMBANG KEPADA PUSAT PERUBATAN UNIVERSITI KEBANGSAAN MALAYSIA (PPUKM)

Tabung Bantuan Perubatan Kumpulan Lion (LGMAF) telah menyumbang sejumlah RM339,856.29 kepada 32 pesakit yang menjalani rawatan di Hospital Canselor Tuanku Muhriz, Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM) pada tahun 2015. Mereka menghadapi pelbagai penyakit seperti kardiovaskular; kecederaan lutut, pinggul dan sendi lain; sakit tulang termasuk tulang belakang, otak dan gangguan otot serta penyakit lain.

Pada majlis ringkas di PPUKM pada 30 November 2016, Pengerusi LGMAF, Puan Sri Datin Coleen Herbert menyampaikan replika cek bagi jumlah yang telah diagihkan

kepada 32 pesakit kepada Ketua Perkongsian Industri dan Masyarakat, Prof. Dr Sharifa Ezat Wan Puteh yang mewakili Pengarah & Dekan Fakulti Perubatan, Prof. Dr Zaleha Abdullah Mahdy. Beberapa orang pesakit yang menerima bantuan turut hadir di majlis itu.

Bersempena sambutan ulang tahunnya yang ke-21 tahun ini, LGMAF turut menyumbangkan beberapa peralatan seperti 'Pulse Oxymeter', set Tekanan Darah, Autoscope & Ophthalmoscope serta Mesin Sedutan Mudah Alih yang kesemuanya bernilai RM21,000 kepada Wad Pediatrik PPUKM.

YAYASAN BUAH PINGGANG KEBANGSAAN (NKF)

Pada 14 Disember 2016, LGMAF menderma dua buah mesin dialisis bernilai kira-kira RM84,400 untuk NKF-Charis Dialysis Centre di Cheras. Penyerahan simbolik mesin dialisis ini disempurnakan oleh Puan Sri Datin Coleen Herbert kepada Ketua Pegawai Eksekutif NKF, Encik Chua Hong Wee.

Hubungan LGMAF dengan NKF bermula seawal tahun 1996 di mana LGMAF telah menderma sebanyak 6 buah mesin dialisis, termasuk 2 mesin untuk NKF-Charis Dialysis Centre.

Setakat ini, LGMAF telah menyumbang sejumlah 13 buah mesin dialisis bernilai kira-kira RM488,400 kepada NKF, termasuk sumbangan terbaru dua buah mesin dialisis ini.

Sejak ditubuhkan pada tahun 1995, LGMAF telah menyumbang sejumlah RM7.6 juta bagi membantu rawatan perubatan 893 individu serta pembelian peralatan perubatan dan ubat-ubatan untuk kem perubatan anjuran beberapa pertubuhan amal.

金狮集团医疗援助基金捐赠给

马来西亚国民大学医疗中心

2015年，金狮集团医疗援助基金(LGMAF)共捐赠了RM339,856.29的医疗援助费用给32名病人在马来西亚国民大学医疗中心(PPUKM)接受治疗。这些病者患有各种各样的疾病，如心血管疾病、膝盖、臀部和其他关节损伤、脑部、脊椎、骨和肌肉疾病以及其他疾病等。

2016年11月30日，在PPUKM举办的一场简单颁发仪式上，LGMAF主席潘斯里拿汀Coleen Herbert移交模拟支票给PPUKM工业与社区合作关系主任Sharifa Ezat Wan Puteh教授，她是代表医学院兼董事Zaleha Abdullah Mahdy教授授领。其中一些已受帮助的患者也出席了该活动。

今年，配合LGMAF的21周年庆，基金会还为PPUKM的儿科病房捐赠了一些价值RM21,000的设备，如触摸屏脉搏血氧仪设置、量血压设备、耳镜和检眼镜设备以及便携式抽吸机。

肾脏基金会 (NKF)

2016年12月14日，LGMAF捐赠两台血液透析机给位于焦赖的NKF-Charis洗肾中心，提供给需要洗肾的病人使用。潘斯里拿汀Coleen Herbert象征式的移交血液透析机给NKF首席执行官蔡逢伟。

LGMAF与NKF的关系始于1996年，当时金狮集团医疗援助基金捐赠了6台血液透析机给NKF，这当中包括捐赠给NKF-Charis洗肾中心的2台血液透析机。至今，基金会一共已捐赠了13台，价值RM488,400的血液透析机给NKF，这包括上述2台的捐赠。

自1995年成立以来，LGMAF已捐赠760万令吉，赞助893名病患者的医疗费用，以及为医疗营和一些慈善组织购买医疗设备和药品。



BOOK FOR CHARITY

Lion-Parkson Foundation has published a book 因缘•音缘 (My Cause • My Music) which is a compilation of the articles by Foundation Chairman, Puan Sri Chelsia Cheng which were published in Nanyang Siang Pau on her calligraphy pieces and the donors who had purchased them in aid of charity as well as a series of articles published in Joongang Sunday in Korea.

The book which comes in softcover and hardcover versions is selling at RM48 and RM168 respectively. A combo set of 1 softcover plus 1 hardcover is available at a special price of RM200 per set. All the proceeds from the sale of the book will be channelled to the Home for Handicapped and Mentally Disabled Children in Banting, Selangor for the construction of phases 2 and 3 which include an orphanage and an old folks home.

It is available at all Parkson stores nationwide, or you may purchase it from Corporate Communications Department in Lion Head Office, Level 13 - Ms Penny Tan, ext 2501.

OPENING OF PARKSON GOURMET MART BINTARO, INDONESIA



Our Retail Operations in Indonesia continue to offer innovative products and services to its consumers with the opening of a lifestyle supermarket, Parkson Gourmet Mart at Parkson Office Building, Bintaro Jaya in South Tangerang, Indonesia on 3 November 2016.

With a retail area of 1398.25 sq metres, Parkson Gourmet Mart carries a wide selection of products covering local, imported and organic fresh produces such as vegetables, fruits, meat, seafood, dairy products and other consumables as well as non-food items and other products.

LAUNCHING OF SPAO & SHOOPEN STANDALONE STORES AT IOI CITY MALL

Korea's leading fast fashion brands, SPAO and SHOOPEN opened their first and second standalone store respectively at IOI City Mall, Putrajaya on 27 November 2016. Fashion enthusiasts made a beeline there as early as 8 am to grab the opening special promotions, including SPAO's limited edition EXO T-Shirts which were sold out.

A Musical Fashion Show - Musically Fashionable by celebrities Alvin Chong and De Fam was held and the duo also turned Celebrity Store Managers on duty for the day which had many fans dropping by just to have a chance of being "served" by their idols.



- Long queue started as early as 8am despite the store's opening at 12 noon.
- Barisan panjang seawal pukul 8 pagi walaupun stor hanya dibuka pada pukul 12 tengah hari.



- Models and artistes all dressed up in SPAO apparel.
- Model dan artis segak mengenakan busana SPAO.

OPENING OF PARKSON



► From left: AGMs of Operations, Mr Fang Teck Cheong and Mr Lim Wee Luen; GM of Operations, Mr Loh Chai Hoon; Chief Operating Officer, Mr Law Boon Eng; Head of Store for Parkson Sunway Velocity, Mr Andrew Lau; GM of Leasing & Property, Mr Cheong Tuck Yee; GM of Merchandising, Ms Adeline Wong and Regional Manager, Mr Lau Tong Ngee at the opening of Parkson Sunway Velocity Mall.

► Dari kiri: ; AGM Operasi, Encik Fang Teck Cheong dan Encik Lim Wee Luen; Pengurus Besar Operasi, Encik Loh Chai Hoon; Ketua Pegawai Operasi, Encik Law Boon Eng; Ketua Stor Parkson Sunway Velocity, Encik Andrew Lau; Pengurus Besar Leasing & Property, Encik Cheong Tuck Yee; Pengurus Besar Merchandising, Ms Adeline Wong dan Pengurus Wilayah, Encik Lau Tong Ngee di majlis pembukaan Parkson Sunway Velocity Mall.

Parkson's 44th store, Parkson Sunway Velocity Mall which spans 110,000 sq ft over 4 floors was opened on 8 December 2016. Featuring novel retail concepts with its latest store-in-store concept and pop-up stores to deliver a unique customer experience, it offers up to 180 local and international brands.

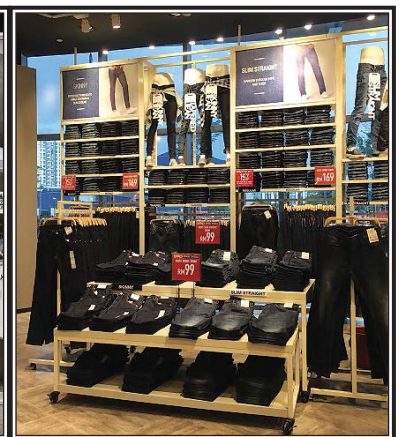
Beauty enthusiasts will be thrilled at Play-Up, a beauty pop-up store featuring European and Asian brands including Harnn, Mor, Makes, Model's Own, Max Gordon and Banila Co. Fashionistas will be spoiled for choice with Parkson's in-house smart casual and formal wear labels; Kor, MAVE and MARQ as well as other fashion labels. Shoes addicts can look forward to a wide range of footwear brands including Parkson's in-house brands such as Daphne, Cerruti, 3 by Three and Keira.



SPAO 2ND STANDALONE STORE



► The queue got even longer at 12 noon.
► Barisan semakin panjang menjelang jam 12 tengah hari.



SPAO opened its 2nd standalone store at Sunway Velocity Mall on 8 December 2016. The highlight of the opening was a special promotion for the first 88 customers who were able to purchase a normal priced item at only RM10, whilst another 300 customers could

purchase an item at half price. In addition, the first 300 customers were also entitled to purchase a unisex backpack priced at RM59 for just RM10. To grab the special promotions, the first customer in line started queueing as early as 5am.

SUNWAY VELOCITY MALL



WHO.A.U 1ST POP-UP STORE



Youthful and fun Korean label WHO.A.U launched its first pop-up store at Parkson Sunway Velocity Mall on 8 December 2016. Its mascot, the popular WHO.A.U Bear made its appearance at the launch and posed for photos with shoppers.

OPENING OF HOGAN BAKERY



► Customers making their purchases at Hogan Bakery at Parkson Pavilion.

► Orang ramai membuat pembelian mereka di Hogan Bakery di Parkson Pavilion.

Kuala Lumpur folks can now look forward to taste the famous bakery products from Taiwan, Hogan Bakery range of bread, buns and cookies with the opening of the first Hogan Bakery in Malaysia at Level 6, Parkson Pavilion on 11 December 2016.



Among the must-try items is Hogan's signature bread, the **Longan Bread**, also known as Champion Bread as it is the Gold Award Winner of the 2007 Asian Cup and Silver Award Winner of the 2008 World Cup. The fruity hint of longan blended with the dough results in a springy texture with a sweet note and distinctive wheat aroma.

Also in the list of signature breads are **Jumbo Cheese Bread**, made using Japan's natural slow fermenting and baking method that lasts for 7 hours, resulting in a crispy crust and fluffy middle.



Mulberry Cream Cheese Bun, containing roselles and mulberries from Eastern Taiwan's countryside mixed with imported cream cheese to produce a medley of sweet and sour happiness for the taste buds.

Pop by Hogan Bakery at Level 6, Parkson Pavilion for a bite of wholesome, healthy yumminess.



MAKAN MAKAN - THE LATEST FOOD COURT IN TOWN



► Makan Makan by Parkson offers a variety of affordable cuisines.

► Makan Makan by Parkson menawarkan pelbagai juadah pada harga berpatutan.

Makan Makan by Parkson, the latest food court in town was opened on 5 December 2016. Located at Level 3, fahrenheit88, the food court offers a variety of affordable cuisines, desserts and drinks under one roof.

South East Asian favourites and Nasi Padang; Japanese and Western selection and more. Try out the one-of-its-kind dessert, Maruyaki, the first in Malaysia; and coffee lovers should try the aromatic premium Spanish coffee.

Amongst the cuisines available are local favourites such as Yong Tau Foo and Nasi Ayam; Chinese-styled 'Wok' dishes;

Lion Group staff get to enjoy 20% off the total bill. All you need is to show your Staff ID to the cashier.

HAPPENINGS @ SECOM

DIVIDEND PRESENTATION TO KOPERASI POLIS



Secom (Malaysia) Sdn Bhd presented the company's dividend for financial year 2015/2016 to its shareholder, Koperasi Polis Diraja Malaysia Berhad (KPDB) at the latter's Headoffice recently.

- General Manager, Mr Lee Keang Hong (6th from left) presenting the mock cheque for the amount of RM570,000 to KPDB Chairman, Tan Sri Hussin Hj Ismail, witnessed by KPDB Secretary Dato' Zulkapli Ahmad (3rd from right) and KPDB management.
- *Pengurus Besar, Encik Lee Keang Hong (6 dari kiri) menyerahkan replika cek berjumlah RM570,000 kepada Pengerusi KPDB, Tan Sri Hussin Hj Ismail, disaksikan oleh Setiausaha KPDB Dato' Zulkapli Ahmad (3 dari kanan) dan pihak pengurusan KPDB.*

TRIP TO JAKARTA

General Manager, Mr Lee Keang Hong; Senior Operation Managers, Mr Takashi Sasaki and Mr Masato Horiuchi; and Assistant General Manager, Ms Tan Wee Gaik attended Secom's Operation Managers Meeting for ASEAN countries at Secom Indonesia from 26 to 29 October 2016.

The delegation visited the Jakarta Municipal Police Traffic Department and were taken on a tour of its control centre. They also visited Secom Indonesia's subsidiary, Bhayangkara Training Center, a full-fledged facility that is available for use by other security companies.



- From left / *Dari kiri*: Ms Tan Wee Gaik; Deputy General Manager - Secom Indonesia, Ms Junita Katrin; Mr Lee Keang Hong; President Director - Secom Indonesia, Mr Naoyuki Naradate; President Director - Secom Bhayangkara, Mr Jim Kurnia and Finance Director - Secom Indonesia, Mr Takahisa Owaki.



- A visit to Bhayangkara Training Center training center.
- *Melawat ke Bhayangkara Training Center.*

ISO 22301:2012 BUSINESS CONTINUITY MANAGEMENT SYSTEM AUDIT

On 10 November 2016, Senior ISO Auditor, Ms Rajeswari a/p Annamaly and officers from Guardian Independent Certification Ltd conducted an audit to review the requirements for ISO 22301:2012 Business Continuity Management (BCM) System to ensure that Secom's business continuity management system and disaster recovery procedures are in place.

After the presentation on the audit's finding, the certification for Secom will continue for another 3 years until 12 December 2019 as the company has conformed with the BCM requirements.



Highlights of 2016

JAN-FEB



The inaugural Lion-Parkson Tsinghua Calligraphy Competition for university students and the public was held at Universiti Tunku Abdul Rahman Campus in Bandar Sungai Long, Selangor on 10 January 2016.



Parkson Newcore Citymall, China's first Korean city lifestyle mall jointly developed by Parkson Group and E-Land Group of Korea was officially opened in Shanghai on 15 January 2016.



Parkson Maju Junction Shopping Mall in Kuala Lumpur was officially opened on 19 January 2016.



Group Directors attended a training session on "Finance Language in the Boardroom" on 20 January 2016.



CeDR Corporate Consulting organised a Learning Session from 26 to 29 January 2016 for 2014/2015 Lion-Parkson Foundation scholars.



Best of Melodies Charity Night by Parkson was held at Pavilion KL on 28 January 2016 in aid of Lion-Parkson Foundation.



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



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



Senior managers from the Group's business operations reviewed their divisions' performance and targets for the new financial year at the Senior Managers Meeting at the Group Head Office on 4 February 2016.

MAR-APR



Parkson Credit Sdn Bhd organised its 1st Anniversary Celebration Dinner on 5 March 2016 to commemorate its business commencement as well as to recognize the dealers who have achieved significant sales results.



About 900 Hi-Rev 4-wheel lubricant dealers in Kuala Lumpur and their family members attended the Appreciation Dinner organised by Posim Petroleum Marketing Sdn Bhd on 6 March 2016.



12

T-Trax Lubricants' business partner in China, Hangzhou Long Wo Chemical Co. Ltd. signed a Strategic Partnership Agreement with Chongqing Lukuan Motorcycle Accessories Co Ltd in Chongqing, China to distribute and market T-Trax lubricants in the country.



13

Parkson Saigon Tourist Plaza was honoured to be named one of the Top 5 Shopping Destinations in Ho Chi Minh City by the Ho Chi Minh City Tourism Fair on 26 March 2016.



14

Lion Group Medical Assistance Fund sponsored the medication totaling RM8,000 for the Medical Camp organized by Rotary Clubs of Bukit Kiara Sunrise and Shah Alam at SJK (T) Simpang Lima in Klang on 3 April 2016.



15

Lion-Parkson Foundation presented proceeds from 2016 Lunar New Year Calligraphy Charity Sale totalling RM235,328.55 to the 5 participating schools on 7 April 2016.



16

Secom organised its 25th Anniversary Dinner on 9 April 2016.



17

Parkson Credit marked another milestone as it was accredited with the ISO 9001:2008 Certification of Quality Management for the provision of credit financing services on 11 April 2016.



18

Winners of Lion-Parkson Tsinghua Calligraphy Competition 2016 accompanied Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng and Trustee, Dr Chua Siew Kiat who was also one of the winners, to attend the prize-giving ceremony and calligraphy workshop at Tsinghua University in Beijing, China from 13 to 16 April 2016.



19

Parkson Edutainment World launched its inaugural international learning centre, Royale Unicorn Education in Parkson Maju Junction Shopping Mall on 25 April 2016.



20

Lionmall Qingdao in China opened its doors to the public on 28 April 2016.



21

More than 900 Lion Group Steel Division's Sports & Recreation Club members attended the 29th Annual General Meeting at Amsteel Mills in Klang.



22

For the 10th consecutive year, Lion-Parkson Foundation represented by Amsteel Mills Klang contributed to Taman Klang Residents Association's Annual Education Program for the residents' children.

Highlights of 2016

MAY-JUN



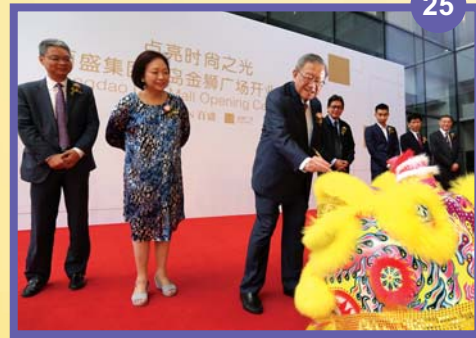
23

Lion-Parkson Foundation had a get-together for the winners of Lion-Parkson Tsinghua Calligraphy Competition on 7 May 2016.



24

Property Division launched the Home Ownership Transition Plan and the unveiling of the new Vantage 2 Superlink houses on 28 and 29 May 2016.



25

Lionmall Qingdao held its grand opening in 18 June 2016.



26

Asia's first shoe 'Spa' brand, SHOOPEN store opened in fahrenheit 88 on 25 June 2016.



Avenue K



fahrenheit 88

Parkson opened its first Shoes Gallery at Avenue K on 24 June 2016 followed by the second store at fahrenheit 88 on 25 June 2016.



28

Hi-Rev organised a Family Day themed 'Vegas Nite' for its dealers on 26 June 2016, followed by the launch of torQe Superbike oil.



29

Lion-Parkson Foundation organised a briefing session for the shortlisted candidates for its scholarship awards on 25 June 2016.

Jul-Aug



30

On 22 July 2016, Secom organised a Budget Kick-Off Meeting for financial year 2016/2017 for its staff.



31

Parkson and international streetwear brand, Nerdunit signed a Memorandum of Understanding to officiate the brand's launch at Parkson Pavilion on 23 July 2016.



32

Indonesia Retail Division, PT Tozy Sentosa has moved to its new office building at Parkson Office Building in Tangerang Selatan, Indonesia on 25 July 2016.



33

About 200 employees attended Posim Group's annual dinner themed 'Muhibbah Night' at Klang Executive Club on 19 August 2016.



34

Lion-Parkson Foundation awarded scholarships totalling RM285,000 to 9 deserving students based on academic performance, extra-curricular activities and leadership qualities on 22 August 2016 for the 26th year running.



35

Lion Group Director and Lion-Parkson Foundation Trustee, Datuk CS Tang was conferred the Darjah Kebesaran Panglima Jasa Negara (PJN) which carries the title of 'Datuk' by DYMM Seri Paduka Baginda Yang Di-Pertuan Agong, Tuanku Abdul Halim Mu'adzam Shah in conjunction with His Majesty's Official Birthday this year.



36

Officials from Malaysian Investment Development Authority (MIDA) led by Deputy CEO (II) Datuk N. Rajendran visited Lion Steel Complex in Banting on 9 September 2016.



37

Deputy Minister of Domestic Trade, Co-operatives and Consumerism, Dato' Henry Sum Agong visited Parkson Nanning on 11 September 2016.



39

The grand opening of #1 Fast Fashion Shoe Brand from South Korea, SHOOPEN was held on 1 October 2016.



38

Parkson Indonesia contributed Rp 169.935.000 (about RM 51,495) to Yayasan Aksi Cepat Tanggap for "Berbagi Kasih untuk Daerah Tepian Negeri", a CSR event for Alor District at Nusa Tenggara Timur community on 20 September 2016.



40

Parkson Fashion Spotlight made its debut at Pavilion Pitstop Fashion Report 2016 on 1 October 2016, showcasing the latest collections from nine fashion labels exclusive to Parkson.



41

Parkson Retail Group announced the official appointment of National Shuttle, Datuk Wira Lee Chong Wei as its Brand Ambassador at a special event in Parkson Pavilion, Kuala Lumpur on 6 October 2016.



42

Centro Plaza Ambarrukmo in Indonesia officially launched its new makeover on 7 October 2016.



43

The first Hogan Bakery in People's Republic of China held its grand opening in Xintiandi, Shanghai on 29 October 2016.

AMSTEEL KLANG'S DIARY



BLOOD DONATION & HEALTH SCREENING CAMPAIGN



The annual Blood Donation & Health Screening Campaign jointly organised by Amsteel Mills Klang, Lion's Club of Kuala Lumpur Bukit Klara and Hospital Tengku Ampuan Rahimah, Klang was held at Amsteel's premises on 23 November 2016.

The campaign which is part of Amsteel's employees' wellbeing initiatives was also extended to the Group's operating companies within Bukit Rajah Industrial Estate namely Bright Steel, Lion Steelworks, Lion Trading & Marketing and Singa Logistics.

SAFETY CAMPAIGN

Amsteel Mills Klang organised a Safety Campaign from 21 - 25 November 2016. Among the activities held during the five-day programme were talks by Socso, Fire Department and Road Safety Departments as well as Fire Fighting Drill, Oxy Cut Set Assembly and Driving Simulation - Forklift competitions.

Fire Fighting Drill



Driving Stimulation - Forklift Competition



Safety Talk



Senamrobik



STEEL DIVISION SPORTS CLUB TRIP TO TELUK KEMANG



90 people comprising members of the Steel Division Sports and Recreation Club and their families had a great time at Teluk Kemang in Port Dickson on 18 December 2016. Ferried in 2 buses, the outing certainly helped to foster closer relations amongst the members from the various steel companies and their families. Everyone enjoyed themselves on the beach, swimming, riding the Banana Boat and participating in the games organised.

ACTIVITIES @ ANTARA STEEL MILLS EPF COUNTER SERVICE

On 8 November 2016, Antara Steel invited Johor Bahru's EPF mobile unit to set up counter services to assist employees who took the opportunity to change to the new Shariah scheme, open an i-Akaun and update on other EPF matters. The facility was also extended to employees' family members.



► General Manager, Encik Rahmat Ibrahim (left photo) and employees and their family members took the opportunity to update on EPF matters.
► Pengurus Besar, Encik Rahmat Ibrahim (gambar kiri) serta kakitangan dan keluarga mereka mengambil kesempatan mengemas kini EPF mereka.

BRIEFING TO UNDERGRADUATES

On 23 November 2016, a group of 3rd year students from Faculty of Technology Management, Universiti Tun Hussein Onn visited Antara in relation to their course project assignment. Purchasing Executive, Encik Mohd Razalee Ismail and QA Executive, Puan Syariyah Abu Jamil briefed them on the supply chain process and Antara's quality management including the ISO System that is implemented.



PUBLIC LISTED COMPANIES' AGMS



► Directors of Lion Industries Corporation Berhad at the company's AGM.
 ► Para Pengarah Lion Industries Corporation Berhad di Mesyuarat Agung Tahunan.

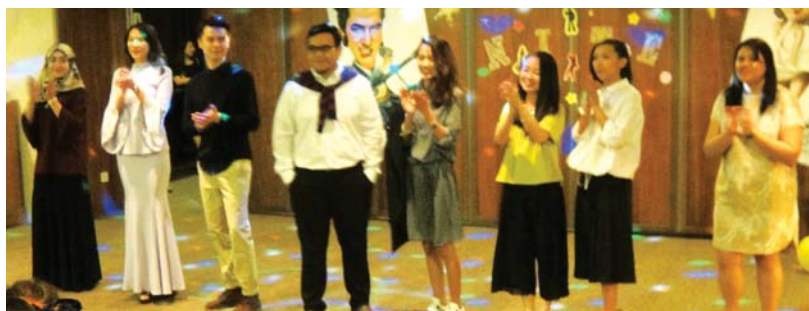
Lion Diversified Holdings Berhad held its Annual General Meeting (AGM) on 22 November 2016 while Parkson Holdings Berhad and Lion Forest Industries Berhad had their AGMs on 23 November 2016. Lion Industries Corporation Berhad had its AGM on 24 November 2016.

Non-listed companies, Lion Corporation Berhad and ACB Resources Berhad held their AGMs on 22 November and 24 November 2016 respectively.

HEAD OFFICE YEAR END GET-TOGETHER

Head Office Social & Recreation Club organized a year end get-together dinner themed "Retro Nite" for employees at Lion Office Tower on 2 December 2016. Club Chairman, Mr Loke Shu Sun welcomed

everyone to the dinner followed by staff performances, games and the popular best dressed contests. Everyone enjoyed themselves and lucky employees walked away with prizes in the lucky draw.



► Fashion show by Parkson Branding.
 ► Pertunjukan fesyen oleh Parkson Branding.
 ► 'Flash Mob' performance by HQ and Parkson Credit staff.
 ► Persembahan 'Flash Mob' daripada kakitangan HQ dan Parkson Credit.



► (Left top photo) Group Executive Director, Tan Sri Albert Cheng (centre) and other staff enjoying themselves at the dinner.
 ► (Gambar kiri atas) Pengarah Eksekutif Kumpulan, Tan Sri Albert Cheng (tengah) dan kakitangan ceria di majlis makan malam.



► Best Dressed Contest finalists with judges, Mr Chua Say Chin (extreme right), Ms Alicia Lim, Ms Nancy Fong and Encik Roseli Dato' Mansor (5, 4 and 3 from right, respectively). The Best Dressed Male and Female Champions: Mr Ang Chee Keong and Ms Jessie Lee (inset).
 ► Finalis Pertandingan Pakaian Terbaik bersama para juri, Encik Chua Say Chin (paling kanan), Cik Alicia Lim, Cik Nancy Fong dan Encik Roseli Dato' Mansor (masing-masing 5, 4 dan 3 dari kanan). Juara Pakaian Terbaik Lelaki dan Perempuan: Encik Ang Chee Keong dan Cik Jessie Lee (gambar kecil).

the GREAT Lion Brain Tease

5 STEPS TO ENGAGING EMPLOYEES IN CORPORATE SOCIAL RESPONSIBILITY (CSR)



Workforce engagement has been increasingly used to describe a win-win situation between:-

1. Employers who wish to retain employees to foster better customer relationship, and organisation performance; and
2. Employees who want challenging and meaningful jobs.

To tap into the new generation workers, employers strive to understand the higher-order motivations and emotions of their employees by offering flexible benefits and by celebrating individual and team achievements.

One of the greatest ways of increasing employee engagement is through the company's Corporate Social Responsibility (CSR). Genuine CSR initiatives towards society and the environment create positive workplace outcome including engagement as it creates a sense of purpose and meaning. These can be achieved through community, charity and environmental projects as well as becoming volunteers.

Lion Group has been involved in CSR activities under the Lion-Parkson Foundation and Lion Group Medical Assistance Fund, both initiated by Group Chairman & CEO, Tan Sri William Cheng, as well as through other charitable programmes. Lion-Parkson Foundation was incorporated on 3rd September, 1985 to provide funds for education, scientific and charitable purposes. The fund awards scholarships to deserving students. The Lion Group Medical Assistance Fund was established in late 1995 in conjunction with the Group's 65th Anniversary celebrations to provide financial assistance to needy Malaysian requiring medical treatment.

Below are the five key approaches Malaysian companies use to engage their employees in CSR:

1. Leadership Involvement

"I see and I do". In most CSR organisations, organisational leaders that are involved in giving are not only great role models, but they also demonstrate servant leadership, which was found to be related to employee engagement. This being said, it is important for middle management to be involved and supportive of this activity so that the employees get the support to be involved while at the same time be able to meet their KPIs and goals.



2. Employee-led CSR

While some employees prefer their employer organising CSR activities for them, there are some who prefer to lead a CSR activity they are more passionate about. This has great impact on their motivation level and sense of independence and it gets their creative and innovation juice flowing.



3. Measuring and Communicating Impact

For employees who value CSR activity as employees' engagement, they feel motivated knowing that their employer actually helps the community and saves lives or conserves the environment and this inspires them to participate. The best way to measure this activity is to combine quantitative data with real life stories for example how many employees volunteered, for how many hours, what was delivered and achieved and what social change was gained.



4. Recruiting Volunteers

Once we have a CSR activity, the next step is to recruit volunteers and one of the best ways is through word of mouth. People who are asked personally by someone they know to volunteer are four times more likely to do so than someone who was approached by general email. Therefore it is essential to use current CSR participants to recruit new ones, for example involving them constantly in championing the company's CSR and leading others to join.



schedule. By making these opportunities available to them, it can help even the busiest people find time to join, but these opportunities need to be accessible in terms of time and location and being well communicated to them. Combining volunteering with other life duties is found to increase people's ability to volunteer for example family volunteering, online volunteering, international volunteering or skill-based volunteering opportunities.

5. Accessible Opportunities

Providing adequate accessible opportunities for employees to participate in CSR activity can engage them. If offered constantly, employees are more likely to find one that goes well with them and fits their busy

The above are not the only steps that can help employers to increase employees' participation and job satisfaction and performance, but they can suggest an immense pathway to engage employees to give back through CSR.

CeDR ACTIVITIES

HRDF Conference & Exhibition 2016

Kuala Lumpur Convention Centre, 6-7 December 2016



- Motivating and challenging doodle notes from the conference and plenary sessions.
- CeDR joined other 105 exhibitors at the HRDF Conference & Exhibition 2016.

Kuala Lumpur Convention Centre, 6-7 December 2016



► The conference which was attended by more than 1500 attendees from various industries background provides network opportunities amongst employers and training providers.

Meet The Lion Circle, 14-15 December 2016, CeDR Site Visit Host: Lion Steelworks



..... Photo Scavenger Hunt activity in progress.



..... Site visit to Lion Steelworks.

..... Active participation in the review session.



..... Participants' happy faces at the end of the session.

OPENING OF

SHOES GALLERY BY PARKSON HOME

@ DA MEN MALL, USJ

Shoes enthusiasts and avid homemakers around the vicinity of USJ can now look forward to shop for their favourites items with the opening of the third Shoes Gallery by Parkson store and the latest addition under Parkson Group; Home by Parkson at Da Men Mall, USJ.

At the opening day on 19 November 2016, a large crowd made a beeline to grab the stores' opening promotions.

Shoes Gallery by Parkson with a total retail area of 2,040 sq meters occupies the Ground and First Floors of the mall whilst Home by Parkson with an area of 993.4 sq metres is located at the Second Floor.



- ▶ Store Manager, Mr Ong Seng Tat receiving the platter from the 'lion' for good fortune.
- ▶ Pengurus Stor, Encik Ong Seng Tat menerima 'dulang' daripada 'singa' untuk tuah.



HOME BY PARKSON



okaïdi

Stylish, high quality children clothing label from France for newborns and up to 14 years old



- 5.35.00, Level 5, Pavilion Kuala Lumpur
- S326D, 2nd Floor, 1 Utama Shopping Centre
- Lot 1-49, First Floor, West Wing, IOI City Mall