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LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



- A New Look for 2 Parkson Outlets
- HI-REV in 2020 MAM Speedweek Championship
- The Real Benefits of eLearning in the Workplace
- Lion-Parkson Foundation Contributes to NASOM
- Banting Industrial City - Experience in Industrial Park Development

LION-PARKSON FOUNDATION

AWARDS SCHOLARSHIPS WORTH RM480,000



Jubilant scholars with Puan Sri Chelsia Cheng and Datuk CS Tang (seated left and right respectively)
Penerima biasiswa ceria bersama Puan Sri Chelsia Cheng dan Datuk CS Tang (masing-masing duduk kiri dan kanan)



Proud moment for scholars and their parents
Saat membanggakan bagi penerima biasiswa dan ibubapa mereka

Lion-Parkson Foundation (LPF) awarded scholarships totalling RM480,000 to 12 students based on their academic performance, extra-curricular activities and leadership qualities, on 30 September 2020. This is the 30th year running that the Foundation is awarding scholarships to deserving students.

The awards were presented by LPF Chairman, Puan Sri Chelsia Cheng witnessed by Lion Group Director and LPF Trustee, Datuk CS Tang and the students' families. The undergraduates who will be pursuing their bachelor's degree in local institutions of higher learning received scholarships worth RM10,000 each per annum for the duration of their studies.

Puan Sri Chelsia Cheng in her speech said, "We hope that our contribution will help the students to be free of financial constraints and be able to focus on their studies and participate in activities to develop their leadership qualities."

To date, the Foundation has sponsored a total of 481 students through various sponsorship programmes worth RM11.4 million. In addition, the Foundation has also contributed another RM28.7 million towards other causes, making a total contribution of RM40.1 million to date.

YAYASAN LION-PARKSON

ANUGERAH BIASISWA BERJUMLAH RM480,000

Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa berjumlah RM480,000 kepada 12 pelajar berdasarkan prestasi akademik, aktiviti kokurikulum dan kualiti kepimpinan mereka pada 30 September 2020. Ini adalah tahun ke-30 berturut-turut di mana LPF menganugerahkan biasiswa kepada para pelajar yang layak.

Anugerah tersebut disampaikan oleh Pengerusi LPF, Puan Sri Chelsia Cheng, disaksikan oleh Pengarah Kumpulan Lion dan Pemegang Amanah LPF, Datuk CS Tang serta ahli keluarga pelajar. Mereka yang akan melanjutkan pengajian ijazah pertama mereka di institusi pengajian tinggi tempatan menerima biasiswa bernilai RM10,000 setiap tahun.

Puan Sri Chelsia Cheng dalam ucapannya berkata, "Kami berharap sumbangan ini akan membantu para pelajar bebas daripada masalah kewangan dan dapat memberi tumpuan kepada pengajian mereka serta mengambil bahagian dalam pelbagai aktiviti untuk membina kualiti kepimpinan".

Sehingga kini, LPF telah menaja sejumlah 481 pelajar melalui pelbagai program tajaan bernilai RM11.4 juta. Di samping itu, LPF juga telah menyumbangkan RM28.7 juta lagi untuk tujuan amal lain, menjadikan jumlah keseluruhan sumbangan sebanyak RM41.1 juta sehingga kini.

金狮百盛基金会颁发总值RM480,000奖学金

金狮百盛基金会(基金会)于2020年9月30日颁发总值48万令吉的奖学金予12名学生。奖学金申请的审核标准,是根据申请者的学术表现、课外活动及领导素质。这已是基金会第30周年颁发奖学金予杰出学生。

奖学金是由基金会主席潘斯里陈秋霞颁发,并由金狮集团董事兼基金会信托人拿督陈怀安以及学生的父母家人见证。这些在籍学生将在本地各高等院校就读学士学位,在就读期间,他们每人每年将会领取总额1万令吉的奖学金。

潘斯里陈秋霞表示:“我们希望我们的捐献,可以帮助学生们免受经济束缚,使他们能专心于学业及多参与活动,发展领导素质。”

金狮百盛基金会至今已通过各项赞助计划资助481名学生,共计1千140万令吉。此外,基金会也捐献2千870万令吉作为其他慈善用途。迄今,总捐献款项达4千零10万令吉。

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THE A-Z OF PRESENT TIMES

We are living in unusual times where the 'new normal' is the norm and these word/phrases have entered our lives and daily conversations.

				A AVOID CROWDS	B BANTUAN PRIHATIN NASIONAL
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EDITORIAL

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EDITOR'S MESSAGE

We are living in unprecedented times and facing major challenges in almost every aspect of our lives due to the Covid-19 pandemic. We are currently experiencing a surge in the number of cases or a 3rd wave that has resulted in the re-imposition of the Conditional Movement Control Order (CMCO) for 2 weeks in KL, Selangor, Putrajaya and Sabah. Under this CMCO, businesses (except entertainment centers and night clubs) are allowed to fully operate subject to strict compliance with the Standard Operating Procedures (SOPs).

The Government is concerned about prioritising and balancing public health and safety with the economic well-being of the country and the people. As part of the Government's 6R (Resolve, Resilience, Restart, Recovery, Revitalise and Reform) approach that was announced on 5 June 2020 to cope with the health and economic challenges due to the pandemic, we are now in the Recovery phase with 3 main objectives, namely to empower people, propel businesses, and stimulate the economy.

As mentioned by the Minister of Finance, YM Tengku Dato' Sri Zafrul Aziz in his speech at the Malaysian Economic Summit 2020 on 12 October 2020, the upcoming 2021 Budget to be unveiled in early November will focus on revitalising the economy, protecting lives and livelihood, and building on the current recovery momentum, spurred by the RM305 billion

UTUSAN PENGARANG

Kita kini hidup dalam suasana yang belum pernah terjadi sebelum ini dan berdepan pelbagai cabaran getir dalam hampir segenap aspek kehidupan berikutan pandemik Covid-19. Kita sedang mengalami kenaikan jumlah kes yang mendadak atau gelombang ke-3 sehingga menyebabkan Perintah Kawalan Pergerakan Bersyarat (PKPB) dikuat kuasakan semula selama 2 minggu di KL, Selangor, Putrajaya dan Sabah. Di bawah PKPB ini, semua perniagaan (kecuali pusat hiburan dan kelab malam) dibenarkan beroperasi sepenuhnya tertakluk pada pematuhan Prosedur Operasi Standard (SOP) yang ketat.

Kerajaan prihatin dalam mengutamakan dan menyeimbangkan kesihatan serta keselamatan awam dengan kesejahteraan ekonomi negara dan rakyat. Sebagai sebahagian daripada pendekatan 6R Kerajaan (Resolve - Ketegasan, Resilience - Ketahanan, Restart - Menjana Semula, Recovery - Pemulihan, Revitalize - Menggiatkan and Reform - Menyusun Semula) yang diumumkan pada 5 Jun 2020 bagi menangani cabaran kesihatan dan ekonomi akibat pandemik itu, kita kini berada dalam fasa Pemulihan dengan 3 utama objektif, iaitu untuk memperkasakan rakyat, memacu perniagaan, dan merangsang ekonomi.

Seperti yang dinyatakan oleh Menteri Kewangan, YM Tengku Dato' Sri Zafrul Aziz dalam ucapan beliau di Sidang Kemuncak Ekonomi Malaysia 2020 pada 12 Oktober 2020, Belanjawan 2021 yang akan dilancarkan pada awal November akan menumpukan untuk merancakkan ekonomi, melindungi nyawa dan mata pencarian, dan membangunkan momentum

economic stimulus packages under Prihatin, Penjana and KitaPrihatin. The Government will continue to support businesses, including small and medium enterprises, mid-tier companies in key sectors that are still reeling from the impact of the pandemic, and to ensure a stable and conducive environment for investments to come in and generate value-added returns.

He said the Government will also play its role in upgrading the gig economy which refers to those employed on a freelance or self-employed basis (without a permanent contract) such as driving for Grab, offering Airbnb stay or delivering food for foodpanda, and is fast becoming an integral part of the nation's growth, and to transform the traditional sectors, as well as to streamline the supply and demand in the job market.

The gig economy which basically provides services at lower costs leverage on information technology (IT); allowing companies and individuals to compete in terms of costs, turnaround time, product range and geography (location and distance).

It is said that in times of crisis, there are opportunities. The growing gig economy is a good example of how innovation and technology plus human creativity can uncover new pathways and overcome obstacles to success.

pemulihan semasa, dengan dipacu oleh pakej rangsangan ekonomi berjumlah RM305 bilion di bawah pakej Prihatin, Penjana dan KitaPrihatin. Kerajaan akan terus membantu perniagaan, termasuk perusahaan kecil dan sederhana, syarikat-syarikat peringkat pertengahan di sektor penting yang masih terkesan daripada impak pandemik, dan untuk memastikan persekitaran yang stabil dan kondusif untuk menarik pelaburan dan menghasilkan pulangan nilai tambah.

Beliau mengatakan bahawa Kerajaan juga akan memainkan peranan untuk meningkatkan ekonomi gig yang merujuk kepada mereka yang bekerja secara bebas atau bekerja sendiri (tanpa kontrak tetap) seperti memandu untuk Grab, menawarkan penginapan Airbnb atau menghantar makanan untuk foodpanda, yang semakin menjadi penting dalam pertumbuhan negara, dan untuk mengubah sektor tradisional, serta untuk menyelaraskan penawaran dan permintaan dalam pasaran kerja.

Ekonomi gig yang pada dasarnya menyediakan perkhidmatan dengan kos yang lebih rendah memanfaatkan teknologi maklumat (IT); membolehkan syarikat dan individu bersaing dari segi kos, masa berbalik, rangkaian produk dan geografi (lokasi dan jarak).

Ada yang mengatakan bahawa terdapat peluang di sebalik krisis. Perkembangan ekonomi gig adalah contoh yang baik bagaimana inovasi dan teknologi serta kreativiti manusia dapat menemui jalan baru dan mengatasi rintangan untuk menempa kejayaan.



A NEW LOOK FOR **PARKSON**

PARKSON Elite 1 Utama

Parkson Elite 1 Utama unveiled its newly revamped Ground Floor featuring over 100 renowned international and local brands in the Cosmetics & Fragrance, Ladies Fashion, Ladies Shoes & Bags, Ladies Accessories, Watches and Intimate departments on 7 July 2020.

Adopting an open and family-friendly concept to its vast retail space, the walkways are wider and spacious whilst the interior is fitted with amazing silhouettes and energy-efficient ideas with ambient lighting, beautifully tiled floors, and tasteful decoration. The Customer Service Counter is upgraded to present customers with a pleasant and enjoyable experience.



PARKSON Subang Parade

Parkson Subang Parade LG Floor which houses the Electrical, Bedding, Home, Household, DIY and Luggage departments has been given a brand new look. Now sporting a brighter and trendier look, the newly renovated space carries many new and exclusive brands and products as well as the popular existing ones.

Visit www.parkson.com.my and Parkson Facebook for more exciting updates.



OUTPOZT - A NEW LIFESTYLE SPOT

OUTPOZT, a new concept store in Malaysia which houses local and international fashion and beauty brands under one roof opened its door at Mid Valley Megamall on 11 September 2020. OUTPOZT Mid Valley Megamall carries popular fast fashion brands namely SPAO, 7DAYZ and multi-brands beauty store, PLAY UP.



SPAO

SPAO is Korea's leading brand offering a large variety of items including casual wear, formal wear, sportswear and accessories for both men and women.



7DAYZ

7DAYZ, as the name suggests, offers basic and essential but versatile clothing for both men and women of all ages, and also for kids from ages 3 to 11.



PLAY UP

PLAY UP, a multi brands beauty concept store offers a wide range of cosmetics, skincare, fragrances, hair care and toiletries from popular international and local brands.

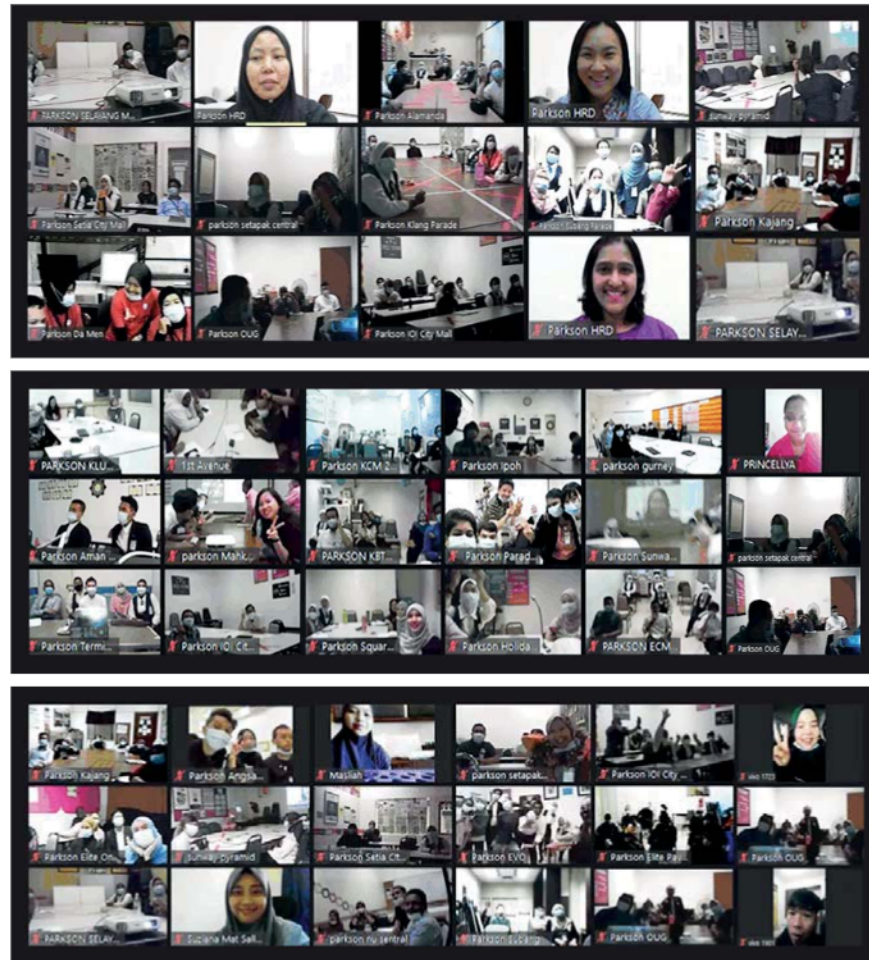
OUTPOZT is also located at Level 2, SkyAvenue Genting Highlands, and will be opening soon in Johor Bahru.

TRAINING ON ABC POLICY

Parkson Corporation has completed the Anti-Bribery and Corruption Policy (ABC Policy) training for its employees throughout the month of August 2020 via Zoom. The training was organised to enforce the Group's stand of zero tolerance against all forms of bribery and corruption, and commitment to lawful and ethical conduct at all times. To further enhance the effectiveness of the training, a compulsory assessment was done via Google Form.

The response and support from employees was overwhelming resulting in more than 2,000 employees nationwide including Parkson HQ employees, completing the required training on the policy. It was the first time that employees from all over the country came together online for a learning purpose.

Our Group had implemented the ABC Policy early this year, with a memo from Group Executive Chairman, Tan Sri William Cheng to all operating companies to inform our employees on the ABC Policy which has been uploaded onto our website. The ABC Policy serves to provide guidance to all directors, employees and other stakeholders of the Group on how to deal with improper solicitation, bribery and other corrupt activities in order to achieve business or personal gains for themselves or others, that can be construed as having contravened the anti-corruption laws of Malaysia and applicable foreign laws.



HI-REV IN 2020 MAM SPEEDWEEK CHAMPIONSHIP

HI-REV is the Race Category Sponsor for the 2020 MAM Speedweek Championship which kicked off its inaugural round at Sepang International Kart Circuit on 16 August 2020. 87 participants from a mix of mopeds and sportsbikes raced in the 8 categories competed. The event has garnered live streaming of more than 100,000 views based on the combined Facebook statistics.

The five-leg championship at Sepang International Kart Circuit continued with Round 2 on 6 September; with the third and fourth round on 25 October and 15 November respectively. The final round will be held on 6 December 2020.



BANTING INDUSTRIAL CITY - EXPERIENCE IN INDUSTRIAL PARK DEVELOPMENT

Featuring our latest development of a 1,253-acre industrial park, namely Banting Industrial City (BIC) in Banting, Selangor with its many attractive features as listed below:

1. Strategic location near to seaports (Northport - 39KM & Westport - 45KM) and international airports (KLIA & KLIA2-20KM).
2. Easy access to the major highways including the new West Coast Expressway (WCE) which is only a mere 500 meters away and currently under construction and expected to be completed in year 2022.
3. Adjacent to the Langat River with abundant natural fresh water as well as groundwater.
4. Equipped with 275kV substations to meet power requirements.
5. Near to natural gas transmission pipe line for industrial use.
6. Freehold land ownership.

For enquiries, please contact **Andrew Wong, Senior Sales & Marketing Manager** at 012-3551663, 03-21482555.

The Group has vast experience in developing industrial parks with 5 parks to date including the award-winning Lion Industrial Park in Shah Alam, Selangor as shown in the photo below.



HAPPENINGS AT PROPERTY DIVISION

In adapting to the new norm, Property Division organised a series of online virtual events to create continuous brand awareness on its Serimba Terrace project. Located at Bukit Mahkota Bangi, Phase 1 which was launched in November 2020 is fully booked, whilst Phase 2, with limited units is now opened for registration.

In conjunction with its FB Live event, a Virtual Treasure Hunt on Serimba Terrace was held on 21 June 2020. The Division also organised two webinars, with speakers, Ahyat Ishak speaking on 'Kesan Positif PENJANA Kepada Pasaran Hartanah' and Khamarul Azhar on 'Why Asset Inheritance Planning Is Important?' on 5 and 19 July 2020 respectively. Both webinars received good response from the participants.



PARKSON CREDIT AIDS BANTING HOME

Parkson Credit raised RM28,300.00 in cash and daily supplies such as rice, cooking oil, used clothes, hygiene products and diapers from the generosity of its staff, dealers nationwide and business partners under its "We Care" fundraising campaign in aid of Home for Handicapped & Mentally Disabled Children in Banting.

On 15 August 2020, 15 Parkson Credit staff visited the Home and mingled with the residents. Marketing Manager, Ms Michelle (right photo 4th from left) presented the contribution to Home Secretary, Puan Siti Nuraishah Murtijan.



Parkson Credit staff brought cheer to the residents
Kakitangan Parkson Credit membawa keceriaan kepada para penghuni

COLLECTION OF CLOTHES FOR BANTING HOME

Group Headoffice organised a charity drive to collect clothing for the residents of the Home for Handicapped & Mentally Disabled Children in Banting from 17 July 2020 to 7 August 2020.

The Home currently has 78 residents comprising 51 males and 27 females, with ages ranging from 16 to 66 years, and in need of daily wear of various sizes from S to XXXL.

The clothes contributed by our colleagues and their friends were sent in two batches to the Home, along with the contribution of Hogan breads and cakes from Lion Parkson Foundation Chairman, Puan Sri Chelsia Cheng.



LION-PARKSON FOUNDATION CONTRIBUTES TO NASOM

Lion-Parkson Foundation (LPF) contributed RM5,000 to a charity drive organised by Malaysia Steel Institute (MSI) for the National Autism Society of Malaysia (NASOM). On 21 September 2020, Amsteel Mills Manager, Mr Ng Ah Seng (right photo, left), and together with other sponsors from MSI (bottom photo) presented the mock cheque of RM13,000 which included LPF's RM5,000 contribution to NASOM's representative, Puan Suraya at NASOM Vocational Centre in Jalan Ipoh, Kuala Lumpur.



MSI delegation watching a baking session at the centre

BEST PRACTICES TO PROTECT YOUR MOBILE DEVICES

BY POSIM GROUP IT DEPARTMENT

Mobile devices are on an evolutionary course to bring interoperability and leverage on the services and functions of every industry. With the on-going COVID-19 pandemic, the demand for mobile devices as a means of communication in online businesses and online learning is growing at a fast pace. However, like other computing devices, mobile devices are vulnerable technology that require two types of protection - physical and cyber security protection.

Physical Protection

Mobile phones can get physically damaged from dropping, getting wet, scratches, or exposed to extreme heat or cold. Hence, it is important to have a reliable phone casing and screen protector which are configured to its model to help in reducing the impact of physical damages.



Cyber Security Protection

1. Update Operating Systems (OS) regularly

Vendors such as Apple, Google and Microsoft are constantly providing security updates to stay ahead of security vulnerabilities. Hence, it is important to turn on auto update feature to stay on track with the latest OS version.



2. Lock mobile devices with a strong password

With the simplicity of mobile devices designed for consumers, it is now easy to take screenshots and even transfer sensitive information from mobile devices in seconds. There are some information that should remain private. Thus, it is important to set

up user authentication by securing the devices using password or personal identification number (PIN). Some devices have thumbprint and facial recognition screen lock which provide higher level of authentication against potential data intruders. Not to forget, always set the device to auto-lock when it is idle.

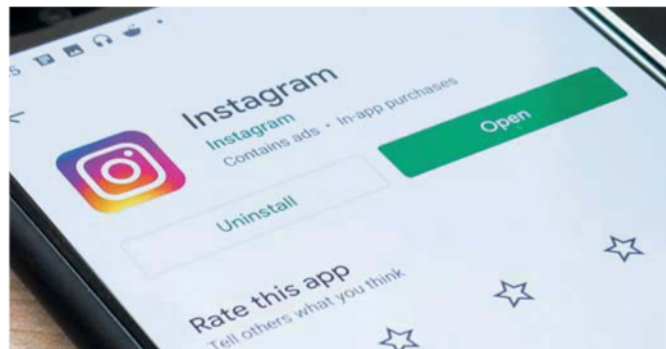


3. Avoid public Wi-Fi & connect to trusted Wi-Fi only

Never transmit sensitive or personal information over a public Wi-Fi spot, especially when the network is not using a secure transmission option like VPN. This is because traffic flowing in public Wi-Fi is more vulnerable to be intercepted by hackers.

4. Download apps from reliable sources only

Avoid downloading applications from unknown third-party sites; always from the official apps stores for android (Google Play) and Iphone (App Store).



5. Regularly run antivirus and malware scanning

There are antivirus apps available in the official apps stores. Determine the best antivirus in the apps stores from public feedback and comments and run the antivirus regularly. Most of the antivirus apps available have performance optimization features which help to clean up unused space and delete unnecessary caches and memory stored in the device while also providing scanning capability and detection of any security issues found in the device.

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LEARNING LINK

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The Real Benefits of eLearning in the Workplace

As businesses around the world are coping with the onslaught of the COVID-19 pandemic, workplace learning is emerging as one of the casualties. Face-to-face training is being put on hold – but what does that mean for you as an employee? You may want to consider sourcing for online or digital learning to keep yourself updated with the latest knowledge in your field to ensure you perform effectively and efficiently. There are many advantages of eLearning and online training programs that are relevant to every industry, business and employee around the world. Some of the key advantages are as follows:

1. Convenient and flexible access

Almost everyone knows that convenient and flexible access to learning is one of the key advantages of eLearning in the corporate training environment. Courses can be accessed anytime, anywhere at your fingertips.

2. Easy on the budget

Online training means that you can cut out the costs of travel expenses, or for those hosting – on venue rental and F&B costs. For courses hosted on a learning platform, eLearning courses can be reused and updated without much expense or time.

3. Serves different learning styles

One of the greatest benefits of eLearning for employees' training and development is that you have a world of content formats at your fingertips. Videos, notes, infographics, games and other content types make eLearning engaging for everyone.

4. Self-driven and self-paced

At the start of a training program, the chances are slim that everyone will have the same level of knowledge, skill or experience. Some might learn quicker or slower than others. Some might already be familiar with certain parts of training that they don't want to waste time repeating, and others might be completely new to the aspects of the learning. The benefit of eLearning is that you can learn at your own pace, according to your own learning needs.

5. Interactivity and gamification

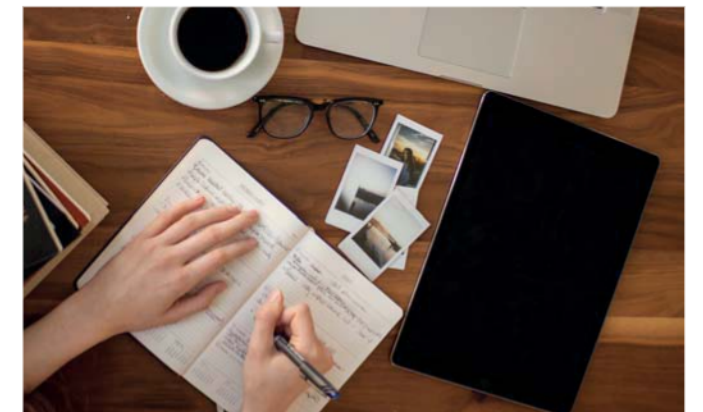
Some new skills just need more than simple notes and videos, and will require your active participation. A Learning Management System offering features that support gamification, branching scenarios and simulations can provide the ultimate level of interactivity and practice. Interactive eLearning courses allow you to practice new skills in a safe place, so when it comes to real-life implementation, you are set up for success.

6. Immediate feedback and recognition

When online training incorporates interactive elements like quizzes and scenarios, you have access to immediate feedback. Immediate results from online assessments help you gauge how well you are doing, and what sections of learning material you might need to revise before you move on. In addition, gamification features that incorporate leaderboards, badges and certificates enhance a sense of recognition and achievement that will be motivating you to learn.

Conclusion

The benefits of eLearning in the workplace are vast, and in times of uncertainty like now, it is more imperative for you to take your development into your own hands. There are numerous platforms for you to consider – CeDR's Live Series, London Business School, MMU, Lion Group's ELM and even Coursera has a range of programs which can help with your learning needs.



Adapted from: <https://www.talentlms.com/blog/benefits-of-elearning-in-the-workplace/>

LEARNING LINK

#CEDRACTIVITIES
Anti-Bribery & Corruption
Policy Briefing

The enactment of Section 17A of the Malaysian Anti-Corruption Commission Act 2009 introduces corporate liability on commercial organizations in Malaysia, enabling commercial organizations and associated persons to be subjected to legal proceedings should the person associated with the organization commit corruption offences.

In light of this, CeDR had conducted Corporate Liability Talks at both the Lion HQ and CeDR in December 2019. Our Group has implemented the Anti-Bribery and Corruption Policy (ABC Policy) which reflects the Group's stand of zero tolerance against all forms of bribery and corruption, and its commitment to lawful and ethical conduct at all times. CeDR then conducted the Anti-Bribery & Corruption Policy Briefing throughout the month of July 2020 in both online and physical formats for Lion Group staff to ensure our team members understand the policy.

Led by Ms Penny Chong and Puan Siti Sahlah for English and BM sessions respectively, the briefings saw over 450 Lion Group employees from various operating companies in attendance to understand the importance of adhering to all laws pertaining to anti-corruption measures, and its impact on the Group.



Likom



Banting



Tiara Melaka

How to Support Your
Immune System
through Exercise

CeDR and its partner, Celebrity Fitness presented the 'How to Support Your Immune System through Exercise' webinar to provide the Group's employees with viable alternatives to strengthen our immune systems in these pandemic times on 16 July 2020.

The complimentary 45-minute webinar focused on how exercising can positively impact our immune system. Ms Foo Mei Kuen, National Group Fitness Experience Manager and certified Les Mills trainer, demonstrated simple stretching exercises which could be done from the comfort of our offices or homes.

This program is part of CeDR's Corporate Wellness banner which is aimed at providing opportunities for employees to enhance their health and well-being, in order to boost organizational performance and improve their quality of life.

CORPORATE WELLNESS WEBINAR

LION GROUP
Thursday, 16 July 2020 | 12:00 pm
Topic: How To Support Your Immune System Through Exercise

Having a healthy immune system is a precious commodity in this day and age, for it protects you from the most harmful infections.

Join us on this insightful webinar journey where you'll learn about everything you need to know about your immune system and we'll also share our expertise on how exercising can strengthen your immune system.

On top of that, we'll also guide you through a relaxing 10-minute stretching exercise, guaranteed to release some of those muscle tension and the best part is, you can do that anywhere during your break time at home or at the office.

By **Foo Mei Kuen - National Group Fitness Experience Manager**
Mei Kuen is a certified Les Mills trainer and presenter with 6 years of group fitness and fitness development experience. Her certification includes various functional equipment and CrossFit Level 1.

Register now at https://bit.ly/Registration_LionGroup

For more information, please email my.corporate@evolutionwellness.com.my

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