

# Lion Today

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## CSR INITIATIVES



Opening of  
Parkson Wuzhou  
Mall

HI-REV  
Motorsports

SECOM's  
Activities

Cybersecurity-  
Keeping It  
Safe Online



## Lion Group Donates Medical Equipment Worth RM180,000 To Hospitals

Lion Group has been contributing funds and medical equipment to charitable organisations and hospitals to support our healthcare system in the fight against Covid-19. The donations are part of the Group's Corporate Social Responsibility (CSR) initiatives to support and provide essential medical equipment which will ease our healthcare system and help Covid-19 patients with respiratory and other issues.

On 21 September 2021, the Group donated 30 units of hospital beds which included 5 units of ICU beds, worth RM120,000 to Selayang Hospital.

Assistant General Manager of Lion Steelworks Sdn Bhd, Mr Danny Tan (2nd from left) handed over Lion Group's contribution of 30 hospital beds to Deputy Director (Medical 2), Dr Nik Nor Aniza Bt Nik Mohd Zain, with (from left to right) Public Relations Officer, Encik Aiman bin Zukapli; Senior Assistant Director (Asset Procurement & Development), Puan Siti Hawani Bt Hamidun; Lion Group General Manager - Government Liaison, Puan Puteri Norashikin Binti Abu Bakar.

Lion-Parkson Foundation under the Group donated patients monitors, syringe pumps and oxygen concentrators worth about RM60,000 to Hospital Ampang on 27 September 2021.



## Antara Labuan Extends A Helping Hand

As we continue to fight COVID-19 pandemic, our Group and operating companies are supporting the communities as part of our CSR.

a) On 6 July 2021, Antara Labuan contributed two units of Electric Cold Fog Sprayer to Polis DiRaja Malaysia (PDRM) Labuan, presented by General Manager, Mr Anthony Pang (right) to District Chief Police, Superintendent Ahmad Jawila.

b) The company also donated the Electric Cold Fog Sprayer to Labuan's Jabatan Bomba dan Penyelamat Malaysia on 8 July 2021.

c) 300 food baskets were donated by Antara to District Disaster Management Committee (Jawatankuasa Pengurusan Bencana Daerah (JPBD)) Labuan to be distributed to those affected by the pandemic. On 8 July 2021, Labuan Member of Parliament, Datuk Rozman Isli presented Antara's donation to Chairman of JPBD Labuan, Tuan Haji Rithuan Mohd Ismail at Labuan Welfare Department, with Mr Anthony Pang (2nd from left), Human Resource Manager, Encik Muliadi Abdul Majid and Shipping Manager, Mr Jonathan Tan (left and 4th from left respectively) in attendance.

Antara also donated 500 units of 3M 6200 Half Facepiece Respiratory masks to Sabah Health Department which were distributed to health facilities under Ministry of Health in Sabah; and kitchen utensils and food supplies to Hospital Labuan.



## Parkson Cares: Hogan Bread For The Community

Lion Group and Parkson Corporation contributed Hogan bread and buns to 20 old folks homes and underprivileged children homes in the Klang Valley under the Parkson Cares CSR initiative.

The initiative which ran from 23 July 2021 to 23 August 2021 saw each home receiving more than 1,000 sets of freshly baked buns and bread loaves per delivery, twice a week, involving over 10,000 sets of bread and buns valued in excess of RM50,000 at factory cost.

"With Hogan being part of our Group's business, we could leverage on the production cost to roll out more value from our budget and benefit more recipients. Bread is a big part of our daily diet and Hogan bread, baked from rich natural ingredients with its soft texture, have always been popular amongst all ages of Malaysians alike," said Parkson COO, Mr Law Boon Eng.

## LION-PARKSON FOUNDATION BOARD MEETING

Lion-Parkson Foundation (LPF) had its quarterly Board of Trustees meeting on 29 September 2021.

LPF Chairman, Puan Sri Chelsia Cheng; Trustees, Datuk CS Tang, Dr Yulduz Emiloglu, Dr Chua Siew Kiat and Datin Wira Dr Tan Niap Ming and the management team participated in the meeting remotely.

The meeting discussed the Foundation's financial performance, 2021 scholarships and medical assistance sponsorships, status update on the second phase of Banting Home, and upcoming activities such as a Virtual Charity Run and 2022 Lunar New Year Charity Sale.



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**EDITORIAL**  
Editorial Advisor Tan Sri Albert Cheng  
Editor Quah Le Ching  
Editorial Committee  
Ng Ho Peng, Fauziah Harun, Hody Yee Mei Kuen, Ng Tong Yew

**PUBLISHER**  
Lion Group Management Services Sdn Bhd  
Reg. No: 201501007647 (1132980-H)  
Level 11-15, Lion Office Tower, No. 1, Jalan Nagasari,  
50200 Kuala Lumpur, Wilayah Persekutuan  
Tel: 603-2142 0155 | Fax: 603-2142 8409  
Email: corpcomm@lion.com.my | Website: www.lion.com.my

**PRINTER**  
Pencetak Weng Fatt Sdn Bhd  
Reg. No: 197401002762 (19847-W)  
Lot 6, Lorong Kilang A, Off Jalan Kilang,  
46050 Petaling Jaya, Selangor Darul Ehsan  
Tel: 603-7783 9231  
Fax: 603-7783 9250  
Email: wfprint@wengfatt.com.my

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COVID-19 started as a health crisis, which quickly evolved into a global economic crisis at a speed and magnitude we have not seen in our lifetime. People all over the world are being affected by the pandemic, and many are going through a tough time with hundreds of thousands of people having lost their jobs, lost their loved ones and even lost their homes with no place to stay.

Our Group has been contributing funds and essential medical equipment to charitable organisations and hospitals to support our healthcare system and responded to appeals for donations in aid of the needy during these challenging times.

Our economic sectors are reopening in stages and this is hoped to help mend the country's economy. With the lowering numbers of Covid-19 cases, many states, including Klang Valley, namely Selangor, Wilayah Persekutuan Kuala Lumpur and Putrajaya have entered Phase 4 of the National Recovery Plan, with SOPs being relaxed and most economic activities allowed to operate including entertainment outlets such as

the cinema, theatre, live performances, sports events, and more.

On 27 September 2021, Prime Minister, YAB Datuk Seri Ismail Sabri unveiled the 12th Malaysia Plan themed "A Prosperous, Inclusive, Sustainable Malaysia". The five-year development roadmap outlines the strategic direction and key initiatives for the country to revitalise its economy post-pandemic, ensure a fair and equitable distribution of the country's prosperity as well as preserving the environmental sustainability, which includes among others, the blue economy (i.e. ocean ecosystem and resources), green technology, renewable energy, and adaptation and mitigation of climate change.

Our country is now heading towards the endemic phase where we will continue living with the virus under the new norm. Hence, protecting the lives and health of citizens, and preventing further strains on the country's health system are vital to ensure a safe resumption of economic activities and a prevention of a more prolonged economic downturn.

### UTUSAN PENGARANG

COVID-19 bermula sebagai satu krisis kesihatan, namun menular menjadi krisis ekonomi global dengan pantas dan dahsyat yang belum pernah disaksikan sepanjang hayat kita. Manusia di seluruh dunia terkesan dengan pandemik ini, dan ramai yang bedepan kesukaran di mana ratusan ribu orang kehilangan pekerjaan, kehilangan orang tersayang malah kehilangan rumah dan tiada tempat tinggal.

Kumpulan kita telah menyumbangkan dana dan peralatan perubatan penting kepada organisasi amal dan hospital bagi membantu sistem penjagaan kesihatan kita dan menghulurkan bantuan kepada mereka yang memerlukan di masa getir ini.

Sektor ekonomi kita dibuka semula secara berperingkat dan ini diharapkan dapat membantu memulihkan ekonomi negara. Dengan jumlah kes Covid-19 yang semakin menurun, banyak negeri, termasuk Lembah Klang, iaitu Selangor, Wilayah Persekutuan Kuala Lumpur dan Putrajaya telah memasuki Fasa 4 Pelan Pemulihan Nasional, di mana SOP dilonggarkan manakala kebanyakan aktiviti ekonomi dibenarkan beroperasi, termasuk sektor hiburan seperti panggung wayang, teater,

persembahan secara langsung, acara sukan dan banyak lagi.

Pada 27 September 2021, Perdana Menteri, YAB Datuk Seri Ismail Sabri melancarkan Rancangan Malaysia Ke-12 yang bertemakan "Malaysia Sejahtera, Inklusif, Berkesinambungan". Pelan pembangunan lima tahun itu memperincikan strategi dan inisiatif utama untuk mengembalikan momentum ekonomi negara pasca pandemik, memastikan pengagihan kemakmuran negara yang adil dan saksama serta memulihara kelestarian alam sekitar, antara lain termasuk ekonomi biru (iaitu ekosistem dan sumber lautan), teknologi hijau, tenaga boleh diperbaharui, serta penyesuaian dan mitigasi perubahan iklim.

Negara kita kini menuju fasa endemik di mana kita akan terus hidup dengan virus di bawah norma baru. Oleh itu, melindungi nyawa dan kesihatan rakyat, serta mencegah berlakunya tekanan yang lebih berat kepada sistem kesihatan negara adalah penting supaya aktiviti ekonomi dapat diteruskan semula dengan selamat demi mengelak kemelesetan ekonomi yang berlanjutan.

## PARKSON @ ALIBABA CLOUD RETAIL DAY

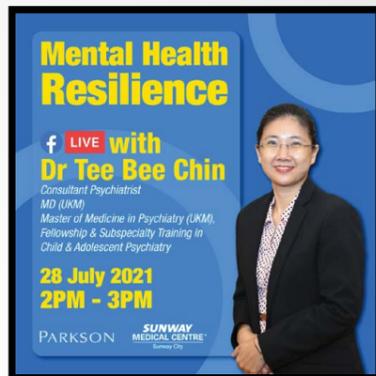


For many retailers in brick and mortar retail, certain activities can be digitalised while some other areas will be a mix of digital and physical, said Parkson COO, Mr Law Boon Eng, Alternate to Tan Sri William Cheng, President of Malaysia Retailers Association (MRA) at the Alibaba Cloud Retail Day Malaysia 2021 on 28 September 2021, that was organised by Alibaba Cloud for retailers to share insights and best practices to adopt to survive and thrive in this pandemic time.

Speaking on **Digital Transformation In The New Norm: Respond, Recover & Thrive**, Mr Law reiterated that the use of digital tools and platforms to enable such activities has grown rapidly, e.g using video meeting platforms to meet, mobile apps for better customer engagement and joining Shopee, Lazada and other sales platforms.

Other practices adopted by retailers to sustain their business are:

- Leveraging on sales and marketing technologies to build their digital brand.
- Loyalty membership data to identify and segmentise consumers to drive marketing and communications.



## PARKSON & SUNWAY MEDICAL CENTRE FACEBOOK LIVE SESSION ON MENTAL HEALTH

In the current challenging times, mental health issues are on the rise and people are reaching out for help and finding ways to cope, while some are looking to aid people they know with mental health issues. Hence, Parkson and Sunway Medical Centre organised the second Facebook Live session entitled 'Mental Health Resilience' by Dr Tee Bee Chin on 28 July 2021.

According to Dr Tee, stress comes with change and the demands of life that cannot be avoided. The best way is

- Virtual interactions using mobile apps, blogs, and social platforms to keep customers engaged and create new revenue stream.
- Live streaming with content to address customer needs while promoting current products and new launches.
- Redesign webpages to promote digital shopping, with complete information on where your best-sellers are located, shop and pay online and collect at your convenience or delivered to your door, to make the customer journey more seamless.
- Using communication tools to place an order, payment to be made upon pick-up either through walk-in or drive-through on the appointed date and time.
- Fitness companies have also shifted to online classes using mobile or online platforms – offering digital membership and virtual workouts.

Speaking at the virtual session, Consumer Industry Leader for Deloitte South East Asia, Mr Pua Wee Meng said that digital transition is no longer a choice and it is inevitable to adapt to digitalization. He cited 3 major trends in the future of retailing post COVID-19 pandemic, which are :

1. Brick-and-Mortar Shift to Omnichannel: Many retailers are shifting into online either via in-house e-commerce or partnership, with wider products selection, cheaper and quicker delivery, BOPIS (Buy Online, Pick-Up in Store) and easier process being the value added.
2. Creation of New Supply Chain Efficiencies : Retailers are finding new ways to compete by building distribution network and moving their inventory closer to customers; some creating "dark store" by converting their retail area into mini-fulfilment centres. Hence, accurate and reliable inventory backing (e.g sensor, RFID) is required.
3. Cross Sector Convergence : New opportunities to pilot new methods for a profitability transformation from the old retail model. Whitespace cross-industry growth opportunities e.g healthcare-retail convergence has the ability to attract customers and pioneer new store experience.

to strike a balance as the human brain is resilient enough to be able to cope and bounce back. She also suggested that a bit of stress is healthy for the human brain and body as it promotes motivation and drive for life.

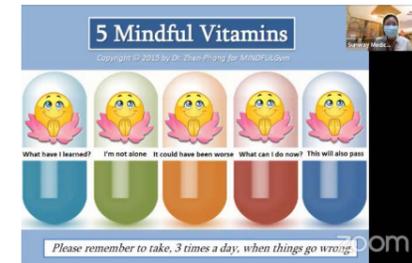
She noted that the threshold of stress for everyone is different - it all depends on a person's upbringing, life challenges and environment. Hence, some people may seem naturally conditioned to be able to cope with higher stress levels than others.

Dr Tee shared 5 tips that we can do daily to help our minds **cope with stress and stay tough**:

- Get enough sleep, plenty of water, nutrition for our body and also some exercise
- Hugs or massages release oxytocin, the "love hormone"
- Allocate time for activities or hobbies that make us happy for the release of serotonin to stabilise our mood
- Humour is good; laughter increases the endorphins that are released by our brain and help to relieve stress
- Deep breathing reduces cortisol, "the stress hormone" thus helping to relieve stress

She also shared what she calls **5 Mindful Vitamins** which are basically positive thought processes:

1. What have I learnt
2. I am not alone
3. It could have been worse
4. What can I do now
5. This will also pass



The session by Dr Tee can be viewed at (<https://www.facebook.com/71969724051/videos/507154280397075>)

## HI-REV PROMOTION



### • Motorsports

In conjunction with the 64th Merdeka celebration, Motorsports Association of Malaysia (MAM) had partnered with HI-REV Lubricants and Etika in the inaugural MAM Merdeka Virtual Race, from 3-31 August 2021.

The event was an alternative platform for motorsport fans due to the limitations and restrictions caused by the pandemic, and tied in with the increasing interest and participation in the e-sports scene. As one of the main sponsors, the race has given HI-REV the opportunity to 'stay in touch' with race activities and continue its brand awareness initiatives.

### • Active Sports

In supporting active sports and promoting healthy bodies and minds, HI-REV Lubricants sponsored Monash Cup 2021, an annual competition hosted by Monash University Student Association which comprised both physical and e-sports.

The sponsorship has increased HI-REV brand awareness especially amongst the youths as the brand was visible on the jerseys, social media, video commercial in the live streaming and other event collaterals throughout the competition period from 3 to 25 September 2021.





## OPENING OF PARKSON WUZHOU MALL

Parkson China opened its new store in Wuzhou City on 30 September 2021. With a total retail area of 54,000 square meters over four levels, Parkson Wuzhou offers a brand new shopping and entertainment experience for the entire family, all under one roof.

General Manager of Guangxi District, Xu Hong; General Manager of Nanning City, Zhou Ping; General Manager (Business) of Guangxi and Guangdong, Yuan Bin; General Manager of Nanning Parkson, Zhou Tao; General Manager of Parkson Wuzhou, Wei Shi Ren and Parkson Group management were present at the opening ceremony. The opening day saw 100,000 visitors to the store.



## PARKSON & LING: AUTUMN COSMETICS FESTIVAL

Parkson China's 2021 Autumn Cosmetics Festival held from 27 August to 7 September 2021 not only gathered many international top-tier beauty brands but also joined hands for the first time with Chinese hyper-realistic virtual IP: Ling to attract the younger generation.

Parkson China also launched an H5 online communication whereby consumers and Ling could together check in at Parkson. This initiative demonstrated Parkson's efforts in transforming itself into a young and trendy brand.



## BANTING HRC PLANT TO START OPERATION SOON

Our Hot Rolled Coil (HRC) plant in Banting, Selangor with a rated annual capacity of 3.2 million tonnes of HRC is currently carrying out repair and refurbishment works and is expected to be ready to commence production in December, ramping up to full production by February 2022.

The Group's Steel Division is also undertaking modification work at its steel plant in Pasir Gudang, Johor which produces billets, steel bars and sections. It is targeted to commence production early next year and has a rated annual capacity of 720,000 tonnes for production of billets, bars and sections which are used in the construction and downstream manufacturing industries.

The steel industry is deemed a strategic industry by the Government as it supplies essential raw materials to a host of industries, thus deepening and widening the nation's manufacturing base, and contributing to economic growth and development. Our steel operations will continue to support the local downstream manufacturers through the supply of both flat and long steel products that are required for the country's industrialisation programme.

## SUSTAINABILITY: PARKSON CREDIT'S WAY

Since its inception, Parkson Credit Sdn Bhd has been promoting an environment-friendly business model with the adoption of web technology that lessens the need for paper applications which gradually evolves into an efficient holistic paperless solution.

Fast forward to today, Parkson Credit has been ramping up efforts to empower its employees to embrace more green initiatives to be eco-friendlier. While virtual meetings are the new normal, the Company is exploring various digital communication channels to reach out to its stakeholders seamlessly.

Employees are encouraged to adopt the concept of 'Responsible Consumption' by using materials, energy and resources in a sustainable way to minimize the impact to the environment. This includes reducing the amount of energy and water used in the office and less paper print outs. Efforts to educate employees are ongoing to ensure that everyone is in tune with the concept of sustainability.

Though the results may not be felt immediately, Parkson Credit is positive that such initiatives will bring benefits in the long run. As the world around us continues to produce and consume materials, Parkson Credit is hoping that these small tangible steps will make a difference in its organisation, people and eventually the planet.

NEWS@SECOM

Dividend Cheque Presentation to Koperasi Polis

SECOM (Malaysia) Sdn Bhd presented the company's dividend for financial year ending 31 December 2021 to its shareholder, Koperasi Polis Diraja Malaysia (KPDRM) at the latter's office on 27 August 2021.

General Manager, Mr Lee Keang Hong presented the mock cheque to KPDRM Chairman, Dato' Hasanuddin Hassan (4th and 5th from right respectively), and briefed the management on the company's business updates.

Also present were (from left to right) Secom Security Consulting Advisor, Puan Noorlela Othman; KPDRM Senior Manager & Director of Secom, Puan Nazarhanim Binti Mohamad Razak; KPDRM CEO, Encik Aminuddin Haji

Amenin and Secretary, Dato' Abdul Basir Ahmad; Assistant General Manager, Ms Tan Wee Gaik; Deputy General Manager, Mr Susumu Kiryu and Head of Special Project, Mr Takuya Ozaki.



Briefing on Self-Test Kit

In line with the Government's directive for employees who are present at their office premises to undergo biweekly RTK Antigen tests which can be taken via self-test, Secom organised a briefing and demonstration session on the usage of the self-test kit by Senior Manager - Technical & IT, Mr Wong Ji Shang. The mandatory Covid-19 antigen self-tests also included static guards stationed at customers' premises.

HP Notebook Promotion

Secom has launched a promotion for HP Elitebook 840 G7 Notebook on its website and Facebook page.

Lion Group of companies staff may call **1 800 88 0183 / whatsapp 016 960 0183** or drop an email to **marketing@secom.com.my** to inquire more about this lightweight and sleek notebook. Limited ready stocks are available.



Secom's Face Mask

Secom has designed and distributed a fabric face mask with Secom's logo to its employees in August 2021. This fabric face mask is to be worn over the disposable face mask as encouraged by the Ministry of Health on wearing double face masks for better protection and safety.



Sanitisation Activities

As a responsible employer, Secom is conducting sanitization at its office premises on a regular basis to provide a safe and comfortable workplace for its employees.



LION GROUP CHAIRMAN JOINS IN ACCCIM CENTENNIAL CELEBRATIONS

The Associated Chinese Chambers of Commerce and Industry of Malaysia (ACCCIM) held its 100th anniversary celebration on 2 July 2021.



More than 500 members including then President of ACCCIM and The National Chamber of Commerce and Industry of Malaysia (NCCIM), Tan Sri Datuk Ter Leong Yap; ACCCIM Honorary Life President & Lion Group Executive Chairman, Tan Sri William Cheng and overseas guests participated in the ceremony remotely and the event was broadcasted live on Facebook.

ACCCIM's centennial celebrations kicked off with a

sand painting performance by local sand artist, LoongBee, depicting the history of ACCCIM and its contributions towards the country's industrial and commercial community.

The specially composed theme song 《领航》(Lead) for the centennial celebration by Puan Sri Chelsia Cheng, Chinese Chamber of Commerce & Industry Kuala Lumpur & Selangor Deputy President and Lion-Parkson Foundation Chairman was played.

STRATEGIES TO AVOID CYBER FRAUD

The COVID-19 pandemic has changed the way people work, learn, shop and do their banking, and these changes have paved the way for cyber fraudsters to take advantage of the situation. A total of 3,299 cyber fraud incidents were reported in Malaysia as of May 2021.

To alert our staff, there many ways for fraudsters to deceive people, including using our Group's business partner's or management's name to mislead employees into transferring money to unknown third-party accounts or disclosing confidential information, through emails, calls and messages.

Below are a few self-protection strategies to avoid being scammed:

- **Always verify before sending money or data**  
Confirm email requests for a wire transfer or confidential information via face-to-face, or through a phone call using previously known numbers, not phone numbers provided in the email.
- **Know business partner habits**  
If there's a sudden change in business practices,

beware. For example, if a business contact suddenly asks to use their personal email address when all previous correspondence had been through company email, the request could be fraudulent. Verify the request through a different source.

- **Don't open any email from unknown parties**  
Do not click on links or open attachments as these often contain malware that gains access to the computer system.
- **Double-check the sender's email address**  
A spoofed email address often has an extension similar to the legitimate email address. For example, a fraudulent operation@abc\_company.com instead of the legitimate operation@abc-company.com.

• **"Forward, don't reply" to business emails**  
By forwarding the email, the correct email address has to be manually typed in or selected from the address book. Forwarding ensures you use the intended recipient's correct e-mail address

**Please contact our Group IT department for any cyber security queries.**

# Pandemic and Technology

By Ms Ong Chooi Horng, Secom IT Department

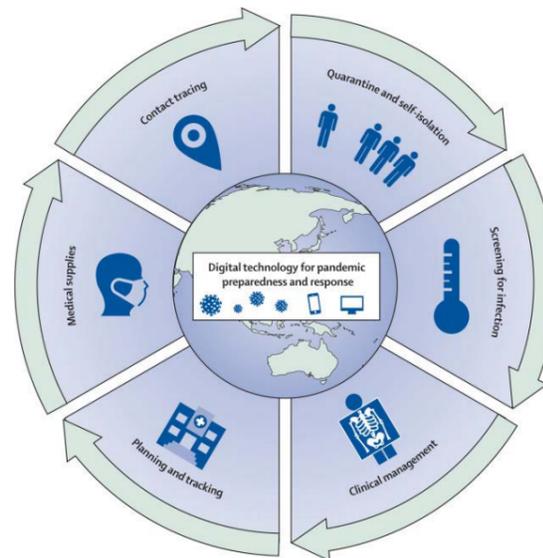
COVID-19, an infectious disease caused by the novel severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2) is a global pandemic. With high transmissibility, a case fatality rate greater than 1%, and no effective antiviral therapy or vaccine, the mainstay of pandemic management has been containment and mitigation. However, despite relying on established public health principles, countries across the world have had varying degrees of success in managing the burden of COVID-19.

Digital health technology can facilitate pandemic strategy and response in ways that are difficult to achieve manually. This global pandemic is by no means the first instance where AI has been used to analyse, track, predict and combat a threat. It is however, the biggest and most global example of its use in tracking illness.

The illustration and table below show how digital technology is being used as a tool for pandemic preparedness and response.

The integration of digital technology into pandemic policy and response could be one of several characteristic features of countries that have flattened their COVID-19 incidence curves and maintained low mortality rates. In the race to

contain the spread of a highly transmissible virus, countries that have quickly deployed digital technologies to facilitate planning, surveillance, testing, contact tracing, quarantine, and clinical management have remained front-runners in managing disease burden. The comprehensive responses of countries that have been successful at containment and mitigation can provide insights to other countries that are still facing a surge of cases.



Functions	Digital technology	Countries	Advantages	Disadvantages	
Tracking	Tracks disease activity in real time	Data dashboards; migration maps; machine learning; real-time data from smartphones and wearable technology	China; Singapore; Sweden; Taiwan; USA	Allows visual depiction of spread; directs border restrictions; guides resource allocation; informs forecasts	Could breach privacy; involves high costs; requires management and regulation
Screening for infection	Screens individuals and populations for disease	Artificial intelligence; digital thermometers; mobile phone applications; thermal cameras; web-based toolkits	China; Iceland; Singapore; Taiwan	Provides information on disease prevalence and pathology; identifies individuals for testing, contact tracing, and isolation	Could breach privacy; fails to detect asymptomatic individuals if based on self-reported symptoms or monitoring of vital signs; involves high costs; requires management and regulation; requires validation of screening tools
Contact tracing	Identifies and tracks individuals who might have come into contact with an infected person	Global positioning systems; mobile phone applications; real-time monitoring of mobile devices; wearable technology	Germany; Singapore; South Korea	Identifies exposed individuals for testing and quarantine; tracks viral spread	Could breach privacy; might detect individuals who have not been exposed but have had contact; could fail to detect individuals who are exposed if the application is deactivated, the mobile device is absent, or Wi-Fi or cell connectivity is inadequate
Quarantine and self-isolation	Identifies and tracks infected individuals, and implements quarantine	Artificial intelligence; cameras and digital recorders; global positioning systems; mobile phone applications; quick response codes	Australia; China; Iceland; South Korea; Taiwan	Isolates infections; restricts travel	Violates civil liberties; could restrict access to food and essential services; fails to detect individuals who leave quarantine without devices
Clinical management	Diagnoses infected individuals; monitors clinical status; predicts clinical outcomes; provides capacity for telemedicine services and virtual care	Artificial intelligence for diagnostics; machine learning; virtual care or telemedicine platforms	Australia; Canada; China; Ireland; USA	Assists with clinical decision-making, diagnostics, and risk prediction; enables efficient service delivery; facilitates patient-centred, remote care; facilitates infection control	Could breach privacy; fails to accurately diagnose patients; involves high costs; equipment may malfunction

Table: Digital technology initiatives used in pandemic preparedness and response

Reference :  
 1. [https://www.thelancet.com/journals/landig/article/PIIS2589-7500\(20\)30142-4/fulltext](https://www.thelancet.com/journals/landig/article/PIIS2589-7500(20)30142-4/fulltext)  
 2. <https://medcitynews.com/2020/04/the-global-pandemic-is-pushing-technology-forward-in-unexpected-ways/>



## LEARNING LINK

YOUR LINK TO LEARNING IDEAS & RESOURCES

CeDR Corporate Consulting Sdn Bhd

No. 15, Jalan Pekan Baru 30A/KU 01, Bandar Klang, 41050 Klang, Selangor Darul Ehsan.

03-33447310

03-33447315

### Cybersecurity - Keeping It Safe Online

**facebook** Facebook saw internal software flaws lead to the loss of 29 million users' personal data in 2018. This was a particularly embarrassing security breach since the compromised accounts included that of company CEO, Mark Zuckerberg.

**malaysia airlines** Malaysia Airlines has confirmed that it has suffered a "data security incident" via a third-party IT service provider. The company also said the breach had not affected its carrier's core IT infrastructure and systems. The incident had occurred at some point during a nine-year period between March 2010 and June 2019.

**avast** Czech company Avast, disclosed a security breach in 2019 when a hacker managed to compromise an employee's VPN credentials.

- Improved recovery time after a breach.
- Protection for end users and endpoint devices.
- Regulatory compliance.
- Business continuity.
- Improved confidence in the company's reputation and trust for programme developers, partners, customers, stakeholders and employees.



#### Types of security breaches

A security breach is any incident that results in unauthorised access to computer data, applications, networks or devices. It results in information being accessed without authorisation. Typically, it occurs when an intruder is able to bypass security mechanisms. There are a number of types of security breaches depending on how access has been gained to the system:

- Social engineering can also be used to gain access. For instance, an intruder phones an employee claiming to be from the company's IT helpdesk and asks for the password in order to 'fix' the computer.
- Malware attacks, such as phishing emails can be used to gain entry. It only takes one employee to click on a link in a phishing email to allow malicious software to start spreading throughout the network.
- Weak passwords can be cracked or guessed. Even now, some people are still using the password 'password', and 'pa\$\$word' is not much more secure.
- An exploit attacks a system's vulnerability, such as an out of date operating system. Legacy systems, for instance, in businesses where outdated and versions of Microsoft Windows that are no longer supported are being used, are particularly vulnerable to exploits.

A limitless cyberspace, zero boundaries and eroding national borders is just the beginning of cyber threats. These are some examples of well established companies who have fallen prey to cyber security issues. These attacks can cost countries or organisations billions of dollars in ransom and lost income, not to mention the risk to human lives.

#### What is cyber security?

Cyber security is the protection of internet-connected systems such as hardware, software and data from cyberthreats. How organisations think about cyber security will play an increasingly vital role in business and productivity. The practice is used by individuals and enterprises to protect against unauthorised access to data centers and other computerised systems. These unauthorised accesses are usually termed security breaches.

#### What are the benefits of cyber security?

The benefits of implementing and maintaining a strong cyber security strategy include:

- Business protection against cyberattacks and data breaches.
- Protection for data and networks.
- Prevention of unauthorised user access.

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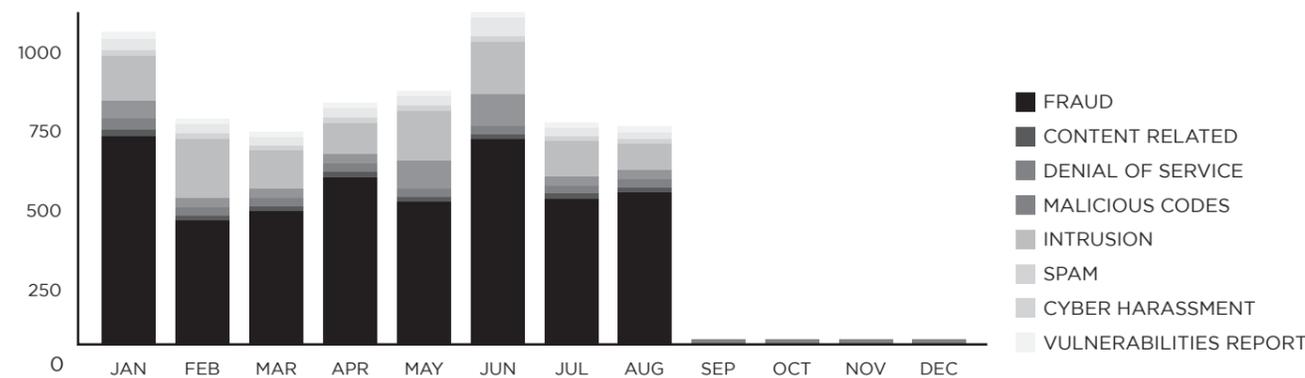
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## Cybersecurity - Keeping It Safe Online (cont'd)

Incident Statistics from MyCERT (Malaysia Emergency Response Team) between January-August 2021 show a worrying trend of fraud based incidents in the country.



### Most susceptible age group

The most vulnerable cybercrime victims are young adults and adults over 75, according to the latest research in the LexisNexis Risk Solutions Biannual Cybercrime Report. Released on 23 February 2021, the report tracks global cybercrime activity from July 2020 through December 2020 and reveals how unprecedented global change in 2020 created new opportunities for cybercriminals around the world, particularly as they targeted new users of online channels.

- Millennials and Gen Zers are most susceptible to fraud attacks. The average fraud loss per customer increases progressively with age, likely influenced by larger disposable incomes later in life.
- The oldest age group, 75 and older, experienced the next highest attack rate. This group generally is considered to be less tech-savvy and therefore more vulnerable to digital fraud.

### How to protect yourself against a security breach

Although no one is immune to a data breach, good computer security habits can make you less vulnerable and can help you survive a breach with less disruption. These tips should help you prevent hackers breaching your personal security on your computers and other devices.

- Use strong passwords, which combine random strings of upper and lower-case letters, numbers, and symbols, and use different passwords on different accounts.

- Change your passwords regularly. One feature of many publicly reported security breaches is that they occurred over a long period, and some were not reported until years after the breach. Regular password changes reduce the risk you run from unannounced data breaches.
- If you throw out a computer, wipe the old hard drive properly. Don't just delete files; use a data destruction program to wipe the drive completely, overwriting all the data on the disk. Creating a fresh installation of the operating system will also wipe the drive successfully.
- Secure your phone. Use a screen lock and update your phone's software regularly.
- Secure your computer and other devices by using anti-virus and anti-malware software.
- Be careful where you click. Unsolicited emails which include links to websites may be phishing attempts. If they include attachments or links, ensure they are genuine before you open them and use an anti-virus program on attachments.

Technological solutions and controls can only do so much - it is up to us to have a basic grasp of cyber security essentials and related legislation and regulations so that we can at least avoid the most common pitfalls, particularly while navigating cyberspace.

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