

Lion Today

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LION PARKSON RUN 2015



Parkson Pavilion Launches South Korea's Fast Fashion Brands

- ▶ Highlights Of 2015
- ▶ Opening Of Parkson Newcore City Mall, China
- ▶ Parkson Branding's Business Strategy, Direction & Brands
- ▶ Managing Change: Top 7 Strategies To Weathering Transitions

LION PARKSON RUN 2015



- ▶ Warming up session before the run.
- ▶ Sesi memanaskan badan sebelum larian bermula.



- ▶ Good support from public, business associates and staff.
- ▶ Sokongan padu daripada orang ramai, sekutu perniagaan dan kakitangan.



- ▶ Tan Sri William Cheng, Puan Sri Chelsia Cheng and participants running for charity.
- ▶ Tan Sri William Cheng, Puan Sri Chelsia Cheng dan para peserta bersemangat berlari untuk tujuan amal.



- ▶ Puan Sri Chelsia Cheng (standing, left), Mr Jeevah (standing, centre) and his wife with residents of Banting Home.
- ▶ Puan Sri Chelsia Cheng (berdiri, kiri), Encik Jeevah (berdiri, tengah) dan isteri serta penghuni Rumah Kebajikan Banting di hari larian.



- ▶ Lucky draw winners receiving their Paul Franck bicycles from Tan Sri William Cheng (in blue t-shirt) and our VIP participants.
- ▶ Pemenang cabutan bertuah menerima basikal Paul Franck daripada Tan Sri William Cheng dan peserta VIP lain.



- ▶ Winners of the Men's Open Category.
- ▶ Pemenang Kategori Lelaki terbuka.

LION PARKSON RUN 2015

More than 3,500 people gathered at Setia City Mall Central Park in Shah Alam on 15 November 2015 for the second Lion Parkson Run, organised by Parkson Corporation Sdn Bhd and Lee Chong Wei Foundation to raise funds for Home for Handicapped & Mentally Disabled in Banting, under the auspices of Lion-Parkson Foundation (LPF).

Group Executive Chairman, Tan Sri William Cheng and LPF Chairman, Puan Sri Chelsia Cheng flagged off the runners. Present at the Run were Lion-Parkson Foundation Trustees, Mr CS Tang and Dr Chua Siew Kiat; The Associated Chinese Chambers of Commerce and Industry of Malaysia President, Datuk Ter Leong Yap and council members of The Kuala Lumpur and Selangor Chinese Chambers of

Commerce and Industry; Home for Handicapped & Mentally Disabled Children Association Selangor Vice President, Mr Jeevah Murugaiyah; and Parkson Director – Merchandising, Ms Natalie Cheng, amongst others.

The run was held to raise funds to build Phases 2 and 3 of the Banting Home to accommodate another 100 children, and an orphanage and old folks home. The Home which can accommodate 100 children presently was officially opened by National Shuttle, Dato' Lee Chong Wei on 4 November 2012. It was built at a cost of RM2.2 million contributed by Lion-Parkson Foundation, on a 4.17 acres piece of land worth RM1.2 million donated by Lion Group.

LARIAN LION PARKSON 2015

Lebih 3,500 orang berkumpul di Setia City Mall Central Park di Shah Alam pada 15 November 2015 untuk Larian Lion Parkson yang kedua, anjuran Parkson Corporation Sdn Bhd dan Yayasan Lee Chong Wei untuk mengumpul dana bagi Rumah Kanak-kanak Kurang Upaya dan Terencat Akal di Banting yang dinaungi Yayasan Lion-Parkson (LPF).

Pengerusi Eksekutif Kumpulan, Tan Sri William Cheng dan Pengerusi LPF, Puan Sri Chelsia Cheng melepaskan kesemua peserta. Turut hadir ialah Pemegang Amanah LPF, Encik CS Tang dan Dr Chua Siew Kiat; Presiden Gabungan Dewan Perniagaan dan Perindustrian Cina Malaysia, Datuk Ter Leong Yap dan ahli-ahli majlis Dewan Perniagaan Cina Kuala

Lumpur dan Selangor; Naib Presiden Rumah Kanak-kanak Kurang Upaya dan Terencat Akal Selangor, Encik Jeevah Murugaiyah dan Pengarah Parkson - Merchandising, Cik Natalie Cheng antara lain.

Larian ini diadakan untuk mengumpul dana bagi membina Fasa 2 dan 3 Rumah Kebajikan di Banting untuk menampung seramai 100 orang kanak-kanak lagi, rumah anak yatim dan rumah orang tua. Rumah Kebajikan Banting yang boleh memuatkan 100 orang kanak-kanak pada masa ini telah dirasmikan oleh Pemain Badminton Kebangsaan, Dato' Lee Chong Wei pada 4 November 2012. Ia dibina dengan kos RM2.2 juta sumbangan Yayasan Lion-Parkson di atas sebidang seluas 4.17 ekar bernilai RM1.2 juta sumbangan Kumpulan Lion.

金狮百盛义跑2015

2015年11月15日，超过3,500名公众在莎亚南Setia City Mall中央公园集合，出席第二届“金狮百盛义跑2015”。本次义跑是由百盛机构和有限公司和李宗伟基金会携手联办，并在金狮百盛基金会（基金会）支持下，筹款给位于万津的残障与智障儿童之家（儿童之家）。

集团执行主席丹斯里锺廷森和基金会主席潘斯里陈秋霞主持挥旗礼。出席义跑者包括基金会信托人陈怀安律师和蔡少杰博士、马来西亚中华总商会总会会长拿督戴良业和吉隆坡暨雪兰莪中华总商会理事、雪兰莪残障

与智障儿童之家协会副主席Mr Jeevah Murugaiyah和百盛采购部董事锺惠严。

举办义跑是为了筹集资金建设第二和第三阶段的万津儿童之家，以便容纳另外100名儿童、一所孤儿院和养老院。现有的儿童之家可容纳100名儿童，并由羽球国手拿督李宗伟于2012年11月4日开幕。由金狮集团捐出的儿童之家，占地4.17英亩，价值120万令吉，而建筑成本220万令吉则由基金会捐献。

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New Year Message from GROUP EXECUTIVE CHAIRMAN

2015 has been a very difficult year for almost every business and our Group is no exception. The Malaysian economy continues to be adversely affected by the slow recovery in the world's major economies, weak commodity and oil prices, depreciating ringgit and other currencies in emerging markets, volatility in financial markets and rising cost of living.

In addition to the rising cost of production and the depressed steel market and prices, our steel operations are badly hit by the influx of steel imports at dumping prices. As a result, our steel companies have been forced to retrench and lay off their workers due to the lack of orders and sales resulting in operating losses.

The retail and property sectors are similarly affected by the weaker ringgit, higher cost of living due to price hikes, tighter credit, and prevailing uncertainties.

The economy is expected to grow at a slower pace in 2016 due to projection of lower growth in the manufacturing, services and construction sectors. The country's Gross Domestic Product (GDP) is forecasted to expand between 4% and 5% in 2016 compared with the 4.4% to 5.5% growth estimated for 2015. Domestic demand and expenditure by the private sector are anticipated to drive the local economy while public expenditure will increase moderately. To boost the economy, the Government has raised the allocation for development spending by 6.1% to RM49.2 billion.

Hence, we need to readjust our business strategies for our steel, retail and property businesses to face the stiffer 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 has 129 stores in 5 countries currently, with plans to open more stores in a selective manner with regard to location, merchandise and brands carried. The first store in Cambodia is targeted to be opened in Phnom Penh this year.

Our Branding division has introduced some new and distinctive brands to Parkson stores with more exciting brands in the pipeline. The new Branding initiatives will offer shoppers a variety of brands in fashion, beauty, gifts and accessories, food and beverage, gourmet supermarket, and edutainment, amongst others. Many of these international brands are being presented for the first time in Asia.

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

Here, I wish to express my heartfelt thanks to all our staff for your continuing hard work and urge everyone to prepare for the tough times ahead. It is critical that we remain vigilant and strive to reduce our costs, increase productivity and enhance our competitiveness. I also wish to thank our customers, business partners and associates, shareholders, directors and the Government authorities for their continuing support and cooperation. With our untiring efforts supported by everyone's assistance and determination, I believe we can overcome the hardships and 2016 will be a better year for all.

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

Tan Sri William Cheng

Mesej Tahun Baru dari

PENGERUSI EKSEKUTIF KUMPULAN

2015 merupakan tahun yang amat sukar untuk hampir setiap bidang perniagaan dan Kumpulan kita tidak terkecuali. Ekonomi Malaysia terus terjejas teruk berikutan pemulihan ekonomi utama dunia yang perlahan, harga komoditi dan minyak yang lemah, penyusutan nilai ringgit dan mata wang lain dalam pasaran baru muncul, ketidaktentuan pasaran kewangan dan peningkatan kos sara hidup.

Di samping kos pengeluaran yang semakin meningkat serta kemelesetan dalam pasaran dan harga keluli, operasi keluli kita turut terjejas oleh kemasukan import keluli pada harga lambakan. Oleh itu, syarikat-syarikat keluli kita yang berdepan dengan kerugian operasi akibat kekurangan pesanan dan jualan terpaksa menamatkan perkhidmatan dan memberhentikan sementara kakitangan mereka.

Sektor runcit dan hartanah turut terjejas oleh penyusutan ringgit, peningkatan kos sara hidup akibat kenaikan harga barang kawalan kredit yang lebih ketat, dan keadaan yang tidak menentu.

Ekonomi negara dijangka berkembang pada kadar yang lebih perlahan pada tahun 2016 berikutan unjuran pertumbuhan yang lebih rendah untuk sektor perkilangan, perkhidmatan dan pembinaan. Keluaran Dalam Negara Kasar (KDNK) dijangka berkembang antara 4% dan 5% pada 2016 berbanding dengan jangkakan pertumbuhan sebanyak 4.4% hingga 5.5% pada tahun 2015. Permintaan dan perbelanjaan sektor swasta domestik dijangka akan memacu ekonomi tempatan manakala perbelanjaan awam akan meningkat secara sederhana. Untuk merangsang ekonomi, Kerajaan telah menambah peruntukan bagi perbelanjaan pembangunan sebanyak 6.1% kepada RM49.2 billion.

Oleh itu, kita perlu menyesuaikan strategi perniagaan bagi operasi keluli, runcit dan hartanah kita untuk berhadapan dengan cabaran yang lebih sengit pada tahun baru ini. Kita akan terus berbincang dengan pihak Kerajaan mengenai operasi keluli kita memandangkan sektor keluli merupakan industri yang strategik. Bahagian runcit kita, Parkson kini memiliki 129 buah stor di 5 negara, dengan perancangan untuk membuka lebih banyak stor secara terpilih mengikut lokasi serta penawaran barangan dagangan dan jenama. Stor pertama di Kemboja dijangka akan dibuka di Phnom Penh pada tahun ini.

Bahagian Penjenamaan kita yang telah memperkenalkan beberapa jenama baru berciri tersendiri di stor Parkson sedang dalam perancangan membawa masuk beberapa jenama lagi yang lebih menarik. Inisiatif baru Bahagian Penjenamaan akan menawarkan pelbagai jenama dalam bidang fesyen, kecantikan, hadiah dan aksesori, makanan dan minuman, pasar raya gourmet dan edutainment, antara lain. Kebanyakan daripada jenama antarabangsa berkenaan akan diperkenalkan di Asia buat pertama kali.

Pengembangan operasi runcit dan penjenamaan kita merupakan pelengkap kepada pembabitan kita dalam pengendalian pusat membeli-belah setelah membina 5 buah pusat membeli-belah di Malaysia, serta memiliki 8 buah di China dan satu di Vietnam. Pusat membeli-belah berkonsepkan gaya hidup baru merupakan sebahagian daripada projek pembangunan komersial bersepadu yang sedang dibangunkan oleh Bahagian Hartanah kita, dengan pembinaan tiga buah pusat membeli-belah di Melaka, Qingdao di China dan Phnom Penh di Kemboja.

Saya ingin mengucapkan ribuan terima kasih kepada semua warga kerja kita atas kegigihan anda semua yang berterusan dan menggesa semua untuk bersedia menghadapi masa hadapan yang semakin sukar. Saya juga ingin mengingatkan semua untuk sentiasa berhemah dan berusaha mengurangkan kos, meningkatkan produktiviti dan daya saing kita. Saya juga ingin merakamkan ucapan terima kasih kepada para pelanggan kita, rakan dan sekutu perniagaan, pemegang saham, pengarah dan pihak berkuasa Kerajaan atas sokongan dan kerjasama mereka yang berterusan. Dengan kegigihan serta sokongan dan kesungguhan kita semua yang tidak mengenal jemu, saya percaya kita mampu mengatasi kemelut ini dan 2016 akan menjadi tahun yang lebih baik untuk semua.

Selamat Tahun Baru kepada semua dan saya mengambil kesempatan ini untuk mengucapkan Selamat Menyambut Tahun Baru Cina kepada semua yang meraikannya.

Tan Sri William Cheng

LAUNCHING OF LION-PARKSON TSINGHUA CALLIGRAPHY COMPETITION 2016

Lion-Parkson Foundation (LPF) together with Tsinghua University from Beijing, China and Universiti Tunku Abdul Rahman (UTAR) held a press conference on 10 December 2015 to launch the Lion-Parkson Tsinghua Calligraphy Competition to promote Chinese art and culture, and calligraphy in Malaysia.

LPF Chairman, Puan Sri Chelsia Cheng; Lion Group Director and LPF Trustee, Mr CS Tang; Vice Chairperson of University Council, Tsinghua University (Beijing), Professor Xie Weihe; Deputy Dean of School of Humanities, Tsinghua University (Beijing), Professor Liu Shi; Executive Deputy Editor of Journal of Tsinghua University, Professor Zhong Weimin; Dean of Institute of Chinese Studies, Universiti Tunku Abdul Rahman, Dr Chong Siou Wei; and Deputy Dean of Institute of Chinese Studies, Dr Tee Boon Chuan; and officials from Tsinghua University and UTAR were present at the event.

Puan Sri Chelsia invited everyone to join the Calligraphy Competition which has two categories i.e. for University/College Students, and the Public, aged 18 years and above. The competition will be held on 10 January 2016 at UTAR Campus in Bandar Sungai Long, Selangor.



- ▶ Launching of Lion-Parkson Tsinghua Calligraphy Competition 2016 by (from right to left): Professor Xie Weihe, Puan Sri Chelsia Cheng, Mr CS Tang, Dr Tee Boon Chuan, Professor Liu Shi, Professor Zhong Weimin and Dr Chong Siou Wei.
- ▶ *Pelancaran Pertandingan Lion-Parkson Tsinghua Calligraphy 2016 oleh (dari kanan ke kiri): Profesor Xie Weihe, Puan Sri Chelsia Cheng, Encik CS Tang, Dr Tee Boon Chuan, Profesor Liu Shi, Profesor Zhong Weimin dan Dr Chong Siau Wei.*



- ▶ Seated: Puan Sri Chelsia Cheng (4th from left), Mr CS Tang (3rd from left), Professor Xie Weihe (3rd from right), Professor Liu Shi (2nd from right), Professor Zhong Weimin (extreme right), Dr Chong Siou Wei (2nd from left) and Dr Tee Boon Chuan (extreme left) with the delegations from Tsinghua University and Universiti Tunku Abdul Rahman at Lion-Parkson Tsinghua Calligraphy Competition 2016 launching ceremony.
- ▶ *Duduk: Puan Sri Chelsia Cheng (4 dari kiri), Encik CS Tang (3 dari kiri), Profesor Xie Weihe (3 dari kanan), Profesor Liu Shi (2 dari kanan), Profesor Zhong Weimin (paling kanan), Dr Chong Siau Wei (2 dari kiri) dan Dr Tee Boon Chuan (paling kiri) bersama delegasi dari Universiti Tsinghua dan Universiti Tunku Abdul Rahman di Lion-Parkson Tsinghua Calligraphy Pertandingan 2016 majlis pelancaran.*

PUBLIC LISTED COMPANIES' AGMS

Lion Corporation Berhad and Lion Forest Industries Berhad held their Annual General Meetings (AGM) on 23 November 2015 while Parkson Holdings Berhad and Lion Diversified Holdings Berhad had their AGMs on 24 November 2015. The AGM for Lion Industries Corporation Berhad was on 25 November 2015.

The two non-listed companies under the Group, Lion AMB Resources Berhad and ACB Resources Berhad held their AGMs on 23 November and 25 November respectively.



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

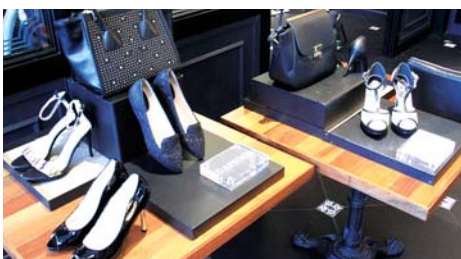
PARKSON BRANDING'S BUSINESS STRATEGY, DIRECTION & BRANDS



► Ms Vivien Cheng introducing the brands under Parkson Branding Division.
 ► Cik Vivien Cheng memperkenalkan jenama di bawah Parkson Branding Division.



► Models showcasing the three high street brands from Korea.
 ► Para model mempamerkan fesyen daripada tiga jenama yang popular dari Korea.



► Among the merchandise on display at event.
 ► Antara barangan yang dipamerkan di majlis.

Parkson Branding Division held a press conference on 16 November 2015 to announce its business strategy, future direction and brands in various sectors.

Parkson Retail Asia Limited Executive Director, Ms Vivien Cheng introduced the brands under the Division's stable including three exciting new high street brands from Korea - SPAO, MIXXO and WHO.A.U currently available exclusively at Parkson Pavilion.

Parkson Branding Division was set up in 2014 to spearhead the retailing and distribution of International and Regional brands in the Fashion & Beauty, Retail & Corporate Gifts, Food & Beverage, and Edutainment sectors as well as develop private labels to complement its shopping mall and retail operations.

Under **Fashion and Beauty**, its portfolio covers international brands in men's, ladies' and kids' apparel i.e Pepe Jeans London, Trucco from Spain, French Connection, SPAO, MIXXO and WHO.A.U, The Class, Obaiibi, Okaidi, Kent, Valino and Geoffrey Beene; Daphne footwear, private labels i.e. MARQ, MAVE, FASZ, KOR and Estela; Acca Kappa professional hair brushes, bodycare and fragrances; and new brands in cosmetics and fragrance line i.e. MOR, Qiriness, and Harnn, which are available in selected Parkson stores nationwide.

Watatime and GoldArt under the **Retail & Corporate Gifts** specialise in timepieces and corporate gifts respectively.

Its **Food & Beverage** sector manages F&B outlets ranging from coffeehouse to restaurant, coffee bar and club i.e. Johnny Rockets, Quiznos, Ichiban the Izakaya, The Library, The South East, Mao Jia, Ohla, The Geoventure, Providence and The Rootz as well as Franco, a Japanese-French inspired fine dining casual concept; and Urban Food Hall which introduces the concept of "Cross Ordering" for its internationally renowned brands.

Parkson Kids' **Edutainment World** is a new venture in the operation of a Kids' Theme Park, Food & Beverage, and Merchandising featuring Happy Toon World characters, with an education centre and nursery cum childcare centre, modelled on proven Japanese format in developing children's brains and problem solving, creativity, music and memory skills.

PARKSON PAVILION LAUNCHES SOUTH KOREA'S FAST FASHION BRANDS

Parkson opened South Korea's hottest fast fashion brands – SPAO, MIXXO and WHO.A.U's first store in Malaysia with a big bang on 11 December 2015, with two members of popular K-Pop group, Super Junior; Lee Teuk and Kang In.

A ribbon-cutting ceremony at the opening in Parkson Pavillion was graced by Executive Group Chairman, Tan Sri William Cheng; Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Parkson Retail Asia Limited Director, Datuk Magic Lee; Executive Director of Parkson Retail Asia, Ms Vivien Cheng; Vice President of E-Land Group, Ms Park Sung Kyung; Managing Director of E-Land China, Mr Yang Yil Chul; General Manager of E-Land Hong Kong, Mr Chang Chae Young; Pavilion Kuala Lumpur CEO - Retail, Ms Joyce Yap; General Manager - Branding, Mr Michael Chan; Lee Teuk and Kang In.

The event also featured a fashion show of SPAO, MIXXO and WHO.A.U latest collection. 10 lucky fans were invited on stage to meet Lee Teuk and Kang In while another 200 lucky draw winners had the opportunity to get their autographs.



► Tan Sri William Cheng (centre) and Puan Sri Chelsia Cheng (2nd from right) and Ms Park Sung Kyung (2nd from left) with Kang In (extreme left) and Lee Teuk (extreme right).
 ► Tan Sri William Cheng (tengah) dan Puan Sri Chelsia Cheng (2 dari kanan) dan Cik Park Sung Kyung (2 dari kiri) dengan Kang In (paling kiri) dan Lee Teuk (paling kanan).



► From Left: Mr Michael Chan, Datuk Magic Lee, Ms Vivien Cheng, Kang In, Tan Sri William Cheng, Ms Park Sung Kyung, Lee Teuk, Puan Sri Chelsia Cheng, Ms Joyce Yap, Mr Yang Yil Chul and Mr Chang Chae Young at the grand opening of the brands' first store in Malaysia.
 ► Dari Kiri: Encik Michael Chan, Datuk Magic Lee, Cik Vivien Cheng, Kang In, Tan Sri William Cheng, Cik Park Sung Kyung, Lee Teuk, Puan Sri Chelsia Cheng, Cik Joyce Yap, Encik Yang Yil Chul dan Encik Chang Chae Young di upacara perasmian gedung pertama di Malaysia.

OPENING OF PARKSON HARTONO MALL



- ▶ From left to right: Ms Mavis Seow, Mr Kam Siew Kheong, Mr Gui Cheng Hock, Mr Tan Sauw Hwa and Encik Fandawan Ramali at the ribbon cutting ceremony.
- ▶ *Dari kiri ke kanan: Cik Mavis Seow, Encik Kam Siew Kheong, Encik Gui Cheng Hock, Encik Tan Sauw Hwa dan Encik Fandawan Ramali di upacara memotong riben.*



- ▶ To commemorate the event, Parkson presented school supplies under its Parkson Cares Educare programme to 100 children from Pondok Pesantren Zuriyah Sleman.
- ▶ *Sempena perasmian, Parkson menyampaikan peralatan kepada 100 murid dari Pondok Pesantren Zuriyah Sleman di bawah program Parkson Cares Educare.*

Parkson Hartono Mall, the third Parkson store in Indonesia was opened on 26 December 2015. Located at Yogyakarta in East Java, the store has a built-up area of 11,474 square metres over three floors. It offers a wide collection of beauty products, Islamic fashion, women's, men's and children's apparel, sports and household products.

The opening ceremony featured the 'gambiyong', Yogyakarta's traditional dance performance, a lion dance and a ribbon cutting ceremony by President Director PT Tozy Sentosa, Mr Gui Cheng Hock; Director Hartono Mall Yogyakarta, Mr Tan Sauw Hwa; Chief Operating Officer PT Tozy Sentosa, Encik Fandawan Ramali; Deputy Chief Operating Officer PT Tozy Sentosa, Mr Kam Siew Kheong; General Manager of Merchandising, Ms Mavis Seow; Store Manager Parkson Hartono Mall, Cik Emma Rosarin; and Store Operation Manager PT Tozy Sentosa, Encik Fajar Stevano.

AND CENTRO MANADO TOWN SQUARE

The 12th Centro department store, Centro Manado Town Square was opened on 6 November 2015. With a built-up area of 9,744 square metres over two floors, the store is set to cater for the fashion and lifestyle needs of the community in Manado with a wide choice of products and exciting brands.

Present at the event were President Director PT Tozy Sentosa, Mr Gui Cheng Hock; President Director Manado Town Square, Mr Hengky Wijaya; Chief Operating Officer PT Tozy Sentosa, Encik Fandawan Ramali; Deputy Chief Operating Officer PT Tozy Sentosa, Mr Kam Siew Kheong; Head of Finance & Accounting PT Tozy Sentosa, Mr Chong Swee Foong; General Manager of Merchandising, Ms Mavis Seow; Store Operation Manager PT Tozy Sentosa, Encik Fajar Stevano and Store Manager Centro by Parkson Manado, Encik Atok Suharto.



- ▶ From left to right: Thumbs up from Encik Atok Suharto, Mr Chong Swee Foong, Mr Gui Cheng Hock, Mr Hengky Wijaya, Encik Fandawan Ramali, Mr Kam Siew Kheong, Ms Mavis Seow and Encik Fajar Stevano at the opening of the new store.
- ▶ *Dari kiri ke kanan: Encik Atok Suharto, Encik Chong Swee Foong, Encik Gui Cheng Hock, Encik Hengky Wijaya, Encik Fandawan Ramali, Encik Kam Siew Kheong, Cik Mavis Seow dan Encik Fajar Stevano sempena pembukaan stor terbaru.*



- ▶ Centro Department Store presented school essentials to Komisi Pelayan Anak Sinode GMIM under its Centro Cares Educare programme.
- ▶ *Centro Department Store menyampaikan peralatan sekolah kepada Komisi Pelayan Anak Sinode GMIM di bawah program Centro Cares Educare.*

OPENING OF PARKSON NEWCORE CITY MALL



Parkson Newcore City Mall in China, the first mall collaboration between Parkson Retail Group and E-Land Group, the largest integrated fashion and retail company in Korea, was opened on 19 December 2015.

Located at Tianshan Road in Shanghai, the mall with a retail space of 45,000 square meters over 6 floors, offers a wide range of quality Korean fashion ranging from casual to formal wear for all ages, sports apparel and popular Korean cosmetics brands. The mall also houses a variety of eateries and restaurants as well as Cocomong, a theme park for children.



CHRISTMAS PARTY @ PARKSON PAVILION



100 selected Parkson Diamond card members had an enjoyable time at the Christmas Party hosted by Parkson Pavilion on 4 December 2015. Entertained by a jazz performance, free flow of cocktails, ice-cream and Santarinas distributing free gifts,

the guests were treated to complimentary pampering services such as manicure, hand massage, nail polishing; portrait drawing, air brush tattoo and tarot card reading. Lucky guests walked away with prizes in the lucky draw and best dressed competition.

BLOOD DONATION & HEALTH SCREENING CAMPAIGN 2015



As part of its employees wellbeing initiatives, Amsteel Mills organised its annual Blood Donation and Health Screening Campaign 2015 together with Lions Club of Kuala Lumpur Bukit Kiara and Hospital Tengku Ampuan Rahimah, Klang at its factory premises on 18 November 2015.

Employees from the Group’s operating companies located in Bukit Raja Industrial Estate; namely Bright Steel, Lion Steelworks, Lion Trading & Marketing, and Singa Logistics also participated in the one-day programme.

SAFETY CAMPAIGN

Amsteel Mills organised a Safety Campaign on 19 November 2015 to enhance greater teamwork amongst its employees in the event of an emergency and to inculcate awareness on safety and health especially in the production area.



▶ Oxy-cutting set assembly competition.
▶ *Pertandingan pemotongan Oxy dan pemasangan set.*

▶ Fire fighting competition.
▶ *Pertandingan memadam api.*

▶ Forklift driving simulation competition.
▶ *Pertandingan simulasi pemanduan forklift.*



TRAINING AT ANTARA STEEL MILL

About 60 employees attended a briefing by TWI-ABM Training & Certification Sdn Bhd under CIDB Malaysia on 28 December 2015 on the free training programs for employees.

Initiated by the Human Resources & Administration Department - Training and Development, the programs are beneficial for industrial workers to enhance their skills for better career development.



1

Parkson's 41st store in Malaysia, Parkson Perda City Mall officially opened in Bukit Mertajam, Penang on 29 January 2015.



2

Quiznos @ Summerton Bayan Indah, its first outlet outside Klang Valley, opened on 1 February 2015.



3

Posim Petroleum Marketing Goat with appreciation dinner for 8,000 Hi-Rev dealers nationwide.



6

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 16 January 2015.



7

Group Directors attended a training session on "The Key Factors of Goods and Services Tax (GST) Implementation" and "Transfer Pricing" on 13 January 2015.



8

CeDR Corporate Consultancy Session from 27 to 30 January 2013/2014 Lion-Parkson Foundation.



11

Shanghai Lion Food & Beverage Management Co. Ltd, under Parkson China signed a joint venture agreement with four Food & Beverage brands namely Johnny Rockets, Quiznos Sub, Franco and The Library Coffee Bar on 19 March 2015, making Parkson the exclusive strategic partner for these four brands in China.



12

Beijing Changying Parkson located in Chaoyang District in Beijing was opened on 21 March 2015.



Lion-Parkson Foundation Calligraphy Charity Sale to support the Lion-Parkson Foundation.



15

Parkson Credit Sdn Bhd organised its first annual Business Direction Conference at Lion Office Tower on 25 April 2015 for its management team and staff.



16



10 years

Secom presented long service awards to staff for their service of 20, 15, 10 and 5 years during its annual dinner on 14 March 2015.



Parkson China and Jeju Understanding on 24 April 2015 (Small & Medium Enterprises).

s of 2015



ushered in the Year of the
ers attended by more than
nwide.



Parkson Indonesia initiated "Parkson Shares the Joy with Street Children Through Storytelling" under its "Parkson Cares Educare" program on 13 February 2015 at Parkson Lippo Mall Puri in Jakarta.



For the sixth consecutive year, Lion-Parkson Foundation collaborated with Parkson Corporation and six independent schools in Klang Valley for the Lunar New Year Calligraphy Charity Sale in aid of needy students in these schools.



ng organised a Learning
o January 2015 for the
oundation scholars.



Briefing on Creating a Performance Culture Mindset – STAR Competencies and new Performance Management Process to Drive Our Business Success for the Group's senior managers on 28 January 2015.

MARCH-APRIL



Harbin Taipingqiao Parkson in Heilongjiang Province in China opened on 14 February 2015.



Chairman, Puan Sri Chelsia Cheng presented proceeds from 2015 Lunar New Year Calligraphy Charity Sale totalling RM 256,483.25 to the 6 participating schools on 1 April 2015.



Lion Group Medical Assistance Fund sponsored the medication totaling RM8,128.50 for the Medical Camp organized by Rotary Clubs of Bukit Kiara Sunrise and Shah Alam at SJK (T) Watson, Persiaran Raja Muda Musa, Port Klang on 29 March 2015.



Special Autonomous Province of South Korea signed a Memorandum of Understanding in 2015 to promote business cooperation between Parkson China and Jeju SMEs (Small and Medium Enterprises) with the support of Jeju Government.



Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng (2nd from left) staged an art & calligraphy exhibition hosted by E-Land Group at its Kensington Hotel in Jeju Island, with the proceeds going to charity.

MAY-JUNE



19

Qingdao MixC Parkson, the second Parkson store in Qingdao in Shandong Province, China was opened on 29 May 2015.



20

Group Chairman, Tan Sri William Cheng (centre) shared his vision for Parkson Group to be a major retail player in Asia, with the management during his visit to Parkson Indonesia and Centro Department Stores.



24

On 17 June 2015, Directors of the Group's public listed companies and staff attended a talk on Asean Economic Community (AEC) by Messes Tay & Partner.

JULY-AUGUST



25

Parkson Maju Junction Shopping Mall, the first managed mall by Parkson opened its doors on 1 July 2015.



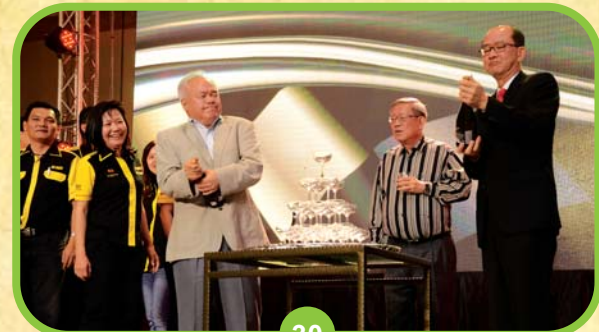
26

Secomex Manufacturing held a briefing on "Control Of Industrial Major Hazards" for representatives from 11 villages from Mukim Tanjung 12, District of Kuala Langat at Pejabat Daerah / Tanah Kuala Langat on 19 August 2015.



29

Parkson China teamed up with Dianping.com of China on mobile technologies and data analysis to offer consumers a better shopping experience.



30

About 2,000 dealers and their family members attended HI-REV's Family Day at Genting Highlands on 8 August 2015.



33

Parkson Aman Central, the 44th Parkson store in Malaysia opened on 1 October 2015 in Alor Setar, Kedah.



34

HI-REV API SN 9140 and HI-REV Turbo 5340 CI4 lubricants by Posim Petroleum are certified to be in compliance with Mercedes Benz specifications for cars and assemblies by Daimler AG, the German automobiles manufacturer.



35

s of 2015



21



22



23

Parkson Indonesia's Centro Educare Berbagi Buku programme contributed 10 million rupiah to Yayasan 1001 Buku for instilling the reading interest amongst children, at its flagship store, Parkson St Moritz on 24 June 2015.

Centro Department Store was awarded the Golden "Service Quality Award" for department store category, by Carre-Center for Customer Satisfaction for the second consecutive year.

Once again, Lion-Parkson Foundation through Amsteel Mills contributed to Taman Klang Residents Association's Annual Education Program.



27

THE CLASS by Parkson Branding opened its first standalone store in Mid Valley Megamall on 4 July 2015, bringing in a popular line of menswear from Korea.



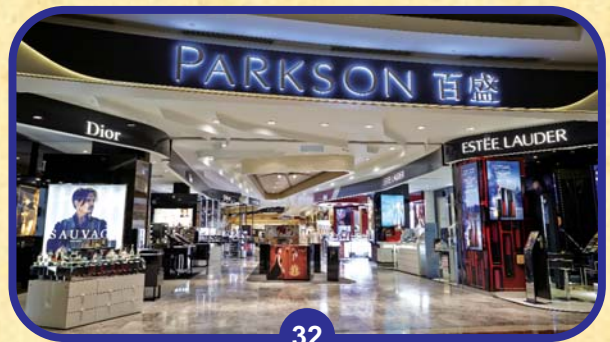
28

Parkson China signed a joint venture agreement with South Korea's E-Land Group on 7 August 2015 to establish the first City Lifestyle Mall to create and deliver a fresh concept bringing a unique lifestyle shopping experience to consumers in China.



31

Budget Kick-off Meeting by Secom for FY 2015/16 for staff from Assignments, Depots and HQ on 3 July 2015.



32

Relaunch of Parkson KLCC on 25 September 2015 reflecting a modern age interior design with unique ambience, wider walkways, chic displays and cosier environment.



Malaysia Retailers Association President, Tan Sri William Cheng led a delegation to the 17th Asia Pacific Retailers Convention and Exhibition in Manila, Philippines, 28-30 October 2015. Parkson Malaysia and Parkson Vietnam received awards at the Asia-Pacific Top 500 Awards held at the same time.



36

Press Conference by Parkson Corporation and Lion-Parkson Foundation on 24 September 2015 to launch Lion Parkson Run 2015.

A DAY TO APPRECIATE CUSTOMERS



More than 80 customers had a great time at Parkson Credit Sdn Bhd's appreciation party themed 'It Starts with Us' recently to commemorate the company's milestones and appreciate the support of its first batch of customers.

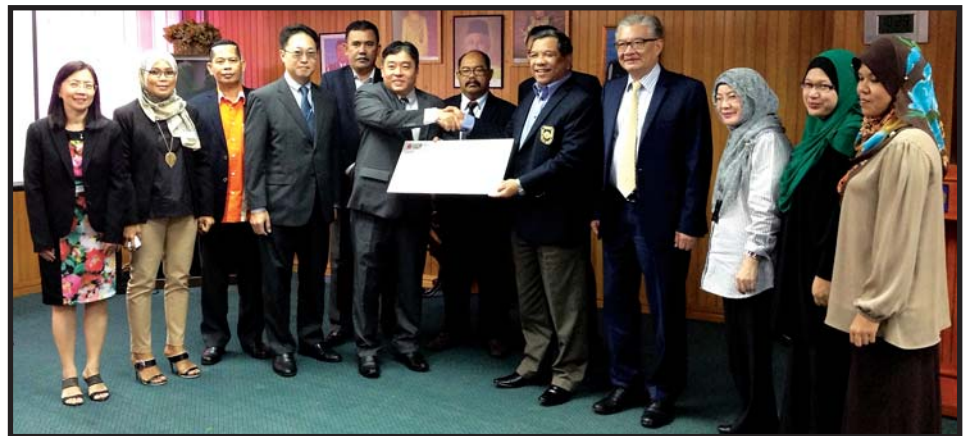
They were treated to an array of delicious food, and enjoyed the exciting games and performances organised. Some lucky guests walked away with prizes in the lucky draw.

- ▶ Parkson Credit's staff and customers had a great time at the appreciation party.
- ▶ *Kakitangan dan pelanggan Parkson Credit bergembira di majlis penghargaan.*

DIVIDEND PRESENTATION TO KOPERASI POLIS

Secom (Malaysia) Sdn Bhd presented the company's dividend for financial year 2014/2015 to one of its shareholders, Koperasi Polis Diraja Malaysia Berhad (KPDB) at the latter's Headoffice on 26 November 2015.

General Manager, Mr Lee Keang Hong (6th from left) presented the cheque to KPDB Secretary, Dato' Mohd Sakaruddin Che Mood witnessed by Secom Director/Advisor, Mr Frankie Tan (4th from right); Assistant General Manager, Mr Susumu Kiryu (4th from left); Senior Manager - Finance & Admin, Ms Tan Wee Gaik (extreme left) and KPDB management.



SME SHOW 2015

In its efforts to create greater awareness on the Secom brand name and reach out to more customer prospects, Secom participated in SME Show 2015 and showcased its products and services from 4 to 6 December 2015.



LION OFFICE TOWER RECREATIONAL ACTIVITIES CRAZY SPORTS NITE



- ▶ Employees went 'crazy & sporty' on the nite.
- ▶ Para kakitangan dengan kostum sukan gila-gila di majlis malam tersebut.



Head Office Social & Recreation Club (S&R Club) organized a year end get-together dinner themed "Crazy Sports Nite" for employees at the Lion Office Tower on 11 December 2015.

S&R Club Chairman, Mr Vasu Palanisamy welcomed everyone to the dinner, followed by karaoke and best dressed competitions, and games. Everyone enjoyed themselves and lucky employees walked away with prizes in the lucky draw.

TRIP TO KUALA SELANGOR



A total of 88 staff from Lion Office Tower had an enjoyable time during their "Selfie Trip" to Kuala Selangor and Sekinchan recently. The first destination was Bukit Melawati where they took the tram up to the historical places and museum, enjoyed seafood lunch and shopping for seafood based products. They later proceeded to Sekinchan Rice Factory and Pantai Redang.

INTER-COMPANY FUTSAL COMPETITION

Team Megasteel A and Megasteel B took the first and second placing respectively in the Inter-Company Futsal Competition organised by the Steel Division Sports and Recreation Club on 6 December 2015. Amsteel Mills A came in third.



CHAMPION - MEGASTEEL A



1ST RUNNER UP - MEGASTEEL B



2ND RUNNER UP - AMSTEEL MILLS A

INTER-DEPARTMENT FUTSAL COMPETITION

10 teams participated in the inter-department Futsal Competition on 22 November 2015. The winners were:



CHAMPION - BAR MILL 1



1ST RUNNER UP - MATERIAL CONTROL



2ND RUNNER UP - SECURITY



WOMEN'S TEAM - CHAMPION - TEAM B

COMMUNITY RELATIONS

PARKSON CARES EDUCARE

Parkson Corporation Sdn Bhd and Lion-Parkson Foundation (LPF) once again organized Parkson Cares Educare program to collect school items contributed by the public for needy school children nationwide. Collection bins were set up in 44 Parkson stores across the country for the public to deposit essential school items.

At the handover ceremony held at Parkson Maju Junction Mall on 17 December 2015, LPF Trustee, Dr Chua Siew Kiat presented a mock cheque worth RM12,000 being Parkson's contribution to Educare while General Manager

– Operations, Mr Loh Chai Hoon handed over the collection of school items to the Chairman of Educare, Venerable B. Siri Wimala Saranankara Nayaka Maha Thera.

In his speech, Dr Chua reiterated that Parkson is most supportive of Educare which helps to equip needy students with essential school items and motivates them to do well with the kind contributions and act of caring displayed by the public. Parkson has been participating in the Educare program since it was started 15 years ago by Siri Jayanti Association and Yayasan Maha Karuna.



- ▶ Dr Chua Siew Kiat, with Mr Loh Chai Hoon beside him, presenting Parkson's contribution for Educare to Venerable B. Siri Wimala Saranankara Nayaka Maha Thera.
- ▶ Dr Chua Siew Kiat, dengan Encik Loh Chai Hoon disisinya, menyampaikan sumbangan Parkson Educare kepada Venerable B. Siri Wimala Sarankankara Nayaka Maha Thera.



- ▶ From left: Parkson Assistant General Manager, Mr Lim Wee Luen; Mr Loh Chai Hoon; Chairman of Yayasan Maha Karuna, Mr Jacob Chan; Dr Chua Siew Kiat; Parkson COO, Mr Law Boon Eng; Venerable B. Siri Wimala Saranankara Nayaka Maha Thera and Parkson Maju Junction Store Manager, Encik Roslan Naim with the school essentials collected by Parkson Maju Junction.
- ▶ Dari kiri: Penolong Pengurus Besar; Encik Lim Wee Luen; Encik Loh Chai Hoon; Pengerusi Yayasan Maha Karuna, Encik Yakub Chan; Dr Chua Siew Kiat; Ketua Pegawai Operasi Parkson, Encik Law Boon Eng; Mulia K. Siri Wimala Saranankara Nayaka Maha Thera dan Pengurus Stor Parkson Maju Junction, Encik Roslan Naim dengan keperluan sekolah yang dikutip di Parkson Maju Junction.

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MANAGING CHANGE: TOP 7 STRATEGIES TO WEATHERING TRANSITIONS



Change is a Fact of Life

The one thing human beings can agree upon, no matter their age, stage, gender, culture, or any other significant difference is that, change happens. Yet we human beings have a deep-seated tendency to resist change: in our routines, in our jobs or careers, in our relationships, and even physically in our bodies.

Most people get anxious, uptight, stressed, or fearful about change, even when we believe the change will ultimately be good for us. Among the examples are getting married, having a child, changing employers, starting a new career. However, when the change we face are not within our control such as a bad economy, a company-induced transfer to a different location, or horribly, the death of a very special loved one, it does feel scarier and harder to deal with.

Change is Inevitable

Change can happen in two ways:

Externally such as getting married, changing employers, starting a new career, and internally (your own attitude towards change). Because something is always changing, you need an attitude that accepts it as a natural occurrence in life, for example changes in the weather and seasons, our dreams and thinking. Thanks to change, we could grow.

Many change theorists who have written about this topic agree that change is a process and it has a predictable pattern. The change stages in its simplest terms are:

- Stage 1: You must grieve whatever it is that you are letting go; there is no way around this process, only through it;
- Stage 2: You will no doubt enter a period of doubt and uncertainty, where nothing appears to be happening on the surface of your consciousness, but much is taking place below subconsciously (sometimes referred to as "the dormant period");
- Stage 3: You will begin to see the light at the end of the tunnel and finally be ready to take action, with a sense of hope for the outcome.

Stage 2 is where it can get really tricky. This is the stage where people often feel lost and alone, and want to throw in the towel on moving through the transitional process. Without a sense of the pattern, it's easy to fight the change by being angry, staying in denial about it, getting depressed, trying to bargain for a different outcome, feeling fragile, hurt or victimized by the situation, and generally resisting the change.

What's needed is a way to approach the change, whatever it is, from the standpoint of not only acceptance, but with a genuine sense that the change can and should be embraced. If you are proactive rather than reactive, embracing change can lead to real transformation.

Read on for 7 simple ideas to help you accept what is happening and embrace change for your own well-being:

1. Believe that you can handle change

You need to believe in your skills, capabilities, and competence. You don't have to be perfect, but you have to believe that you are capable.



2. Face your fear

Acknowledge what you are afraid of or worried about. Think about how you have conquered that specific fear in the past. Remind yourself of other successes you've had. Think about other times you've faced changes and did just fine. Devise a plan for managing it this time.

3. Challenge yourself to power it through

Resist those impulses to avoid the challenge, and the fear. While avoidance may get you a reprieve temporarily, it won't help you with change situations in the future. Do you really want to be locked into something that is no longer satisfying because of your fear of change?

4. Approach your fear in small steps

If the challenge seems too big, ask yourself, "What is some small thing I can do that will move me closer to conquering my fear?" Each step will bring you a bit closer to mastering the change, and will make your fear more manageable. You may even be surprised to discover that whatever you'd feared just disappears as you move forward little by little.

5. Notice how different it feels when you master your fear.

The change that once seemed so overwhelming may feel almost comfortable. Celebrate your success at mastering change! Remember it, so that you can utilize this success in future "change situations." Before you know it, you will be able to move through change without difficulty. Who knows? You might even embrace change, and seek it out!

6. Focus on the future. Ask yourself:

- ❖ What is it I really want? (Dream)
- ❖ Why bother? (Motivation)
- ❖ What is life going to look like after I have made the change? (Goal)
- ❖ What is pay-off if I don't change? (Reality check)
- ❖ What are my resources? (Particular knowledge or skill)
- ❖ What will I do to make it happen? (Action)
- ❖ Who will I tell to make this real? (Accountability)



7. Rejoice!

Remind yourself that change is natural. In and of itself, change is neither good nor bad. However, it can either feel good or feel bad, depending on your perspective.

You may embrace the transitions ahead with greater composure and poise when you know what to expect and be prepared to actively deal with any change in your future.



"I WISH YOU HAD COME IN TO SEE ME SOONER BEFORE YOUR PHOBIA STARTED RUNNING WILD"



**HRDF CONFERENCE & EXHIBITION 2015
KUALA LUMPUR CONVENTION CENTRE, 8 - 9 DECEMBER 2015**



Visit by Dato' Sri Hj Ismail Bin Hj Abd Muttalib, Deputy Minister of Human Resources to CeDR's exhibition booth



Promoting CeDR's Learning & Development training and services to visitors at the exhibition



Networking is important to promote CeDR and its services

The annual HRDF Conference and Exhibition is organised by Pembangunan Sumber Manusia Bhd for human resource (HR) practitioners where well-known speakers from various industries share their perspectives on human capital development. The theme for 2015 was "People, Prowess, Progress" – focusing on the potential of people, on how their competencies and their prowess can contribute to and uplift a nation's economy.

For CeDR, this was a good opportunity for us as participants and exhibitor to keep abreast with the current trends in the field of Learning & Development (L&D) as well as to showcase our L&D services and to network with HR practitioners. This would help us in our role as the internal consultant to Lion Group companies on matters relating to L&D.

BOB PIKE'S TRAIN-THE-TRAINER BOOT CAMP PULLMAN HOTEL, BANGSAR; 18 - 19 NOVEMBER 2015



On the count of 3, turn around!



Trainer, Mr Marc Ratcliffe has captured everyone's full attention



What do you think is the best answer?



Can't believe that this paper has magical power!



Hurray, we all received our "Certificate of Completion"!

Bob Pike's Train-The-Trainer Boot Camp is a highly engaging and interactive 2 days workshop which explores how trainers can increase involvement and learning retention by using the instructor-led, participant-centred approach to training.

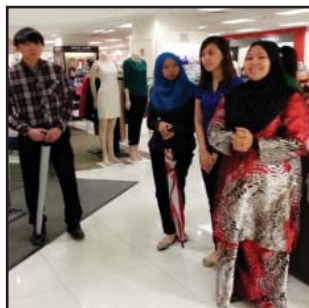
Snapshots of various training sessions conducted by CeDR



Personal Effectiveness & Productivity at Best Western Hotel, I-City; 2 - 3 Nov 2015



6 Thinking Hats at Brightsteel
6 - 7 Nov 2015



Meet The Lion Circle Program
Visit to Parkson Corporation, Klang Parade; 23 - 24 Nov 2015



Daisho Food Sdn Bhd - Essential Supervisory Skills for New Managers and Supervisors, 30 Nov 2015

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*A Community
Clubhouse with
swimming pool and
gym that provides
more family fun
and healthy pastime.*

Park all-around, Play all-around

*Wrap-around greenway
and connecting paths
link the concept parks
and make the entire
community a safe
haven for play and stay.*

2 Layouts for Distinctively Different Lifestyles

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(between 1,609 sq. ft.
and 1,872 sq. ft.)
split-level living that
is unique at this price
range in the vicinity.*

Safe and Secure

*A genuine gated and
guarded community
within which residents
feel totally free and
at ease anytime,
anywhere.*



Attic Loft at Type B*
Artist's impression



Artist's impression



Artist's impression



Artist's impression



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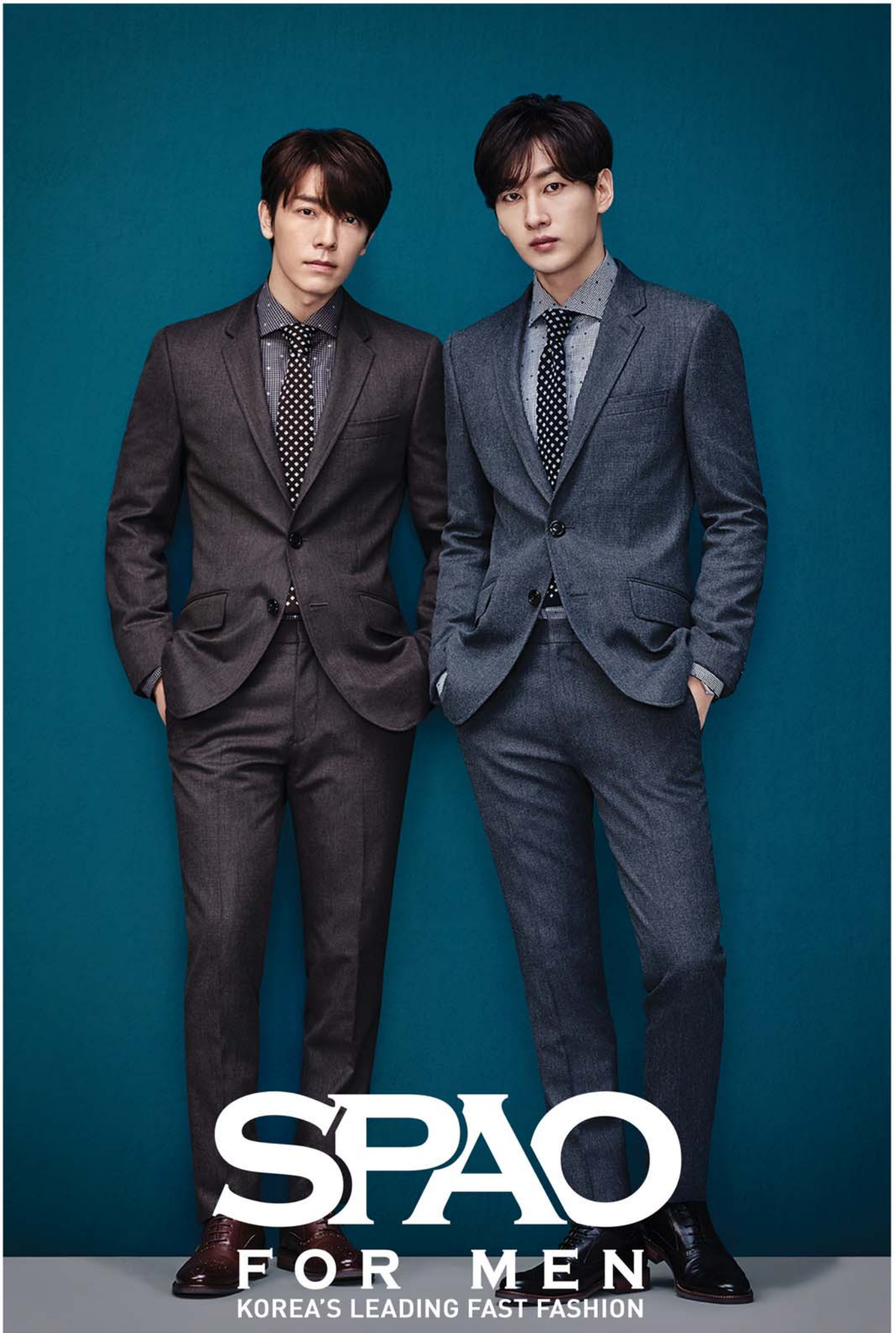
013 248 6412 | 017 884 1490 | 013 336 4839 | 017 397 3990 | 016 210 1126 | 010 231 3267



Developer : Ararop Development Sdn Bhd (183803-A)
SALES GALLERY @ CLUBHOUSE
Bandar Bukit Mahkota, Bangi
No.1, Jalan Mahkota 6, Seksyen 6,
Bandar Bukit Mahkota 43000 Kajang, Selangor
Tel : 03-8920 3700 / 03-8920 3800 Fax : 03-8920 3600

Developer : Ararop Development Sdn. Bhd. (183803-A) • Developer's Address : Level 2 - 5, Lion Office Tower, No.1, Jalan Nagasari, 50200 Kuala Lumpur • Developer's Contact No. : (03) 2143 2299/(03) 2143 2929 • Developer's Fax No. : (03) 2148 9617 • Developer's License No. : 7178-9/01-2017/81(L) • Validity Date : 27/01/2015 - 26/01/2017 • Advertising & Sales Permit : 7178-9/01-2017/81(P) • Validity Date : 27/01/2015 - 26/01/2017 • Land Tenure : Freehold • Building Plan Approval No. : MPK3/2/P/27/2014 • Approving Authority : Majlis Perbandaran Kajang • Expected Date of Completion : June 2018 (36 months from date of Sales and Purchase Agreement) • Encumbrance : Nil • Sekatan Kepentingan : Nil • Type of Property : 1 1/2-Storey Townhouse • Built-Up Area From : 1,609 sq.ft • Total Units : 134 • Selling Price : RM496,000 (min) - RM816,000 (max) • 7% Discount For Bumiputra





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