

# Lion Today

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## PARKSON & FOODPARK OPEN AT M SQUARE MALL

### PARKSON 百盛

DIMILIKI OLEH PARKSON CORPORATION SDN. BHD. (157029-X)



- ▶ Parkson Credit Ventures Into Insurance Business With Credit Protection
- ▶ Parkson China In Strategic Partnership With Secoo
- ▶ Appreciation Dinners For Property Customers And Hi-Rev Dealers
- ▶ Lion-Parkson Foundation Activities



Senior Managers Meeting

# PARKSON & FOODPARK



► From left to right: Parkson M Square - Centre Manager, Mr Francis Tan Koon Teck; Parkson Corporation - Regional Manager, Mr Lau Tong Ngee; Assistant General Manager - Operations, Mr Lim Wee Luen; Millennium Land Project Director, Mr Yang Kweon Seok; Parkson Retail Asia, Executive Director, Ms Vivien Cheng; Millennium Land Director, Mr Benjamin Tan Bock Suan; Parkson Retail Asia CEO, Mr Michael Remsen; Parkson Corporation COO, Mr Law Boon Eng; General Manager - Merchandising, Ms Adeline Wong; General Manager of Foodpark, Mr Bernard Ng and Parkson Corporation Assistant General Manager - Operations, Mr Fang Teck Cheong at the opening of Parkson M Square Mall.  
 ► Dari kiri ke kanan: Parkson M Square - Pengurus Pusat, Encik Francis Tan Koon Teck; Parkson Corporation - Pengurus Wilayah, Encik Lau Tong Ngee; Penolong Pengurus Besar - Operasi, Encik Lim Wee Luen; Pengarah Projek Millennium Land, Encik Yang Kweon Seok; Pengarah Eksekutif Parkson Retail Asia, Cik Vivien Cheng; Pengarah Millennium Land, Encik Benjamin Tan Bock Suan; Ketua Pegawai Eksekutif Parkson Retail Asia, Encik Michael Remsen; Parkson Corporation COO, Encik Law Boon Eng; Pengurus Besar - Merchandising, Cik Adeline Wong; Pengurus Besar Foodpark, Encik Bernard Ng dan Penolong Pengurus Besar Parkson Corporation - Operasi, Encik Fang Teck Cheong di majlis Pembukaan Parkson M Square Mall.



► Mr Benjamin Tan Bock Suan (left) and Ms Vivien Cheng (2<sup>nd</sup> from right) touring the store with the guests.  
 ► Encik Benjamin Tan Bock Suan (kiri) dan Cik Vivien Cheng (2 dari kanan) melawat sekitar stor bersama para tetamu.



# OPEN AT M SQUARE MALL

Parkson opened a new store at M Square Mall, the new retail and lifestyle hub in Puchong, Selangor on 24 January 2018.

Spanning over 78,000 sq ft of retail area across four floors, Parkson M Square Mall carries more than 350 local and international brands that cater to the diverse styles and preferences of shoppers. The layout on each floor is designed to allow shoppers to shop comfortably, and see all the products in one sweep.

In his speech, Parkson CEO, Mr Law Boon Eng said that the brand carried by Parkson M Square Mall cater to everyone, and specially to the surrounding community of Puchong with products at reasonable and affordable prices.

Foodpark Supermarket by Parkson, a gourmet concept supermarket and food hall is located on the ground floor. Spreading across 22,000 sq ft with a vintage-chic ambience, it offers groceries and daily household items to satisfy the needs of residents in Puchong and its vicinity.

## PARKSON & FOODPARK DIBUKA DI M SQUARE MALL

Parkson membuka stor di M Square Mall, sebuah hab runcit dan gaya hidup baru di Puchong, Selangor pada 24 Januari 2018.

Dengan empat tingkat ruang runcit berkeluasan melebihi 78,000 kaki persegi, Parkson M Square Mall menempatkan lebih 350 jenama tempatan dan antarabangsa yang menepati citarasa dan pilihan pembeli. Susun atur di setiap lantai direka untuk membolehkan pembeli membeli-belah dengan selesa, dan melihat semua produk sekilas pandang.

Dalam ucapannya, Ketua Pegawai Eksekutif Parkson, Encik Law Boon Eng berkata bahawa Parkson M Square Mall menawarkan pelbagai produk yang dengan harga berpatutan serta jenama yang memenuhi citarasa pengguna terutama masyarakat sekitar Puchong.

Foodpark by Parkson, sebuah pasar raya berkonsep gourmet dan dewan makan terletak di tingkat bawah. Dengan keluasan lebih 22,000 kaki persegi dan berlatarkan gaya vintaj, ia menawarkan barangan runcit dan barangan kegunaan harian yang memenuhi keperluan penduduk di Puchong dan sekitarnya.

## 百盛和FOODPARK在M SQUARE广场开业

2018年1月24日，百盛在位于雪兰莪蒲种，集合新零售概念和时尚生活枢纽的M Square 广场开设了一家新店。

拥有四个楼层并超过78,000平方英尺的零售面积，百盛M Square 广场提供超过350个本地和国际品牌，迎合购物者多样化的风格和喜好。每一楼层的布局设计，都能让购物者舒适购物，并对所有产品一览无遗。

百盛首席执行官刘文英在致辞中表示，百盛M Square 广场所提供的品牌可迎合每个人，特别是蒲种周边社区居民，产品价格合理实惠。

Foodpark by Parkson，位于底楼，是一个美食概念超市暨美食中心。面积达22,000平方英尺，复古别致的氛围，提供杂货和日常家居用品，以满足蒲种及其附近居民的需求。



### 1 RETAIL & TRADING DIVISION

Parkson & Foodpark Open At M Square Mall

Lunar New Year Party  
- Parkson Elite Pavilion  
- Parkson Gurney Plaza

Parkson's Shopperrific Shop2win Contest 2017 Prize Gifting Ceremony

Parkson Branding At Mitsui Outlet

Parkson Credit Ventures Into Insurance Business With Credit Protection

Appreciation Dinners For Hi-Rev Dealers

Parkson China In Strategic Partnership With Secoo

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The new year saw our annual Senior Managers Meeting for the Group's divisions and operations locally and overseas converging to share and review their performance and targets; and strategies to overcome the increasing challenges in their businesses and operating environment. It provided the forum for everyone to touch base and also keep abreast of the developments in all the divisions and sectors the Group is engaged in.

Parkson continues to live up to its promise of being an innovative and discerning retailer offering an array of fashionable merchandise to its customers. It opened a new store at M Square Mall, the new retail and lifestyle hub in Puchong, Selangor whilst Foodpark Supermarket by Parkson, a gourmet concept supermarket and food hall, located on the ground floor offers groceries and daily household items to satisfy the needs of residents in Puchong and its vicinity.

Lion-Parkson Foundation is organising the third Lion Parkson Run 2018 on 22 April 2018 at Pavilion KL to raise funds for education and charity including completion of the expansion of Banting Home for Handicapped and Mentally Disabled Children. Do check with your company's HR department for more information. Do sign up and/or contribute towards this good cause.

## UTUSAN PENGARANG

Tahun baru menyaksikan berlangsungnya Mesyuarat Pengurus Kanan tahunan untuk bahagian dan operasi Kumpulan di dalam dan di luar negara untuk berkongsi dan mengkaji prestasi dan sasaran serta strategi mereka dalam menghadapi cabaran perniagaan dan persekitaran operasi yang semakin mencabar. Mesyuarat ini juga menjadi medan pertemuan untuk semua yang hadir dan juga mengikuti perkembangan terkini bahagian dan sektor operasi perniagaan Kumpulan.

Parkson terus mengotakan janji sebagai peruncit inovatif dan arif yang menawarkan pelbagai barangan kepada pelanggannya. Ia membuka stor terbaru di M Square Mall, hab peruncitan dan gaya hidup terbaru di Puchong, Selangor. Foodpark Supermarket by Parkson, sebuah pasar raya berkonsep gourmet dan tempat makan yang dibuka di tingkat bawah pula menyediakan barangan keperluan harian dan kegunaan isi rumah untuk memenuhi keperluan penduduk di Puchong dan sekitarnya.

Lion-Parkson Foundation akan menganjurkan Lion Parkson Run 2018 kali ketiga pada 22 April 2018 di Pavilion KL untuk mengumpul dana bagi tujuan pendidikan dan amal termasuk menyiapkan Pusat Penjagaan Kanak-kanak Kurang Upaya dan Terencat Akal di Banting. Dapatkan maklumat lanjut daripada Jabatan Sumber Manusia syarikat anda. Anda boleh mengambil bahagian ataupun menghulurkan sumbangan untuk tujuan amal ini.



# LUNAR NEW YEAR PARTY



## PARKSON ELITE PAVILION

Parkson Elite Pavilion welcomed the Year of the Dog with a party themed "Good Ties, Good Times" on 30 January 2018. Guests each received a RM50 voucher for their storewide purchase made on the same day, and enjoyed amazing deals from over 80 brands, Chic Gifts with Purchase as well as prizes worth up to RM33,000. Everyone enjoyed the delectable canapes, food sampling, performances, and the activities lined up.



## PARKSON GURNEY PLAZA

Guests partied in style at the Lunar New Year Party hosted by Parkson Gurney Plaza on 8 February 2018. They were treated to complimentary pampering services and performances. Lucky guests walked away with prizes in the lucky draw and best dressed competition.



# PARKSON'S SHOPPERRIFIC SHOP2WIN CONTEST 2017 PRIZE GIVING CEREMONY

Over 500,000 entries were received across 45 Parkson stores in Malaysia for Parkson's Shopperrific Shop2Win Contest held in conjunction with Parkson's 30<sup>th</sup> Anniversary celebration from 4 September to 5 November 2017. The sorting and judging process took almost 2 months, with the final selection of the Top 30 winners conducted in mid-December 2017 at Parkson's HQ in Klang in the presence of its management and an auditor.

The two Grand Prize winners, English Teacher, Ms Ban Yuat Wah and Corporate Communications Executive, Ms Tian Shih Li received their Honda Jazz worth RM75,000 each from COO of Parkson Corporation, Mr Law Boon Eng; CEO of Parkson Retail Asia, Mr Michael Remsen and Executive Director of HZN Cars Sdn Bhd, the co-partner for the contest, Encik Syed Amir Aljunid on 4 January 2018.

Sarawakians, Ms Poroni anak Aris and Mr William Ting Ing

Kong won the first prize of a 4-day 3-night trip to Shanghai and the second prize to Qingdao in China respectively for two persons plus RM5,000 Parkson Gift Vouchers each. The third and fourth prizes, a 4-day 3-night trip to Bali, Indonesia and Ho Chi Minh, Vietnam with additional RM5,000 Parkson Gift Vouchers each went to Ms Kow Lai Meng from Cheras and Ms They Gik Hua from Rawang respectively. The holiday destinations all have Parkson stores for the winners to have the opportunity to visit and experience shopping at Parkson in different countries as well as to soak in their culture.

Consolation prize winners, Encik Mohd Ermy A. Rahman from Melaka, Ms Liew Chain Yee from Sabah and Ms Chow Fong Sean from Kepong rode away on a Vespa S IGET 125 each. Other consolation prizes included three units of Montague Navigator Foldable Bicycle; four units of Krups Drop Coffee Machines; Acca Kappa Gift Sets and Parkson Gift Vouchers.



► Ms Ban Yuat Wah and Ms Tian Shih Li (3<sup>rd</sup> and 4<sup>th</sup> from left respectively) receiving their prizes from (left to right) Encik Syed Amir Aljunid, Mr Law Boon Eng and Mr Michael Remsen.  
► Cik Ban Yuat Wah dan Cik Tian Shih Li (3 dan 4 dari kiri masing-masing) menerima hadiah dari (kiri ke kanan) Encik Syed Amir Aljunid, Encik Law Boon Eng dan Encik Michael Remsen.



► Ms Poroni anak Aris (left photo) and Mr William Ting Ing Kong (right photo) receiving their prizes from Director of Merchandising, Ms Natalie Cheng.  
► Cik Poroni anak Aris (gambar kiri) dan Encik William Ting Ing Kong (gambar kanan) menerima hadiah daripada Pengarah Merchandising, Cik Natalie Cheng.



► Vespa motorcycle winners: Ms Chow Fong Sean, Encik Mohd Ermy A. Rahman and Ms Liew Chain Yee (2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> from left, respectively) with Ms Natalie Cheng (left) and Ms Adeline Wong (right).  
► Pemenang motosikal Vespa: Cik Chow Fong Sean, Encik Mohd Ermy A. Rahman dan Cik Liew Chain Yee (masing-masing, 2, 3 dan 4 dari kiri) bersama Cik Natalie Cheng (kiri) dan Cik Adeline Wong (kanan).



► General Manager of Merchandising, Ms Adeline Wong presenting the prizes to Ms Kow Lai Meng (left) and Ms They Gik Hua (right).  
► Pengurus Besar Merchandising, Cik Adeline Wong menyampaikan hadiah kepada Cik Kow Lai Meng (kiri) dan Cik They Gik Hua (kanan).

# PARKSON BRANDING AT MITSUI OUTLET



Parkson Branding Outlet opened its doors at Mitsui Outlet Park on 26 January 2018 offering off-season items from Korean brands such as MIXXO and WHO.A.U.; international brands i.e The Class, Sfera and MDS as well as local brands namely MARQ and kor at discounted prices.

Parkson Branding Outlet is a great place to visit if you are looking for a wardrobe change with styles that are still in trend that will not hurt your pocket. Shoppers can shop in comfort as the store is well organized and brightly lit, showcasing all the brands available.

Be sure to visit Parkson Branding Outlet at Lot 67 and 68, Ground floor (close to Starbucks) the next time you are at Mitsui Outlet Park!



# PARKSON CREDIT VENTURES INTO INSURANCE BUSINESS WITH CREDIT PROTECTION



Parkson Credit Sdn Bhd organised a ceremony to mark its venture into the insurance business on 24 January 2018.

The new product under its insurance business IDEAL-Care features a Personal Accident Insurance with Credit Protection Plan, underwritten by MPI Generali. The Plan safeguards owners' interest on their asset by continuing to pay for their monthly instalments should any unforeseen circumstance affect their ability to do so.

Present at the event were Parkson Credit Senior General Manager, Mr Danny Poh and Manager, Mr Kelvin Chin; Lion Insurance Company Limited General Manager, Mr Ray Goh and Senior Manager, Ms Annie Lai; MPI Generali, Chief Distribution Officer, Mr David Tan, Senior VP, Mr Choy You Kaa and Senior Manager, Ms Tiow May Lin.

► (From left to right): Mr Choy You Kaa, Mr David Tan, Mr Danny Poh and Mr Ray Goh with thumbs up for Parkson Credit's new IDEAL-Care insurance product.  
► (Dari kiri ke kanan): Encik Choy You Kaa, Encik David Tan, Encik Danny Poh dan Encik Ray Goh menunjukkan isyarat bagus untuk IDEAL-Care produk insurans baru daripada Parkson Credit.

# APPRECIATION DINNERS FOR HI-REV DEALERS

Posim Petroleum Marketing Sdn Bhd (PPM) ushered in the Lunar New Year with a series of Appreciation Dinners for its dealers at various locations nationwide. In her welcome speech, General Manager, Ms Valerie Poon expressed her heartfelt appreciation for the dealers' support and commitment to Posim and the Hi-Rev brand.

At each event, top sales achievers received gold pendants and appreciation plaques. Guests were entertained by a variety of shows including performances by renowned artistes, dances and games. Lucky guests walked away with attractive prizes from the lucky draws.



# PARKSON CHINA IN STRATEGIC PARTNERSHIP WITH SECOO

On 23 January 2018, Parkson Retail Group signed a strategic partnership agreement with Secoo Holding Limited, Asia's largest online integrated premium products and services platform in Shanghai to drive omni-channel services that will take both companies' online-to-offline initiatives to the next level.

Parkson Group Executive Director & CEO, Mr Shaun Chong and Executive Director & Brand Director, Ms Juliana Cheng and General Manager, Mr Danny Tan; Secoo Founder & CEO, Mr Richard Li; Secoo Luxe CEO, Mr Chen Jianhao and General Manager - Operations, Ms Yu Guilin were present at the signing ceremony.

Mr Shaun Chong said, "This partnership will form an integrated "New Retail" model which will provide customers with intelligent and comprehensive lifestyle services."

Parkson and Secoo will offer products on each other's websites, and integrate their online-to-offline business resources to enable customers to make orders online and pick up products at physical stores. The partnership allows both Parkson and Secoo customers to benefit from reciprocal membership privileges, including coupons to spend in stores and online, and access to exclusive offers.



► Mr Shaun Chong (3<sup>rd</sup> from left) and Mr Richard Li (3<sup>rd</sup> from right) shaking hands after signing the partnership agreement, with (from left to right) Mr Danny Tan, Ms Juliana Cheng, Mr Chen Jianhao and Ms Yu Guilin.  
 ► Encik Shaun Chong (3 dari kiri) dan Encik Richard Li (3 dari kanan) berjabat tangan selepas menandatangani perjanjian perkongsian itu, dengan (dari kiri ke kanan) Encik Danny Tan, Cik Juliana Cheng, Encik Chen Jianhao dan Cik Yu Guilin.

# AMSTEEL KLANG'S BADMINTON COMPETITION

Amsteel Mills Sdn Bhd organised an inter-department badminton tournament on 28 January 2018. The winners were:



# FUTSAL TOURNAMENT @ AMSTEEL KLANG

8 teams participated in the inter-department futsal tournament held at U-One Sport Centre at Bukit Raja on 25 February 2018. The winners were:

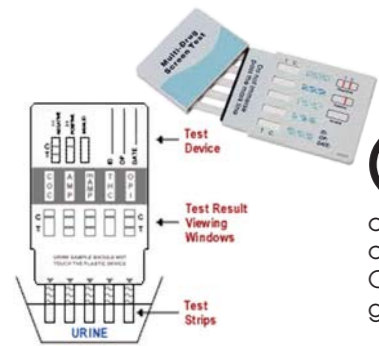


# SECOM'S DIARY COUNTER TERRORISM & INTELLIGENCE TALK



Secom invited the CEO of Putra Intellect International College, Dr Barathan Muniyandy (in suit) for a talk on Counter Terrorism and Intelligence for its employees at its Headoffice in Shah Alam on 17 January 2018.

## DRUG SCREENING



On 22 January 2018, Secom conducted a urine test on all its SG staff at Poongsan and Suzuki Latex assignments to ensure that they are free from drugs. Observed by HR Division and Operation Division representatives, all security guards were tested negative for drugs.



## JAPANESE NEW YEAR CARNIVAL

Secom's static guards were deployed to Japan Club Kuala Lumpur on 13 January 2018 to step up on the security measures there in conjunction with the Japanese New Year celebrations. They also assisted in the traffic management to ensure the smooth organisation of the event.



# CUSTOMERS APPRECIATION DINNER

Property Division had its Customers Appreciation Dinner and celebrated the beginning of an exciting year with their customers and guests on 20 January 2017. Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng; Lion Industries Corporation Berhad Director, Dato' Kamaruddin Nordin; Parkson Holdings Berhad Director, Mr Ooi Kim Lai; Lion Forest Industries Berhad Director, Ms Serena Cheng; Lion Group

Director, Mr Alex Yeow and Property Division Managing Director, Mr Young Pei Fei were present at the event. Themed "Shanghai Rendezvous", the night buzzed with excitement as attendees dressed accordingly and were entertained by the LED butterfly dance, Guzhen performance, China Acrobatic Show, Shanghai feather dance and 3-piece Raw Note Live Band. Lucky guests walked away with prizes from the lucky draw.



► From left to right: Ms Serena Cheng; Mr Yong Pei Fei; Puan Sri Chelsia Cheng; Dato' Kamaruddin Nordin; GMs, Mr Liew Choon Yik; Mr Chris Yen and Mr Eddie Wong; Chief Accountant, Mr Patrick Tan and Mr Ooi Kim Lai toasting to a great year ahead.  
► Dari kiri ke kanan: Cik Serena Cheng; Encik Yong Pei Fei; Puan Sri Chelsia Cheng; Dato' Kamaruddin Nordin; Pengurus Besar, Encik Liew Choon Yik; Encik Chris Yen dan Encik Eddie Wong; Ketua Akauntan, Encik Patrick Tan dan Encik Ooi Kim Lai membuat ucap selamat untuk satu tahun yang lebih baik.



► Best dressed winners with Ms Serena Cheng (right).  
► Pemenang pakaian terbaik bersama Cik Serena (kanan).



► Apple products lucky draw winners with Mr Alex Yeow (2<sup>nd</sup> from right).  
► Pemenang cabutan bertuah produk Apple bersama Encik Alex Yeow (2 dari kanan).



► Play Up lucky draw winners with Puan Sri Chelsia Cheng and Lion Group General Manager - Business Development, Mr Tony Oh (4<sup>th</sup> and 5<sup>th</sup> from right respectively).  
► Pemenang cabutan bertuah Play Up bersama Puan Sri Chelsia Cheng dan Pengurus Besar - Pembangunan Perniagaan Kumpulan Lion, Encik Tony Oh (masing-masing 4 dan 5 dari kanan).



► Parkson vouchers lucky draw winners with Dato' Kamaruddin (2<sup>nd</sup> from right).  
► Pemenang cabutan bertuah baucar Parkson bersama Dato' Kamaruddin (2 dari kanan).



► Happy faces of Property Division's management and staff at the event.  
► Wajah-wajah ceria pihak pengurusan dan warga kerja Bahagian Hartanah di majlis makan malam penghargaan.

# SENIOR MANAGERS MEETING

Directors and senior managers from the Group's business operations including Head Office Functions attended the Senior Managers Meeting at the Group Head Office on 12 and 13 February 2018 to brainstorm and set the direction going forward in the new year.

Parkson Retail and its subsidiaries presented their business plans and goals on the first day with presentations by the other divisions namely Property, Posim, Likom, Secom, Steel and Mining on the second day. In his remarks, Group Executive Chairman, Tan Sri William Cheng stressed on the need for everyone to be proactive and resourceful and to leverage on each other's network and market presence to derive synergies for all.

12 February 2018



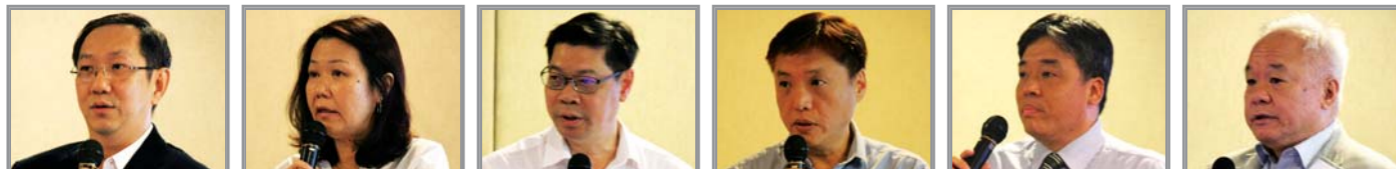
▶ (Left to right/Kiri ke kanan): Parkson China CEO, Mr Shaun Chong; Group Director, Datuk CS Tang; Tan Sri William Cheng, Parkson Holdings Berhad Director, Mr Ooi Kim Lai; Group Director, Mr Alex Yeow and Parkson Retail Asia CEO, Mr Michael Remsen listening to the presentations by the senior managers from Parkson Retail.



13 February 2018



▶ All ears for the presentations by the senior managers (left to right)/Mendengar persembahan oleh para pengurus kanan (kiri ke kanan): Mr Ooi Kim Lai, Steel Division COO, Mr Paul Chan; Datuk CS Tang, Tan Sri William Cheng, Group Executive Director, Tan Sri Albert Cheng; Group Director, Mr Eric Cheng and Mr Alex Yeow.



# LION-PARKSON FOUNDATION ACTIVITIES

## UPDATE ON BANTING HOME EXPANSION PROJECT

A meeting by Lion-Parkson Foundation and Home for the Handicapped And Mentally Disabled Children Association Selangor was held on 9 January 2018 to discuss the expected completion and handover of the Home's expansion project namely Admin block with multi-purpose hall (phase 1B); single storey block for handicapped (phase 2) and 2 blocks of double-storey for old folks (phase 3).



Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng; Lion Group Director and LPF Trustee, Datuk CS Tang; Trustee, Dr Chua Siew Kiat; Handicapped And Mentally Disabled Children Association Johor Bahru Founder, Mr V. Rajamanickam; Chairman, Tuan Haji Mohd Farid Bin Dato O/K Haji Hassan; Vice President, Mr S. Murugaiyah @ Jeevah and Committee Member, Mr Chan were briefed on the project's status, by the project architects, Cik Wan Siti Hajar Omar and Encik Radzi.

▶ All smiles from (seated left to right): Mr V. Rajamanickam, Puan Sri Chelsia Cheng, Datuk CS Tang and Dr Chua Siew Kiat. (Standing left to right): Encik Radzi, Mr Chan, Cik Wan Siti Hajar Omar, Mr Jeevah and Tuan Haji Mohd Farid (2<sup>nd</sup> from right and right, respectively) at the lunch after the briefing session.

### BANTING HOME'S EXPANSION PROJECT



## VISIT TO HYDROPONIC FARM IN TANJUNG MALIM

LPF led by Puan Sri Chelsia Cheng and Dr Chua Siew Kiat visited a hydroponic farm at Tanjung Malim on 18 January 2018 and were briefed on the farm's 'smarthouse' with fully computerised system and infrastructure by farm consultant, Mr Andy Ng of Excel Group and partner, Mr Cheong. LPF is considering to start a vegetable farm at Banting Home which will provide the residents of the old folks home some form of physical and recreational activity, and fresh vegetables when ready for harvesting.



▶ Mr Andy Ng (left) briefing Puan Sri Chelsia Cheng on the ginger drying process with Mr Cheong (far right).  
▶ Encik Andy Ng (kiri) memberi penerangan mengenai proses pengeringan halia kepada Puan Sri Chelsia Cheng bersama Encik Cheong (paling kanan).



▶ Puan Sri Chelsia Cheng (3<sup>rd</sup> from right), Dr Chua Siew Kiat (centre) and Lion Group staff being briefed by Mr Cheong and Mr Andy Ng on the salad greens grown in the hydroponic 'smarthouse'.  
▶ Puan Sri Chelsia Cheng (3 dari kanan), Dr Chua Siew Kiat (tengah) dan kakitangan Kumpulan Lion diberi taklimat mengenai penanaman salad di 'smarthouse' hidroponik oleh Encik Cheong dan Encik Andy Ng.

# LEARNING SESSION FOR LION-PARKSON FOUNDATION SCHOLARS

The Group's training arm, CeDR Corporate Consulting organised a Learning Session from 23 to 26 January 2018 for the 2016 and 2017 Lion-Parkson Foundation (LPF) scholars. The 2017 scholars attended a one-day orientation programme with insights into the Group's businesses and were taken on a site visit to Lion Tin; followed by a three-day session entitled "Innovating With Design Thinking - Catalyzing Positive Change In Society" with the 2016 batch of scholars joining in.



► Site visit to Lion Tin mining site.  
► Lawatan ke tapak perlombongan Lion Tin.

They visited Embun Pagi Farm and Oasis Nursing Home, both managed by Positive Living Community founded by Mr Alex Arokiam and were divided into four groups to come up with a video presentation from their interaction with the residents. The winning group, presented their proposal at the closing ceremony which was attended by LPF Trustee, Dr Chua Siew Kiat.

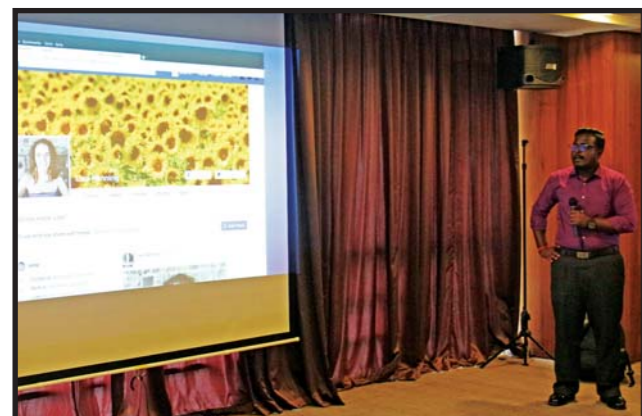


► CeDR Manager, Puan Siti Sahlah; Mr Alex Arokiam; Dr Chua Siew Kiat and CeDR Senior Manager, Ms Penny Chong (2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> from left respectively) with the scholars at the closing ceremony.  
► Pengurus CeDR, Puan Siti Sahlah; Encik Alex Arokiam; Dr Chua Siew Kiat dan Pengurus Kanan CeDR, Cik Penny Chong (masing-masing 2, 3, 4 dan 5 dari kiri) bersama para penerima biasiswa di majlis penutup.

Dr Chua Siew Kiat in his speech to the scholars advised them to enhance their people skills and communication skills; in order to understand the people around us, make friends easily, get along with colleagues, and conduct successful negotiations in both personal and professional settings.

# LUNCH N LEARN: CYBER SECURITY AWARENESS

Group HR organised a Lunch and Learn session on Cyber Security Awareness by Firmus Sdn Bhd Technical Director, Mr Vikneswaran Kunasegaran, for employees based in Lion Office Tower on 25 January 2018.



10 take-aways from the session were :

1. Don't be too nice to people you don't know – verify before letting them into your office area, and don't share any confidential information over the phone
2. Sharing is never caring – don't share your password even with your colleagues
3. Don't download pirated software, movies or games
4. Protect sensitive data, information or documents – don't leave them lying around
5. Back-up your data properly and periodically
6. Stay secure and protect your password – use strong password and change it often
7. Ensure basic line of defence – install anti-virus software
8. Locking and logging out is FREE of charge – practice it
9. Learn to identify phishing emails – usually without proper salutation; highly used for ransomware
10. Know what to do and be aware - when receiving suspicious emails; refer to IT Department

# 2018 CNY CALLIGRAPHY CHARITY SALE

2018 Chinese New Year Calligraphy Charity Sale was successfully organized by Lion-Parkson Foundation, Parkson Corporation Sdn Bhd and five independent schools in Klang Valley namely Kuen Cheng High School, Confucian Private Secondary School, Tsun Jin High School, Chong Hwa Independent High School (KL) and

Kwang Hua Private High School over 3 weekends prior to the Lunar New Year celebration; on 27 & 28 January, 3 & 4 and 10 & 11 February 2018.

The Charity Sale was organized for the 9<sup>th</sup> consecutive year in aid of needy students in these schools. The students from the five schools demonstrated and sold their calligraphy pieces, and

staged Chinese orchestra performances and lion dance performances at nine participating Parkson stores namely Pavilion KL, OUG Shopping Centre, Sunway Pyramid, Sunway Velocity, IOI City Mall Putrajaya, Suria KLCC, Nu Sentral, 1 Utama Shopping Centre and Klang Parade to attract the shoppers to purchase their calligraphy pieces.



# 2018 LION-PARKSON RUN



After the success of its two Lion Parkson Run in September 2014 and November 2015, Lion-Parkson Foundation is organizing its third Charity Run on 22 April 2018 at Pavilion Kuala Lumpur, to raise funds for education and charity.

Do sign up and/or contribute towards this good cause by registering with your HR department.





## Learning Link

In line with this, the recently concluded Lion-Parkson Foundation Scholars Program saw CeDR changing one of the key learning programs to include a CSR component. As part of the "Innovate With Design Thinking" program, the Scholars were sent to Positive Living Community (PLC) to study their operations, with the goal of presenting fresh ideas to help them be self-sustainable. PLC mainly deals with people living with HIV (PLHIV), and/or drug dependency, and acts as a rehabilitation and care centre for these patients. The Scholars then had hands on experience working together with the committee of the home and produced 4 projects after a period of deliberation at CeDR.

These projects showed the prowess of our Scholars – each project had their merits, but taking into account the feasibility of a quick win and instant implementation with

far reaching benefits, "Living Among Youth, Empowering University Youths To End The Stigma Of Society Towards HIV/AIDS Patients" was chosen to be sponsored by CeDR to turn it into reality. Watch this space in the coming months for updates on the status of the project!!

--Kok Hui Yee – Scholar  
 "I'm glad to go there under this program. The experience made me realize I should involve more in volunteering activity. Before this, I haven't thought of how I can help such unfortunate people in my life."

References  
<https://www.forbes.com/sites/csr/2012/03/29/four-ways-to-engage-more-young-people-in-csr/#1a4cbb887a74>  
<http://careerbuilder.com.sg/insights/articles/corporate-social-responsibility>



A presentation by one of the scholars at CeDR



Group discussion for their assignment



Group photo at Oasis Nursing Home for remembrance



Interviewing Founder of PLC, Mr Alex Arokiam



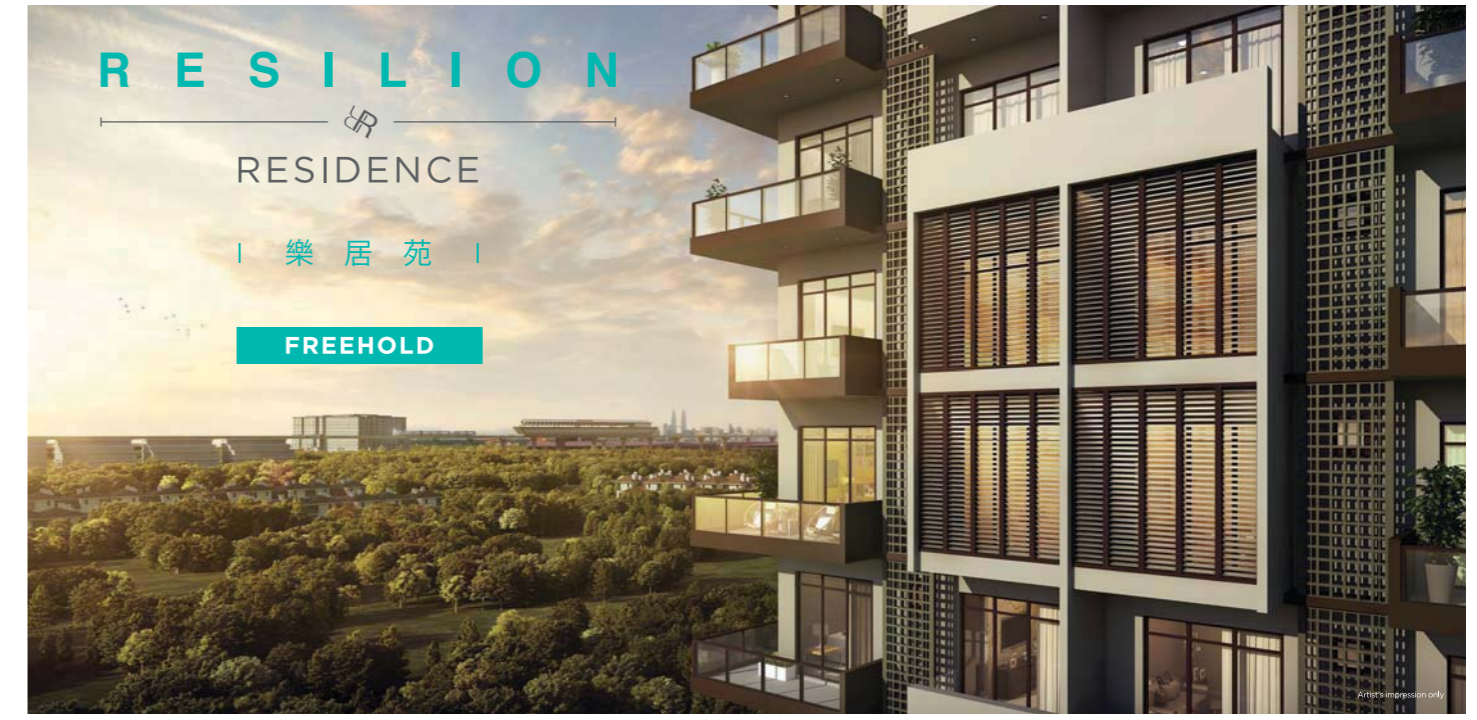
The scholars at the goat shed at Embun Pagi Farm



Interviewing caregiver of PLC, Encik Tareq Nasri



Interacting with a resident



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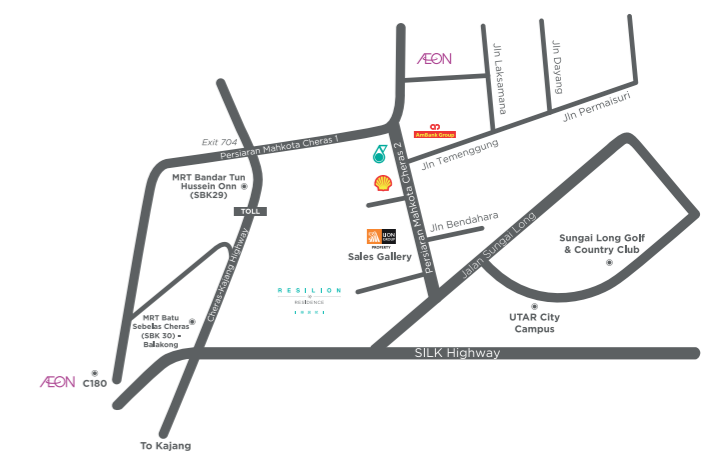
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