

Lion Today

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LAUNCHING OF LION PARKSON RUN 2018



- ▶ Launching of #parksoncardsquadz Mobile Truck Campaign
- ▶ Sustainability Reporting Workshop by Bursa Malaysia
- ▶ Hi-Rev Young Talent Programme
- ▶ A Case For Trust



Malaysia Retailers Association Conference



LAUNCHING OF LION



▶ Seated left to right: Ms Natalie Cheng, Datuk CS Tang, Puan Sri Chelsia Cheng, Dr Yulduz Emiloglu Tay and Dr Chua Siew Kiat with some of the sponsors for Lion Parkson Run 2018.
▶ Duduk dari kiri ke kanan: Cik Natalie Cheng, Datuk CS Tang, Puan Sri Chelsia Cheng, Dr Yulduz Emiloglu Tay dan Dr Chua Siew Kiat bersama sebahagian daripada penaja-penaja untuk Larian Lion Parkson 2018.



▶ Sponsors and guests at the launch of the Run.
▶ Para penaja dan tetamu di majlis pelancaran Larian.



▶ Guests and staff viewing the sponsors' products on display.
▶ Tetamu dan warga kerja melihat produk yang dipamerkan oleh penaja.



▶ Enjoying the refreshment served by Hogan bakery.
▶ Menikmati hidangan ringan dari Hogan bakery.



▶ Puan Sri Chelsia Cheng, Trustees and Ms Natalie Cheng at Parkson Card (left photo) and Hi-Rev lubricants (right photo) booths.
▶ Puan Sri Chelsia Cheng, Pemegang Amanah LPF dan Cik Natalie Cheng melawat gerai Parkson Card (gambar kiri) dan pelincir Hi-Rev (gambar kanan).



▶ Running fraternity bloggers (standing) and guests were present to support the Run.
▶ Bloggers (berdiri) dari kelompok pelari dan antara tetamu hadir memberi sokongan.



PARKSON RUN 2018

Lion-Parkson Foundation (LPF) held a press conference on 15 March 2018 to launch Lion Parkson Run 2018 which was originally to be held at Pavilion Kuala Lumpur on 22 April 2018, to raise funds for education and charity including the expansion of the Home for Handicapped & Mentally Disabled Children in Banting, Selangor.

The co-organiser of the run which is targeting to attract 5,000 participants is Lee Chong Wei Foundation whilst the main sponsor is Parkson, with other major sponsors being Polo, Akemi, Hi-Rev lubricants, Hwa Tai, Venue Sponsor - Pavilion Kuala Lumpur, 988 FM - Official Radio Station and Official Drink - Spritzer.

Present at the press conference were LPF Chairman, Puan Sri Chelsia Cheng, Lion Group Director and LPF Trustee, Datuk CS Tang; LPF Trustees, Dr Yulduz Emiloglu and Dr Chua Siew Kiat; and Parkson Merchandising Director, Ms Natalie Cheng who unveiled the running tee-shirt to launch the charity run.

Ms Natalie Cheng, in her opening speech, invited everyone to join in the run with two routes of 3km and 10km with registration fees of RM55 and RM80 respectively. There is also a 3km Family Run for a family of 2 adults and 1 child aged below 12 years old with registration fee of RM120; and a special 1km run with the registration fee waived for cancer patients and survivors. This 1km Run for Cancer is also opened to the public whereby the registration fees collected will be donated to the National Cancer Society of Malaysia.

For more information and to register for the run, please visit www.checkpointspot.asia to register online. Those who may not be running but would like to donate, may visit Lion-Parkson Foundation at www.lion-parksonfoundation.com.my for more information.

Note : The run has been postponed to **30 September 2018** with the venue unchanged at Pavilion KL.

PELANCARAN LARIAN LION PARKSON 2018

Yayasan Lion-Parkson (LPF) mengadakan sidang akhbar pada 15 Mac 2018 untuk melancarkan Larian Lion Parkson 2018 yang pada awalnya akan diadakan di Pavilion Kuala Lumpur pada 22 April 2018, bagi mengumpul dana untuk pendidikan dan amal termasuk penambahan kepada Rumah Kanak-Kanak Kurang Upaya & Terencat Akal di Banting, Selangor.

Penganjur bersama bagi larian yang menyasarkan kira-kira 5,000 peserta adalah Yayasan Lee Chong Wei manakala penaja utama adalah Parkson, dengan penaja utama lain iaitu Polo, Akemi, pelincir Hi-Rev, Hwa Tai, Penaja Lokasi - Pavilion Kuala Lumpur, 988 FM - Stesen Radio Rasmi dan Minuman Rasmi - Spritzer.

Pengerusi LPF, Puan Sri Chelsia Cheng; Pengarah Kumpulan Lion dan Pemegang Amanah LPF, Datuk CS Tang; Pemegang Amanah LPF, Dr Yulduz Emiloglu dan Dr Chua Siew Kiat; dan Pengarah Pembarangan Parkson, Cik Natalie Cheng yang hadir di majlis itu melancarkan larian amal dengan memperkenalkan baju-tee larian.

Cik Natalie Cheng, dalam ucapan pembukaannya, menjemput orang ramai menyertai larian amal ini. Larian ini akan terbahagi kepada dua laluan iaitu 3km dan 10km dengan bayaran pendaftaran masing-masing sebanyak RM55 dan RM80. Terdapat juga Family Run 3km bagi keluarga seramai 2 orang dewasa dan 1 kanak-kanak berumur bawah 12 tahun dengan yuran pendaftaran sebanyak RM120; dan larian 1km khas dengan yuran pendaftaran yang dikesualikan untuk pesakit dan bekas pesakit kanser. Larian Untuk Kanser 1km ini juga dibuka kepada orang ramai di mana bayaran pendaftaran yang dikutip akan disumbangkan kepada Persatuan Kanser Kebangsaan Malaysia.

Untuk mendapatkan maklumat lanjut dan untuk mendaftar, sila lawati www.checkpointspot.asia untuk mendaftar secara dalam talian. Mereka yang tidak dapat turut serta tetapi ingin menderma, boleh melawat Lion-Parkson Foundation di www.lion-parksonfoundation.com.my untuk maklumat lanjut.

Nota: Larian ini telah ditunda ke **30 September 2018** tetapi lokasi masih lagi di Pavilion KL.

2018金獅百盛义跑推介礼

金獅百盛基金会（基金会）于2018年3月15日举行新闻发布会，推介2018金獅百盛义跑。该义跑原定于2018年4月22日在吉隆坡柏威年举办，为教育及慈善活动筹款，包括扩展位于雪兰莪万津残障与智障儿童之家。

义跑的目标是吸引五千人参与。协办单位是李宗伟基金会，主要赞助商是百盛，其他赞助商包括Polo、Akemi、Hi-Rev润滑油、Hwa Tai、吉隆坡柏威年为场地赞助商、988为指定电台和Spritzer为指定饮料。

金獅百盛基金会主席潘斯里陈秋霞、金獅集团董事兼基金会信托人拿督陈怀安、基金会信托人永乐多斯博士、基金会信托人蔡少杰博士和百盛营销部总监锺惠严，共同在推介礼上揭示参赛服装，启动该慈善义跑活动。

锺惠严在开幕辞中邀请各位参与这项义跑活动，义跑分为3公里和10公里两条路线。3公里路线的报名费为55令吉，而10公里的报名费为80令吉。还有一个3公里家庭组，报名费为120令吉，包含两名成人和一名12岁以下儿童；另一个特设的1公里义跑，癌症患者和幸存者可免费报名费。这1公里Run for Cancer也开放给公众，而所收取的报名费将捐献给马来西亚国家癌症协会。

欲了解更多信息和报名参加义跑，请登录 www.checkpointspot.asia 进行网上报名。而有意捐款但不参与义跑的善心人士，可浏览金獅百盛基金会的网页 www.lion-parksonfoundation.com.my 以了解更多详情。

注：义跑已延期至2018年9月30日，地点则位于吉隆坡柏威年不变。

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The Retail Conference organized by Malaysia Retailers Association recently brought together an impressive line-up of speakers and panelists from the retail and related industries. Retail like all other industries today are facing the challenges of 'Business, unusual' with the emergence of new and disruptive technologies, digital-savvy consumers, urbanization, desire for personalized experiences, and reaching out to the growing market of young millennials (defined as those born between 1981-1996) and the new generation (those born from 1997 onwards).

Despite the rise in e-commerce, online retail sales of goods accounted for about 2% of total retail sales in Malaysia in 2017 which indicates that physical stores are still very relevant and here to stay. What is observed is the coming together of online and offline shopping complementing each other as the retail industry strives to serve customers through multi-channels via the physical stores, internet, mobile phone, and delivery services.

In keeping with the evolving retail landscape, Parkson has just launched its #parksoncardssquadz mobile truck campaign to reach out to a wider audience and to promote its Parkson Card Loyalty program to youths aged between 18 to 35, with a host of games and activities. Besides enhancing our retail format and product and service offering, greater customer engagement and excellent customer service is necessary to keep the Parkson brand fresh and relevant.

Lion-Parkson Foundation is once again, organizing a charity run to raise funds for education and various charitable causes. The run to be held on 30 September 2018 at Pavilion Kuala Lumpur will have a 10-km and 3-km competitive run, a 3-km family fun run and a special 1-km Run for Cancer. What better activity than a run that promotes healthy living, brings people of all races and ages together, and raises funds for education and charity.

All these and staff activities such as on the job training, safety and health awareness programs, seminars and workshops, sports and games, and get-togethers are featured in these pages of Lion Today which helps you to stay in tune with the happenings in and by the Group.

UTUSAN PENGARANG

Persidangan Runcit anjuran Persatuan Peruncit Malaysia baru-baru ini telah menemukan barisan penceramah dan panelis tersohor dari industri runcit dan yang berkaitan. Seperti industri lain hari ini, industri runcit juga berdepan dengan cabaran 'Perniagaan, luar biasa' berikutan kewujudan teknologi baru dan bersifat gangguan, pengguna celik digital, urbanisasi, keinginan untuk menikmati pengalaman secara peribadi, dan mendekati pasaran golongan milenium muda (ditakrifkan sebagai yang dilahirkan antara 1981-1996) dan generasi baru (yang dilahirkan pada dan selepas tahun 1997) yang semakin berkembang.

Walaupun terdapat peningkatan dalam e-dagang, jualan runcit secara dalam talian yang hanya berjumlah kira-kira 2% daripada keseluruhan jualan runcit di Malaysia pada tahun 2017 menunjukkan bahawa kedai-kedai fizikal masih lagi relevan dan tidak mungkin pupus. Apa yang diperhatikan ialah pertembungan kaedah membeli-belah secara dalam talian dan luar talian yang saling melengkapi satu sama lain seiring usaha industri runcit untuk melayani pelanggan melalui pelbagai saluran seperti kedai fizikal, internet, telefon bimbit, dan perkhidmatan penghantaran.

Selaras dengan landskap runcit yang pesat berkembang, Parkson baru sahaja melancarkan kempen trak mudah alih #parksoncardssquadz untuk mendekati khalayak yang lebih luas dan mempromosikan program Kad Parkson kepada golongan belia berusia 18 hingga 35 tahun, dengan menganjurkan pelbagai aktiviti dan permainan. Selain memantapkan format runcit serta penawaran produk dan perkhidmatan, penglibatan pelanggan yang lebih baik dan perkhidmatan pelanggan yang cemerlang adalah perlu untuk memastikan jenama Parkson kekal segar dan relevan.

Yayasan Lion-Parkson sekali lagi, menganjurkan larian amal bagi mengumpulkan dana untuk pendidikan dan pelbagai usaha kebajikan. Larian yang akan berlangsung pada 30 September 2018 di Pavilion Kuala Lumpur dibuka kepada beberapa kategori seperti larian kompetitif 10 km dan 3 km, larian ceria untuk keluarga 3 km dan acara khas Larian untuk Kanser sejauh 1 km. Ternyata pengajuran acara larian adalah satu aktiviti terbaik untuk menggalakkan gaya hidup sihat, menyatukan rakyat dari semua kaum dan usia, dan mengumpul dana untuk pendidikan dan kerja amal.

Semua ini dan aktiviti untuk kakitangan seperti latihan, program kesedaran keselamatan dan kesihatan, seminar dan bengkel, sukan dan permainan, serta acara keraian dipaparkan dalam halaman berikutnya bagi membantu anda mengetahui peristiwa yang berlaku di Kumpulan.

LAUNCHING OF #PARKSONCARDSQUADZ MOBILE TRUCK CAMPAIGN

Parkson launched #parksoncardssquadz Mobile Truck Campaign on 1 April 2018 to reach out to a new generation of shoppers and making it more accessible and fun to learn about Parkson Card privileges.

The unveiling of the 15-foot commercial truck at The Waterfront, Desa Park City saw the members of the public participating in a fitness session with Maggy Wang of Move with Maggy, along with Hafiz & Guibo from Fly FM and Fly FM troopers.

From 1 April 2018 to 15 September 2018, every Friday to Sunday, #parksoncardssquadz Mobile Truck will roam the streets of Klang Valley, stopping at 72 hot hangout spots including night and morning markets, corporate offices, parks and food courts to promote Parkson Card Loyalty Programme to youths aged between 18-35.

Those who sign up for Parkson Card Gold will receive a complimentary Parkson Card Foldable Zip Bag. There will be virtual reality games and other fun games where those who complete the games will be rewarded with various Parkson Card merchandise and partners' merchandise or vouchers.

Check out Parkson Card Malaysia Facebook page to stay updated on the locations.



► #Parksoncardssquadz Mobile Truck promoting the Parkson Loyalty Card programme.
► Trak Bergerak #Parksoncardssquadz mempromosi Kad Keahlian Parkson.



► Sweating it out and having fun together.
► Bersama-sama bersenam mengeluarkan peluh dan bergembira.



► Members of the public participating in the games organised.
► Orang ramai mengambil bahagian dalam permainan yang disediakan.

1 UTAMA FASHION WEEK X PARKSON

Parkson presented an eye-catching runway show, from cool menswear to chic womenswear and cute outfits for the little ones at the "Style At One" 1 Utama Fashion Week on 4 April 2018.

Guests were treated to models parading in everyday styles, casually stylish ready-to-wear brands such as French Connection fashion-forward

collection for men and ladies from United Kingdom; Trucco, a contemporary and elegantly stylish ladies' brand from Spain; Valentino Rudy from Italy with classic collection for modern career men; The Tweek, a favourite across gender and age group brand from Korea that debuted at 1 Utama; Modz, all about fit, function and style for outdoor lifestyle/sports; The Savile Row & Company, a heritage British brand;

brands which focuses on cutting-edge runway fashion pieces to fashion-forward ladieswear at affordable prices; Tiny Button, a premium quality and sustainable clothing for infants & toddlers; in-house brand, kōr which emphasizes on simplicity and comfortable material yet being affordable; and Parkson's very own private label, 7DAYZ stylish and affordable fashion for ladies, men and children, amongst others.



◆ NEW COLLECTION FROM Sfera ◆



Sfera recently launched its new collection – the Sporty Resort range at Sfera Parkson MyTOWN featuring a combination of classic and feminine designs with sporty style.

Featuring softer aesthetics with piping details, stripes and eye-catching colours as well as clean stripy shirts with embroidered flowers and blocky graphic, the Sporty Resort range provides a youthful feeling and fresh touch whilst maintaining the usual signature elegant styles.

The Sporty Resort collection offers a classic look that is upgraded and modernized through the athleisure, which loosely translates to versatile, fashionable clothing items – great for work, leisure, activities and basic daily wear.

Make your way to Sfera Parkson MyTOWN, Ground Floor to check out the latest collection.

PARKSON CHINA LAUNCHES 2018 SPRING COSMETICS FESTIVAL



Parkson China launched 2018 Spring Cosmetics Festival with Estee Lauder being the main partner, alongside Lancome, Kiehl's, SK-II, YSL, Clarins, MAC, Sulwhasoo and other brands offering their exclusive products, ranging from skincare to cosmetics at Parkson stores.

Famous makeup artist, Ms Chunzi and Taiwan body shaping master, Mr Jie Wen who were at Parkson Huaihai in Shanghai on 8 and 9 March 2018 respectively, shared information and tips on skincare and beauty products with Parkson customers.

Parkson also cooperated with Asia's largest online integrated premium products and services platform, Secoo for the "Goddess Festival" retail campaign whereby Parkson shoppers can use Secoo's financial services for interest-free installments with discount rewards for participating luxury brands during the campaign period.



► Ms Chunzi (top) and Mr Jie Wen (bottom) shared beauty tips and information with Parkson's customers.
► Cik Chunzi (atas) dan Encik Jie Wen (bawah) berkongsi tip dan maklumat kecantikan dengan pelanggan Parkson.

F&B DIVISION UPDATES

Max & Mitch and The Crossbar, two new brands at Urban Food Hall at Gurney Paragon Mall in Penang are offering a special promotion in conjunction with the reopening of Urban Food Hall on 23 March 2018.

Diners can enjoy the new dining concept at Max & Mitch

whereby they can pick whatever they like from the menu whilst enjoying a glass of refreshing beer from The Crossbar.

Buy 1 Free 1 promotion is valid across all the 4 brands namely Johnny Rockets, The Library Coffee Bar, Max & Mitch and The Crossbar until 14 June 2018.



Hogan bakery introduced the latest addition to its long list of products, the Dirty Lava Bun or Zang Zang Bao on 30 March 2018. The soft fluffy bun wrapped in a thick and dark chocolate lava, topped with a thick layer of imported cocoa powder is available at:-

- Pavilion, Level 6 • Bukit Bintang, sidewalk • Lion Office Tower
- Jaya Shopping Mall • IOI City Mall



Quiznos has opened a new outlet at LG-K7, Lower Ground Floor, Jaya Shopping Centre. Check out the latest promotion at Quiznos FB page.

PARKSON CREDIT NEWS

VISIT BY PUSPANITA KPDNKK

Parkson Credit Sdn Bhd welcomed a 30-member delegation from Persatuan Suri dan Anggota Wanita Perkhidmatan Awam Malaysia (PUSPANITA) under the Ministry of Domestic Trade, Co-operatives and Consumerism (KPDNKK) on 9 March 2018.

Led by KPDNKK Legal Director, Datin Tay Lee Ly, the visit was to understand Parkson Credit's credit assessment operations and activities with the recent implementation of Consumer Protection (Credit Sale) Act 2017.



► Parkson Credit staff with the delegation from PUSPANITA.
 ► *Warga kerja Parkson Credit bersama-sama delegasi PUSPANITA.*

TEAM PARKSON CREDIT CONQUERS SMART TUNNEL

On 15 April 2018, Team Parkson Credit once again took the physical challenge by the horns via the Viper Tunnel Challenge together with some 7,000 participants. The Challenge consisted of 10 obstacles and a 8.4KM run, with most of the distance being underground in the nation's Stormwater Management and Road Tunnel (SMART) in Kuala Lumpur, the longest stormwater drainage tunnel in South East Asia.

The Team started the Challenge at 4.30 am and ended their quest at 6.40 am at Berjaya Times Square with a total runtime of 2 hours 10 minutes. Thumbs-up to Team Parkson Credit!



► Left to right: Suryo Prayogo, Kurt Ho and Heidi proudly displaying the medals and T-shirts received after completing the Challenge (middle and right photos).
 ► *Kiri ke kanan: Suryo Prayogo, Kurt Ho dan Heidi bangga menunjukkan medal dan T-shirt yang diperolehi selepas menamatkan Cabaran (gambar tengah dan kanan).*

RETAIL CONFERENCE BY MRA



► Tan Sri William Cheng delivering the keynote address at the one-day conference.
 ► *Tan Sri William Cheng menyampaikan ucapan di persidangan sehari itu.*

Malaysia Retailers Association (MRA) held a Retail Conference entitled "Retail Transformation, Creativity & Beyond – A Diverse Perspective" on 26 April 2018, for participants to better understand the ever evolving retail challenges and to explore ways to cope with them.

In the welcome speech by our Group Chairman and CEO cum MRA President, Tan Sri William Cheng anticipated an evolving and challenging retail landscape in the coming years depending on how retail businesses and shopping malls react to the millennium customers and challenges from e-commerce. He believed that successful Malaysian retailers will be the ones who are able to sell their products through multiple channels, including through physical store, desktop, tablet and mobile phone.

Among the speakers at the one-day conference were Retail Group (Malaysia) Managing Director, Mr Tan Hai Hsin; Savills Kuala Lumpur Deputy Executive Chairman, Mr Allan Soo; Malaysia Tourism Promotion Board Chairman, Dato' Dr Siew Ka Fei; Feng Shui Consultant, Master Jane Hor; Nawawi Tie Leung Real Estate Consultants Executive Director, Puan Ungku Suseelawati Ungku Omar; Malaysia Shopping Malls Association Advisor, Mr HC Chan; Shopee Regional Managing Director, Mr Ian Ho and Landmark Group Dubai Head of South East Asia, Mr Anil Konidena.

HI-REV YOUNG TALENT PROGRAMME

Posim Petroleum Marketing (PPM) welcomed Adam Khalid (right photo) onboard its Hi-Rev Young Talent (Hi-Rev YTP) programme which helps to nurture young talents in motorsports.

Adam represented Malaysia for the first time in 2013 at the age of 14 in the Rotax Max Challenge Asia and was selected to represent Malaysia and Asia in the Rotax Max Grand Finals in Valencia, Spain. He was offered a test drive in Formula BMW car and later secured a scholarship to race with Meritus GP in Formula BMW. In 2016, Adam was chosen by Renault F4 team for their F4 Driver Development Programme and is the only Malaysian selected into this program.

For the 2018 race season, Adam will be racing in the Malaysia Speed Festival under the Saga Cup Category and Street 1600 Category; and will be competing in the Malaysia Championship Series 2018 in the racing edition of Proton Satria Neo.



HI-REV JOBARU PIAWW RACING



Hi-Rev Racing is teaming up with JOBARU PIAWW Racing for the Malaysia Superbike Championship 2018 and King Of 2T Race 2018. The team will feature Siti Norafizah Muhammad, the Overall Champion in the Malaysian Superbike-250 cc Open 2014 & 2015 and Rudy Ananda Sahari, a renowned rider from Singapore who has secured numerous titles under his belt in South East Asia.

Hi-Rev JOBARU PIAWW Racing is the Malaysia Superbike Championship 'new kid on the block' with potential for podium finishes.

ROYONG @ AMSTEEL

Prior to SIRIM's audit for the ISO 14001 EMS certification mission, Amsteel Mills Klang conducted two sessions of "Gotong Royong" on 27 March and 3 April 2018. Organised by the ISO 14001 Committee, approximately 200 employees worked hand in hand to spruce up the premises and its surroundings.



► Team leaders (front row) and staff at the Gotong Royong ceremony and briefing session.
 ► Ketua kumpulan (baris hadapan) dan kakitangan di upacara perasmian dan taklimat Gotong Royong.



► Many hands make light work - Teamwork makes the tasks easier and merrier.
 ► Bergotong royong menjadikan kerja lebih mudah dan ceria.

STEEL DIVISION SPORTS AND RECREATION CLUB

31ST ANNUAL GENERAL MEETING

Steel Division Sports and Recreation Club held its 31st Annual General Meeting (AGM) on 15 March 2018 at Amsteel Mills Sdn Bhd in Bukit Raja. About 1,200 members turned up at the AGM and voted for the new office bearers for the Club.



► Group photo of the newly elected office bearers and the outgoing committee members.
 ► Gambar kumpulan ahli jawatankuasa baru dilantik dan bekas ahli jawatankuasa.

SECOM'S DIARY

NKF ROADSHOW

As part of its initiatives to create awareness on the importance of leading a healthy lifestyle to its employees, Secom Malaysia invited National Kidney Foundation (NKF) to conduct a roadshow at its premises on 22 March 2018.

The NKF team gave a talk on the importance of early prevention and awareness of kidney disease and kidney associated diseases such as diabetes and hypertension; and provided free medical screening and consultation. Many staff took the opportunity to view the mini exhibition for a better understanding of the diseases.



TALK ON FIRE SAFETY AND PREVENTION

Safety at the workplace is always a priority at Secom. Hence, Human Resource Division organized a talk on fire safety and prevention for its employees on 13 March 2018 to refresh their knowledge on aspects of fire safety in buildings, especially in the workplace and awareness on what to do in an emergency.

A trainer from Fire Prevention Centre Malaysia spoke on the importance of fire prevention, the realities of fire hazards, preventive measures, the usage of fire safety equipment, and shared some case studies with the staff.



INTRODUCTION TO E-WALLET PREPAID

Money services business provider, Merchante Asia Sdn Bhd gave a briefing on E-Wallet prepaid service to employees at the Head Office. E-Wallet prepaid card is supported by a mobile application that allows customers to perform money transfers and e-commerce transactions, in addition to currency exchange. It serves to transform the payment experience for Malaysian travellers and migrant workers in the country as it promotes cashless transactions.



CONGRATULATIONS

Winners of the previous Lion Brain Tease:

Ang Siau Fang, Zaiful Akhmar Shaharudin, Priya alp Wadiwel, Khor Poh Ching, Tikaram Adhikari, Lim Chong Cheng, Siti Rozita bt Sialan, Vasugi alp Ramiah, Lim Fong Xian & Nural Huda bt Md Yahya.

Answers to the previous Lion Brain Tease

- | | |
|-------------------------------|-------------------------|
| 1 - a. 30 th | 6 - a. first |
| 2 - b. 45 th | 7 - b. Hogan Bakery |
| 3 - c. HI-Rev | 8 - a. Amsteel "A" |
| 4 - c. Lion Head Office | 9 - c. 17 November 2017 |
| 5 - a. Lion Property Division | 10 - b. second |

RESILION RESIDENCE SUPERHEROES WEEKEND

Property Division held a preview of its 244-unit Resilion Residence at Bandar Mahkota Cheras Sales Gallery on 14 and 15 April 2018.

Themed Superheroes Weekend, guests were greeted by superheroes from Marvel and DC cinematic universe whilst some families cosplayed as superheroes themselves. Many exciting activities were lined-up namely Kids' Workshop for Superheroes; Colouring Hulk and photo booth alongside food trucks serving Korean fried chicken, burger & pasta, bubble tea and designer gelato. Lucky winners walked

away with movie tickets from the lucky draw.

Early-bird purchasers will receive a zero-entry package whilst every successful referral under the Referral Program will receive RM1,000 cash. All units come with branded kitchen cabinets.

For more information, please contact :

Mr Jefferey Cheong 013 336 4839 | Mr Ken Fan 016 210 1126 | Mr Nick Cheah 012 985 8803



► Property Division staff attending to guests and purchasers at the event.
► *Kakitangan Bahagian Hartanah melayani tetamu dan pembeli yang hadir.*



► Myriad of exciting activities for children.
► *Pelbagai aktiviti menarik untuk kanak-kanak.*

CORPORATE UPDATES

SUSTAINABILITY REPORTING WORKSHOP BY BURSA MALAYSIA

Staff from the Head Office and Operating Companies attended a 2-day workshop on Sustainability Reporting for Practitioners in April 2018 under Bursa Malaysia Sustainability Engagement Series.

The workshop conducted by Mr Stan Rodgers, Principal Consultant with SHEMSI Sdn Bhd and AVTEQ Consulting Services Australia was designed to help companies understand the importance of embedding sustainability into their corporate strategy and implementing sustainability throughout the organisation.

It covered Bursa's Sustainability Reporting Guide and Toolkits which provide guidance on how to embed sustainability in an organisation and help identify, evaluate and manage material EES (Economic, Environment and Social) risks and opportunities; and prepare a Sustainability Statement in accordance with the Listing Requirements of Bursa Malaysia. It also featured best practices in sustainability reporting and management.



2018 LUNAR NEW YEAR CALLIGRAPHY CHARITY SALE



► Puan Sri Chelsia Cheng announcing the grand sum of RM2,145,396.66 that has been raised from the Calligraphy Charity Sale since 2010.
► *Puan Sri Chelsia Cheng mengumumkan sejumlah RM2,145,396.66 telah dikutip dari Jualan Amal Kaligrafi sejak 2010.*

For the ninth consecutive year, Lion-Parkson Foundation (LPF) and Parkson assisted five independent schools in the Klang Valley, namely Chong Hwa Independent High School (KL), Confucian Private Secondary School, Kuen Cheng High School, Kwang Hua Private High School, and Tsun Jin High School to organize the Lunar New Year Calligraphy Charity Sale in aid of needy students in these schools.

The Charity Sale was held at 9 participating Parkson stores namely 1 Utama Shopping Centre, IOI City Mall Putrajaya, Klang Parade, NU Sentral, OUG Shopping Centre, Pavilion KL, Sunway Pyramid, Sunway Velocity Mall, and Suria KLCC; with the students from the 5 schools selling their Calligraphy works and staging Chinese orchestra performances at these Parkson stores over 3 weekends prior to the

Lunar New Year celebration in February 2018.

On 30 April 2018, LPF Chairman, Puan Sri Chelsia Cheng; Lion Group Director and LPF Trustee, Datuk CS Tang; and LPF Trustee, Dr Chua Siew Kiat presented cheques to the 5 schools totalling RM258,792.36 being the sales proceeds raised by the students from the 2018 Charity Sale.

To date, the Charity Sale which started in 2010 has raised a total of RM2,145,396.66. The expenses for the Calligraphy sale and performances by the students in the Parkson stores are sponsored by LPF and Parkson while the special paper for writing the Calligraphy pieces were provided by Xian's Calligraphy Centre founded by LPF Chariman, Puan Sri Chelsia Cheng.



► Puan Sri Chelsia Cheng (holding mock cheque), Datuk CS Tang (8th from right) and Dr Chua Siew Kiat (12th from right) with the schools' officials and students at the cheque presentation ceremony.
► *Puan Sri Chelsia Cheng (memegang replika cek), Datuk CS Tang (8 dari kanan) dan Dr Chua Siew Kiat (12 dari kanan) bersama para pegawai dan pelajar dari sekolah-sekolah di majlis penyampaian cek.*

DIRECTORS TRAINING

Directors of the Group's public listed companies and staff attended a half-day talk at Lion Office Tower on 16 April 2018.

Managing Partner of Wong & Partners, Mr Andre Gan facilitated the session whilst Partner, Ms Adeline Wong and Baker McKenzie Registered Foreign Lawyer, Mr Jon Cowley spoke on "Key Global Trade Developments and Impact on Asia-Pacific Region", "Free Trade Agreements", "Regional Export Control" and "Customs and Trade Enforcement Trends in Asia-Pacific".

Wong & Partners Senior Associate, Ms Lydia Kong and Baker McKenzie Local Principal, Ms Melissa Healy briefed on "Getting the Deal Done - Practical Issues to Consider" and touched on topics pertaining to parental liability risks and innovation theory of harm.



► (Top photo, from left to right): Speakers: Ms Lydia Kong, Ms Melissa Healy, Mr Jon Cowley, Ms Adeline Wong and Mr Andre Gan; and Directors and staff (bottom photo) at the session.
► *(Gambar atas, dari kiri ke kanan): Penceramah: Cik Lydia Kong, Cik Melissa Healy, Encik Jon Cowley, Cik Adeline Wong dan Encik Andre Gan; dan Pengarah dan kakitangan (gambar bawah) di majlis sesi ceramah.*

HEAD OFFICE SPORTS & RECREATION CLUB ACTIVITIES GET-TOGETHER PARTY

Witches, wizards, princesses and other movies and cartoon characters were seen wandering about at the get-together party themed "Cartoon Characters & Movie Madness" organised by Head Office Sports & Recreation Club for Lion HQ and companies based at Lion Office Tower on 13 April 2018.

The gathering was graced by Group Executive Chairman, Tan Sri William Cheng who had sponsored the dinner and prizes of Parkson vouchers along with Group Executive Director, Tan Sri Albert Cheng who had joined in the fun for a while.

Everyone enjoyed the food from Makan Makan by Parkson and the entertainment by D Pandan Buskers, games and Best Dressed Competition.



► Tan Sri William Cheng (centre) joined in the fun and merriment.
► Tan Sri William Cheng (tengah) turut hadir menyeronokkan majlis.



► Beaming Puan Rozila Johan from Group HR receiving the Lucky Draw Grand Prize from Tan Sri William Cheng.
► Puan Rozila Johan dari Bahagian Sumber Manusia Kumpulan gembira menerima hadiah utama cabutan bertuah daripada Tan Sri William Cheng.



► Best Dressed finalists with *Captain Jack Sparrow* aka Daniel Chew from Head Office (5th from right) and *Maleficent* aka Nurhidayah from Property Division (3rd from right) emerging as Best Dressed Male and Female respectively.
► Finalis Pakaian Terbaik, dengan "*Captain Jack Sparrow*" iaitu Daniel Chew dari Ibu Pejabat (5 dari kanan) dan "*Maleficent*" iaitu Nurhidayah dari Bahagian Hartanah (3 dari kanan) masing-masing menjuarai Pakaian Terbaik Lelaki dan Wanita.



► The messier the better; Lava Bun eating competition.
► Lebih comot lebih baik; pertandingan makan Lava Bun.



► Enjoying the delicious spread from Makan Makan by Parkson.
► Menjamu selera dengan hidangan lazat dari Makan Makan by Parkson.



► Everyone letting down their hair and having a good time.
► Semua yang hadir bergembira.

BOWLING TOURNAMENT

Head Office Sports & Recreation Club organised a bowling tournament at Ampang Superbowl, Berjaya Times Square on 31 March 2018. Lion Forest Industries Berhad Director, Ms Serena Cheng and Senior Manager – IR, Encik Roselee Dato' Mansor gave away the prizes to the winners.



TOP SCORERS : NURHANA NADZARI & MUHAMMAD AIDIL ABDULLAH



GROUP PHOTO



1st PRIZE WINNER (GROUP)



2nd PRIZE WINNER (GROUP)



3rd PRIZE WINNER (GROUP)

COMMUNICO

HOW TO IMPROVE MENTAL HEALTH?

Quick & Easy Lifestyle Tips (sourced from the internet)

Mental alertness is very important when carrying out our daily activities as well as our professional duties. As one grows older, alertness may be affected, but by maintaining good physical and mental health, one can overcome the problem. Even young people, due to stress, may forget things and their memory gets impaired.

As the saying goes, a healthy body often means a healthy mind. Listed below are some lifestyle tips to improve mental health. Let's see how these small changes can make a big difference to our mental wellness and physical well-being.

1. Include Fruits & Vegetables in Your Diet

Including fruits and vegetables in meals has a pronounced effect with such benefits including:

- Reduces risk of chronic diseases like heart diseases & certain cancers.
- Potassium-rich fruits aid in attaining healthy blood pressure.
- Fibre rich fruits and vegetables lower bad cholesterol levels.
- A diet rich in vitamins and minerals helps us fight various diseases.
- Helps maintain weight as being overweight is the cause of many ailments and diseases.

2. Make Exercise A Part of Your Daily Life

Many studies have shown that exercising is a wonderful tool for those who want to combat mental illness like anxiety and depression. Exercising provides numerous advantages that include:

- Keeps you fit and healthy.
- Reduces your stress level.
- Makes you feel energetic and active.
- Manages your weight and thus help to ward off diseases like diabetes, obesity, high blood pressure, etc.

3. Stay Away from Stress & Be Happy

Stress is harmful and makes one vulnerable to diseases. Follow these easy tips to prevent or relieve stress:

- Meditate and be calm.
- Practice yoga; doing this in a group will keep you disciplined and encouraged.
- Laugh more as laughing releases hormones that make you happy. Happiness relieves stress and is super beneficial for people fighting mental ailments.
- Spend time to play with children. Such fun activities with kids will make us relaxed and forget about stress.

4. Last but Not the Least – Get a Good Night's Sleep

Getting enough sleep is the most important advice to get rid of any mental ailment. To get a good and sound sleep, include exercise in your daily routine. Exercise will not only help you get sufficient sleep but also brings about positive changes to your body.

Another tip to get a good night's sleep is to follow a fixed-time schedule of going to and getting up from bed. This sets your body clock and helps you sleep at the required time and have the necessary amount of rest.

LearningLink.....

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. Tel: 03-33447310 Fax: 03-33447315

A CASE FOR TRUST



So what was the most important factor contributing to a team's effectiveness? It was psychological safety. Simply put, psychological safety refers to an individual's perception of taking a risk, and the response his or her teammates will have to taking that risk. In a team with high psychological safety, teammates feel safe to take risks around their team members. They feel confident that no one on the team will embarrass or punish anyone else for admitting a mistake, asking a question, or offering a new idea.

In other words, great teams thrive on trust.

This may appear to be a simple concept, but building trust between team members is no easy task.

Here's a glimpse at some of the actions that can help you build trust into your teams:

Listen first

To build trust, you must respect how others think and feel. That's why it's important to listen first.

When you regularly and skillfully listen to others, you stay in touch with their reality, get to know their world and show you value their experience. Active listening involves asking questions, along with concentrated effort to understand your partner's answers--all the while resisting the urge to judge. Careful listening helps you identify each individual team member's strengths, weaknesses, and style of communication.

Additionally, you send the message that what's important to them is important to you.

Show empathy

Beyond listening, try your best to understand your fellow team members and their perspectives. This is called cognitive empathy. But you'll also benefit from showing affective or emotional empathy. This means attempting to share the feelings of another.

For example, if a colleague shares a struggle, you may think: "Well, that's not such a big deal. I've dealt with that before." When this happens, try to think of a time when you felt stressed or overwhelmed, and draw on that feeling to help you relate.

Be authentic

Authenticity creates trust. We're drawn to those who "keep it real," who realize that they aren't perfect, but are willing to show those imperfections because they know everyone else has them, too.

The best companies are made up of great teams. Even a company full of A-players won't succeed if those individuals don't have the ability to work well together.

Not too long ago, Google set out on a quest to figure out what makes a team successful. They code-named the study 'Project Aristotle', a tribute to the philosopher's famous quote that "The whole is greater than the sum of its parts."

To define "effectiveness," the team decided on assessment criteria that measured both qualitative and quantitative data. They analyzed dozens of teams and interviewed hundreds of executives, team leads and team members.

The researchers then evaluated team effectiveness in four different ways:

- executive evaluation of the team;
- team leader evaluation of the team;
- team member evaluation of the team; and
- sales performance against quarterly quota.

So, what did they find? The researchers found that what really mattered was less about who is on the team, and more about how the team worked together.



◀ Continued from page 15

Learning Link

Authenticity doesn't mean sharing everything about yourself, to everyone, all of the time. It does mean saying what you mean, meaning what you say, and sticking to your values and principles above all else.

Set the example

Words can build trust only if they are backed up by actions.

That's why it's so important to practice what you preach and set the example: You can preach respect and integrity all you want; it won't mean a thing when you curse at a member of your team.

Be helpful

One of the quickest ways to gain someone's trust is to help that person. Think about your favorite boss. What school he or she graduated from, with what kind of degree, and this person's previous accomplishments--none of these details are relevant to your relationship. But how about when this boss was willing to take time out of his busy schedule to listen, help out, or get down in the trenches and work alongside you? Trust is about the long haul. Help wherever and whenever you can.

Disagree and commit

As Amazon CEO Jeff Bezos explains, to "disagree and commit" doesn't mean "thinking your team is wrong and missing the point," which will prevent you from offering true support. Rather, it's a genuine, sincere commitment to go the team's way, even if you disagree. Of course, before you reach that stage, you should be able to explain your position, and the team should reasonably weigh your concerns.

Sourced from <http://www.businessinsider.com/google-spent-years-studying-effective-teams-this-is-what-they-found-2018-1?IR=T>

But even if you decide to disagree and commit, you're all in. No sabotaging the project--directly or indirectly. By trusting your team's gut, you give them room to experiment and grow--and your people gain confidence.

Be humble

Being humble doesn't mean that you never stand up for your own opinions or principles. Rather, it means recognizing that you don't know everything -- and that you're willing to learn from others. It also means being willing to say those two most difficult words when needed: I'm sorry.

Be transparent

There's nothing worse than the feeling that leaders don't care about keeping you in the loop, or even worse, that they're keeping secrets. Make sure your vision, intentions, and methods are clear to everyone on your team--and that they have access to the information they need to do their best work.

Commend sincerely and specifically

When you commend and praise others, you satisfy a basic human need. As your colleagues notice that you appreciate their efforts, they're naturally motivated to do more. The more specific, the better: Tell them what you appreciate, and why.

And remember, everyone deserves commendation for something. By learning to identify, recognize, and praise those talents, you bring out the best in them.

CeDR ACTIVITIES

Learn Net Meeting - 20 April 2018

CeDR hosted the April edition of Learn Net, and featured Celebrity Fitness which walked us through some workplace exercises. This is part of the effort to kick off Lion Group's Workplace Wellness Initiative, where the members of the Group will enjoy a preferential rate for a membership with Celebrity Fitness. Our registered OC staff members will be able to enjoy an Experience Week beginning 30 April - 6 May, where they will have full access to a number of clubs in the Klang Valley.



CeDR ACTIVITIES

MTLC 17-18 April 2018

Meet The Lion Circle (MTLC) is an induction program for all new recruits of Lion Group. They are put through a two-day program which includes site visit and a briefing about the Group's history, mission, business operations and work culture.



PSMB TTT 12-16 March & 16-20 April 2018

The Train-the-Trainer (TTT) programs for the months of March and April saw us hosting a group of lively and energetic participants all ready to be certified as professional trainers.



LSW Teambuilding 31 March - 1 April & 14-15 April 2018

Lion Steelworks (LSW) kicked off their Teambuilding initiative with the first batch of participants, who all descended on Grand Ion Delemen, Genting for 2 days worth of self reflection, and reaping the benefits of working cohesively as a team.



Senior Leaders Program – Future Thinking, Strategic Forecasting 10-11 March 2018 @ The Majestic Hotel, Kuala Lumpur

CeDR organized a 2-day program targeted at senior management of Lion Group's operations, which helped them to analyse past and future trends to identify new opportunities and anticipate and manage change across the Group.



R E S I L I O N

RESIDENCE

樂居苑

CONDO | TOWN VILLAS

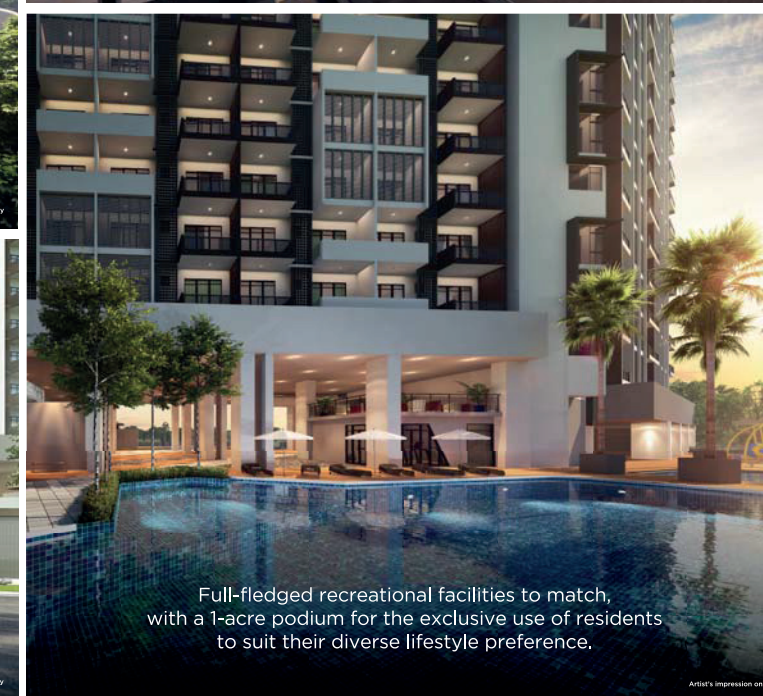
FREEHOLD
SIZE FROM 1,149 SF

FROM
RM484,290* ONLY!

EARLY BIRD
ZERO ENTRY PACKAGE*

- REBATES
- FREE BRANDED KITCHEN CABINET
- FREE LEGAL FEES ON SPA & LOAN DOC + DISBURSEMENT

*Terms and conditions apply.



FUNCTIONAL LAYOUT • UNIQUE CONCEPT • ALL-ROUND SECURITY • ELEVATED GROUND

Developer : Pancar Tulin Sdn Bhd (814156-4) • Developer's Address : Level 2, Lion Office Tower, No. 1 Jalan Nagasari, 50200 Kuala Lumpur • Developer's Contact No. : 03 2143 2299 / 03 2143 2829 • Developer's Fax No. : 03 2148 9617 • Developer's License No. : 14570-3/03-2020-0222 (L) • Validity Date : 06/03/2018 - 05/03/2020 • Advertising & Sales Permit : 14570-3/03-2020-0222 (P) • Validity Date : 06/03/2018 - 05/03/2020 • Land Tenure : Freehold • Building Plan Approval No. : B1 (29) dms MPM 61/P/28/2015 • Approving Authority : Majlis Perbandaran Kajang • Expected Date of Completion : May 2021 (42 months from date of Sale & Purchase Agreement) • Encumbrance : Tiada • Sekatan Kepentingan : Nil • Type of Property : Apartment • Estimated Built-up Area : 1,149 - 2,051 sq ft • Total Unit : 172 • Selling Price : RM 538,200 (min) - RM 966,500 (max) • Type of Property : Townhouse • Lot Size : 22 x 70' • Total Unit : 72 • Selling Price : RM 538,100 (min) - RM 634,200 (max) • 7% Bumiputera Discount.

HI-REV QUIZ CONTEST #2



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Press submit button



Winners will be announced*

*In the next issue



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Terms & Conditions

- * Open to employees of Lion Group of Companies only.
- * Multiple entries will be disqualified.
- * Incomplete submission will be disqualified.
- * Submit your answer before **30 June 2018**.

