

Lion Today

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LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



Parkson Beauty Opens At Changsha

- ▶ LGMAF Contributes To Medical Camp
- ▶ Amsteel In Aid Of Students
- ▶ Hi-Rev Racing Unveils 2018 Race Line-Up
- ▶ Parkson Credit Opens Regional Offices

LION-PARKSON FOUNDATION



- ▶ (Top photo) Alison Wong Kuan Rong taking a photo with Puan Sri Chelsia Cheng for remembrance. (Left photo) Proud moment for father, Encik Mohamad Sidek and son, Muhammad Luqman.
- ▶ (Gambar atas) Gambar kenangan Alison Wong Kuan Rong bersama Puan Sri Chelsia Cheng. (Gambar kiri) Saat membanggakan untuk kedua-dua bapa, Encik Mohamad Sidek dan anak beliau, Muhammad Luqman.



- ▶ Scholars, family members and guests listening to Puan Sri Chelsia Cheng's speech (inset).
- ▶ Penerima biasiswa, kaum keluarga dan tetamu mendengar ucapan daripada Puan Sri Chelsia Cheng (gambar kecil).



- ▶ Puan Sri Datin Coleen Herbert (3rd from right) presenting the mock cheque for the fund's sponsorship to the organisers with Ms Quah Le Ching (2nd from right) from Corporate Communications Department.
- ▶ Puan Sri Datin Coleen Herbert (3 dari kanan) menyampaikan replika cek sumbangan Tabung kepada penganjur bersama Cik Quah Le Ching (2 dari kanan) dari Jabatan Komunikasi Korporat.



- ▶ Puan Sri Datin Coleen Herbert viewing the medicines sponsored by LGMAF (top photo) which were dispensed to the residents (right photo).
- ▶ Puan Sri Datin Coleen Herbert melihat ubat-ubatan tajaan LGMAF (gambar atas) yang diberikan kepada penduduk (gambar kanan).



AWARDS SCHOLARSHIPS

For the 28th year running, Lion-Parkson Foundation (LPF) awarded scholarships totalling RM360,000 to 9 undergraduates for the entire duration of their studies based on their academic performance, extra-curricular activities and leadership qualities. The awards were presented by LPF Chairman, Puan Sri Chelsia Cheng witnessed by LPF Trustees, Datuk CS Tang and Dr Chua Siew Kiat; and the students' parents and families on 17 August 2018.

The scholars received RM10,000 per annum for the duration of their studies. Puan Sri Chelsia Cheng in her speech said, "The awards are in line with Lion Group's aspiration to contribute to the country's educational and human resources development in order to achieve economic growth. We hope to nurture educated and talented young Malaysians

who will help to shape and build a better tomorrow for future generations".

The scholars will undergo training in soft skills such as problem-solving and communication skills and internships at our companies during their semester breaks to prepare them for the corporate world, and upon graduation, will be attached to companies in the various divisions according to their field of study.

LPF was launched in 1990 to administer and disburse funds for various needs such as education, charity and scientific research. To date, it has sponsored a total of 457 students through various sponsorship programmes worth RM10.7 million. In addition, LPF has also contributed another RM27 million towards other causes, making a total contribution of RM37.7 million.

YAYASAN LION-PARKSON ANUGERAH BIASISWA

Untuk tahun yang ke-28 berturut-turut, Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa berjumlah RM360,000 kepada 9 orang siswazah untuk sepanjang tempoh pengajian mereka berdasarkan prestasi akademik, aktiviti kokurikulum dan kualiti kepimpinan. Anugerah tersebut disampaikan oleh Pengerusi LPF, Puan Sri Chelsia Cheng disaksikan oleh Pemegang Amanah LPF, Datuk CS Tang dan Dr Chua Siew Kiat; ibu bapa dan keluarga pelajar pada 17 Ogos 2018.

Masing-masing akan menerima biasiswa bernilai RM10,000 setahun bagi setiap tahun pengajian. Puan Sri Chelsia Cheng dalam ucapannya berkata, "Anugerah ini selaras dengan aspirasi Kumpulan Lion untuk menyumbang kepada pembangunan pendidikan dan sumber manusia negara bagi mencapai pertumbuhan ekonomi. Kami berharap dapat memupuk golongan belia Malaysia yang berpendidikan dan

berbakat yang dapat membantu membentuk dan membina masa depan yang lebih baik untuk generasi akan datang".

Para penerima biasiswa juga berpeluang menjalani latihan seperti kemahiran menangani masalah dan komunikasi serta latihan industri di syarikat-syarikat Kumpulan Lion semasa cuti semester sebagai persediaan kepada dunia korporat, dan apabila tamat pengajian, mereka akan berkhidmat di syarikat-syarikat kita mengikut bidang pengajian mereka.

LPF dilancarkan pada tahun 1990 untuk mentadbir dan membiayai dana untuk pelbagai keperluan seperti pendidikan, amal dan penyelidikan saintifik. Sehingga kini, LPF telah menaja seramai 457 pelajar melalui pelbagai program tajaan bernilai RM10.7 juta. Di samping itu, LPF juga telah menyumbang sebanyak RM27 juta lagi kepada tujuan amal lain, menjadikan jumlah keseluruhannya sebanyak RM37.7 juta.

金狮百盛基金会颁发奖学金

金狮百盛基金会（基金会）颁发总值36万令吉的奖学金予9名学生，作为学生们整体课程的学习费用。奖学金申请的审核标准，是根据申请者的学术表现、课外活动及领导素质。这已是基金会第28年颁发奖学金予出色学生。奖学金颁发仪式于2018年8月17日举行，由基金会主席潘斯里陈秋霞颁发，并由基金会信托人拿督陈怀安和蔡少杰博士以及学生的父母家人共同见证。

在就读期间，他们每人每年将会领取总额1万令吉的奖学金。潘斯里陈秋霞表示：“奖学金的颁发是按照金狮集团的理念，为国家教育和人力资源发展作出贡献，以实现经济增长。我们希望培育有学识和有才华的马来西亚青年，为我国下一代塑造和建设一

个更美好的明天。”

奖学金得主将在学期放假期间在我们公司实习并接受软件技能培训，如解决问题和沟通技巧，让他们做好准备为企业界服务。他们将会在毕业后，根据他们所选读的科系分别加入金狮集团旗下公司各部门服务。

金狮百盛基金会成立于1990年，管理和拨款资助教育、慈善及科学研究经费等活动。金狮百盛基金会至今已通过各项赞助计划资助457名学生，共计1千零70万令吉。此外，基金会也捐献2千700万令吉作为其他慈善用途。迄今，总捐献款项达3千770万令吉。

LGMAF CONTRIBUTES TO MEDICAL CAMP

Lion Group Medical Assistance Fund (LGMAF) sponsored the cost of medication worth RM7,915.79 for the medical camp at Desa Mentari PJS 6, Off Jalan Klang Lama, Kuala Lumpur organised by the Rotary Club of Bukit Kiara Sunrise on 15 July 2018.

This is the 11th year LGMAF is contributing to the medical camp organised to provide free medical check-up and medication to nearby residents. LGMAF Chairperson, Puan Sri Datin Coleen Herbert presented the mock cheque for the Fund's sponsorship to the organisers.

CONTENTS

1 CORPORATE UPDATES

Lion-Parkson Foundation Awards Scholarships
LGMAF Contributes To Medical Camp

4 RETAIL & TRADING DIVISION

Parkson Beauty Opens In Changsha
Parkson Card Members Kickin' To Russia
Dinosaur Education Exhibition At Parkson M Square Mall
7DAYZ Opens Fourth Stand-Alone Outlet
F&B Division Updates
- Hogan Bakery @ Mid Valley Megamall
- Quiznos & The Coffee Brewery @ East-West Link Petron Petrol Station
- Urban Food Hall @ Gurney Paragon
Parkson Credit News
- New Regional Offices
- Merdeka Celebration
- World Cup Finals Party
Hi-Rev Racing Unveils 2018 Race Line-Up
Double Win For Hi-Rev

9 STEEL DIVISION

Happenings @ Amsteel Klang
- Amsteel In Aid Of Students
- Inter-Department:
- Bowling Tournament
- Badminton Tournament

Steel Division Sports Club - Bowling Tournament

10 HEAD OFFICE UPDATES

Lion Head Office SRC Activities

11 SERVICES DIVISION

Events @ SECOM
- Dividend Presentation
- Planting Day

11 PROPERTY & COMMUNITY DEVELOPMENT DIVISION

New Launch @ Bandar Bukit Mahkota, Bangi

12 LEARNINGLINK

Movies - More Than Just Mindless Entertainment
CeDR Highlights

14 RETAIL & TRADING DIVISION

SPAO x HIGHLIGHT

15 RETAIL & TRADING DIVISION

Hi-Rev Quiz Contest #4

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EDITOR'S MESSAGE

Our participation in charitable programmes reflects the Group's corporate responsibility towards the local community. Lion-Parkson Foundation once again awarded scholarships to bright young Malaysians pursuing their first degree in the local universities. The awards represent the Group's commitment to education and nation building through the pursuit of academic excellence.

Similarly, Lion Group Medical Assistance Fund which provides financial aid to needy Malaysians seeking medical attention had sponsored the purchase of medicines for a medical camp in Desa Mentari at Old Klang Road in Kuala Lumpur.

Given the rapid developments and challenges in today's business environment, organisations have to constantly look into strategies and innovative ways to stay ahead in their operations. HI-REV unveiled its latest performance lubricant for cars, the TorQe PRO Premium Motor Oil alongside the Hi-Rev Racing race line-up at its dealers' family day whilst Parkson Credit has opened two new regional offices in the north and south to expand its market reach.

On the retail front, Parkson China created a new milestone with the opening of Parkson Beauty, a new one-stop beauty retail concept in Changsa, Hunan. Parkson Beauty features the latest items from internationally renowned brands under one roof as well as exclusive in-store SPA salons.

All these and the activities of our operating companies and Head Office are featured in the following pages.

UTUSAN PENGARANG

*P*embabitan kita dalam program amal mencerminkan tanggung jawab korporat Kumpulan kepada komuniti setempat. Yayasan Lion-Parkson sekali lagi menganugerahkan biasiswa kepada belia Malaysia yang cemerlang yang mengikuti ijazah pertama di universiti tempatan. Anugerah ini merupakan komitmen Kumpulan terhadap pendidikan dan pembangunan negara melalui usaha mencapai kecemerlangan akademik.

Selain itu, Dana Bantuan Perubatan Kumpulan Lion yang menyediakan bantuan kewangan kepada rakyat Malaysia yang memerlukan rawatan perubatan telah menaja pembelian ubat-ubatan untuk kem perubatan di Desa Mentari di Jalan Klang Lama di Kuala Lumpur.

Memandangkan persekitaran perniagaan hari ini pesat berkembang dan sangat mencabar, setiap organisasi perlu sentiasa merancang strategi dan mencari kaedah inovatif untuk terus maju dalam operasi mereka. HI-REV melancarkan minyak pelincir prestasi terbaru untuk kereta, TorQe PRO Premium Oil serta memperkenalkan barisan jentera perlumbaan Hi-Rev Racing sempena hari keluarga untuk pengedarnya manakala Parkson Credit pula telah membuka dua pejabat wilayah baru, di utara dan selatan tanahair untuk melebarkan jangkauan pasaran.

Di sektor peruncitan pula, Parkson China mencatat satu lagi pencapaian berikutan pembukaan Parkson Beauty di Changsa, Hunan yang menawarkan konsep peruncitan baru di mana pelbagai produk kecantikan ditempatkan di bawah satu bumbung. Parkson Beauty merupakan pusat sehenti bagi mendapatkan produk kecantikan terbaru keluaran jenama terkenal antarabangsa dan juga menempatkan salon-salon SPA eksklusif.

Kesemua ini dan berita mengenai aktiviti syarikat-syarikat operasi dan Ibu pejabat dipaparkan di halaman berikut.

PARKSON BEAUTY OPENS IN CHANGSHA

Parkson China marked a new milestone with the official opening of Parkson Beauty, a new one-stop beauty retail concept in Changsha, Hunan in China on 15 August 2018.

Group Executive Chairman, Tan Sri William Cheng graced the opening marked by a ribbon-cutting ceremony alongside with Parkson Retail Group (PRG) Executive Director, Ms Juliana Cheng; CEO, Mr Zhou Jia; Country General Manager - Cosmetic Products (North Region), Mr Li Wenxin; Head of

PRG Hunan, Wu Zhicheng; and Wharf China Estates Limited Marketing Manager, Ms Vivian Yong.

Partnering with Wharf Changsha IFS, Parkson Beauty is set to become a hot-spot for lifestyle and beauty that caters to local consumers preferences.

Spreading over 5,000 square meters, it features the latest and hottest items from leading international beauty and skincare brands, including renowned international brands that appear for

the first time under one roof in Hunan as well as exclusive instore SPA salons that provide premium beauty treatment and customized services. Customers can also check on the trendsetting beauty products in its 'shop-within-a-shop', PLAY UP which offers a collection of brands that are most sought-after on the internet.

Parkson Beauty provides waiting areas and lounges for men to hang out in whilst waiting for their partners and friends.



► From left to right: Mr Li Wenxin, Ms Juliana Cheng, Tan Sri William Cheng, Mr Zhou Jia, Ms Vivian Yong and Mr Wu Zhicheng officiating the store's opening.
 ► Dari kiri ke kanan: Encik Li Wenxin, Cik Juliana Cheng, Tan Sri William Cheng, Encik Zhou Jia, Cik Vivian Yong dan Encik Wu Zhicheng merasmikan pembukaan stor Parkson Beauty.



► The "shop-within-a-shop" PLAY UP at Parkson Beauty offers a variety of "internet sensation" brands from across the globe.
 ► "Kedai-dalam-kedai" PLAY UP di Parkson Beauty menawarkan pelbagai jenama "sensasi internet" dari seluruh pelosok dunia.

PARKSON CARD MEMBERS KICKIN' TO RUSSIA

On 15 July 2018, 200 Parkson Card Members gathered at Parkson M Square Mall Puchong for the "Kickin' it to Russia: World Cup Final Night!", an exclusive event to encourage the members to get off their couches to watch the Finals on a 18 x 10 feet LED screen under the stars.

Celebrity football fans, Ivan from Fly FM and Ammar from Hot FM joined in the excitement and rooted for

their favourite teams. A host of fun activities was lined up for the members to show off their football skills before the World Cup Final started such as Human Foosball and Penalty Shootout amongst others; and for video gamers – a PS4 Football Challenge. #ParksonCardSquadz Mobile Truck rolled by with more games and activities and opportunities to win more goodies. Lucky members walked away with prizes from the lucky draw.



► Parkson Card Members having fun in Human Foosball, Penalty Shootout Challenge and Water Pong at #ParksonCardSquadz Mobile Truck.
 ► Ahli Kad Parkson gembira menyertai permainan "Human Foosball, Penalty Shootout Challenge dan Water Pong" di #ParksonCardSquadz Mobile Truck.

DINOSAUR EDUCATION EXHIBITION AT PARKSON M SQUARE MALL

In conjunction with the school holidays from 17 to 26 August 2018, the concourse area of Parkson M Square Mall in Puchong was transformed into an "education fiesta" for "The Dinosaur Education Exhibition", an educational activity that makes learning fun and effective.

Many activities were available for toddlers, kids and students such as Volcano Eruption Demo; Dinosaur Adventure Park, Walking with Rexie; Mr Talking English Mascot Appearance; Building Blocks and Colouring Contest.



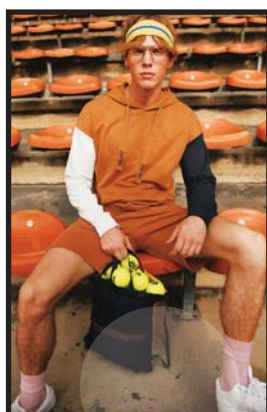
► Children and parents participating in and enjoying the many activities organised.
 ► *Kanak-kanak dan ibubapa gembira menyertai pelbagai aktiviti yang dianjurkan.*

7DAYZ OPENS FOURTH STAND-ALONE OUTLET

7DAYZ, a modern fashion brand under Parkson opened its fourth stand-alone store at Ground Floor, Berjaya Times Square Mall in Kuala Lumpur. 7DAYZ offers simple yet stylish designs at affordable prices for men, women and children of all age groups.

For the Fall/Holiday 2018 collection, 7DAYZ is featuring casual and versatile designs with prices ranging from RM19 to RM129. Other stand-alone stores by 7DAYZ are located at Sunway Pyramid, Sunway Velocity Mall and Paradigm Mall JB.

Follow 7DAYZ social media pages for latest update:
 Facebook: 7dayz; Instagram: 7dayz_official



F&B UPDATES

HOGAN BAKERY @ MID VALLEY MEGAMALL

Hogan Bakery opened its newest outlet at LG62 & 62A, Mid Valley Megamall. It offers over 140 different types of artisan breads and pastries daily such as Danish Pastries, Healthy European and Artisan Breads, Toast, Dessert and Cakes with new creations and flavours being constantly introduced.



QUIZNOS & THE COFFEE BREWERY @ EAST-WEST LINK PETRON PETROL STATION

Patrons of Petron Petrol station at East-West Link in Taman Connaught, Cheras can have a quick grab of the flavourful Quiznos Sub's toasted sandwiches together with a cuppa from The Coffee Brewery during their pit-stop or eat-in in a comfortable and pleasant setting.



URBAN FOOD HALL @ GURNEY PARAGON

Planning to organise a corporate event, company dinner or private function such as birthday, family gathering, full moon or even engagement party? Make it a memorable one at Urban Food Hall. Let them assist you with the planning and preparation whilst you and your guests enjoy the delectable selection of menu and friendly service. Call 04-2189202 to customize your event package.



PARKSON CREDIT NEWS

NEW REGIONAL OFFICES

Parkson Credit continues its business expansion with the opening of its Southern Region Office in Johor Bahru, Johor under its Regional Marketing Manager, Mr Looi Choon Fai on 13 August 2018. The Northern Region Office in Ipoh, Perak under Regional Marketing Manager Mr Leong Kin Lee was opened earlier on 19 March 2018. The Regional Offices function as a hub for the Company's Field Survey, Tele-Collections and Dealer Servicing efforts in their respective regions.

The new Regional Offices covers Johor, Melaka, Perak, Perlis, Kedah and Penang; extending the areas served by Parkson Credit from its headquarters in Lion Office Tower, Kuala Lumpur. Parkson Credit plans to open more Regional Offices in the near future.



- ▶ Regional Manager Mr Leong Kin Lee (2nd from right) with staff at the Northern Office.
- ▶ *Pengurus Wilayah Encik Leong Kin Lee (2 dari kanan) bersama kakitangan Pejabat Wilayah Utara.*



- ▶ Southern Regional Manager Mr Looi Choon Fai (2nd from left) and staff with the Merdeka Day display at their office.
- ▶ *Pengurus Wilayah Selatan, Encik Looi Choon Fai (2 dari kiri) bersama kakitangan dan hiasan Hari Kemerdekaan di pejabat mereka.*

MERDEKA CELEBRATION



In the spirit of the 61st Merdeka celebration, Parkson Credit employees showcased their creativity and enthusiasm for the nation's birthday by decorating their workplaces to the Merdeka theme using recycled and waste materials. Everyone contributed to the festivities with some coming in on weekends to decorate their areas in the spirit of teamwork and solidarity.

On 25 August 2018, the staff took turns to explain the meaning of their exhibits and what Merdeka means to them. Some sang patriotic songs and recited self-composed poetry. *Happy Merdeka and Malaysia Day!*

WORLD CUP FINALS PARTY

On 15 July 2018, Parkson Credit held a late-night party for its dealers in conjunction with the World Cup Finals at KBC Lucky Café in Kajang, Selangor. Head of Company, Mr Danny Poh (extreme left) and Marketing staff were present and took the opportunity to network and forge closer ties with the dealers in the spirit of the Company's motto of "Partnering you Closer".



HI-REV RACING UNVEILS 2018 RACE LINE-UP

HI-REV Racing unveiled its 2018 satellite teams alongside their race machines on 7 July 2018, in conjunction with HI-REV Dealers Family Day at Genting Highlands.

HI-REV will be competing with a total of 13 bikes and 2 cars in Asia Road Racing Championship 2018; Malaysian Cub Prix Championship 2018; Malaysia Superbike Championship 2018; MSF Superbikes 2018; King of 2T 2018; MSF Racing Series 2018 and Malaysia Championship Series 2018.

Present at the event were HI-REV General Manager Ms Valerie Poon and team principals Mr Soong Chee Kiong (SCK), Encik Md Sees (Jobaru Piaww) and Mr CY Ong (Dream Chaser). Also present were HI-REV's Young Talent Programme stars, Adam Khalid and Danial Boger.

At the same event, HI-REV unveiled its latest premium performance lubricant - **TorQe PRO Fully Synthetic Premium Motor Oil** for high performance cars. **TorQe PRO Fully Synthetic Premium Motor Oil** is a unique blend of PAO with Ester Plus technology for exceptional performance in engine lubrication and protection against thermal stress to maintain excellent performance in high power densities engines.



► Ms Valerie Poon and Senior Manager - Sales, Mr Kenny Ong unveiling the TorQe Pro Fully Synthetic Premium Oil.
 ► Cik Valerie Poon dan Pengurus Kanan - Jualan, Encik Kenny Ong memperkenalkan TorQe Pro Fully Synthetic Premium Oil.



► HI-REV dealers and their families having fun at the event.
 ► Pengedar HI-REV dan keluarga bergembira di acara tersebut.



► HI-REV race machines at Genting Highlands.
 ► Mesin pelumba HI-REV di Genting Highlands.

DOUBLE WIN FOR HI-REV

HI-REV Racing Rider Mohd Helmi Azman demonstrated an impeccable performance in Round 2 of the Malaysia Superbike Championship 2018 held from on 27-29 July 2018. In the lead from start to finish, Mohd Helmi attained double wins for both Race 1 and Race 2 whilst teammate Fakhrusy Rostam finished third in podium.

Mohd Helmi also triumphed in Chennai, India with double podium in Round 4 of the Asia Road Racing Championship from 3-5 August, and extended the championship lead by 23 points. Teammate, 14-year-old Travis Hall (bottom right photo) continued the team's success by finishing on the Underbone podium. The team is now leading the Team Overall Championship Standings with a 26 points lead.

Syabas to Team HI-Rev Racing.



► HI-REV Racing Rider Mohd Helmi Azman in action at Malaysia Superbike Championship 2018 (left photo) and Asia Road Racing Championship (right photo).
 ► Ahli Pelumba Racing HI-REV Mohd Helmi Azman di Malaysia Superbike Championship 2018 (gambar kiri) dan Asia Road Racing Championship (gambar kanan).

HAPPENINGS @ AMSTEEL KLANG

AMSTEEL IN AID OF STUDENTS



Amsteel Mills Sdn Bhd once again contributed to the Taman Klang Residents Association's Scholarship Fund. The contribution will help to finance residents' children who have done well in their studies.

► Amsteel's and the Association's officials from left to right/Para pegawai dari Amsteel dan Persatuan Residen dari kiri ke kanan: Senior Manager – QA, Mr Yee Sen Tat; Senior Manager, Mr Chong Won Hoong; Association's Deputy Chairman, Mr Yee Chooi Lim and Treasurer, Ms Tan Lina; Senior Manager – SM, Mr Ting Wee Thuan; General Manager – Production, Mr Lee Weng Lan and Senior Manager – Production, Mr Loo Chee Kee.

INTER-DEPARTMENT: BOWLING TOURNAMENT

16 teams participated in Amsteel Klang's inter-department bowling tournament at Super Bowl, Summit USJ on 8 July 2018. The winners were:

WOMEN'S CATEGORY



► Champion - Amsteel Klang: Siti Maisharah bin Alias, Kalavally Ramasamy and Palaniamal Murugaya.



► 1st Runner Up - Amsteel Klang: Loo Heoy Shin, Thamitha and Lo Kar Fai.



► 2nd Runner Up - Amsteel Klang: Ong Li Jing, Nursyahira bt Abdul Raif and Nor Hafzah bt Suhaimi.

MEN'S CATEGORY



► Champion - Amsteel Banting: Azeman bin Ali, Manorwan Maridzor and Rosdi Ismail.



► 1st Runner Up - Amsteel Klang (Cut & Bend): Zulkefli bin Ismail, Mohamad Ashawi Basni and Muhammad Hirulamre Sahar.



► 2nd Runner Up - Amsteel Banting: Mohd Fadil bin Dolah, Azhari bin Esa and Mohd Izwan bin Lamat.

BADMINTON TOURNAMENT

20 men's and 4 ladies' double teams competed in the inter-department badminton tournament at U One Sport Center in Bukit Raja on 19 August 2018. The winners were:

WOMEN'S CATEGORY



Champion
Ivy Han and Loo HS



1st Runner Up
Thamitha and Eza



2nd Runner Up
Kristy and Syahirah

MEN'S CATEGORY



Champion
Faridzuan and Syazani



1st Runner Up
Sabri and Azmi



2nd Runner Up
Sahhadan and Zaizul

STEEL DIVISION SPORTS CLUB - BOWLING TOURNAMENT

42 teams from various companies competed in the Bowling Tournament organised by Steel Division Sports Club at Wangsa Bowl at Setia City Mall on 22 July 2018. Senior Manager – HR, Ms Lilian Tan and Senior Manager - IR, Encik Roseli Dato’ Mansor presented the prizes to the following winners:



► Champion - Amsteel Klang: Thamitha, Umi Maisarah and Lo Kar Fai.



► 1st Runner Up - Banting Complex: Umi Kalsom Idris, Nor Amira Abdul Aziz and Nur Azilah.



► 2nd Runner Up - Amsteel Klang: Kalavally, Palaniamal and Kristy (not in photo).



► Champion - Amsteel Klang: Rosdi bin Ismail, Marnorwan bin Maridzor and Azeman Ali.



► 1st Runner Up - Amsteel Klang: Zulkefli Ismail, Azhari bin Esa and M Fodil bin Dolah.



► 2nd Runner Up - Amsteel Klang: KMohd Khalid, Adzuan and Wong Mun Leong.

HEAD OFFICE UPDATES

LION HEAD OFFICE SRC ACTIVITIES

Lion Head Office Sports & Recreational Club (SRC) organised Futsal and Badminton Tournaments at SLK Badminton Centre, Setapak on 21 and 28 July 2018 respectively. The winners were as follow:



► 1st Prize: Wan Nurul Imaniah, Chen Jen Yee, Mohd Zuki, Mohd Hasri, Mohamad Sharie, Safwan, Syahrabel.



► 2nd Prize: Serena Cheng, Tengku Amar Farhan, Wan Azizi Syahmi, Yusrin, Ahmad Djohan, Mat Hussin, Chin Soo Khien.



► 3rd Prize: Nur Syazwani, Muhamad Faiz Aiman, Khoo Zheng Yean, Badrul Hisham, Bernard Looi, Mohd Khaizal, Ahmad Zulber.



► 1st Prize: Cheang Suet Wah, Safwan, Mohamad Sharie, Mohd Azizi Shafar, Bernard Looi, Shamsul.



► 2nd Prize: Nur Syazwani, Muhamad Faiz Aiman, Akhbar, Siti Noranis, Mohd Khaizal, Mohd Yusnizan, Ahmad Zulber.

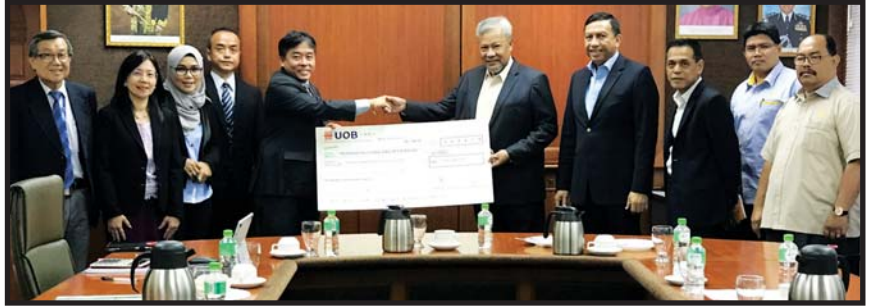


► 3rd Prize: Wan Nurul Imaniah, Khoo Zheng Yean, Muhammad Alif Naim, Guay Kai Qian, Zakri Ibrahim, Mohd Zuki, Chin Soo Khien.

EVENTS @ SECOM DIVIDEND PRESENTATION

SECOM (Malaysia) Sdn Bhd presented the company's dividend for financial year 2017/2018 to its shareholder, Koperasi Polis Diraja Malaysia (KPDRM) at the latter's office on 27 August 2018.

General Manager, Mr Lee Keang Hong presented the cheque to KPDRM Chairman, Dato' Seri Ayub Yaakob. Also present were Senior Operations Manager - CMS & CC, Mr Takashi Sasaki; Assistant GM, Ms Tan Wee Gaik; Senior Manager - Pre-Sales Report, Mr Jonathan Chong; Head of Special Project, Puan Norlela and KPDRM management.



► From left/Dari kiri: Mr Jonathan Chong, Ms Tan Wee Gaik, Puan Norlela, Mr Sasaki, Mr Lee Keang Hong and KPDRM Chairman Dato' Seri Ayub Bin Yaakob, Deputy Chairman Dato' Sri Zulkifli Bin Abdullah, Secretary Dato' Zulkapli Bin Ahmad, SJN Haslizam Bin Ahmat and SI Ayub Bin Shafii at the cheque presentation ceremony.

PLANTING DAY

In its efforts to raise environmental awareness amongst its employees as well as to beautify its premises, SECOM Management and staff joined hands in the company's first-ever Planting Day on 17 and 24 August 2018. The event also served as a platform to enhance teamwork and foster better relationship.



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MOVIES - MORE THAN JUST MINDLESS ENTERTAINMENT

Everyone watches movies. It is a brilliant method for escapism from our day-to-day life and its stresses. However, watching movies can be more than a way to relax with the clever story writing and messages one can garner from these visual feasts. Sometimes critical management lessons come from the most unlikely of places - including beloved films.

The movies listed below not only are appealing in their cinematic splendor, but also impart valuable lessons that we can all take note of.

1. Star Wars (the original trilogy)

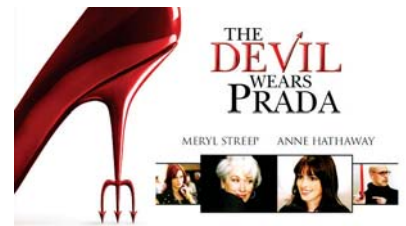


One lesson Master Yoda can teach all managers is the importance of employee development. He works closely with his apprentices to help them be the best they can be. He encourages them to challenge themselves, he doesn't let them slack and he provides motivational words to inspire them. In return, he is rewarded with a huge amount of loyalty. Yoda's there for his students, he's patient and he's willing to share his wealth of knowledge.

Conversely, we have a great example of a poor manager in the form of Darth Vader. He isn't clear with his team on what he expects of them, but then he gets infuriated and lashes out when his unarticulated expectations aren't met. As Gallup points out, employees need to know what their goals are. Otherwise, they are bound to disappoint you. Vader's other huge downfall is that he tries to manage through the medium of terror. As most HR executives are aware, fear is never a good motivator. Rather than instantly resorting to the Force Choke, Vader would be better served sitting his employees down and discussing their performance.

2. The Devil Wears Prada

This movie is a prime example of an onboarding nightmare. When the main character arrives for her first day, there was no training to speak of. She was simply told to go to her desk and get to work. Throwing employees in at the deep end is a terrible approach. They'll likely get flustered, intimidated and confused. They won't be given an opportunity to develop a relationship with the organization. Every new employee should get an introduction to the business; its objectives, its goals and the importance of their role to the direction of the organization.



On top of this, Miranda Priestly is a terrifying manager who created a toxic work environment. Around her, employees never feel at ease or able to communicate. Employees shouldn't feel like they're constantly one small accident away from losing their jobs. A good manager appreciates that mistakes are a part of growing and learning and they are able to turn these mistakes into learning opportunities.

3. Kung Fu Panda



Leadership lessons can come from the strangest of sources. In this case, it comes in the form of a cartoon panda. We should all be grateful that the youth of today is being exposed to inspiring lessons that will help shape their future. That's not to say that fully-grown executives can't learn a thing or two from Pixar, too.

In the first Kung Fu Panda film, we learn an important management lesson from Master Shifu. He comes to realize that Po the Panda is a unique soul who isn't motivated by the same things as his other students. Taking this on board, Shifu finds other ways to incentivize, reward and encourage his new recruit. With the use of food, Shifu is able to engage Po and supercharge his performance. Managers who don't bother getting to know their employees and discovering what really motivates them risk losing out on their potential.

Adapted from: <https://www.business.com/articles/stuart-hearn-performance-management-lessons/>

CeDR HIGHLIGHTS



LEARN NET MEETING - GAMIFICATION IN HR 13 JULY 2018



The one day training workshop focused on the application of gamification in reshaping employees experience with behavioral change to motivate participation, engagement, loyalty, and productivity in the workplace. The workshop was part of CeDR's Learn Net meetings, one of the many initiatives set by CeDR to expose its team to new learning & development approaches.

What is gamification? It is the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service. CeDR was introduced to the platform prior to the workshop as a familiarization process and is looking at converting certain programs into an online game platform.

At the workshop, participants were guided through the steps of conceptualizing the games – from understanding the needs of the companies, plotting the outline of the games, to execution. It was indeed an eye opener, and would be a valuable tool for our Group of companies in the near future.



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AUSTRALIAN CERTIFICATE IV IN TRAINING &



ASSESSMENT (TAE40116) 23-27 JULY 2018



This marked a milestone in CeDR's history as the first training provider in Malaysia to introduce and conduct the upgraded Australian trainer certification – Australian Certification IV in Training & Assessment (TAE40116). This trainer qualification is the minimum required qualification for trainers in Australia, and is equivalent to a Master Trainer program here in Malaysia.

Jason Ash of MRWED (Australian partner, and a Master Trainer) led the launch of this program in July for the first Cluster, and will return in November to facilitate the second Cluster for the returning and new participants.

CeDR took the opportunity to upgrade its current roster of TAE40110 Cert IV trainers with the new qualification to enable them to lead future sessions of the program, as well as introduce this premier qualification to a number of industry players. This will be part of CeDR's focus to become a premier trainer training centre in Malaysia, and the South East Asia region.



SPAO × HIGHLIGHT



Yong Jun-Hyung
Yong Jun-Hyung

Lee Gi-Kwang
Lee Gi-Kwang

Son Dong-Woon
Son Dong-Woon

Yang Yo-Seob
Yang Yo-Seob

Yoon Doo-Joon
Yoon Doo-Joon

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*In the next issue



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<http://www.hi-rev.com.my/quiz4>

Terms & Conditions

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



Answers for Quiz Contest #3:
Q1: B. Suzuka Circuit, Japan
Q2: A. Yes