

# Lion Today

VOL. 33 NO. 4 OCTOBER / DECEMBER 2021 | FOR INTERNAL CIRCULATION ONLY | [www.lion.com.my](http://www.lion.com.my) | PP19070/08/2016(034572)

## LION-PARKSON FOUNDATION AWARDS SCHOLARSHIPS



Appreciation from Selangor State Covid-19 Fund

- 2022 New Year Message from Group Executive Chairman
- Aid for Flood Victims
- Opening of Parkson Pavilion Bukit Jalil
- Parkson Receives Best Domestic Retailer 2020 Award
- Budget 2022 Highlights



## Lion-Parkson Foundation Awards Scholarships to Undergraduates

For the 31st year running, Lion-Parkson Foundation (LPF) awarded scholarships totalling RM400,000 to 10 students 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 Lion Group Director & LPF Trustee, Datuk CS Tang; Lion Group Human Resource Director, Mr Sheldon Deng and the students' families on 8 December 2021. The undergraduates received scholarships worth RM10,000 each per annum.

Puan Sri Chelsia Cheng, in her speech said, "We hope that our contribution will help the students to be free of financial constraints and be able to focus on their studies and participate

in activities to develop their leadership qualities."

"The scholars will undergo training in soft skills such as problem-solving and communication, and internships at Lion Group companies during semester breaks to prepare them for the corporate world. They will join the Group upon graduation, and will be attached to companies in the various divisions such as retail, branding, mining, steel, and property development, according to their field of study," she added.

LPF was launched in 1990 to administer and disburse funds for various needs such as education, charity and scientific research. It has sponsored a total of 491 students through various sponsorship programmes worth RM11.6 million, and contributed another RM29.8 million towards other causes, making a total contribution of RM41.4 million to date.

## Yayasan Lion-Parkson Anugerah Biasiswa kepada Siswazah

Buat tahun ke-31 berturut-turut, Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa berjumlah RM400,000 untuk sepanjang tempoh pengajian, kepada 10 orang siswazah berdasarkan prestasi akademik, aktiviti kokurikulum dan kualiti kepimpinan mereka.

Anugerah disampaikan oleh Pengerusi LPF, Puan Sri Chelsia Cheng, disaksikan oleh Pengarah Kumpulan Lion & Pemegang Amanah LPF, Datuk CS Tang; Pengarah Sumber Manusia Kumpulan Lion, Encik Sheldon Deng dan keluarga pelajar pada 8 Disember 2021. Mereka menerima biasiswa bernilai RM10,000 setiap tahun.

Puan Sri Chelsia Cheng, di dalam ucapannya berkata, "Kami berharap sumbangan kami akan membantu para pelajar bebas daripada kekangan kewangan dan dapat menumpukan perhatian kepada pelajaran dan menyertai aktiviti untuk menyerlahkan kualiti kepimpinan mereka."

"Para pelajar akan menjalani latihan kemahiran insaniah seperti penyelesaian masalah dan komunikasi, serta latihan amali di syarikat-syarikat Kumpulan Lion semasa cuti semester bagi mempersiapkan mereka menghadapi dunia korporat. Mereka akan menyertai Kumpulan selepas tamat pengajian, dan akan bertugas di syarikat-syarikat di pelbagai bahagian seperti peruncitan, penjenamaan, perlombongan, keluli dan pembangunan hartanah, mengikut bidang pengajian masing-masing," tambahnya.

LPF dilancarkan pada tahun 1990 untuk mentadbir dan menyumbang dana untuk pelbagai tujuan seperti pendidikan, amal dan penyelidikan saintifik. Ia telah menaja seramai 491 siswazah menerusi pelbagai program penajaan bernilai RM11.6 juta, dan menyumbang RM29.8 juta lagi untuk pelbagai tujuan amal, menjadikan jumlah sumbangan sebanyak RM41.4 juta setakat ini.

## 金狮百盛基金会颁发奖学金予大学生

金狮百盛基金会（基金会）颁发总值40万令吉的奖学金予10名学生。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31周年颁发奖学金予杰出学生。

2021年12月8日，基金会主席潘斯里陈秋霞在金狮集团董事兼基金会信托人拿督陈怀安、金狮集团人事部总监丁振麟和学生家属的见证下颁发奖学金。奖学金得主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：“我们希望我们的捐献，可以帮助学生们免受经济束缚，使他们能专心于学业及多参与活动，发展领导素质。”

潘斯里陈秋霞补充说：“奖学金得主将在学期放假期间在金狮集团旗下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。他们将会在毕业后加入集团旗下公司各部门，根据他们所选择的科系分别在零售、品牌、矿业、钢铁业、和产业方面发展。”

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491名学生，共计1160万令吉。此外，基金会也捐献2980万令吉作为其他慈善用途。迄今，总捐献款项达4140万令吉。

## NEWSFLASH

### Aid for Flood Victims



Rice cookers

Mattresses

Pillows

Towels and blankets



Steel Division Commercial Director, Mr William Wong (2nd right) receiving the appreciation plaque from MITI Minister, Dato' Seri Mohamed Azmin Ali for our contribution to assist flood victims.



Handover of cash donations to the 4 kampungs in Wisma Lion in Banting (from left to right): Senior Manager-OI, Mr Chong Won Hoong; Kampung Sungai Kelambu Head, Encik Norhisam bin Marlan; Asst GM-HR, Ms Lilian Tan; Kampung RTB Bukit Canggang Head, Encik Ali Izzudin; GM-Production, Mr Lee Weng Lan; Senior Manager-Marketing, Encik Sabruddin Suren; Mukim Tanjung 12 Chief, Encik Ahmad Nor Hasan bin Mohamed; Kampung Bukit Canggang Head, Tuan Haji Mohd Alias bin Hamdi; Kampung Labohan Dagang Head, Encil Supian bin Amat Lani; Asst Manager-Safety & Health, Encik Sariat bin Mohamad and Manager-HR, Puan Siti Hawa binti Mohamed.

## NEWSFLASH

### Aid for Flood Victims

In responding to the plight of the flood victims in December 2021 and January 2022, Lion-Parkson Foundation contributed cash and essential goods to help those in need:

- Donation of rice cookers, diapers, pillows, towels, blankets and mattresses worth about RM50,000 to the Ministry of International Trade & Industry (MITI) to help victims in several states.

- Cash donation of RM10,000 to Kuala Lumpur and Selangor Chinese Chamber of Commerce and Industry to assist those affected in the form of cash vouchers to purchase food and household items.

- Cash contribution of RM35,840 by Lion Group to assist the residents in 4 kampungs affected by the floods in Banting.

# EXTRAORDINARY GENERAL MEETINGS



Our Group's public listed companies held their Extraordinary General Meetings (EGM) virtually at Level 16, Lion Office Tower. Lion Industries Corporation Berhad (LICB) held its EGM on 10 December 2021 whilst Lion Posim Berhad (LPB) and Parkson Holding Berhad (LPB) held theirs on 20 December 2021 and 21 December 2021 respectively.

## APPRECIATION FROM SELANGOR STATE COVID-19 FUND



Group Executive Chairman, Tan Sri William Cheng (second from left) received a Certificate of Appreciation from Selangor Menteri Besar, Dato' Seri Amirudin bin Shari on 28 October 2021, for our Group's contribution to Selangor State Covid-19 Fund in May 2021. Also present was Property Division Managing Director, Mr Young Pey Feei (extreme left).

## CONTENTS

### 1 - 2

#### CORPORATE UPDATES

- Lion-Parkson Foundation Awards Scholarships to Undergraduates
- Aid for Flood Victims

### 3 - 5

#### CORPORATE UPDATES

- Appreciation from Selangor State Covid-19 Fund
- Extraordinary General Meetings

#### 2022 NEW YEAR MESSAGE

### 6 - 7

#### RETAIL & TRADING DIVISION

- Opening of Parkson Pavilion Bukit Jalil
- Parkson Receives Best Domestic Retailer 2020 Reward
- Parkson Cares in Aid of Charity Homes

### 7

#### COMMUNICO

- Flood Damage: 7 Important Tips for Car Owners

### 8 - 9

#### CSR ACTIVITIES IN 2021

#### RETAIL & TRADING DIVISION

- Back to Race Track

#### MINING DIVISION

- Happening@Lion Mining
- Visit by PTGS
- Signing of MoU

#### SERVICES DIVISION

- News@Secom
- Christmas Party
- Deepavali Gathering

### 10 - 12

#### COMMUNICO

- Parkson Credit Innovation Products
- Budget 2022 Highlights

### 12 - 13

#### LEARNING LINK

- Adapt Your Business to the New Reality

### 14 - 15

#### PROPERTY DIVISION

- Crescent Park Townvillage - Bandar Bukit Mahkota

#### RETAIL & TRADING DIVISION

- Double Rewards

#### EDITORIAL

Editorial Advisor  
**Tan Sri Albert Cheng**

Editor  
**Quah Le Ching**

Editorial Committee  
**Ng Ho Peng, Fauziah Harun, Hody Yee Mei Kuen, Ng Tong Yew**

#### PRINTER

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

#### PUBLISHER

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

All rights are reserved by the Publisher. Reproduction in any form of the articles or photographs is strictly prohibited unless written permission is first obtained from the Publisher.

## 2022 NEW YEAR MESSAGE FROM GROUP EXECUTIVE CHAIRMAN

2021 continued to be a very challenging year with the rising number of Covid-19 cases and its variants throughout the world. Fortunately, the rollout of the National Immunisation Programme by our government with the setting up of numerous Vaccination Centres to vaccinate as many people as possible managed to reduce the spread of the virus and the severity of infections. As of end 2021, there were 2.76 million cases of Covid-19 reported in Malaysia of which 41,000 are still active cases and regrettably, 31,513 deaths from the pandemic.

Currently, close to 80% of the population in Malaysia or 25.6 million people have been fully vaccinated. With the greater immunity offered from the vaccines and natural infection as well as continual observance of the SOPs to curb the spread, there will be less hospitalization and deaths even though the virus continues to be present. With this, we hope that life will be back to as near-normal as possible and we can focus on recovery from not only the infection but of our economy and livelihoods.

With all the SOPs in place, our businesses were able to operate although at lower levels and gradually increasing to full capacity under the various phases of the National Recovery Plan. Our Mining Division started to export its tin ore in 2021 and with current international tin prices reaching heights of nearly USD40,000 a tonne, this augurs well for our mining operations and we hope to maintain the momentum.

During this period, our Property Division managed to sell some industrial land in Banting Industrial City in Banting, Selangor to foreign and local investors who are keen to set up their manufacturing facilities here. This will help to bring in Foreign Direct Investment (FDI) and spur domestic investment which will boost economic growth and create job opportunities for the local people. In the residential segment, the division will prepare for launches to meet the need for affordable housing especially in the Klang Valley.

Our Parkson retail chain had to rationalize its business operations to adapt to the new market situation and operating environment, and expanded its online presence. For Parkson Credit which provides credit financial services such as purchasing products via instalment payments, the unprecedented changes caused by the pandemic also represented opportunities to leverage on innovation and technology to review its business methods.

Our other businesses namely LIKOM in Melaka which provides mechanical and electronic manufacturing services, SECOM which offers electronic and physical security services, and POSIM which supplies building

materials and automotive and industrial lubricants under the HI-REV brand are stable.

In this time of need, we were able to contribute in cash and in kind including hospital equipment, PPEs (protective wear) and related items such as face masks and hand sanitisers to various hospitals and charitable organisations to help Covid-19 patients and those affected by the pandemic. Our contribution included sending Hogan bread to homes and orphanages and to the frontliners on several occasions. We also contributed in cash and in kind to the flood victims of the massive floods that hit several states in December.

Our economy is expected to grow by 5.5% to 6% in 2022 according to Bank Negara's data though there is concern over inflation due to factors including global commodity price developments and risk from disruption in supply chains. Nevertheless, Malaysia's economic prospects already looked brighter in the fourth quarter of 2021 and should carry forward into 2022; with the rebound driven by increase in private consumption, economic activities and production to meet backlogs accumulated during the lockdowns and disruption in supply chains, and higher oil prices.

The implementation of the 8 aid and economic stimulus packages totaling RM530 billion to help the business community and the people's well-being the last 2 years will continue to have impact on our economic recovery, alongside the 12th Malaysia Plan from 2021 to 2025 that outlines the strategies and initiatives by the government in implementing development programmes and projects.

I wish to express my sincere thanks to all our staff for your continuing hard work and dedication in coping with the challenges faced throughout these difficult times. I also wish to thank our customers, business partners and associates, financiers, shareholders, directors and the government authorities for their continuing support and cooperation.

Most of all, I would like to express my deepest appreciation to our health authorities and all the frontliners for their huge sacrifice and tireless efforts to contain the pandemic and keep everyone safe these past 2 years.

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

Stay safe and stay well.

**Tan Sri William Cheng**

## MESEJ TAHUN BARU 2022 DARIPADA PENERUS EKSEKUTIF KUMPULAN

Tahun 2021 terus menjadi tahun yang sangat mencabar berikutan lonjakan jumlah kes dan varian COVID-19 di seluruh dunia. Mujurlah kerajaan melancarkan Program Imunisasi Kebangsaan dengan pembukaan banyak PPV (pusat vaksinasi awam) untuk memberi vaksin kepada seramai mungkin orang dapat mengekang penularan virus dan tahap keterukan jangkitan. Sehingga akhir 2021, sebanyak 2.76 juta kes COVID-19 dilaporkan di Malaysia di mana 41,000 daripadanya masih aktif manakala 31,513 kehilangan nyawa akibat pandemik itu.

Pada masa ini, 79.1% penduduk di Malaysia atau 25.62 juta orang telah divaksin sepenuhnya. Daripada jumlah ini, 6.33 juta orang (atau 19.4% daripada populasi) sudah menerima suntikan penggalak mereka. Dengan tahap imuniti yang lebih tinggi berikutan vaksinasi dan jangkitan semula jadi serta pematuan SOP yang berterusan untuk membendung penularan, kadar kemasukan ke hospital dan kematian akan berkurangan walaupun virus itu terus wujud. Dengan ini, kita berharap kehidupan akan kembali kepada hampir seperti sedia kala, dan kita dapat memberi tumpuan kepada pemulihan bukan sahaja daripada jangkitan tetapi ekonomi dan mata pencarian.

Dengan ketersediaan SOP, perniagaan kita dapat beroperasi walaupun pada tahap yang lebih rendah dan secara beransur-ansur meningkat kepada kapasiti penuh di bawah pelbagai fasa Pelan Pemulihan Nasional. Bahagian Perlombongan kita mula mengeksport bijih timah pada tahun 2021 dan dengan harga timah antarabangsa semasa melonjak mencecah hampir USD40,000 satu tan, ini merupakan petanda baik untuk operasi perlombongan kita dan kita berharap momentum itu akan kekal.

Dalam tempoh ini, Bahagian Hartanah kita berjaya menjual beberapa tanah perindustrian di Bandar Perindustrian Banting di Banting, Selangor kepada pelabur asing dan tempatan yang berminat untuk membina kemudahan pembuatan mereka di sini. Ini akan membantu untuk membawa masuk Pelaburan Langsung Asing (FDI) dan merangsang pelaburan domestik yang akan memantapkan pertumbuhan ekonomi dan mewujudkan peluang pekerjaan kepada penduduk tempatan. Di segmen kediaman, bahagian ini akan membuat persediaan untuk beberapa pelancaran bagi memenuhi keperluan rumah mampu milik terutamanya di Lembah Klang.

Rangkaian runcit kita iaitu Parkson, terpaksa merasionalisasikan operasi perniagaan bersesuaian dengan situasi pasaran dan persekitaran operasi baharu, dan mengembangkan kehadiran atas taliannya. Bagi Parkson Credit yang menyediakan perkhidmatan kewangan kredit seperti pembelian produk secara ansuran, perubahan disebabkan pandemik yang tidak pernah berlaku sebelum ini telah membuka peluang untuk memanfaatkan inovasi dan teknologi untuk menilai kaedah perniagaannya.

Perniagaan kita yang lain iaitu LIKOM di Melaka yang menyediakan perkhidmatan pembuatan mekanikal dan

elektronik, SECOM yang menawarkan perkhidmatan keselamatan elektronik dan fizikal, dan POSIM yang membekalkan bahan binaan serta pelincir automotif dan industri di bawah jenama HI-REV adalah stabil.

Pada masa yang sukar ini, kita telah menyumbang wang tunai dan barangan termasuk peralatan hospital, PPE (pakaian pelindung) dan barangan berkaitan seperti pelitup muka dan sanitiser tangan kepada beberapa hospital dan organisasi kebajikan untuk membantu pesakit COVID-19 dan mereka yang terkesan oleh pandemik itu. Kita turut menghantar roti Hogan ke rumah kebajikan dan juga petugas barisan hadapan. Selain itu, kita juga menyumbang wang tunai dan barangan kepada mangsa banjir besar yang melanda beberapa negeri pada bulan Disember lalu.

Ekonomi kita dijangka berkembang sebanyak 5.5% hingga 6% pada tahun 2022 mengikut data Bank Negara walaupun terdapat kebimbangan akan inflasi berikutan beberapa faktor termasuk perkembangan harga komoditi global dan risiko gangguan rantaian bekalan. Namun begitu, prospek ekonomi Malaysia yang kelihatan lebih cerah pada suku keempat 2021 dijangka berterusan ke tahun 2022; dengan gerak balas yang dipacu oleh peningkatan dalam penggunaan swasta, aktiviti ekonomi dan pengeluaran untuk menampung longgokan terkumpul semasa penutupan dan gangguan rantaian bekalan, serta harga minyak yang lebih tinggi.

Pelaksanaan 8 pakej bantuan dan rangsangan ekonomi berjumlah RM530 bilion untuk membantu komuniti perniagaan dan kesejahteraan rakyat selama 2 tahun ini akan terus memberi impak kepada pemulihan ekonomi kita, di samping Rancangan Malaysia Ke-12 untuk tempoh 2021 hingga 2025 yang menggariskan pelbagai strategi dan inisiatif kerajaan dalam melaksanakan program dan projek pembangunan.

Saya mengucapkan ribuan terima kasih kepada semua warga kerja atas kegigihan dan dedikasi anda yang berterusan dalam menangani cabaran semasa tempoh sukar ini. Terima kasih juga kepada para pelanggan, rakan dan sekutu niaga, pembiaya, pemegang saham, pengarah dan pihak berkuasa kerajaan atas sokongan dan kerjasama mereka yang berterusan.

Setinggi-tinggi penghargaan saya tujukan terutamanya kepada pihak berkuasa kesihatan dan semua petugas barisan hadapan atas pengorbanan dan kegigihan mereka dalam mengekang penularan pandemik ini dan menjaga keselamatan kita semua sejak 2 tahun ini,

Saya mengucapkan selamat maju jaya kepada semua sempena tahun baru ini dan mengambil kesempatan ini untuk mengucapkan salam perayaan kepada mereka yang menyambut Tahun Baru Cina.

Jaga kesihatan dan jaga diri

**Tan Sri William Cheng**

## RETAIL & TRADING DIVISION



### OPENING OF PARKSON PAVILION BUKIT JALIL

Parkson Pavilion Bukit Jalil, the 2nd largest Parkson department store in Malaysia after Parkson Elite Pavilion KL, opened its doors on 3 December 2021.

With a retail space of 233,000 sq ft spanning across 3 floors i.e levels 2, 3 and 4, its key feature is the 3,000 sq ft event hall below an impressive sky roof, which creates a bright, airy and inviting space for event launches, roadshows, special promotions and activities.

The store offers more than 400 major international and local brands of Cosmetics & Fragrances, Fashion (encompassing apparel, intimate wears, accessories, shoes, bags & luggage), Home & Household as well as Children & Baby. The store has its own pick-up & drop-off point and dedicated lifts with direct access to Parkson.



### PARKSON RECEIVES BEST DOMESTIC RETAILER 2020 AWARD



Parkson Corporation Sdn Bhd was awarded "Best Domestic Retailer 2020 under the Retail Category" by the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP).

Parkson COO, Mr Law Boon Eng received the award from KPDNHEP Minister, Datuk Seri Alexander Nanta Linggi at the Domestic Trade Awards 2020 ceremony on 23 November 2021. A total of 25 award categories were presented to various industries including small and medium enterprises (SMEs), Fair Price Stores, Franchise, Direct Selling, Retail, E-Commerce, Media and Petrol Stations.

Syabas Parkson.

## PARKSON CARES IN AID OF CHARITY HOMES

Parkson Corporation extended a helping hand to several Charity Homes in Klang and Setia Alam that were affected by the floods in December 2021.

Under its Parkson Cares programme, essentials goods such as pillows, blankets, rice cookers and fans were delivered to the following Homes:



## COMMUNICO FLOOD DAMAGE : 7 IMPORTANT TIPS FOR CAR OWNERS

Following the recent flash floods in the Klang Valley and several other states, it is very important for car owners and drivers to know when and how to save and protect their vehicles from potential damage that could result in massive repair bills. Do observe these seven important tips if you should be caught in such a situation:

### 1. Avoid driving or parking in low-lying areas

Low areas or certain basement parking lots can be prone to flooding during heavy downpours. Your car may become partly submerged and the floodwaters can cause heavy damage to your car, especially to the engine, electrical systems, and interior.

### 2. Avoid driving through tunnels

The risk of being caught in a flash flood is higher when driving into an underground tunnel as you are approaching lower ground that rain water is flowing to. In general, avoid driving through any flooded areas as far as possible.

### 3. Maintain a steady slow speed

Assess the situation or surroundings first if you need to drive through a flood. If the level is below half your vehicle's tyre, make sure to wade through at slow speed by engaging low gear. This helps to create a small bow wave which will prevent the surrounding water from flooding the engine bay or flowing into the exhaust pipe.

### 4. Your safety is the utmost priority

If your car stalls due to the rising water, turn off the engine, take your belongings and leave your stalled car immediately. Do not try to start your car again as it will lead to more major damage. Proceed to higher ground and stay there until help arrives.

### 5. Don't start the car immediately if your car has been submerged

Water would most likely have seeped into the engine, transmission or fuel system of your car after being submerged in flood waters. Don't start the car as this will worsen the damage. Immediately seek a mechanic's advice or tow your car to your trusted mechanic after the flood water has subsided and let them take care of it.

### 6. Disconnect your vehicle's battery

Do not leave your vehicle in accessory mode with the electronics running when you are stuck in a flood. Turn off the engine, disconnect your vehicle's battery and seek assistance from a mechanic once the situation returns to normal to test if the battery is functioning optimally.

### 7. Check if your car has flood insurance

Many of us may not know that most vehicle insurance providers offer flood insurance as an add-on. With the change in weather patterns recently, it's the right time to consider this option when renewing your insurance. Call your insurance company to know more about its benefits and how to add it on.

\*Extracted from *Cars, Bike & Trucks Column, New Sunday Times*

# CSR ACTIVITIES IN 2021

Due to the ongoing challenges posed by the Covid-19 pandemic which affected lives and livelihoods everywhere, Lion-Parkson Foundation and our companies stepped up efforts to help those in need.



CNY Calligraphy Charity Sale of drawings of the Cow to usher in the Lunar Year of the Ox and calligraphy pieces by Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng was held in Parkson stores to raise funds in aid of education. The sales proceeds were donated to 6 schools and to Kuala Lumpur & Selangor Chinese Chambers of Commerce & Industry Welfare Committee for Education.



Parkson joined in the Covid-19 Immunisation Task Force by the Government to boost the national Covid-19 vaccine roll-out, and staged information booths at its stores to disseminate information and help the public to register for their vaccination on MySejathera.



Parkson also collaborated with Sunway Medical Centre to organise FB Live Sessions on Covid-19 vaccine and other related information on health and wellbeing.

The Group contributed cash and hospital equipment and other health protection equipment to various hospitals and organizations.



RM1 million to Tabung Khas Bantuan Covid-19 under Selangor State Government.



RM20,000 to Yayasan Sin Chew to raise funds to purchase a Central Monitoring System and ICU beds for Sungai Buloh Hospital.

Under Parkson Cares programme, Parkson donated Hogan bread to frontliners as well as to 20 old folks homes and underprivileged children homes twice weekly over a one-month period.



30 units hospital beds (including 5 ICU beds) worth RM120,000 to Hospital Selayang.



Patients monitors, syringe pumps and oxygen concentrators worth about RM60,000 to Hospital Ampang.

2 units of electric cold fog sprayer to Polis DiRaja Malaysia Labuan and also to Jabatan Bomba & Penyelamat Malaysia Labuan.



## BACK TO RACE TRACK

HI-REV Dream Chaser Team was excited to be back on the race track with its participation in the Sepang 1000KM Race after a period of restrictions for such events due to the COVID-19 pandemic.

The Team was competitive over 10 hours where fans witnessed a fast-paced lead team in action. The Malaysia Touring Car was called back to the pit due to unforeseen circumstances before completing its last 10 laps.

Although the Team did not have the podium, HI-REV Dream Chaser Team is still a Champion nonetheless!



## HAPPENINGS @ LION MINING



### Visit by PTGS

A delegation from Pejabat Tanah & Galian Selangor (PTGS), led by its Deputy Director, Encik Mohd Norshahnaz Md Zahir visited Lion Mining Sdn Bhd on 26 October 2021 to better understand the Group's mining operations. They were briefed by Mine Manager, Encik Meor Fadzir bin Meor Shakri, and taken on a tour of the mine.

## Signing of MoU

Lion Mining Sdn Bhd signed a Memorandum of Understanding (MoU) for Export Facilitation Agreement with Kumpulan Semesta Sdn Bhd.

On 21 November 2021, Group Executive Chairman, Tan Sri William Cheng (right) exchanged the MoU with Kumpulan Semesta COO, Encik Mohamed Farid Ghazali (left), witnessed by Selangor State Exco for Investment, Industry & Commerce and SME, Dato' Teng Chang Khim (centre) at the Selangor R&D and Innovation Expo 2021 organised by Invest Selangor Berhad.



## NEWS @ SECOM



### Christmas Party

On 26 March 2021, Secom organised its 2021/2022 Budget and Sales Direction brainstorming session with presentations by the various departments on their goals and plans for the new financial year and discussions on the new promotions, upcoming market trends as well as exploring new business ideas.



### Deepavali Gathering

Secom celebrated Christmas with a small gathering at its HQ in Shah Alam on 17 December 2021. Employees received a pre-packed breakfast each and joined in the celebration as arranged with their respective department. The event started with a symbolic candle-lighting and Christmas carol followed by a short speech by General Manager, Mr Lee Keang Hong.

## PARKSON CREDIT INNOVATION PRODUCTS

By Parkson Credit Sdn Bhd IT Department

Parkson Credit Sdn Bhd is a financial technology company, which provides credit financial services such as purchasing products via instalment payments. It commenced business in November 2014.

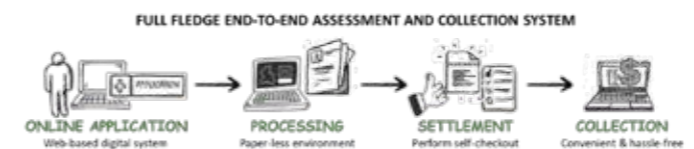
The Company was founded with goals to create a better user experience via digitalization as well as streamlining the overall business operations for greater efficiency.

### The Business System

The route to the digitalization process began nine months before business commencement. Under the leadership of Executive Director, Mr Danny Poh, a small core team worked relentlessly to develop its own proprietary web-based system which is able to move away from paper-based operations.



The business system, known as IDEAL, is a full fledged assessment and collection system designed specifically for dealers to speed up customer application process while minimizing usage of paper. Users can monitor and receive updates of submitted cases as well as review their business performance via a dedicated dashboard module.



The fully automated solution is a gamechanger for dealers as we were able to reduce the processing turnaround time significantly from days to hours. At the same time, Parkson Credit can manage the whole operation with minimal manpower and resources, effectively growing business revenue while keeping human resources low.

Fast forward to today, further enhancements to the system allows dealers to conduct their own sales claim without any interference or disruption at any time of the day, similar to a supermarket's self-checkout concept.

**BETTER USER EXPERIENCE VIA NEW UPGRADES WITH THE E-HAKMILIK REGISTRATION**

**AUTOMATION of e-Hakmilik Registration is launched**

**UPGRADED**

- Direct Submission to FIS system by Dealer(s)
- Processing time less than 5 minutes
- Paperless

**7 days a week**

**EXISTING**

- Manual submission
- Longer processing experience

At the time of launch, Parkson Credit was the first in the credit financing industry to pioneer this holistic digital ecosystem and thus set the trend for others to emulate.



Driven by Difference

### Sustainability

At Parkson Credit, innovation remains a major part in its business operation agility and versatility. The office setup blueprint was designed with specifications for full wireless internet connectivity as well as cordless phones to ensure operations remain sustainable at any location. This proved to be a successful formula to address the major crisis during the MCO lockdown since 2020. The Company experienced minimal interruptions to productivity while its employees worked from home.



For customer convenience, the Company has launched the chat-bot enhanced WhatsApp service to allow customers, to keep tabs on their account status at any time of the day. Effectively saving customers time and telco cost to call in to enquire.

**Improved Customer Service via WhatsApp!**

Now customers can scan the QR Code to submit their enquiry through WhatsApp

**+60 19 - 325 2380 (WhatsApp)**

Visit [www.parksoncredit.com.my](http://www.parksoncredit.com.my) for more information

Fully automated A.I. driven WhatsApp service that handle customer enquiries 24/7

Moving forward, the Management team is always on the lookout to evaluate the latest technology and market landscape which will be reflected in the decisions to its risk management, revenue generation and business expansion plans.

While Parkson Credit is a relatively new player in the market, we pride ourselves to be the trendsetter for adopting innovation in every facet of our business among its peers. The Company shall continue to strive to challenge the norms while setting new standards to build better and new landscapes via our practices, products and services.

# BUDGET 2022 HIGHLIGHTS

By Group Tax Department

The following are the highlights of the Budget 2022, themed “Keluarga Malaysia, Makmur Sejahtera”, tabled by the Finance Minister on 29 October 2021.

## Personal Tax

- Special tax relief of RM2,500 for purchase of smartphone, personal computer or tablet (not used for own business) is extended to Year of Assessment (YA) 2022.
- Tax relief for up-skilling or self-enhancement course fees is increased from RM1,000 to RM2,000 for YA2022 and YA2023.
- Tax relief of up to RM3,000 on fees paid to childcare centres for a child aged 6 years and below is extended for 2 years. Effective for YA2022 and YA2023.
- Tax relief of up to RM3,000 for deferred annuity premium payments is extended for another 4 years up to YA2025.
- Tax relief of up to RM1,000 on medical check-up expenses for self, spouse and child is expanded to cover the cost of COVID-19 detection test from YA2021 and mental health examination or consultation services from YA2022.
- New tax relief of up to RM2,500 will be given on the payment of installation, rental, purchase including hire-purchase of equipment as well as subscription for use of Electrical Vehicle charging facility for YA2022 and YA2023.
- The special tax relief of RM1,000 for domestic tourism expenses is extended to YA2022.
- Scope of tax relief for SOCSO contributions is expanded to include Employment Insurance System (EIS) contributions and the tax relief limit is increased from RM250 to RM350, with effect from YA2022.

## Corporate Tax

- The ability to carry forward unabsorbed business losses has been extended from 7 to 10 consecutive YAs. Unutilised business losses up to YA2018 are allowed to be carried forward until YA2028.
- Employers are entitled a tax deduction on cost associated with the adoption of self-funded booster vaccines.
- All businesses are allowed to submit a revised Estimated Tax Payable (ETP) in the 11th month of the basis period for YA2021 and YA2022. The ETP for YA2022 and YA2023 shall not be less than 85% of the latest ETP for the immediately preceding YA.
- Inland Revenue Board (IRB) is empowered to call for bank account information for purpose of making garnishee order application from 1 January 2022.
- A company is obligated to deduct 2% on payments made in monetary form to its agent, dealer or distributor. The 2% of withholding tax on monetary payments would apply if the total amount of the payment (whether monetary or non-monetary) from the company in the immediately preceding YA exceeds RM100,000.
- Special tax deduction (subject to a maximum amount of RM300,000) on cost of renovation and refurbishment of business premises incurred from 1 March 2020 to 31 December 2021 is extended to 31 December 2022.

- The special tax deduction for rental reduction of at least 30% from the original rental rate is extended to 30 June 2022.

- Effective from 1 January 2022, income tax would be levied on Malaysian resident on the income derived from outside Malaysia and received in Malaysia.

*However, the Ministry of Finance (MOF) announced on 30 December 2021 that foreign sourced income received from 1 January 2022 to 31 December 2026 shall continue to be exempted from income tax. Income tax exemption on foreign sourced dividend income will be given to companies or limited liability partnerships, while individuals will be tax-exempted for all types of income, except individuals in business partnership.*

## Tax Incentives

- Double deduction for Structured Internship Programme (SIP) is extended to YA2025 and the academic levels covered to be expanded to include Master’s Degree, Professional Certificate and Malaysian Skills Certificate Levels 1 and 2.
- Special reinvestment allowance (RA) is extended for 2 years until YA2024 for existing company in Malaysia that has exhausted its RA and special RA.
- Further tax deductions on employees’ accommodation expenses (Safe@Work) up to RM50,000 is extended to 31 December 2022.
- Scope of double deductions for sponsoring scholarships is expanded to all fields of study at the Technical and Vocational, Diploma, Degree including Master’s and Doctorate levels and will be extended to YA2025.
- Income tax exemption of 50% on statutory income for organising arts, cultural, sports and recreational activities in Malaysia is extended for 3 years, until YA2025.

## Stamp Duty

- The annual premium for insurance policies or annual contribution for takaful certificates for Perlindungan Tenang products eligible stamp duty exemption is increased from RM100 to RM150, and for the purchase of other insurance products or takaful certificate with annual premium or contribution value not exceeding RM150 for individuals and RM250 for Micro, Small and Medium Enterprise (MSME).
  - Stamp duty on contract notes relating to the sales of shares or stocks is increased from 0.1% to 0.15% effective 1 January 2022 which is equivalent to RM1.50 for every RM1,000 and part thereof. The existing RM200 cap for each contract note is abolished.
- However, MOF had announced on 30 December 2021 that the stamp duty cap is reinstated with a higher cap of RM1,000 and the amount of stamp duty in excess of RM1,000 will be remitted for transfer of shares / stock listed on Bursa Malaysia from 1 January 2022 to 31 December 2026.*
- The existing 100% stamp duty exemption for restructuring or rescheduling of loan or financing agreements is extended until 31 December 2022.

# BUDGET 2022 HIGHLIGHTS (con’t)

By Group Tax Department

## Real Property Gains Tax (RPGT)

- Gain from disposal of real property or shares in real property company by a Malaysian citizen or permanent resident from the 6th year onwards is reduced from 5% to 0%.
- Effective from 1 January 2022, for a disposal of a chargeable assets within 3 years after date of acquisition and where the disposer is a company incorporated in Malaysia or a trustee of a trust or a body of person registered under any written law in Malaysia, the acquirer shall retain the whole amount or sum not exceeding 5% of the value of consideration, whichever is lower and remit the sum to the IRB within 60 days after the date of disposal.

## Indirect Tax

- Existing sales tax exemption granted for all imported goods (excluding cigarettes, tobacco and intoxicating liquor) not exceeding RM500 using air courier services through designated international airports is revoked with effect from 1 January 2023.
- Service tax imposed on goods delivery services including E-Commerce platforms but excluding foods and beverages delivery services & logistic services with effect from 1 July 2022.
- Service tax exemption on brokerage services related to the trading of shares listed on Bursa Malaysia with effect from 1 January 2022.

- Special Voluntary Disclosure Programme (SVDP) will be introduced by the Royal Customs Department in 2 phases effective 1 January 2022, where qualified taxpayers will be granted remission of penalty and/or tax (on a case-by-case basis):

Details	Phase 1	Phase 2
Period	01.01.2022 to 30.06.2022	01.07.2022 to 30.09.2022
Penalty Remission Incentive	100% or 90%	50% or 80%
Tax Remission Incentive	10%, 20% or 30%	5%, 10% or 15%
Duty/ Tax/ Levy	Import Duty, Export Duty, Excise Duty, Sales Tax (1.0 & 2.0), Service Tax (1.0 & 2.0), Goods & Services Tax, Tourism Tax, Departure Levy	
Period of Coverage	Only applicable for tax, duty, levy, penalty or surcharge incurred & payable on or before 31 October 2021	

## Others

- Implementation of Tax Identification Numbers (TIN) for all companies and individuals above 18 years of age with effect from year 2022.
- Resident director of a Labuan company will be jointly and severally liable to company’s tax or debt when it is due and payable and shall be recoverable under Section 14 of LBTA 1990 by civil proceedings instituted against the director.
- Introduction of a Tax Compliance Certificate as a pre-condition for government procurements from 1 January 2023.



GROUP LEARNING & DEVELOPMENT  
**LEARNING LINK**  
 YOUR LINK TO LEARNING IDEAS & RESOURCES

CeDR Corporate Consulting Sdn Bhd

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

☎ 03-33447310

📠 03-33447315

# Adapt Your Business to the New Reality

It will be quite some time before we understand the full impact of the Covid-19 pandemic. But the history of such shocks tells us two things. First, even in severe economic downturns and recessions, some companies are able to gain advantage.

Second, crises produce not just temporary changes (mainly short-term shifts in demand) but also some lasting ones. For example, the 9/11 terrorist attacks caused only a temporary decline in air travel, but they brought about a lasting shift resulting in permanently higher levels of screening and surveillance. Similarly, the 2003 SARS outbreak in China is often credited with accelerating a structural shift to e-commerce, paving the way for the rise of Alibaba and other digital giants.

The following illustrates how companies can reassess their growth opportunities in the new normal, reconfigure their business models to better realize those opportunities, and reallocate their capital more effectively.

## Reassess Growth Opportunities

The Covid-19 pandemic has severely disrupted global consumption, forcing (and permitting) people to unlearn old habits and adopt new ones. A study on habit formation suggests that the average time for a new habit to form is 66 days, with a minimum of 21 days. Companies seeking to emerge from the crisis in a stronger position must develop a systematic understanding of changing habits. For many firms, that will require a new process for detecting and assessing shifts before they become obvious to all.



CeDR Corporate Consulting Sdn Bhd

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

☎ 03-33447310

📠 03-33447315

## Adapt Your Business to the New Reality (con't)

Map the potential ramifications of behavioral trends to identify specific products or business opportunities that will most likely grow or contract as a result. Consider how the pandemic has caused people to stay at home more. Implications include an increase in home office refurbishment, driving greater demand for products ranging from paint to printers. Unless we sensitize ourselves to new habits and their cascading indirect effects, we will fail to spot weak signals and miss opportunities to shape markets.

### Dive Deep into the Data

As behavior changed with the outbreak of Covid-19, for example, rich sources included data on foot traffic and credit card spending. An analysis showed that the recent drop-off in cinema attendance occurred before theaters were shut down in the United States. This, combined with an existing trend of declining attendance, suggested that the shift was consumer-driven and perhaps likely to persist in the absence of innovation. Live sports attendance, in contrast, declined only when events were officially canceled, suggesting a stronger possibility of a behavioral rebound.

### Take Multiple Perspectives

Watch what your competitors are doing: Who is doing well? What market segments are your rivals focused on? What products or services are they launching? The same principle can be extended to customers: Which ones are exhibiting new behaviors? Which have stayed loyal? What new crisis-induced needs do customers have, and what are they paying attention to?

In your own organization, ask: Which workplace innovations are taking hold in leading firms? What new needs are employees responding to? What opportunities do they represent that could potentially be developed and rolled out more broadly?

Armed with an understanding of where your opportunities lie, you can now move to the next step: shaping your business model to capture them.

### Reconfigure Your Business Model

Your new business model will be shaped by the demand and supply shifts relevant to your industry. Many manufacturing companies, for example, will be profoundly affected by the structural and likely permanent shocks to globalization brought on by the pandemic. With big markets such as the United States raising trade barriers, for example, many companies will need to reshore critical components in their supply chains—from R&D down to assembly.

To figure out what business model the new normal requires, you need to ask basic questions about how you create and deliver value, who you'll partner with, and who your customers will be.

### Can you take the value you offer online?

The value that many retailers provide to customers traditionally has come from the quality of their in-store service. Consider the Chinese cosmetics company Lin Qingxuan. It suffered a 90% collapse in store sales after the outbreak, when many locations were forced to close and others saw foot traffic plummet.

In response, the company developed a strategy for digital engagement with customers that would replace the store experience: It turned the company's in-store beauty advisers into online influencers. The success of this move has prompted more investment in digital channels. Thanks to that and similar changes, Lin Qingxuan's increased online sales have more than made up for the fall in store sales during the crisis, notably in hard-hit Wuhan.

### Reallocate Your Capital

It may be psychologically hard to do during a crisis, when cash flows are stressed, but now is precisely the time to take a few well-considered risks. Research shows that the most successful companies not only invest more than their peers in new opportunities but also put their eggs in fewer baskets, devoting more than 90% of net spending to segments with higher growth and returns. These companies recognize that a crisis offers an opportunity to carve out a new competitive position.

In times of crisis, it's easy for organizations to default to old habits—but those are often the times in which new approaches are most valuable. As companies position themselves for the new normal, they cannot afford to be constrained by traditional information sources, business models, and capital allocation behaviors. Instead they must highlight anomalies and challenge mental models, revamp their business models, and invest their capital dynamically to not only survive the crisis but also thrive in the post-crisis world.

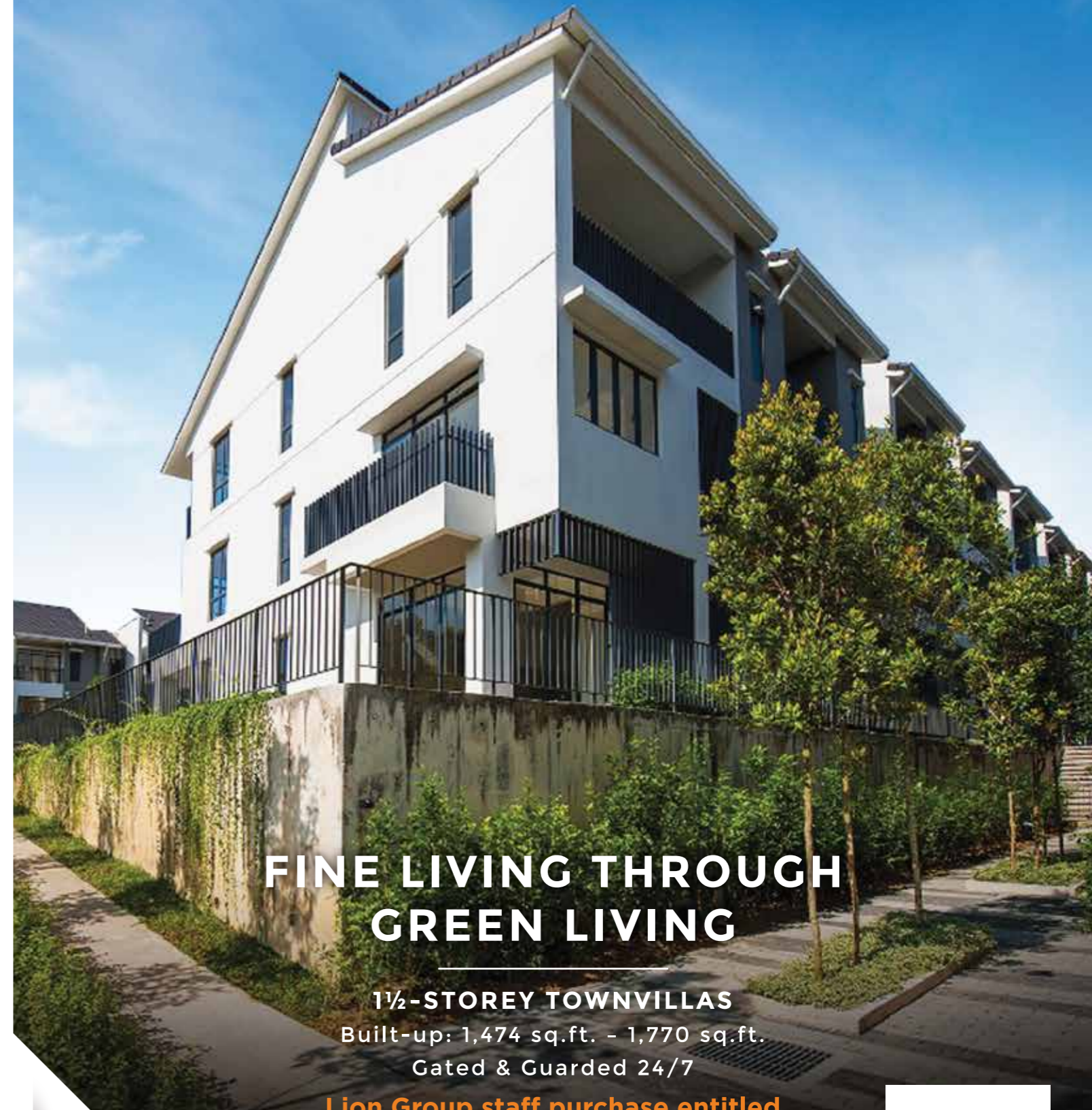


Adapted from: <https://hbr.org/2020/09/adapt-your-business-to-the-new-reality>

# CrescentPark

## Townvilla

Bandar Bukit Mahkota



## FINE LIVING THROUGH GREEN LIVING

1½-STOREY TOWNVILLAS

Built-up: 1,474 sq.ft. - 1,770 sq.ft.

Gated & Guarded 24/7

**Lion Group staff purchase entitled to additional discounts up to 3%\***

\*Terms & conditions apply

**LIMITED UNITS AVAILABLE**





Shop at **Parkson** and get

# DOUBLE REWARDS



The only department store that  
offers Points for 2 Loyalty Cards!

Be a Member now.

Sign up at any Parkson store or via our website.



Points collection is applicable across all Parkson Cards & BonusLink Card  
for in-store & parksononline.com.my purchases.