

Lion Today

VOL. 35 NO. 2 APRIL / JUNE 2023 | FOR INTERNAL CIRCULATION ONLY | www.lion.com.my | PP19070/08/2016(034572)

STAFF TRAINING & Activities



Mother's Day Caring Event & Donation to Cataract Centre by Lion-Parkson Foundation

- HI-REV Dream Chaser Triumphs at the 2023 Malaysia Championship Series
- Let's Make Our Workplace A Sustainable One
- Posim Marketing Receives Best Performance Award
- My Environment, My Responsibility

Parent's Day CARING EVENTS

Mother's Day Caring Event

Father's Day Caring Event



LION-PARKSON FOUNDATION SCHOLARSHIPS 2023 IS NOW OPEN FOR APPLICATION

Lion-Parkson Foundation is inviting scholarship applications from Malaysian students to pursue first degree courses in local universities

REQUIREMENTS:

- Minimum 3As and 1B in STPM, CGPA 3.40 and above for Matriculation/ Diploma, minimum 5As in UEC or Minimum 85% and above for Foundation Studies
- Excel in sports and extra-curricular activities
- Applicants must not be bonded or receiving any form of financial aid or award from other educational institutions or organisations

DISCIPLINE OF STUDY:

- Accounting
- Business Studies / Commerce
- Corporate Administration
- Human Resource Management
- Retail Management
- Engineering
- Computer Science / Information Technology
- Property / Real Estate / Building Management / Quantity Surveying

For more details and Online Application: www.lion-parksonfoundation.com.my or www.lion.com.my/lpfscholarship
Closing date: **31 August 2023** (*Only shortlisted applicants will be notified.)



Parent's Day Caring Events

Mother's Day Caring Event & Donation to Cataract Centre by Lion-Parkson Foundation

Lion-Parkson Foundation (LPF) Chairman, Puan Sri Chelsia Cheng hosted a Mother's Day Caring Event on 10 May 2023 at C & See Lounge in Parkson Pavilion Kuala Lumpur.

Puan Sri Chelsia in her sharing session spoke about her book "My Cause. My Music" which is a compilation of her articles published in two newspapers, in Malaysia and in South Korea featuring her calligraphy, artwork and other causes; and her upcoming book about her late mother to be published next year, followed by a book signing session.

Registration fees and the sale of carnations and Puan Sri's book at the event as well as donations from well-wishers raised RM7,061.73 for LPF's charity causes primarily education and medical treatment for the less fortunate.

At the event, LPF donated RM20,000 to Hospital Selayang Cataract Centre with Puan Sri presenting the cheque to the Centre's Head, Dr Mohamad Aziz Salowi witnessed by LPF trustees, Datin Wira Dr Tan Niap Ming and Ms Chow Mun Seong, and Fizidris Mediq Sdn Bhd CEO, Raja Idris bin Raja Arif Shah. This RM20,000 will be able to assist 86 patients from the B40 group undergo cataract operation at the Centre (front cover photo).

"Nostalgic Memories" Father's Day Caring Event

30 guests attended the Father's Day Caring Event entitled "Nostalgic Memories" organised by Puan Sri Chelsia at C & See Lounge on 11 June 2023. The RM4,038 raised from the registration fees, sale of Puan Sri Chelsia's book and donations was channelled to LPF.

Acara Kasih Sayang Sempena Hari Ibu Bapa

Sambutan Hari Ibu & Sumbangan kepada Pusat Katarak oleh Yayasan Lion-Parkson

Pengerusi Yayasan Lion-Parkson (LPF), Puan Sri Chelsia Cheng menganjurkan Acara Kasih Sayang sempena Hari Ibu pada 10 Mei 2023 di C & See Lounge di Parkson Pavilion Kuala Lumpur.

Puan Sri Chelsia berkongsi cerita mengenai buku beliau "My Cause. My Music" yang merupakan kompilasi artikel serta karya kaligrafi dan lukisan beliau yang diterbitkan di dua akhbar, di Malaysia dan di Korea Selatan; dan juga buku mengenai ibu beliau yang akan diterbitkan tahun hadapan, diikuti dengan sesi menandatangani buku.

Hasil daripada yuran pendaftaran serta jualan bunga carnation dan buku Puan Sri, termasuk sumbangan pada hari itu yang berjumlah RM7,061.73 disalurkan kepada LPF bagi tujuan pendidikan dan rawatan perubatan untuk golongan kurang berkemampuan.

Di majlis itu, LPF menyumbang sebanyak RM20,000 kepada Pusat Katarak Hospital Selayang (PKHS). Puan Sri menyampaikan replika cek kepada Ketua PKHS, Dr Mohamad Aziz Salowi disaksikan oleh pemegang amanah LPF, Datin Wira Dr Tan Niap Ming dan Cik Chow Mun Seong, serta CEO Fizidris Mediq Sdn Bhd, Raja Idris bin Raja Arif Shah. Sumbangan ini dapat membantu seramai 86 pesakit dari kumpulan B40 menjalani pembedahan katarak di PKHS (gambar muka hadapan).

"Kenangan Nostalgia" - Acara Kasih Sayang Hari Bapa

Seramai 30 orang tetamu menghadiri "Kenangan Nostalgia" Acara Kasih Sayang sempena Hari Bapa anjuran Puan Sri Chelsia di C & See Lounge pada 11 Jun 2023. Sebanyak RM4,038 yang dikumpul daripada yuran pendaftaran, penjualan buku Puan Sri Chelsia dan sumbangan disalurkan kepada LPF.

双亲节关爱活动

金狮百盛基金会举办母亲节感恩活动及向白内障中心捐款

金狮百盛基金会（基金会）主席潘斯里陈秋霞于2023年5月10日在吉隆坡柏威年广场百盛百货公司内的C & See Lounge举办了母亲节感恩活动。

潘斯里陈秋霞在分享环节中，谈及她的著作《因缘·音缘》。这是她在马来西亚和南韩两家报章上曾经发表的文章汇编，内容是关于她的书法、艺术作品和其他事物等。潘斯里也分享她计划于明年出版关于她已故母亲的新书。分享环节结束后，接着是签书会。

此次活动的报名费、康乃馨和潘斯里的著作销售以及善心人士的捐款，共筹集了RM7,061.73。这笔善款将用于基金会的慈善事业，主要是为不幸人士提供教育和医疗援助。

在活动中，基金会向士拉央医院白内障中心（Hospital Selayang Cataract Centre）捐赠了RM20,000。潘斯里移交支票给白内障中心负责人 Mohamad Aziz Salowi 医生，并由基金会信托人拿汀威拉陈业敏和周敏娣，以及Fizidris Mediq有限公司首席执行官 Raja Idris bin Raja Arif Shah见证。这笔RM20,000的善款将能够协助86名来自B40收入群体的患者在中心接受白内障手术（封面照片）。

“儿时回忆”父亲节感恩活动

潘斯里陈秋霞于2023年6月11日在C & See Lounge举办了名为“儿时回忆”的父亲节感恩活动，共有30位嘉宾出席。活动报名费、潘斯里陈秋霞的著作销售和捐款共筹集到RM4,038，这笔善款已捐献给基金。

Annual General Meetings

Our Group's public listed companies held their Annual General Meetings (AGM) virtually at Level 16, Lion Office Tower. Lion Posim Berhad held its AGM on 23 May 2023 followed by Parkson Holdings Berhad and Lion Industries Corporation Berhad on 24 and 25 June 2023 respectively (in the 3 successive photos on the left).



The AGMs for ACB Resources Berhad and Lion Corporation Berhad were broadcasted live from Level 15, Lion Office Tower on 22 June 2023.

CONTENTS

1 - 2

CORPORATE UPDATES

- Parent's Day Caring Event
- Mother's Day Caring Event & Donation to Cataract Centre by Lion-Parkson Foundation
- "Nostalgic Memories" Father's Day Caring Event
- Lion-Parkson Foundation Scholarships 2023 Is Now Open for Application

3 - 4

CORPORATE UPDATES

- Annual General Meetings

EDITOR'S MESSAGE

UTUSAN PENGARANG

5-7

SERVICES DIVISION

- Happenings@Secom
- Dividend Cheque Presentation
- Briefing by Pusat Zakat Selangor
- Let's Make Our Workplace A Sustainable One
- Hari Raya Celebration
- Visits:
 - MTLC
 - Tenaga Nasional Berhad
 - Ministry of Home Affairs

PROPERTY DIVISION

- Launching of Malim Jaya Shoplots

STEEL DIVISION

- Events@Amsteel Klang
- Talk by EPF

7 - 10

STEEL DIVISION

- Events@Amsteel Klang
- Training on EQ and Leadership Skills
- Distribution of 'Bubur Lambuk'

RETAIL & TRADING DIVISION

- Team-Building
- BonusLink Extravaganza
- Hi-Rev Celebrates Aidil Fitri
- Hi-Rev Dream Chaser Triumphs at the 2023 Malaysia Championship Series
- Hi-Rev SoyaCincau Triumphs at 2023 Malaysian Supermoto Championship
- Hi-Rev Pitstop
- Directors' Visit to Wisma Posim
- Posim Marketing Receives Best Performance Award

10 - 13

SERVICES DIVISION

- Parkson Credit Hosts Hari Raya Celebration

COMMUNICO

- Ransomware and Prevention

CORPORATE UPDATES

- My Environment, My Responsibility

LEARNING LINK

- A Positive Company Culture Is A Top Priority for Job Seekers

14 - 15

RETAIL & TRADING DIVISION

- Building Solutions - One Stop Building Supplies
- SPAO - Leading Fast Fashion Brand in Korea

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.

EDITOR'S MESSAGE

In recent years, ESG (Environmental, Social and Governance) considerations have become increasingly important for businesses with growing awareness among consumers and the requirement on ESG compliance and reporting by the authorities.

In 2007, Bursa Malaysia Securities Berhad required every listed company to produce a statement or report on their corporate social responsibility activities with many reporting on their charitable efforts or donations to charity.

Today many companies have moved beyond corporate social responsibility or philanthropy in line with the growing awareness and need to focus on ESG concerns which form the basis for sustainable development so as to ensure a better life for the present and future generations, lower the impact on the environment by reducing air, water, and soil pollution; and achieve long-term economic growth.

Sustainability reporting has become mandatory in Malaysia for all public listed companies. The Sustainability Statement by listed companies is required under Bursa's Listing Requirements, with adherence to Bursa's Sustainability Reporting Framework and the Recommendations of the Task Force on Climate-related

Financial Disclosures ("TCFD"). The main aim of the sustainability statement or report is to help businesses assess the effect of their operations on the environment, society, and economy.

On an individual level, we can do our part to promote sustainability by using energy, water and other natural resources efficiently, minimising waste and reducing pollution through various means.

We laud our employees' efforts to instil the sustainability culture at the workplace through talks and activities such as 'gotong royong' clean-up drives, 'Save the Planet Day' with no single-use plastic and reminders to use energy, water and paper wisely, and collecting used clothes in good condition for charity.

Our Group HR revived the Lunch & Learn programme (after being put on hold during the pandemic) and organised a talk on My Environment, My Responsibility by Alam Flora Sdn Bhd with the help of our training arm, CeDR Corporate Consulting Sdn Bhd at the Head Office recently. Alam Flora's team shared on the 5 Rs: Refuse, Reduce, Re-use, Recycle & Recover, and their waste management and disposal initiatives.

SUSTAINABILITY STARTS WITH ME!

UTUSAN PENGARANG

Sejak beberapa tahun kebelakangan ini, ESG [Environmental, Social and Governance (Alam Sekitar, Sosial dan Tadbir Urus)] semakin dititik beratkan dalam perniagaan berikutan tahap kesedaran yang semakin meningkat di kalangan pengguna serta penekanan terhadap pematuhan dan pelaporan ESG oleh pihak berkuasa.

Pada tahun 2007, Bursa Malaysia Securities Berhad menetapkan supaya semua syarikat senaraian awam mempunyai penyata atau laporan mengenai tanggungjawab sosial korporat mereka, dan kebanyakan syarikat hanya melaporkan mengenai kerja amal atau sumbangan kebajikan mereka.

Hari ini, banyak syarikat telah mengorak langkah lebih besar dalam amalan tanggungjawab sosial korporat selain sikap dermawan, sejajar dengan kesedaran yang semakin mendalam dan keperluan untuk menerapkan ESG sebagai asas kemampanan bagi memastikan kehidupan yang lebih baik untuk generasi masa kini dan akan datang, mengurangkan kesan kepada alam sekitar dengan mengurangkan pencemaran udara, air dan tanah; serta mencapai pertumbuhan ekonomi jangka panjang.

Laporan kemampanan diwajibkan di Malaysia ke atas semua syarikat senaraian awam. Penetapan mengenai Penyata atau Laporan Kemampanan itu terkandung dalam Keperluan Penyenaraian Bursa, dengan pematuhan kepada Rangka Kerja Pelaporan Kemampanan Bursa dan Syor Pasukan Petugas

mengenai Pendedahan Kewangan berkaitan Iklim ("TCFD"). Matlamat utamanya adalah untuk membantu perniagaan menilai kesan daripada operasi mereka terhadap alam sekitar, masyarakat dan ekonomi.

Di peringkat individu, kita boleh memainkan peranan dengan memastikan kita menggunakan tenaga, air dan sumber semula jadi lain secara cekap, meminimumkan sisa dan mengurangkan pencemaran melalui pelbagai cara.

Usaha warga kerja kita untuk menyemai budaya kemampan di tempat kerja melalui penganjuran ceramah dan pelbagai aktiviti seperti 'gotong royong', 'Save the Planet Day' - hari bebas plastik sekali pakai serta peringatan untuk menggunakan tenaga, air dan kertas secara berhemah, serta mengumpulkan pakaian terpakai yang masih elok untuk didermakan wajar dipuji.

Bahagian Sumber Manusia Kumpulan kembali menganjurkan program 'Lunch & Learn' (selepas ditangguhkan berikutan wabak) dengan ceramah bertajuk 'Persekitaran Saya, Tanggungjawab Saya' oleh Alam Flora Sdn Bhd, dibantu oleh bahagian latihan kita, CeDR Corporate Consulting Sdn Bhd di Ibu pejabat baru-baru ini. Pasukan Alam Flora berkongsi mengenai 5 R: Refuse, Reduce, Re-use, Recycle & Recover (Tolak, Kurangkan, Guna Semula, Kitar Semula & Pemulihan) serta inisiatif pengurusan dan pelupusan sisa mereka.

KEMAMAPAN BERMULA DENGAN SAYA!

HAPPENINGS@SECOM

Dividend Cheque Presentation

On 26 June 2023, Secom (Malaysia) Sdn Bhd presented the company's dividend cheque for the financial year ending 31 December 2022 to its shareholder, Koperasi Polis Diraja (M) Berhad (KPDB) at Secom's headoffice in Shah Alam. General Manager, Mr Lee Keang Hong briefed KPDB officials on Secom's operations and took them on a tour of the Control Center.



Briefing by Pusat Zakat Selangor

On 6 April 2023, Pusat Zakat Selangor officers, Encik Ahmad Fikri and Encik Muhammad Zahir briefed Muslim employees at Secom headquarters on zakat payment through salary deduction i.e. the registration process, zakat calculation and deduction amount, and the benefits of salary deduction.



Let's Make Our Workplace A Sustainable One

Sustainability is an important concept for businesses these days, and among the fundamentals to achieving it lies in the 3P namely people, planet and profit. In its effort to instil awareness on sustainability amongst its employees, Secom organised a Plant Presentation competition.

Each department chose an indoor plant and appointed a representative to do a presentation about the chosen plant. Indoor plants can improve indoor air quality and help maintain the humidity and temperature to an optimum range for human health. They not only enhance the aesthetic appeal of indoor spaces but also provide cleaner and fresher air, promoting better health and well-being.



Hari Raya Celebration

A Hari Raya celebration was held on 12 May 2023 with Secom staff and business partners enjoying themselves with an array of Hari Raya delicacies, lucky draw and best dressed prizes.



HAPPENINGS@SECOM

Visits

1. MTLC

Participants of the 'Meet The Lion Circle' visited Secom headquarters office on 4 April 2026, and were briefed on the Secom's operations by representative from Marketing, Control Center and Operation departments.



2. Tenaga Nasional Berhad

On 29 May 2023, Secom played host to one of its important customers, Tenaga Nasional Berhad (TNB) whose staff visited Secom to better understand Secom's operations as it has secured the contract to manage some of TNB's assets. The TNB team was briefed by Secom's management and taken on a tour of the Control Center.



3. Ministry of Home Affairs

On 14 June 2023, officials from Ministry of Home Affairs (MOHA) visited the headoffice and one of the guarding assignments for an inspection as part of MOHA's regulations compliance exercise.



PROPERTY DIVISION

MALIM JAYA TOWN CENTRE

WET MARKET / FOOD COURT

TYPE A | 22' X 70'

TYPE B | 31' X 40'

DM & REGISTER WITH US NOW!

- ✓ 2-STOREY SHOP OFFICE
- ✓ EXCLUSIVE 16 UNITS ONLY
- ✓ PRIME HOTSPOT LOCATION

Launching of MALIM JAYA SHOPLOTS

Property Division is launching Malim Jaya Shoplots in the prime commercial district of Malim Jaya in Melaka.

For info or to register your interest, please call:

06-284 3022



EVENTS @ AMSTEEL KLANG

Talk By EPF



140 Amsteel Mills Klang staff attended a talk entitled “Building The Sustainable Retirement” by officers from Employees Provident Fund (EPF) on 27 June 2023. The objective of the talk is to refresh the financial literacy and understanding on the importance of planning and savings via their EPF to retire comfortably.

Training on EQ and Leadership Skills

Amsteel Mills Klang organised ‘EQ and Leadership Skills for Results’ training on 15 & 16 May 2023. Emotional Intelligence or Emotional Quotient (EQ) is defined as the ability to understand and manage one’s own emotions, as well as recognise and influence the emotions of people around us. Over the years, EQ has evolved into a must-have skill as it plays a very important role in a person’s life, career, work performance and leadership.



Distribution of ‘Bubur Lambuk’

Persatuan Pekerja-Pekerja Islam Amsteel prepared 300 packs of bubur lambuk every Friday evening for distribution during the month of Ramadan. Photos show Assistant General Manager – Material Control, Mr Loo Chay Boon distributing the bubur lambuk to staff.



Team-Building



Parkson Corporation Sdn Bhd kicked off its 2023/24 team-building exercise themed “Together We Are Stronger” on 10 & 11 May 2023.

The objective of the 2D1N exercise is to promote better relationship amongst all levels of staff and recognise the staff’s contribution to Parkson’s business success. About 1,500 Parkson staff will be involved in the continuous exercise which comprises soft and extreme activities designed to cultivate trust, foster relationships and encourage collaboration.

The highlight was when the newly formed teams organised their own talent show during dinner where many creative minds and hidden talents emerged; a testament that strong teamwork makes anything possible.

Todate, other team-building exercises were conducted on 24 & 25 May 2023 and 7 & 8 June 2023.

BonusLink Extravaganza

The BonusLink Extravaganza was back again after a 3 year hiatus due to the pandemic, from 12 to 14 May 2023 at Parkson Elite 1 Utama.

The event featured a host of enticing activities and rewards to engage customers such as attractive gift with purchase and lucky draws attracted many customers. Coupled with the upfront RM50 Parkson voucher, discounts, treats and even more vouchers, customers had a blast shopping to their hearts’ content.





HI-REV Celebrates Aidil Fitri

In conjunction with the Hari Raya Aidil Fitri celebration, HI-REV feted its customers in Kelantan with a hi-tea get-together on 19 May 2023. Guests enjoyed themselves with the performances by invited artistes, sumptuous food and attractive prizes from the games and lucky draw.

HI-REV Dream Chaser Triumphs at the 2023 Malaysia Championship Series



With a fascinating display of speed and skills, powered by HI-REV engine oil, HI-REV Dream Chaser has established itself as the dominant force in the world of motorsports after its victory in the opening round of the 2023 Malaysia Championship Series.

Amid the deafening roar of engines and exhilarating atmosphere, HI-REV Dream Chaser's exceptional drivers, Mitchell Cheah and Rahul Mayer demonstrated unparalleled mastery of their machine. The victory was a testament to the unwavering teamwork, constant HI-REV R&D process and relentless pursuit of excellence, all defining HI-REV Dream Chaser. The dedication and synergy between HI-REV, Dream Chaser, their skilled engineers and tireless pit crews were crucial elements in securing this momentous triumph.

HI-REV SoyaCincau Triumphs at 2023 Malaysian Supermoto Championship

Round 2 of the 2023 Malaysian Supermoto Championship at Universiti Malaysia Perlis (UniMAP) which concluded on 21 May 2023 saw Eric Chia of HI-REV SoyaCincau Racing team emerging champion in the All-Stars Legend class. In the Super Rookie class, Shamira Azahar who started her first Supermoto race at 7th on the grid, finished 2nd while S. Karthikesan gave the team another 2nd place finish in the Evo class. Another rider, Zhafir Zamani completed the podium campaign 3rd in the Advanced class.



HI-REV Pitstop

The 'Distinguished Gentleman's Ride' which unites the classic and vintage-styled motorcycle riders worldwide, was held to raise funds and awareness for prostate cancer research and men's mental health.

Jointly organised with Rockabilly Raiders group, a pre-event gathering was held at Restoran Pelita at Jalan Ampang on 21 May 2023, followed with a flag-off to Lalaport@BBCC.



Directors' Visit to Wisma Posim

On 1 June 2023, Directors of Lion Posim Berhad; Ms Serena Cheng, Dato' Michael Eow, Dr Folk Jee Yoong and Tan Sri Abd Karim Shaikh Munisar (5th to 8th from right respectively) visited Posim Group office in Shah Alam to see the status of the flood mitigation project undertaken by Posim. They also visited the lubricant plant which produces various lubricant brands including HiRev, T-Trax and TorQe.



Posim Marketing Receives Best Performance Award

Posim Marketing Sdn Bhd (PMSB) received Best Performance Award 2022 from SAMSUNG C & T (KL) Sdn Bhd in recognition of PMSB's outstanding achievements in project execution, accomplished by technical and managerial excellence for the Merdeka 118 project.

PMSB Assistant General Manager, Ms Jenny Lim and Sales Manager, Mr Barry Siow received the award from SAMSUNG C & T International Procurement Office Manager, Mr Sung Min Kim (left) at PMSB's office on 19 May 2023.

Congratulations to Posim Marketing!



Parkson Credit Hosts Hari Raya Celebration

On 12 May 2023, Parkson Credit created a bustling and festive ambiance in celebration of Hari Raya with over 170 attendees, including from Lion Headoffice and companies based at Lion Office Tower joining in the festivities, enjoying delicious food and socialising with each other.

Each department showcased their creativity by decorating their office space with unique themes, welcoming guests with warm hospitality. The Raya event brought employees together, fostering camaraderie and cultural appreciation, and creating fond memories; and reaffirmed the company's commitment to creating a harmonious and inclusive work environment.



RANSOMWARE AND PREVENTION

By Chok Chee Hong (IT Manager, Lion Steel)

Ransomware is a type of malicious software that holds an individual or organisation's most precious commodity at ransom. This malware denies the owners from accessing their records, data and files on their computers. Desperate and with few choices, some victims pay up the ransom to have their precious commodity released.

When a ransomware gains access to a system, it will start **encrypting files** on the system with a code known only to the attacker. These attacker-controlled encrypted files will replace the original versions. Some variants may inflict additional damage, such as data theft. Ransomware is potent; having no access to data and files on computers, an individual or organisation will not be able to carry out their day-to-day business operations properly, correctly and in a timely manner. Imagine the impact.

Ransomware gained traction with "WannaCry" outbreak in May of 2017. This worldwide and highly-publicised attack on targeted computers running Microsoft Windows operating system demonstrated that ransomware attack is not difficult and is potentially profitable. Since then, dozens of ransomware variants have emerged and used in a variety of attacks.

Ransomware and all forms of malicious software are out there waiting for the right time, right computer and right circumstances to strike. It could be your computer at work, at home and mobile devices. This is what you can do from becoming a victim:

1. Cyber security awareness is the new norm

Average end-users and employees are easy targets for cyber attackers, therefore they need to know what cyber security is. Organisations are advised to provide regular training and testing on cyber security awareness. Phishing and social engineering tactics can easily take advantage of unsuspecting and ignorant users.

2. Backup, backup and backup your important files

Whether it is a case of your file being deleted or overwritten by accident, damaged by ransomware or file corruption, etc, your backup copies may save your day. Make regular backup of your important files as a backup file that is more than 6 months old without the recent changes may not be too helpful when you need it. You can consider offline backup such as USB drives or online resources such as Google Drive or OneDrive.

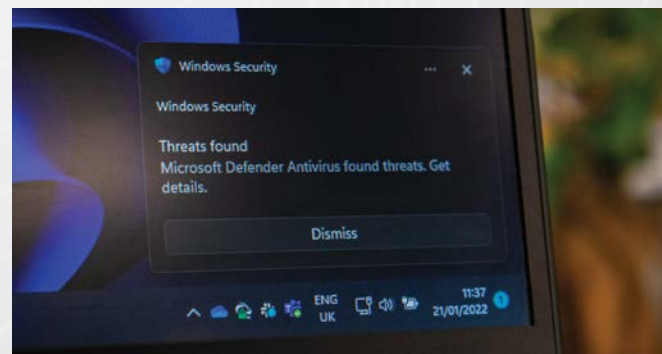
3. Allow your computer to update its software when it says so

According to Coveware, 20% of ransomware attacks started by exploiting vulnerabilities found in software. There is no perfect software, therefore all software publishers such as Microsoft, Apple, Android, Adobe, etc. periodically release updates to patch vulnerabilities found in their products. When you see a notification on your computer that indicates an update is scheduled, allow it to take place as soon as possible.

4. Do not install unauthorised software on your computer

Be mindful of websites, business partners, casual contacts, etc requesting you to install software that is not found on your computer. Fact check the identity and legitimacy of the requests to install new software.

It is against the company's IT security policy to install unauthorised software. Check with your IT department for advice before installing any software on your computers.



5. Anti-virus program on your computer

Your work computer has an anti-virus program installed, e.g. Sophos EndPoint Agent, Windows Security, as the first line of defence. If the anti-virus program displays unusual messages or the icon displays unusual colour or operating status, report the situation immediately to your IT department.



Ransomware is a clear and present risk to everyone and every organisation. A high level of cyber security awareness and safe computing practises will significantly reduce the probabilities of a ransomware attack.

References:

1. Kaspersky - Resource Center (What is Ransomware)
web: <https://www.kaspersky.com/resource-center/threats/ransomware>
2. Trend Micro - Ransomware Definitions
web: <https://www.trendmicro.com/vinfo/us/security/definition/ransomware>
3. Trellix - What is Ransomware
web: <https://www.trellix.com/en-us/security-awareness/ransomware/what-is-ransomware.html#how-it-works>
4. Upguard - Kyle Chin "How to prevent ransomware attacks - Top 10 Best Practices in 2023"
web: <https://www.upguard.com/blog/best-practices-to-prevent-ransomware-attacks>

My Environment, My Responsibility

A Lunch and Learn session entitled "My Environment, My Responsibility" was held at Lion Office Tower on 27 June 2023. Encik Faris Amir and Cik Alia from Alam Flora Sdn Bhd shared on Alam Flora's waste management and sustainable solution services, which include the 5Rs (Refuse, Reduce, Reuse, Recycle and Recovery) initiatives.



Alam Flora receives recyclable items in exchange for cash through its 3R On Wheels and Buy Back Centres, located in Kuala Lumpur, Putrajaya, Cyberjaya and Kuantan; and at its Fasiliti Inovasi Kitar Semula (FIKS), a one-stop recycling centre in Putrajaya; the first of its kind in the country for the public to learn about waste management, recycling and recovery processes, so as to help reduce the amount of recyclable wastes sent to landfills.

Encik Faris and Cik Alia presenting prizes to quiz winners



LEARNING LINK



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

A Positive Company Culture Is A Top Priority for Job Seekers

Many companies use high-pressured, cut-throat work environments to ensure ongoing growth and financial success. For many years, the belief that this was the most effective method of driving employee productivity held fast. But modern organisational psychology research tells a different tale.

Evidence shows that a stressful, highly competitive work environment can harm businesses' productivity levels over time. Creating positive company cultures can create significant and lasting benefits for companies, employers and profit margins alike.

To get a feel of what the word on the street was, we posed this question on Facebook - What does positive company culture mean to you? So far the only response we got was "Bacteria", "Everyone fails their urine test", "Taking my yoghurt out for a date". Very funny :P

That aside, what is positive company culture? Simply put, a positive company culture is one that prioritises the well-being of employees, offers support at all levels within the organisation, and has policies in place that encourage respect, trust, empathy and support.

A 2011 study by *Cameron et al.* found that a positive work culture contains six elements:

- Treating colleagues as friends, caring for them and being interested in their wellbeing.
- Supporting colleagues and offering compassion and kindness in times of need.
- Forgiving mistakes and not assigning blame.
- Working to inspire each other.
- Finding and emphasising meaningful aspects of the work.
- Prioritising trust, respect, gratitude, and integrity.



CeDR Corporate Consulting Sdn Bhd

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

☎ 03-33447310

📠 03-33447315

A Positive Company Culture Is A Top Priority for Job Seekers (cont'd)

How would this benefit the company?

The benefits of creating a positive work culture within your organisation include increasing:

1. **Job satisfaction:** Employees often are happier when working for companies that invest in improving their well-being because they feel more valued.
2. **Employee retention:** Employees may be more likely to want to stay with a company they feel treats them well and gives them the proper resources to succeed. If they enjoy their work and the people they work with, employees also may be less likely to explore other career options.
3. **Recruiting:** A positive culture can help improve the reputation of a company, which may make more talented professionals seek it out when looking for a new job. This also can allow companies to be more selective with who they hire, which can help improve other factors, such as retention and productivity.
4. **Motivation and productivity:** Professionals who enjoy their work environment and have strong relationships with their co-workers and managers may be more likely to work harder and have a better attitude.
5. **Collaboration:** A positive company culture often prioritises teamwork, communication and interaction among co-workers. These factors all can improve how well a team collaborates on projects because team members may feel more comfortable and willing to ask for help.
6. **Employee well-being:** Being in a positive environment that allows employees to grow and rewards them for performing well can help reduce the stress and anxiety they may feel in the workplace.

Sounds good. So how can one make the change - assuming a change is needed?

To begin organisational change, top managers must first address the existing culture and to do that, they need to **listen to their employees**. Employees' opinions, their perceptions and their buy-in will determine success during upcoming change. It is critical to note that some organisations, trying to follow popular trends, disregard what employees truly want, which results in negative consequences and quitting behaviors.

A majority of **employees crave meaning and purpose in their work**. Without it, job satisfaction takes a major hit - so, create a mission statement and core values and communicate these to employees. Include a company

goal too as it brings employees together and gives everyone something specific to work towards.

Empower "culture champions." Culture champions are employees who embody the values and mission of a company. They are excited to promote the company's aspirations and encourage others to do the same. Identify these employees and encourage them to keep spreading the cheer.

Create dedicated spaces for socialization. Structured strategies can include leadership training, connecting employees in mentor-mentee relationships, and encouraging relationship diversity in both culture and organizational roles. However, these initiatives should not take place outside of work hours. Having a work-life balance is important, as is fostering employees' personal social connections.

Interestingly enough, a quick search online resulted in nothing when the keywords were "Best examples of great Asian company culture". However, when the word "Asian" was removed, the usual names of Google, Meta etc all raced to the forefront. Now, whether this is indicative of the reality on the ground is something to be considered. It seems highly unlikely to not have an Asian or Malaysian company which embodies some/all these values, or maybe there isn't enough word of mouth out there. But this is a topic for another time.

Company culture is difficult to define and can feel like a moving target to get "right." But, in reality, there is no real right way for all organizations. You could find great success or struggle depending on your organization's size, structure, and goals. So being able to step back and understand what kind of culture your company currently embraces is an important step in determining where you want to go next. Companies that prioritise their culture and prioritise the needs and values of their employees are more likely to succeed in today's competitive job market.

Adapted from:

- <https://recruitee.com/articles/positive-work-cultures#:~:text=A%20positive%20work%20culture%20can,custom%20service%20as%20a%20result.>
- <https://www.linkedin.com/pulse/positive-company-culture-top-priority-job-seekers/>
- <https://www.valamis.com/hub/work-culture#:~:text=Simply%20put%2C%20a%20positive%20work,trust%2C%20empathy%2C%20and%20support.>
- <https://www.indeed.com/career-advice/career-development/positive-culture>
- <https://csq.com/2022/02/c-suite-advisors-vlad-vaiman-talent-management-in-times-of-change/#:~:text=Here%20is%20what%20employees%20say,Mental%20health%20and%20wellness>
- <https://www.forbes.com/sites/alankohl/2018/08/14/how-to-build-a-positive-company-culture/?sh=53c48e2849b5>

POSIM
MARKETING

BUILDING SOLUTIONS

ONE STOP BUILDING SUPPLIES



At Posim Marketing, we are committed to meeting our clients' objectives by securing an edge over the industry quality standards in a cost effective and timely manner. We continuously strive to achieve long term sustainability and high credentials by exceeding our clients' expectations.

POSIM Marketing Sdn. Bhd. Co. No: 198501004385 (136824-M)

No.12, Jalan Sungai Kayu Ara 32/36, Taman Berjaya, Seksyen 32,
40460 Shah Alam, Selangor Darul Ehsan. Tel : +603-5035 1955 Fax : +603-5035 1966



facebook.com/posimmark



@posimmark

SPAO

LEADING FAST FASHION BRAND IN KOREA



FIND US AT:

PARKSON ELITE PAVILION KL | SUNWAY VELOCITY MALL
OUTPOZT, IOI CITY MALL | OUTPOZT, SKYAVENUE GENTING HIGHLANDS

<https://spao.my>

SEARCH

  SPAO MALAYSIA