

Lion Today

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Lion-Parkson Foundation Awards Scholarships to Undergraduates



Hi-REV Motorsport Ends 2024 Season With Record-Breaking Triumphs

- 2025 New Year Message From Group Executive Chairman
- Shanghai Huaihai Parkson And Jiu Hai Industry Renew Lease Contract
- Certificate Of Merit For Parkson: MRA Best Marketing Campaign
- Parkson Credit Joins Mangrove Reforestation Effort In Kuala Selangor



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Lion-Parkson Foundation

Scholarship Awards to Undergraduates

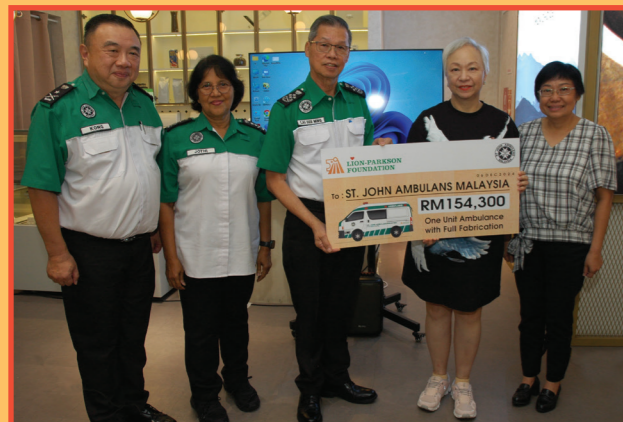


● Scholars and their family members at the awards ceremony.

● Puan Sri Chelsia sharing some light moments with the scholars after the award presentation.

Donations:

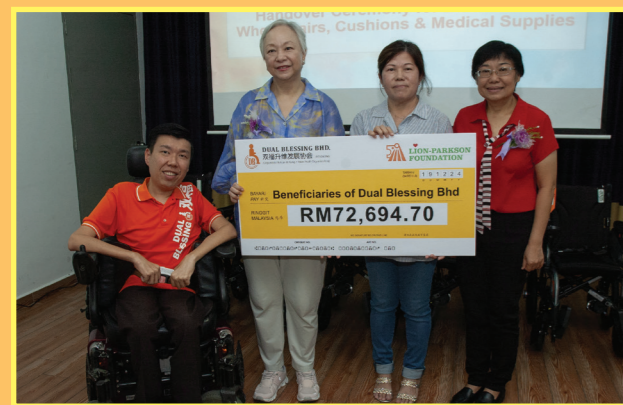
Ambulance with Medical Equipment to St. John Ambulance



● Puan Sri Chelsia (second from right) handing over a mock cheque to Dato' Lai See Ming, witnessed by Ms Chow Mun Seong (far right), Prof Dr Jothi Malar Panandam (second from left), and Mr Kong Min Ho (far left).

● Puan Sri Chelsia Cheng and the Hui Xin Ladies Group kicking off the fundraising drive for medical equipment for the ambulance with a cheque for RM20,000 and another RM5,000 on the spot.

Wheelchairs & Medical Supplies to Dual Blessing Centre



● Puan Sri Chelsia Cheng (second from left) presenting a mock cheque to Ms Christine Leong, accompanied by Mr Goh Kuan Then, the Centre's PR & Communications Manager and Ms Chow Mun Siong (far left and right, respectively).

● Group photo featuring Puan Sri Chelsia, Ms Chow Mun Seong, LPF staff along with the recipients and their family members.

For the 34th consecutive year, Lion-Parkson Foundation (LPF) awarded scholarships totalling RM480,000 to 12 undergraduates for the full duration of their studies. The recipients were selected based on academic performance, extracurricular activities, and leadership qualities.

The awards were presented by LPF Chairman, Puan Sri Chelsia Cheng witnessed by LPF Trustees Datuk CS Tang and Ms Chow Mun Seong, Parkson Retail Asia Limited Executive Director, Ms Vivien Cheng and the recipients' families on 18 December 2024. Each undergraduate received RM10,000 annually.

In her speech, Puan Sri Chelsia Cheng expressed hope that the financial aid would relieve students of monetary concerns,

enabling them to focus on their studies and participate in activities that foster leadership development.

Beyond financial support, scholars will benefit from soft skills training, internships within Lion Group's divisions, and potential career pathways. Since its inception, the Foundation has supported 525 students through various sponsorship programs, amounting to RM12.4 million. Additionally, it has contributed RM39.8 million to other charitable causes, bringing its total contributions to RM52.2 million to date.

Cover photo: Jubilant scholars with Foundation Trustee (seated left from right) Datuk CS Tang, Puan Sri Chelsia Cheng and Ms Chow Mun Seong, and Ms Vivien Cheng (standing far left).

Biasiswa Yayasan Lion-Parkson kepada Mahasiswa

Untuk tahun ke-34 berturut-turut, Yayasan Lion-Parkson (LPF) menganugerahkan biasiswa berjumlah RM480,000 kepada 12 mahasiswa untuk sepanjang tempoh pengajian mereka. Penerima dipilih berdasarkan pencapaian akademik, aktiviti kokurikulum, dan ciri-ciri kepimpinan.

kepada pengajian serta menyertai aktiviti yang memupuk daya kepimpinan.

Anugerah tersebut disampaikan oleh Pengerusi LPF, Puan Sri Chelsia Cheng, dengan disaksikan oleh Pemegang Amanah LPF Datuk CS Tang dan Cik Chow Mun Seong, Pengarah Eksekutif Parkson Retail Asia Limited, Cik Vivien Cheng, serta keluarga penerima pada 18 Disember 2024. Setiap seorang pelajar menerima RM10,000 setahun.

Selain bantuan kewangan, para penerima biasiswa akan beroleh manfaat daripada latihan kemahiran insaniah, program latihan industri di syarikat-syarikat Kumpulan Lion, serta peluang membina kerjaya. Sejak penubuhannya, LPF ini telah membantu seramai 525 pelajar melalui pelbagai program penajaan berjumlah RM12.4 juta. Di samping itu, LPF juga menyumbang RM39.8 juta kepada tujuan amal lain, menjadikan jumlah sumbangan keseluruhan sebanyak RM52.2 juta setakat ini.

Dalam ucapannya, Puan Sri Chelsia Cheng menyatakan harapan agar bantuan kewangan ini dapat meringankan beban kewangan pelajar dan membolehkan mereka memberi tumpuan

Foto Muka Depan: Pemegang biasiswa ceria bersama Pemegang Amanah Yayasan (duduk dari kiri ke kanan) Datuk CS Tang, Puan Sri Chelsia Cheng dan Cik Chow Mun Seong, serta Cik Vivien Cheng (berdiri paling kiri).

金狮百盛基金会颁发奖学金给大学生

连续第34年，金狮百盛基金会（基金会）向12名学生颁发了总值48万令吉的奖学金，资助他们完成学业。基金会根据申请者的学术表现、课外活动以及领导力素质筛选奖学金得主。

担，使他们能专心于学业，并参与有助于培养领导力的活动。

颁奖典礼于2024年12月18日举行。奖学金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周敏端、百盛零售亚洲有限公司执行董事锺惠韵以及学生的家人共同见证。每位奖学金得主每年将获得1万令吉的奖学金。

除了经济支持，奖学金得主还将受益于软技能培训、在金狮集团各部门的实习机会以及潜在的职业发展路径。自基金会成立以来，已经通过各种资助项目帮助了525名学生，资助金额累计达到1240万令吉。此外，基金会还捐献了3980万令吉用于其他慈善用途。迄今，总捐献款项已达5220万令吉。

在致辞中，潘斯里陈秋霞表示希望这项捐献能够帮助学生减轻经济负

封面照片：金狮百盛基金会信托人（前排左起）拿督陈怀安、潘斯里陈秋霞和周敏端，以及锺惠韵（后排左1）与获得奖学金的学生们。

On 6 December 2024, Lion-Parkson Foundation (LPF) donated an ambulance complete with fabrication worth RM154,300 to St. John Ambulance of Malaysia (SJAM) in support of its lifesaving mission.

in Parkson Elite Pavilion Kuala Lumpur. This donation is part of LPF's ongoing commitment to its social responsibility and supporting healthcare initiatives that save lives and strengthen communities.

The contribution was presented by LPF Chairman, Puan Sri Chelsia Cheng to SJAM Commander-in-Chief, Dato' Lai See Ming, witnessed by LPF Trustee, Ms Chow Mun Seong, SJAM Chief Superintendent, Professor Dr Jothi Malar Panandam and SJAM Principal Staff Officer, Mr Kong Min Ho at C & See Café

At the event, Hui Xin Ladies Group donated RM25,000 to LPF, to kickstart its fundraising efforts to purchase medical equipment to be installed in the ambulance at the estimated cost of RM89,500. The occasion coincided with Parkson's annual Christmas Party, celebrating the spirit of giving with a cake-cutting ceremony.

On 19 December 2024, LPF donated medical equipment including wheelchairs, wheelchair cushions, and medical supplies worth about RM72,700 to 10 beneficiaries from Dual Blessing welfare centre.

in a ceremony witnessed by Ms Chow Mun Seong, Dual Blessing CEO, Ms Christine Leong and the recipients' family members at Dual Blessing premises in Taman Shanghai, Kuala Lumpur.

Puan Sri Chelsia Cheng presented the equipment to the recipients

This contribution underscores the Foundation's ongoing commitment to supporting the well-being of individuals in need.

Anti-Bribery and Corruption – Bribery Precaution Refresher Workshop

To reinforce our commitment to a 'Zero Tolerance Policy on Bribery and Corruption,' the Group organized four sessions of the Anti-Bribery and Corruption (ABC) - Bribery Precaution Refresher Workshop. The sessions were conducted by CeDR Corporate Consulting on 4 and 5 November 2024 at Level 16, Lion Office Tower.

This interactive half-day workshop served as a refresher on our ABC policy, offering participants a concise update while equipping them with the knowledge to uphold ethical practices and adhere to the Group's code of conduct. The workshop aimed to empower attendees to maintain integrity in their roles across the organization.



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In 2024, our business operations continued to soldier on with the economic and trade challenges, both globally and locally. Our **Steel** Division posted lower sales and revenue due to limited local demand and overcapacity in the industry, whilst continuing to focus on improving operational efficiencies and containing costs.

The Government's measures to impose a 2-year moratorium on expansion in the steel-making industry effective 15 August 2023 and establish an Independent Steel Committee to look into the issues affecting the industry will provide the necessary policy intervention to ensure the sustainability of the industry and fair trade in the face of worldwide overcapacity, push for greater R&D and green technology adoption, and need for financing and upgrading of workers' skills.

Our **Mining** operations were hampered by heavy rain due to weather conditions at its site in Banting last year which we are working to recover by the first half of this year whilst exploring new resources in other states as well as overseas.

The property sector saw increased demand for all types of properties with industrial properties fueled by the growth in data center investments and the manufacturing sector. Our **Property** Division is expanding its industrial park portfolio with our flagship offering being the ongoing Banting Industrial City (BIC) in Selangor. It has a mix of medium and heavy industrial land, commercial land and shop-offices catering for high technology and heavy manufacturing industries. We are also developing several non-industrial projects in the Klang Valley and Melaka with plans for future developments especially for quality housing and commercial hubs, in these states including Negeri Sembilan.

Parkson operates a total of 82 stores with 37 stores in Malaysia, 44 stores in China and one supermarket in Laos. In 2024, we re-launched our Sunway Carnival outlet in Seberang Jaya in Prai, Malaysia after 3½ years of renovation in line with the mall's total renovation and expansion. During the same year, we also witnessed the opening of our Guanhua Supermarket in Mianyang City, China. The Group remains optimistic of the overall retail prospects with the improved consumer sentiments and tourist arrivals in line with the extended visa-free travel between Malaysia and China. Parkson will continue to work with our business partners to offer the latest fashion and lifestyle products for customers.

Parkson Credit, under our **Consumer Credit Financing** Division, has established itself as one of the leading motorcycle financiers in Malaysia. The successful launch of its RM1.0 billion Sukuk Bond under HSBC Malaysia's asset-backed Islamic Medium-Term Notes Programme in December 2024 marks a significant milestone, paving the way for accelerated business expansion. Building on this momentum, the company continues to demonstrate consistent growth while contributing positively to the Group's top and bottom lines.

Our other businesses namely **SECOM** which offers electronic and physical security services, **POSIM** which supplies building materials and automotive and industrial lubricants under the HI-REV and T-TRAX brands, and **LIKOM** in Melaka which provides mechanical and electronic manufacturing services, are continuing with their stable operations.

Bank Negara forecasted that Malaysia's economy will expand by 4.5% to 5.5% in 2025 'driven by robust expansion in investment activity, continued improvement in exports, and resilient household spending'. Sector-wise, the economy is expected to be spurred by construction benefiting from infrastructure and data centre projects; utilities seeing gains from rising demand alongside investments in renewable energy and data centre development; plantation, driven by strong palm oil demand and stable crude palm oil prices; manufacturing especially the electrical and electronics sector with greater exports; banking which is poised to grow due to healthy loan growth, rising consumption and capital market activities; and tourism with increasing tourist arrivals which augurs well for tourism-related activities such as the retail, transportation and hospitality sectors.

Household spending or private consumption which is one of the key growth drivers, will see an increase with the hike in minimum wage from RM1,500 to RM1,700 a month with effect from February 2025. However, spending may be curbed due to the proposed increase of 14.2% in base electricity tariff which will impact industries too, and the proposed removal of RON95 petrol blanket subsidy to be replaced by a targeted subsidy, both to be effective in the second half of 2025.

On the downside, economic growth could also be affected by the external uncertainties of geopolitical tensions especially in the Middle East which may disrupt critical oil and gas supplies leading to volatile commodity prices and supply chain disruptions, US President-elect Donald Trump's tariff policies and global monetary policies and prolonged US-China trade disputes. The slowdown in major economies will also affect our external trade and exports.

I wish to express my sincere thanks to all staff for your continuing hard work and dedication throughout the years and call upon everyone to be prepared to meet the challenges ahead.

My appreciation goes to all our customers, business partners and associates, financiers, shareholders, directors and the government authorities for their continuing support and cooperation.

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

Tan Sri William Cheng

Pada tahun 2024, operasi perniagaan kita terus berdepan dengan cabaran ekonomi dan perdagangan, baik di peringkat global mahupun di dalam negara. Bahagian **Keluli** mencatatkan jualan dan hasil yang lebih rendah berikutan permintaan tempatan yang menguncup serta lebih kapasiti di peringkat industri. Namun begitu, Bahagian itu terus memberi tumpuan untuk memantapkan kecekapan operasi dan mengawal kos.

Usaha Kerajaan melaksanakan moratorium selama 2 tahun terhadap pembesaran industri pembuatan keluli yang berkuat kuasa pada 15 Ogos 2023, serta menubuhkan Jawatankuasa Keluli Bebas bagi meneliti isu-isu yang menjejaskan industri akan membolehkan penyelarasan dasar yang diperlukan bagi memastikan kelestarian industri dan perdagangan yang adil dalam menangani isu lebihan kapasiti di seluruh dunia. Langkah ini juga akan mendorong lebih banyak usaha penyelidikan dan pembangunan (R&D) serta penerapan teknologi hijau bagi memenuhi keperluan pembiayaan dan memperkasakan kemahiran pekerja.

Operasi **Perlombongan** terjejas akibat hujan lebat susulan perubahan cuaca di tapak perlombongan di Banting tahun lalu. Pasukan kita gigih berusaha untuk memulihkan keadaan menjelang separuh pertama tahun 2025 di samping meneroka sumber baharu di negeri lain dan juga di luar negara.

Sektor hartanah menyaksikan peningkatan dalam permintaan untuk semua jenis hartanah, di mana pertumbuhan sektor hartanah perindustrian semakin rancak, dipacu oleh pelaburan dalam pusat data dan sektor pembuatan. Bahagian **Hartanah** kita kini mengembangkan portfolio taman perindustrian menerusi projek utamanya, Bandar Perindustrian Banting (BIC), yang sedang dibangunkan di Selangor. Projek ini menawarkan campuran tapak tanah untuk industri sederhana dan berat, komersial dan kedai-pejabat bagi memenuhi keperluan industri berteknologi tinggi dan pembuatan berat. Kita juga sedang membangunkan beberapa projek bukan perindustrian di Lembah Klang dan Melaka, dengan perancangan untuk membangunkan hab-hab perumahan dan komersial berkualiti di negeri-negeri ini, serta Negeri Sembilan di masa hadapan.

Parkson mengendalikannya sejumlah 82 gedung, iaitu 37 di Malaysia, 44 di China, dan satu pasar raya di Laos. Pada tahun 2024, Parkson Sunway Carnival di Seberang Jaya, Prai, Malaysia dilancarkan semula setelah 3½ tahun menjalani pengubahsuaian selaras dengan usaha menaik taraf dan pengembangan menyeluruh pusat beli-belah tersebut. Pada tahun yang sama, kita turut menyaksikan pembukaan pasar raya Guanhua di Mianyang, China. Kumpulan kekal optimis terhadap prospek sektor peruncitan secara keseluruhannya berikutan sentimen pengguna dan bilangan pelancong bertambah baik, sejajar dengan lanjutan perjalanan tanpa visa antara Malaysia dan China. Parkson akan terus bekerjasama dengan rakan niaganya untuk menawarkan produk fesyen dan gaya hidup terkini kepada pelanggan.

Parkson Credit, di bawah Bahagian **Pembiayaan Kredit Pengguna** memantapkan kedudukannya sebagai salah satu pembiaya motosikal terkemuka di Malaysia. Kejayaan pelancaran Bon Sujuk bernilai RM1.0 bilion menerusi Program Nota Jangka Sederhana Islamik HSBC Malaysia pada Disember 2024 merupakan satu peristiwa penting, membuka jalan untuk pengembangan perniagaan yang lebih pesat. Berdasarkan momentum ini, syarikat terus menunjukkan pertumbuhan yang konsisten sambil menyumbang

secara positif kepada keputusan keseluruhan Kumpulan, baik dari segi hasil mahupun keuntungan.

Operasi perniagaan lain, iaitu **SECOM** yang menawarkan perkhidmatan keselamatan elektronik dan fizikal, **POSIM** yang membekalkan bahan binaan serta pelincir automotif dan industri di bawah jenama HI-REV dan T-TRAX, serta **LIKOM** di Melaka yang menyediakan perkhidmatan pembuatan mekanikal dan elektronik, kekal beroperasi dengan stabil.

Bank Negara mengunjurkan ekonomi Malaysia akan berkembang di antara 4.5% hingga 5.5% pada 2025, 'dipacu oleh aktiviti pelaburan yang kukuh, prestasi eksport yang lebih baik dan perbelanjaan isi rumah yang mampan'. Mengikut pecahan sektor, ekonomi dijangka akan dipacu oleh sektor pembinaan berikutan manfaat daripada projek infrastruktur dan pusat data; utiliti menikmati manfaat daripada peningkatan permintaan dan pelaburan dalam tenaga diperbaharui dan pembangunan pusat data; perladangan dipacu oleh permintaan minyak sawit yang kukuh dan harga minyak sawit mentah yang stabil; pembuatan terutamanya sektor elektrik dan elektronik, dengan peningkatan dalam eksport; sektor perbankan dijangka berkembang berikutan pertumbuhan kredit yang sihat, peningkatan perbelanjaan pengguna dan aktiviti pasaran kewangan; serta pelancongan, dengan peningkatan ketibaan pelancong, akan memberi kesan positif kepada aktiviti berkaitan pelancongan seperti peruncitan, pengangkutan dan hospitaliti.

Perbelanjaan isi rumah atau penggunaan swasta yang merupakan salah satu pemacu pertumbuhan utama, dijangka meningkat berikutan kenaikan gaji minimum daripada RM1,500 kepada RM1,700 sebulan bermula Februari 2025. Bagaimanapun, perbelanjaan mungkin akan terkekang susulan cadangan kenaikan harga asas tarif elektrik sebanyak 14.5% yang akan menjejaskan industri, serta cadangan pemansuhan subsidi pukal petrol RON95, yang akan digantikan dengan subsidi bersasar, dijangka berkuat kuasa pada separuh kedua 2025.

Namun begitu, pertumbuhan ekonomi mungkin terjejas oleh ketidaktentuan di luar negara, terutamanya ketegangan geopolitik di Timur Tengah yang boleh menggugat bekalan minyak dan gas penting, menyebabkan turun naik harga komoditi dan gangguan rantaian bekalan. Dasar tarif Presiden Terpilih Amerika Syarikat, Donald Trump serta dasar kewangan global dan konflik perdagangan yang berpanjangan di antara AS dan China, juga boleh memberi kesan negatif. Kemelesetan ekonomi utama dunia akan menjejaskan eksport dan perdagangan luar negara kita.

Saya mengambil kesempatan ini untuk mengucapkan ribuan terima kasih kepada semua warga kerja atas kerja keras dan dedikasi anda yang berterusan selama ini, dan menggesa semua orang supaya bersedia menghadapi cabaran yang mendatang.

Ucapan terima kasih juga ditujukan kepada semua pelanggan, rakan kongsi dan sekutu perniagaan, pembiaya, pemegang saham, pengarah dan agensi kerajaan atas sokongan dan kerjasama berterusan mereka.

Akhir kata, selamat tahun baru kepada semua serta selamat menyambut Tahun Baru Cina kepada mereka yang merayakannya.

Tan Sri William Cheng

Shanghai Huaihai Parkson And Jiuhai Industry Renew Lease Contract

On 20 November 2024, Shanghai Huaihai Parkson and Jiuhai Industry Co. Ltd. held a lease contract renewal signing ceremony themed "Thirty Years Together, Hand in Hand for the Future".

Lion Group Executive Chairman, Tan Sri William Cheng; Parkson China Executive Director, Ms Juliana Cheng; CEO, Mr Zhou Jia; COO, Mr Li Bing; Shanghai Region General Manager, Mr Zhang Jun; and Jiuhai Industry Chairman, Mr Cheng Lin and his management team were present at the event.

The renewed lease agreement highlights both companies' strong commitment to long-term collaboration and growth. It aims to bring innovation to the shopping mall, focusing on a "small yet refined" approach that emphasizes design and customer experience.

Huaihai Parkson, a fashion and shopping landmark on Huaihai Road is committed to staying ahead of fashion trends, appealing to younger consumers, and providing a modern, personalised shopping experience.

Since its opening in 1994, Huaihai Parkson has become one of Shanghai's premier shopping destinations, significantly contributing to the local economy through substantial tax revenues and the creation of over 1,000 jobs annually. Its strategic location makes it a vital connection between the city centre and surrounding residential areas.



Parkson East Malaysia Teambuilding Session

On 12 – 13 November 2024, Parkson held its inaugural East Malaysia Team Building session at Permai Rainforest Resort in Kuching, with participation by 50 employees from Parkson stores across Sabah and Sarawak.

The event included extreme and indoor activities aimed at fostering collaboration, team spirit, and effective communication, in line with Parkson's slogan, "Together We Are Stronger." Participants found the session highly rewarding, marking a successful beginning for future team-building efforts in the region.



HAPPENINGS IN 2024

JANUARY



HI-REV welcomed the Lunar Year of the Dragon with its dealers at various locations nationwide, fostering and enhancing successful business relationships.



The Lunar New Year Charity Sale by Lion-Parkson Foundation Chairman, Puan Sri Chelsia Cheng held from 3 to 13 January raised over RM220,000 in sales proceeds and donations.



Parkson China held its Annual Conference in Chengdu, China on 14 January.



Lion-Parkson Foundation handed over the Certificate of Completion and Compliance for Phases 1B, 2 and 3 of the Home for Handicapped & Mentally Disabled Children in Banting, which also includes an Old Folks Home to Persatuan Penjagaan Kanak-Kanak Terencat Akal Selangor on 23 January.



Parkson Branding & Innovation organised a get-together luncheon for its staff at CNICC by Majestic 13, Menara PGRM on 31 January.



Amsteel Mills Klang organised two sessions of gootong-royong to spruce up its premises on 11 and 18 March.



On 9 March, RM20,000 from the proceeds raised from the Lunar New Year Charity Sale was donated to Hospital Selayang's Cataract Surgery Center in aid of B40 patients nationwide.



Posim Marketing Melaka branch office relocated to No. 10, Jalan TTC 32, Taman Teknologi Cheng, 75260 Melaka effective 4 March.

MARCH



Parkson Credit hosted a Lunar New Year dinner for its business partners on 23 February.



Directors and senior managers from the various divisions within the Group, including the Head Office attended the Senior Managers Meeting at Lion Office Tower on 19 February.

FEBRUARY

APRIL



Posim Marketing employees participated in a training session entitled "Enhancing Collaborative Team," focusing on strategies to improve teamwork, break down silos, and build a collaborative culture.



Secom organised a training session on "Application of E-Invoice in Daily Accounting and Business Operations" on 23 April.

MAY



Parkson China celebrated the grand opening of Mianyang Parkson Guanhua Supermarket on 17 May.



The set of books titled 《生命之光》 My Life-My Light authored by LPF Chairman, Puan Sri Chelsia Cheng was launched at Han Chiang University College of Communication in Penang on 19 May.



Parkson Credit held its first Family Day event at Zoo Negara Malaysia on 19 May, highlighting its commitment to strengthening bonds among employees and their families.



The Parkson Transformation Team was honoured by the Intercontinental Group of Department Stores as one of the World's Best Teams of 2023 (Top 10) for their innovative approach to fostering a productive, efficient, and sustainable work environment.



Parkson Branding & Innovation's "LEVEL UP!" team-building session at Sunway Lost World of Tambun from 26-27 June, focused on boosting individual and team strengths, collaboration, and continuous improvement.

JUNE



The Group's public listed companies held their Annual General Meetings virtually at Level 16, Lion Office Tower with Lion Posim Berhad on 28 May while Parkson Holdings Berhad and Lion Industries Corporation Berhad (above photo) were on 29 and 30 May.



Delegates from the Hong Kong Association of Banks visited our Group Head Office on 24 May.

HAPPENINGS IN 2024

JUNE



The HI-REV Dream Chaser Racing Team reached a significant milestone by winning their third consecutive Overall Malaysia Championship Series title, completing a hat-trick.



On 23 June, LPF Chairman, Puan Sri Chelsia Cheng hosted a book sharing session at C & See Café located at Level 4, Parkson Elite in Pavilion Kuala Lumpur, attended by over 50 people. The proceeds from the event were channeled to LPF.

JULY



SECOM Malaysia presented its dividend for the financial year ending 31 December 2023 to its shareholder, Koperasi Polis Diraja Malaysia at SECOM's Headquarters on 3 July.



On 15 & 16 July, 52 senior managers from Parkson China's headquarters and regional offices participated in a two-day training session, themed "Strategic Thinking Formula," in Shanghai.



HI-REV participated in the Rakan Muda Run 2024, a monthly event from July to December, organised by Kelab Olahraga Alpha and supported by both the private sector and government.



HI-REV launched a new jingle, "HI-REV Hebat Berkuasa," replacing the original jingle that had been in use for over 20 years.



The HI-REV Dream Chaser Racing Team (Car) was recognised for winning the Malaysia Championship Series in 2022, 2023, and 2024.



HI-REV Family Day 2024 themed "Nite of Champions", celebrating customers and dealers as winners of the brand was held on 28 July at the Genting International Convention Centre.



On 16 July, Lion Group signed an MoU with Samsung SDS to enhance collaboration through the implementation of an innovative logistics optimization system.

AUGUST



Amsteel Mills Klang organised a Safety and Health Campaign from 7 to 29 August to enhance awareness about workplace safety and health, and strengthen relations between employer, employees, contractors and other stakeholders.



On 10 August, Property Division participated in the Selangor State World Water Day 2024, organised by Lembaga Urus Air Selangor at Taman Pandan Perdana, Ampang.



Parkson Credit's ISO 9001:2015 re-certification audit by SIRIM QAS on 29 & 30 August concluded with zero non-compliance findings, highlighting their commitment to quality management excellence.



CeDR Corporate Consulting organised a Learning Session for Lion-Parkson Foundation scholars 2022/2023 from 21 to 23 August.



Parkson celebrated the grand relaunch of Parkson Sunway Carnival in Seberang Jaya, Penang on 29 August, and introduced a new staff uniform featuring a classic design with a refreshed modern look.



Posim Marketing conducted a training session on 'Occupational First Aid, CPR & AED in the Workplace' to enhance its employees' knowledge and preparedness in handling medical emergencies at work.



Parkson held a series of refresher training for its OSHA committee members nationwide to enhance employee safety and health with the Basic Occupational First Aid, CPR, and AED training taking place on 24 & 25 September, followed by Essential Firefighting training on 2 October.



Parkson Yueyang celebrated its 20th anniversary by integrating local culture with modern shopping, maintaining its role in setting retail trends and strengthening community engagement.



On 19 September, Secom held "Defensive Driving Training" for Response Officers to refresh their knowledge of road safety and regulations, aiming to reduce accidents among employees.



On 2 & 3 September, Headoffice employees including Occupational Safety & Health Committee members, attended "Basic Occupational First Aid, CPR, and AED" training at Lion Office Tower.

SEPTEMBER

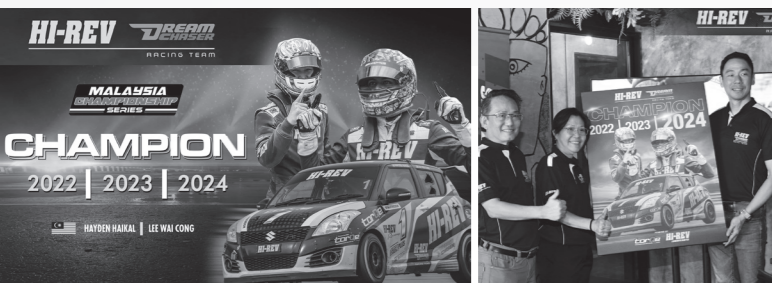
HI-REV MOTORSPORT ENDS 2024 SEASON WITH RECORD-BREAKING TRIUMPHS

HI-REV Motorsport concluded the 2024 motorsport season on an extraordinary high, securing historic wins across multiple racing disciplines. Powered by HI-REV Lubricants and torQe Performance Motor Oil, the team's performances cemented their dominance in the Malaysian motorsport arena. These advanced lubricants, formulated with PAO (polyalphaolefin) and Ester Plus Heat Stabilizer technology, have proven instrumental in delivering maximum horsepower and torque for modern high-speed and turbocharged engines.

Milestone Achievements

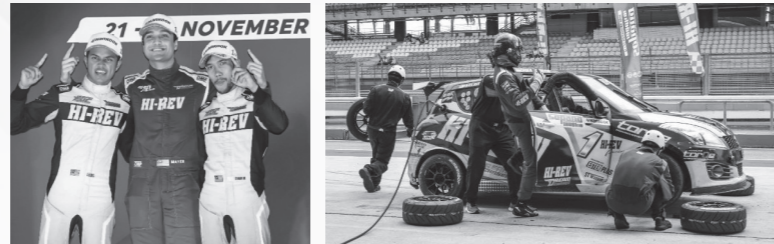
1. Malaysia Championship Series (MCS)

The HI-REV Dream Chaser Racing Team claimed their third consecutive MCS Championship title, demonstrating unparalleled consistency, skill, and strategic prowess on the track.



2. Sepang 1000km (S1K) Endurance Race

In a stunning victory, the HI-REV Dream Chaser Racing Team achieved their long-anticipated win at the S1K Endurance Race. The team completed 181 laps in a record-breaking 8 hours and 14 minutes, marking a monumental moment in their racing journey.



3. MSF Superbike Championship

The HI-REV Racing Team dominated the MSF Superbike Championship, winning all five rounds of the season to become the overall champions in the SuperSport Class, showcasing their precision and power on two wheels.



These victories underscore the exceptional quality of HI-REV Lubricants and torQe Performance Motor Oil. Tested and proven on the track, their thermal stabilization technology ensures top-tier performance under extreme conditions, making them ideal for both racing circuits and everyday road use.

HI-REV's extraordinary 2024 season not only highlights its racing supremacy but also solidifies its reputation as a leader in automotive performance solutions. From racing circuits to the roads, HI-REV continues to push the boundaries of excellence.

HI-REV STRENGTHENS COMMUNITY TIES THROUGH RAKAN MUDA RUN 2024

HI-REV demonstrated its commitment to community engagement by participating in the Rakan Muda Run 2024, an initiative to promote youth involvement and active lifestyles across Malaysia. Throughout the latter half of 2024, HI-REV was involved in the following:

- October: Rakan Litar, Hari Sukan Negara, Ulang Tahun Shah Alam
- November: Rakan Ekspres
- December: Larian Rakan Muda, Klasik Run, Yayasan Anti Jenayah Kebangsaan, Hari OKU Sedunia

HI-REV's contributions to these events reflect its commitment to promoting healthy living and strengthening community ties while solidifying its brand presence.

Additionally, HI-REV's collaboration with Race X Asia has significantly enhanced its visibility. Known as "Asia Worldwide," Race X Asia connects HI-REV to a growing network of fitness enthusiasts, further establishing its influence in the regional fitness and sports community.



Certificate of Merit For Parkson: MRA Best Marketing Campaign



Parkson received the Certificate of Merit for the MRA (Malaysia Retailers Association) Best Marketing Campaign 2024 for its "Think Green, Act Green" campaign, recognizing its commitment to sustainability and innovative event marketing. This accolade inspires continued efforts toward impactful and eco-friendly campaigns by Parkson.

- Parkson CEO Mr Law Boon Eng (left) and General Manager – Marketing, Mr Adrian Cheah (middle) receiving the award from MRA President, Datuk Andrew Lim

Emergency Response and Preparedness Training

On 22 and 29 November 2024, Posim Marketing Sdn Bhd (PMSB) organised a training session on the "Emergency Response and Preparedness" to equip its Emergency Response Team (ERT) members with the skills and knowledge to handle various workplace emergencies effectively.



This initiative highlights PMSB's strong commitment to workplace safety, ensuring that ERT members and employees are prepared to respond efficiently during emergencies, thereby fostering a safe and secure work environment.

Deepavali Celebration

On 13 November 2024, PMSB hosted a vibrant and joyful Deepavali celebration, bringing together staff to embrace the festive spirit. The event was highlighted by an impressive array of delicious food for lunch, representing the rich and diverse flavours of the festival.



INTER DIVISION FOOTBALL TOURNAMENT



A total of 7 teams participated in the Inter Division Football Tournament 2024 at the Lakeside Soccer Inc. Training Centre in Section 7, Shah Alam on 21 September 2024.

Minesteel FC from Lion Mining emerged as Champion, and received a trophy and cash while the second and third place went to Pyrolysis FC and Ultraman FC, both from Amsteel Klang respectively.

INTER DIVISION FISHING TOURNAMENT



Champion: Rozalinahar Mohd Kasim from Compact Energy



1st Runner Up: Romzy Sardy from Lion Mining



2nd Runner Up: Vilson A/L Kathirinathan from Amsteel Klang

The Steel Division Sports and Recreation Club organised the Inter Division Fishing Tournament 2024 at Kolam Memancing (4) Sealion on 29 September 2024.

Rozalinahar Mohd Kasim from Compact Energy beat more than 100 participants to emerge Champion with his 1.872 kg catch, while Romzy Sardy from Lion Mining came in second with his 1.743 kg catch. Vilson A/L Kathirinathan from Amsteel Klang took the third place with his 1.545 kg catch.

Lucky participants walked away with prizes from the lucky draw.

Other Winners:



MOST FISH CAUGHT

Muhammad Azrin Mohd Tongamil (Compact Energy) 8 fish



SMALLEST FISH

Mohd Azin Wafiq (Amsteel Klang)



FASTEST CATCH

Mohd Firdaus Rosli (Amsteel Banting)

Parkson Credit Joins Mangrove Reforestation Effort In Kuala Selangor



On 14 December 2024, 51 Parkson Credit employees, led by Executive Director Mr Danny Poh, participated in the company's first mangrove reforestation initiative at Kuala Selangor National Park (KSNP).

Guided by the Malaysian Nature Society (MNS), the team planted 420 mangrove saplings to address coastal erosion, mitigate climate change, and enhance marine biodiversity. Participants received training on proper planting techniques, including digging, sapling handling, and securing saplings to stakes. Equipped with boots, hats, and gloves, the group completed the task in 153 man-hours, overcoming the demanding muddy conditions.



This initiative not only raised environmental awareness but also supported local livelihoods by sourcing the saplings from nearby communities. Parkson Credit plans to broaden its environmental efforts, reaffirming its commitment to sustainability and community engagement.

Employees Shine At Yamaha Genblu Run 2024



Eighty-seven Parkson Credit employees enthusiastically joined the Yamaha GenBlu Run 2024 at Dataran Wawasan, Putrajaya, on 1 December 2024. Participating in the 10km run category, the team demonstrated their commitment to embracing a healthy and active lifestyle.

those who completed the run within 1.5 hours, celebrating their determination and achievement.

Beyond the physical challenge, the event fostered team camaraderie and strengthened community bonds, creating a memorable day centred on fitness, teamwork, and engagement.

To inspire the staff, Parkson Credit offered special rewards for

BOWLING TOURNAMENT

MEN'S CATEGORY



Champion: Sempoi from Banting Operations



1st Runner-Up: Pin Crushers from Amsteel Klang



2nd Runners-Up: Longkang from Amsteel Klang and LSW1 from Lion Steel Works

WOMEN'S CATEGORY



Champion: Lucky Strike from Banting Operations



1st Runner-Up: KA-LA-U from Amsteel Klang



2nd Runners-Up: Suka-Suka from Banting Operations

HIGHEST PIN TITLE



Men's Category: Rizal from Sempoi



Women's Category: Umi Maisarah from KA-LA-U

The Inter Division Bowling Tournament 2024 was held on 3 November 2024 at Wangsa Bowl, Setia City Mall, with 98 employees forming 32 three-member teams.

Rizal from team Sempoi and Umi Maisarah from team KA-LA-U clinched the Highest Pin title in the Men's and Women's Category respectively.

Winners received trophies and Parkson vouchers, making the event a spirited and rewarding competition.

Blood Donation Drive

On 30 October 2024, Parkson Credit's HR department organised its annual Blood Donation Drive in collaboration with the National Blood Centre. Held at the lobby of the Lion Office Tower, the event reaffirmed the company's dedication to community welfare and saving lives.

This year's drive received very good response, with 72 pints of blood donated by Lion Group's employees and members of the public. As a cornerstone of Parkson Credit's CSR efforts, the initiative continues to make a meaningful impact, with plans to uphold and expand this tradition in the years to come.



UPDATES @ SECOM TRAINING

Emergency Response Preparedness

On 15 and 16 October 2024, Secom organised an Emergency Response Preparedness training to equip staff with the knowledge and skills needed for critical situations like fires, medical emergencies, and natural disasters. The training aimed to help participants stay calm and respond effectively in emergencies, highlighting the importance of preparedness for safety and quick action.



7 Leadership Skills of Highly Effective Supervisor

The '7 Leadership Skills of Highly Effective Supervisors' training for leaders and supervisors from the Operations department was held on 12-13 December 2024 to enhance leadership capabilities, transforming supervisors into confident leaders capable of motivating their teams, retaining talent, and fostering a positive work environment for employees at all levels.

FESTIVE CELEBRATIONS

Deepavali

Secom hosted a Deepavali get-together at its Head Office on 8 November 2024, celebrating the spirit of hope, happiness, and renewal. The event brought everyone together with vibrant decorations, colourful Indian attire, and an array of traditional foods, creating a memorable celebration of light.



Christmas

Secom celebrated Christmas on 20 December 2024, with festive decorations and delicious food. The event began with a speech by Assistant General Manager, Ms. Tan Wee Gaik, followed by a candle lighting ceremony, refreshments, a gift exchange, and a best-dressed contest.

FITNESS ACTIVITIES

Secom organises bi-weekly fitness activities, including Zumba and aerobics, to promote employees' well-being and ensure they stay active and energised.



MTLIC VISIT

On 19 December 2024, Secom hosted participants of the "Meet the Lion Circle" for new recruits, organised by CeDR, our training arm. They were briefed on Secom's operations and taken on a tour of the Control Centre.

CYBER SCAM AWARENESS

By Property Division IT Dept



SIGNS OF SCAM

Pretending to Be Someone You Know Scammers may pretend to be a grandchild, friend, or family member asking for money. 	Fake Websites or Numbers Be cautious if they give you a phone number or website to "verify" something. 	Urgent Demands Scammers will pressure you to act quickly without thinking. 	Too Good to Be True If an offer seems too perfect, it's likely fake.
Impersonating an Organization 	Emotional Tactics They may act desperate or emotional to make you feel sorry for them. 	Threatening Behaviour Some may threaten fines or jail if you don't do as they say. 	

COMMON SCAMS IN MALAYSIA

Social Media Scams <ul style="list-style-type: none"> Scammers send fake messages pretending to be a friend or company. They may promise prizes or ask for personal details. 	Romance Scams <ul style="list-style-type: none"> Strangers pretend to be romantic partners online. They eventually ask for money for emergencies or to meet in person. 	Credit Card Scams <ul style="list-style-type: none"> Scammers claim your credit card has been overcharged and ask for your details to "fix" the problem. 	EPF Scams <ul style="list-style-type: none"> Fake officials ask for your EPF (pension) details, offering loans or benefits. Never share your EPF information with strangers.
Fake Pop-Up Security Warnings <ul style="list-style-type: none"> A warning appears on your computer claiming it has a virus. Scammers trick you into paying for fake "solutions". 	Parcel or Cash-on-Delivery (COD) Scams <ul style="list-style-type: none"> Scammers deliver fake packages and ask you to pay for them. Always check with family if a package is expected. 	Investment Scams <ul style="list-style-type: none"> Fake schemes offer high returns on investments. Be careful of any "too good to be true" deals. 	Savings Plan Scams <ul style="list-style-type: none"> Scammers promise profits if you save money with them for a few months. Always verify offers with trusted financial institutions.

HOW TO PROTECT YOURSELF FROM SCAMS

- 1. Verify Identity:** Ask for proof, like ID cards or official documents, from anyone claiming to represent a bank, charity, or government.
- 2. Check Before Acting:** Call your bank or a trusted family member before sharing any information.
- 3. Take Your Time:** Don't rush into decisions. Scammers pressure you to act fast.
- 4. Secure Internet Use:**
 - Only use websites that start with "https" (it's safer).
 - Update your computer and phone regularly.
 - Use strong passwords and change them often.
- 5. Avoid Unsafe Payments:** Never send money through cash, checks, or cryptocurrencies to strangers. Use credit cards for secure payments.
- 6. Set Bank Alerts:** Turn on notifications for your bank transactions to spot anything unusual.

WHAT TO DO IF YOU ARE SCAMMED

- 1. Report It:**
 - Go to the nearest police station and file a report.
 - Inform your bank or the organization involved.
- 2. Protect Your Accounts:** Freeze your credit card or bank account to stop further theft.
- 3. Share Your Experience:** Talk to family and friends about the scam. Your story can alert and help others avoid it.

Remember:
It's better to ask questions and double-check than to lose your money to a scammer!

- Sources:**
- <https://www.homage.com.my/resources/common-scams-in-malaysia/>
 - <https://ted-ielts.com/>
 - <https://www.shutterstock.com>
 - <https://www.123rf.com/>
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TRANSFORM YOUR SPACE: SIMPLE AND FUN DIY PROJECTS FOR THE WEEKEND (OR WHENEVER YOU LIKE!)

The space at home can significantly reflect your state of mind at work, as the environment in which you live and work often mirrors your mental and emotional state. Want to make your home feel more special, improve your mental and emotional state AND bring clarity to work? With a few simple DIY (Do-It-Yourself) projects, you can!

These DIY projects are more than just fun ways to decorate. They teach us important lessons about creativity, mindfulness, and self-sufficiency. Remember, the process of making something is just as rewarding as the final result. You'll be surprised at how a little creativity can transform not just your home, but your mindset, too!

1. LED Strip Lights for Under Shelves or Desks

Lighting impacts your energy levels and mood. DIY projects to improve lighting, such as adding custom light fixtures, can enhance the ambiance of both home and workspaces.

How to Do It:

- Buy LED strip lights with adhesive backing.
- Stick the strips to the underside of shelves, along the edge of your desk, or behind furniture.
- Plug them into a power source or use battery-powered LED strips if you don't want cords showing.
- Choose colours or dimming features for adjustable ambiance.



2. Give Old Furniture a New Look

If your home or work area lacks personal touches or inspiration, you may experience a decrease in motivation and creativity, making it difficult to think outside the box or stay engaged with your work.

Instead of buying new furniture, you can repaint or change your old furniture. It's an easy way to save money and give your home a fresh look.



How to Do It:

- Find an unused old table, chair, or shelf at home.
- Buy suitable paint from a local store.
- Paint your furniture and let it dry. You can also rub the edges with sandpaper for a "shabby" or old look.

3. Decorate Plant Pots

Plants bring good energy to your home. You can make your plant pots look nice by decorating them.



How to Do It:

- Buy some basic cheap clay plant pots from a shop.
- Use colorful paints to decorate the pots.
- Once the paint is dry, put your favorite plant inside!

4. Make a Cozy Reading Corner

If your space is not well-organised or feels disconnected, it can be difficult to prioritise or focus effectively on tasks. Projects like creating distinct zones for relaxation and work (e.g., setting up a work nook or a cozy reading corner) help create boundaries between work and personal time.

A cozy reading corner makes your home feel relaxing. It's a place to sit, read, or just relax.



How to Do It:

- Find a comfortable chair or floor cushions.
- Add a warm blanket and a few soft pillows to make it extra comfy.
- You can place a small lamp or use fairy lights to give the area a peaceful glow.

5. Make Floating Shelves for Your Room

A cluttered, disorganised living space often reflects a sense of overwhelm or a lack of control. If your home is chaotic, it could mean you feel similarly at work, perhaps struggling with too many tasks or distractions.

Floating shelves are a modern way to keep things organised and show off your favorite items, like plants or photos.



How to Do It:

- Get some wood planks and small brackets (metal parts that hold the shelf on the wall).
- Use screws to attach the brackets to the wall, and then place the wood plank on top of the brackets.
- You can paint the wood to match your room's color.

Whether it's learning a new skill or simply adding a personal touch to your living space, you're building confidence and creating something that truly reflects you. So, the next time you feel stressed or need a break, try one of these DIY projects. These projects are easy, fun, and will help you feel proud of what you've made!

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