

Lion Today

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Parkson Cleans Up Pantai Batu Laut: 572.6kg of Waste Collected



Ambulance Handover by Lion-Parkson Foundation

- Harbin Central Street Parkson Celebrates POP MART Grand Opening
- PMSB Receives Dual Honours from Samsung C&T
- HI-REV Celebrates Family Day & 30th Anniversary in Grand Style
- Intelligent Compliance Conference



SCAN FOR
COLOR
VERSION

PARKSON CLEANS UP PANTAI BATU LAUT: 572.6KG OF WASTE COLLECTED



LION-PARKSON FOUNDATION DONATES AMBULANCE TO ST JOHN AMBULANCE OF MALAYSIA



● Puan Sri Chelsia Cheng (6th from left) handing the mock key to SJAM's Dato' Lai See Ming, with Lion-Parkson Foundation trustees Datuk CS Tang (centre) and Ms Chow Mun Seong (6th from right) and Hui Xin Ladies Group.



Parkson Youth Club (PYC) rallied 50 volunteers, including CEO, Mr Law Boon Eng and COO, Ms Adeline Wong, for a Beach Cleaning Day at Pantai Batu Laut, Selangor on 2 August 2025. Supported by an NGO, My Clean Beach, the team collected 572.6 kg of waste, from plastics to metal, showing the power of teamwork in protecting the environment.

The day also fostered camaraderie with team games, lunch, and a Lucky Draw, leaving behind not just a cleaner beach, but lasting memories.

Consisting of 17 young professionals under 40, PYC champions fresh ideas, vibrant culture, and a strong sense of belonging among Parkson's young talents.

Parkson Bersihkan Pantai Batu Laut: 572.6kg Sisa Dikutip

Kelab Belia Parkson (PYC) menggerakkan seramai 50 sukarelawan termasuk Ketua Pegawai Eksekutif, Encik Law Boon Eng dan Ketua Pegawai Operasi, Cik Adeline Wong untuk menyertai Beach Cleaning Day di Pantai Batu Laut, Selangor pada 2 Ogos 2025. Dengan sokongan NGO, My Clean Beach, mereka berjaya mengutip sebanyak 572.6 kg sisa termasuk plastik dan logam, sekaligus membuktikan semangat berpasukan yang tinggi dalam usaha memulihara alam sekitar.

Selain bergotong-royong membersihkan pantai, nilai keakraban turut terserlah melalui aktiviti permainan berpasukan, jamuan tengah hari dan cabutan bertuah. Mereka bukan sahaja meninggalkan pantai yang lebih bersih, malah membawa pulang kenangan yang indah.

PYC terdiri daripada 17 profesional muda berusia bawah 40 tahun, yang menjadi pemangkin idea segar, budaya dinamik dan semangat kekitaan di kalangan bakat muda di Parkson.

百盛清洁 Pantai Batu Laut: 收集废弃物达 572.6 公斤

百盛青年俱乐部 (Parkson Youth Club, 简称 PYC) 于 2025 年 8 月 2 日在雪兰莪的 Pantai Batu Laut 举办“海滩清洁日”活动。活动吸引了包括首席执行官刘文英及首席营运官黄晓娟在内的五十名志愿者参与。在非政府组织 My Clean Beach 的支持下, 团队共清理出 572.6 公斤的垃圾, 从塑料到金属, 展现了团结协作、守护环境的力量。

当天还安排了团队游戏、午餐及幸运抽奖活动, 不仅留下了更干净的海滩, 也留下了珍贵的回忆。

PYC 由十七位 40 岁以下的年轻专业人士组成, 致力于推动新思维、营造充满活力的文化氛围, 并增强百盛年轻人才的归属感。



Lion-Parkson Foundation (LPF) handed over a fully equipped ambulance worth nearly RM230,000 to St John Ambulance of Malaysia (SJAM) at a ceremony on 25 September 2025.

LPF Chairman Puan Sri Chelsia Cheng presented the mock key to SJAM Commander-in-Chief Dato' Lai See Ming, witnessed by LPF trustees, Datuk CS Tang and Ms Chow Mun Seong, Puan Sri's friends from the Hui Xin Ladies Group and SJAM members.

Guests were briefed on the ambulance's life-saving equipment, including oxygen supply, stretcher, suction unit, stairchair and others, and taken on a tour of the Heritage Gallery at St John Headquarters.

Since its launch in 1990, LPF has contributed RM53 million to charitable, educational, and medical causes, including this latest donation.

♥ Support the Lion-Parkson Foundation
Donations are welcome and tax-exempted:
Organisation Name: **Lion-Parkson Foundation**
Account Number: **1418 5001 0001 473 (Alliance Bank)**



EDITOR’S MESSAGE

Corporate Social Responsibility (CSR) is an important aspect of our corporate engagements whereby we uphold our social and environmental concerns as an organization and in our interactions with stakeholders and the public.

Parkson gathered 50 employees for a beach clean-up which removed a huge amount of waste totalling 572.6 kg of general waste, plastic, glass, tin/metal and paper. Imagine if all these were washed out to the sea (which will happen when the tide comes in). If everyone was more environmentally conscious and disposed of their rubbish properly, such clean-ups won't be necessary. The 5 'R's of recycling: **refuse, reduce, reuse, repurpose** and **recycle** is the lifeline of our planet Earth and all its inhabitants.

The Lion-Parkson Foundation (LPF) donated a fully equipped ambulance to St John Ambulance of Malaysia (SJAM) as part of its social responsibility to society and commitment to support healthcare and emergency services in our community. Access to timely medical care is important to save lives. Another project by LPF; its Scholars Learning Programme which is held annually undertakes to train and expose our undergraduate scholars to the corporate world and essential life skills to help them navigate and manage various challenges, in order to succeed in school, work, and society. Such skills include cognitive abilities like critical thinking, interpersonal skills like communication, and emotional coping skills for managing stress and emotions.

Our other Operating Companies held events showcasing sustainable fashion, cementing our relationships with dealers and business associates, and training and equipping our staff with the necessary work skills to increase productivity and efficiency, enhance and improve employee well-being and safety, and help our businesses adapt to market changes and new technologies.

Two important training sessions on Compliance to update our directors and staff on the financial reporting standards, stamp duty self-assessment and AI (Artificial Intelligence) tools; and Sustainability Reporting requirements, were held to keep everyone abreast of the latest rules and regulations. An article on page 12 delves further into how AI tools can be used to empower the workforce by boosting productivity, accuracy and data-driven decision-making while maintaining human judgement and oversight.

UTUSAN PENGARANG

Tanggungjawab Sosial Korporat (CSR) merupakan aspek penting komitmen korporat kita, keprihatinan sosial dan alam sekitar, melalui interaksi kita sebagai sebuah organisasi bersama pihak berkepentingan dan masyarakat umum.

Baru-baru ini, Parkson telah berjaya melaksanakan aktiviti pembersihan pantai melibatkan 50 orang kakitangannya. Aktiviti tersebut telah berjaya mengutip sejumlah besar sisa buangan seberat 572.6 kg, merangkumi sisa am, plastik, kaca, tin/logam, dan kertas. Bayangkan sekiranya semua sisa ini hanyut ke laut semasa air pasang, ia pasti memberi kesan besar kepada ekosistem marin. Sekiranya setiap individu lebih peka terhadap penjagaan alam sekitar dan pengurusan sisa dengan betul, aktiviti pembersihan sebegini tidak diperlukan. Prinsip 5R dalam kitar semula: **tolak** (refuse), **kurangkan** (reduce), **guna semula** (reuse), **guna semula untuk tujuan baharu** (repurpose) dan **kitar semula** (recycle) adalah asas penting dalam memelihara kelestarian bumi dan kesejahteraan hidupan.

Sebagai tanggungjawab sosial, Yayasan Lion-Parkson (LPF) telah menyumbangkan sebuah ambulans lengkap peralatan perubatan kepada St. John Ambulans Malaysia (SJAM). Sumbangan ini menunjukkan komitmen LPF menyokong penjagaan kesihatan dan perkhidmatan kecemasan dalam komuniti, serta memastikan akses rawatan tepat pada masanya dan berkesan demi menyelamatkan nyawa. Selain daripada itu, satu lagi projek di bawah LPF ialah Program Pembelajaran Sarjana yang diadakan setiap tahun untuk melatih dan memberi pendedahan kepada prasiswazah mengenai dunia korporat dan kemahiran hidup. Program ini bertujuan membantu mereka menyesuaikan diri serta mengurus cabaran bagi mencapai kejayaan di sekolah, tempat kerja, dan masyarakat. Program ini juga berperanan membantu mereka menguasai kemahiran kognitif seperti pemikiran kritikal, kemahiran interpersonal seperti komunikasi, serta pengurusan tekanan dan emosi dengan berkesan.

Syarikat-syarikat operasi dalam kumpulan kita turut menganjurkan pelbagai program fesyen lestari, memperkukuh hubungan dengan pengedar dan rakan perniagaan, sesi latihan kemahiran bagi meningkatkan produktiviti dan kecekapan kerja kakitangan. Inisiatif ini selaras dengan matlamat kumpulan meningkatkan kesejahteraan, keselamatan pekerja serta membantu organisasi menyesuaikan diri dengan perubahan pasaran dan teknologi baharu terkini.

Sebagai usaha meningkatkan kecekapan dan kefahaman dalam peraturan serta tadbir urus korporat, dua sesi latihan berkaitan Pematuhan (Compliance) telah diadakan. Latihan menumpukan kepada piawaian pelaporan kewangan, penilaian sendiri duit setem, penggunaan alatan kecerdasan buatan (AI), dan keperluan pelaporan kelestarian. Sesi ini bertujuan memastikan pengaruh dan kakitangan sentiasa peka dengan garis panduan terkini yang telah ditetapkan oleh pihak berkuasa. Artikel di halaman 12 menjelaskan bagaimana teknologi AI dapat memperkasakan tenaga kerja dengan meningkatkan produktiviti, ketepatan, dan keupayaan membuat keputusan berasaskan data, sambil mengekalkan pertimbangan serta pengawasan manusia sebagai asas utama.

RETAIL & TRADING DIVISION

Harbin Central Street Parkson Celebrates POP MART Grand Opening



Harbin Central Street Parkson celebrated the grand opening of POP MART's first S-Grade SKULLPANDA Wood Grain Image Store in Heilongjiang on 7 September 2025. The launch drew over 8,500 visitors, achieving record sales of RMB 500,000 on the opening day and over RMB 2 million in the first week.

The 200 square metre flagship blends Harbin's cultural character into its design and showcases fan-favourites like SKULLPANDA, DIMOO and MOLLY. Aligned with Parkson's focus on the "first-store economy" and younger consumers, the store brings fresh energy and reinforces the mall's role as a trendsetting lifestyle destination.



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EDITORIAL
Editorial Advisor
Natalie Cheng
Editor
Quah Le Ching
Editorial Committee
Ryan Tieu Kai Ping, Fauziah Harun,
Hody Yee Mei Kuen, Ian Foo

PRINTER
Pencetak Weng Fatt
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 9270
Email: wfprint@wengfatt.com.my

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Lion Group Management Services Sdn Bhd
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Level 12-15, Lion Office Tower, No. 1 Jalan Nagasari
50200 Kuala Lumpur, Wilayah Persekutuan
Tel: 603-2142 0155
Email: corpcomm@lion.com.my
Website: www.lion.com.my

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Parkson Sets to Open at Sentra Mall@Ipoh

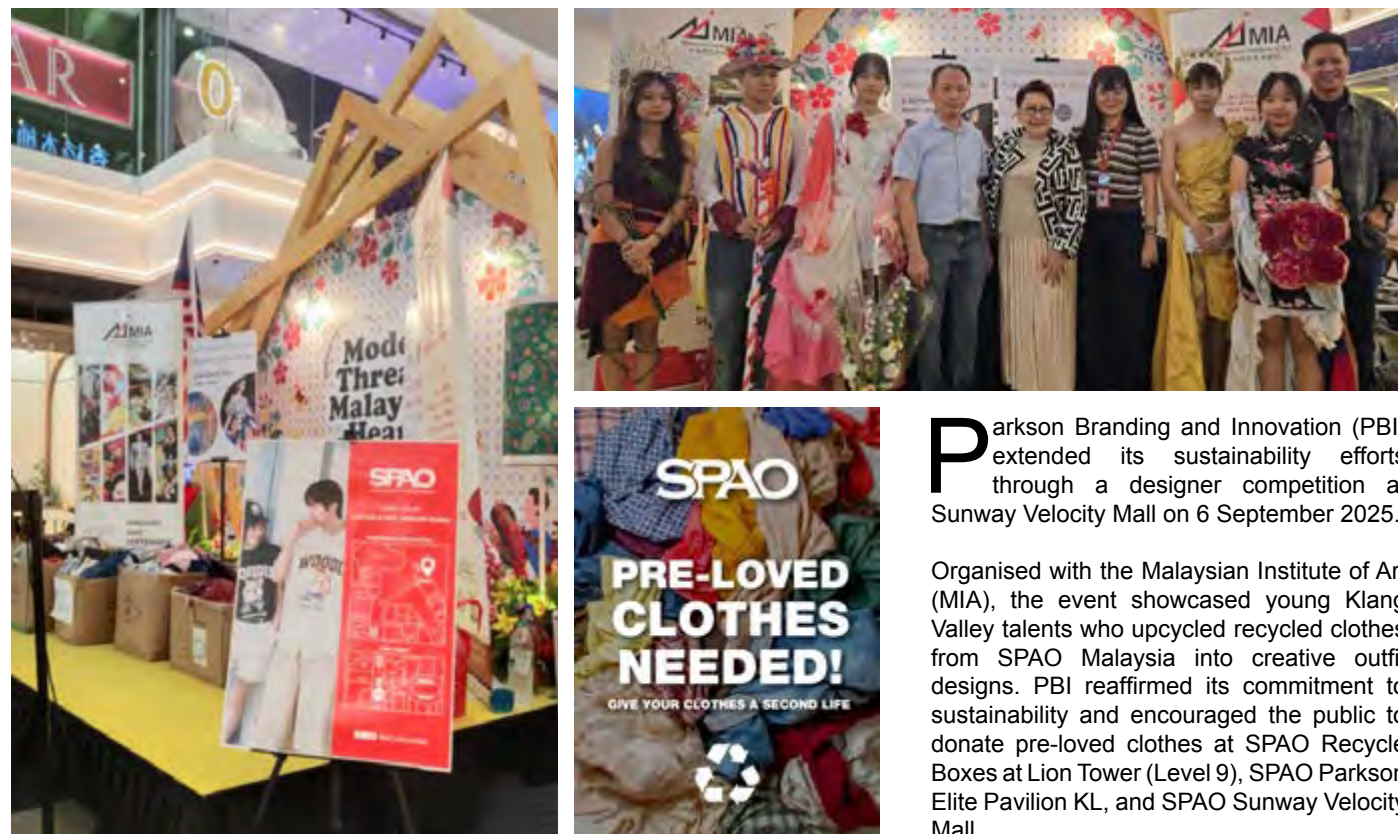


Parkson will open as an anchor tenant at Sentra Mall@Ipoh, slated for 21 November 2025, in a strategic move to strengthen its retail presence in Malaysia.

The agreement was signed on 29 July 2025 by Parkson's CEO, Mr. Law Boon Eng, and COO, Ms. Adeline Wong with Central Impression Sdn Bhd's, CEO, Dato' Seow Yong Chin, and COO, Tuan Hamzarul Hazmir.

Parkson's presence will bring a broad range of fashion, home and lifestyle products, and value-focused merchandise, supporting the mall's vision of becoming a vibrant community hub.

PBI Showcases Sustainable Fashion with SPAO



Parkson Branding and Innovation (PBI) extended its sustainability efforts through a designer competition at Sunway Velocity Mall on 6 September 2025.

Organised with the Malaysian Institute of Art (MIA), the event showcased young Klang Valley talents who upcycled recycled clothes from SPAO Malaysia into creative outfit designs. PBI reaffirmed its commitment to sustainability and encouraged the public to donate pre-loved clothes at SPAO Recycle Boxes at Lion Tower (Level 9), SPAO Parkson Elite Pavilion KL, and SPAO Sunway Velocity Mall.

PMSB Receives Dual Honours from Samsung C&T

Posim Marketing Sdn Bhd (PMSB) received the Best Performance Award 2024 from SAMSUNG C&T (KL) Sdn Bhd in recognition of its outstanding achievements in project execution, driven by both technical expertise and managerial excellence.

In addition, PMSB also received the Global Partner (March 2025 – February 2027) award, a prestigious acknowledgment of its consistent success in meeting Samsung C&T's highest business standards.



PMSB Assistant General Manager, Ms. Jenny Lim and Senior Sales Manager, Mr. Barry Siow received the awards from SAMSUNG C&T International Procurement Office Manager, Mr. Sung Min Kim at PMSB's office on 8 April 2025.

Emergency Response Preparedness (ERP) and Fire Drill Exercise

On 2 July 2025, Posim Marketing Sdn Bhd (PMSB) conducted a training session on "Emergency Response Preparedness (ERP) and Fire Drill Exercise" to refresh and strengthen the capabilities of its Emergency Response Team (ERT) in effectively managing potential workplace emergencies.

This initiative reflects PMSB's strong commitment to workplace safety, ensuring that ERT members and employees are well-prepared to respond promptly and effectively during emergency situations, while fostering a safe and secure working environment.



HI-REV Dream Chaser 2025: Unveiling the Team & Thrills!

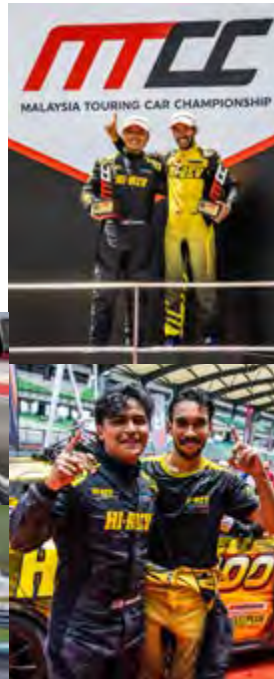


On 22 July 2025, the HI-REV Dream Chaser Racing Team revealed its 2025 driver line-up and bold new livery. Guests and members of the media got an unforgettable treat; a chance to sit in the race car and experience the thrill firsthand.

HI-REV Dream Chaser: 4th Consecutive MTCC Champion!

The HI-REV Dream Chaser Racing Team races into history, clinching the 2025 MTCC Overall Title - their 4th straight championship win (2022–2025). The Suzuki Swift Turbo crossed the finish line in style, powered by HI-REV Lubricants, showcasing the team's passion, consistency, and unstoppable performance.

Here's to the legacy they've built and the dreams they continue to chase!



HI-REV Celebrates Family Day & 30th Anniversary in Grand Style

On 17 August 2025, HI-REV hosted its annual Family Day at the Genting International Convention Centre, continuing the celebration of its 30th Anniversary with the tagline "HI-REV KEKAL HEBAT BERKUASA". The event welcomed over 1,800 guests for a night of entertainment, fun and celebration.

Guests were treated to performances by Edwin Siu, the renowned Hong Kong actor, host and singer, along with dance

performances and a live band. A commemorative brand video was also shared, highlighting HI-REV's legacy and achievements over the years.

The evening's grand finale was the highly anticipated lucky draw, where lucky attendees walked away with a Mercedes-Benz C200 and a Perodua Bezza. It was truly a memorable night of gratitude, celebrating and honouring HI-REV's valued dealers.



● Posim Petroleum Marketing GM, Ms Valerie Poon (centre) and team making a toast to guests at the dinner.



Drug-Free Workplace



On 5 August 2025, the Property Division, in collaboration with the National Anti-Drugs Agency (AADK), organised a 'Lunch & Learn' session on 'Drug-Free Workplace' at the Level 16, Lion Office Tower.

The session featured an engaging talk and an awareness exhibition, which provided employees with informative displays and resources on prevention strategies, ways to address workplace drug issues, and rehabilitation support available.

This initiative highlighted the Property Division's commitment to fostering a safe, healthy and supportive workplace while actively involving employees in meaningful and practical learning experiences.

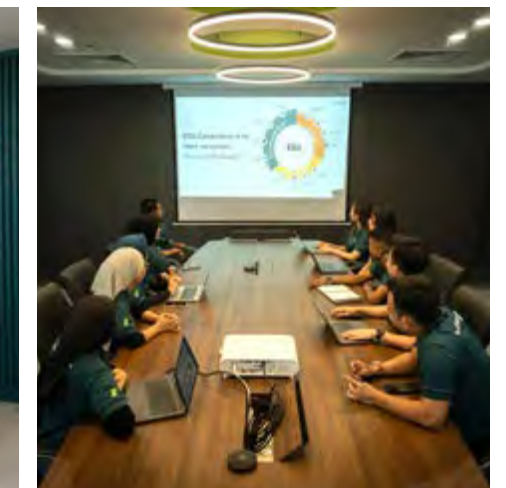
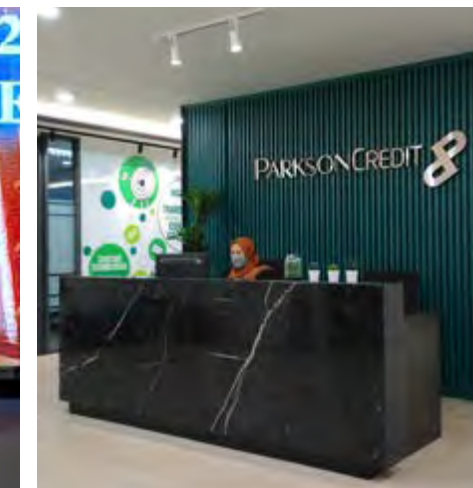


Parkson Credit Wins Malaysia's Most Innovative Islamic Deal

Parkson Credit has been honoured with Malaysia's Most Innovative Islamic Deal at *The Asset Triple A Islamic Finance Awards 2025*. CEO Mr Danny Poh received the award on 27 August 2025, marking a proud milestone for the company.

The recognition highlights Parkson Credit's RM1 billion asset-backed Islamic Medium-Term Notes (IMTN) Programme, showcasing its innovative approach to Shariah-compliant financing. This achievement reinforces the company's leadership in motorcycle financing and contributes to Malaysia's standing as a hub for Islamic finance.

Building on its successful sukuk launch in 2024, Parkson Credit continues to drive sustainable growth through innovation and industry leadership in Islamic finance.



VISIT BY SECOM JAPAN

Secom (Malaysia) Sdn Bhd welcomed delegates from Secom Japan Co., Ltd., namely General Manager- Business Planning, Mr Shuichi Takatsuki; Senior Manager - Planning & Administration, Mr Yasuo Fukai; Asst. Manager – Administration, Mr Shimpei Tange and Ms Sayaka Kishita from International Business Division on 3 and 4 July 2025. The visit provided the delegates with an overview of the company's operations, including departmental process flows, standard procedures, and areas of potential operational synergy.



TRAINING ON DEFENSIVE DRIVING

On 15 July, staff from the Operations and Technical departments attended the second session of the 2025 Defensive Driving programme to refresh their awareness, reduce accident risks, and reinforce a culture of road safety.



BASIC EXCEL TRAINING

On 16 July 2025, clerical staff attended a Basic Excel training session to enhance foundational skills and productivity in daily administrative tasks.



2025 BANGKOK ANNUAL OVERSEAS MANAGERS CONFERENCE

General Manager Mr Lee Keang Hong attended the 2025 Bangkok Annual Overseas Managers Conference held from 28 July to 1 August 2025, where Secom's international leaders discussed strategic alignment, regional performance, and the company's global vision.



BOWLING TOURNAMENT

The 2025 Secom Bowling Tournament was held at Alam Lane, Aeon Mall Shah Alam, bringing together employees from various departments for a day of friendly competition and team spirit.



DIVIDEND CHEQUE PRESENTATION FOR KOPERASI POLIS DI RAJA MALAYSIA

Secom Malaysia presented its dividend for the financial year ended 31 December 2024 to shareholder Koperasi Polis Diraja Malaysia (KPDRM), with General Manager Mr Lee Keang Hong (7th from left) handing over the mock cheque to KPDRM Deputy Chairman, Dato' Nerita Yaacob on 14 August 2025.



CORPORATE UPDATES

Intelligent Compliance Conference

About 70 directors, management and staff attended the "Intelligent Compliance Conference – Transforming Business with AI, MFRS & Stamp Duty Self-Assessment System" at Level 16, Lion Office Tower on 10 September 2025.

Jointly organised by CeDR Corporate Consulting, Secretarial and HR Departments, the conference provided participants

with insights into the Malaysian Financial Reporting Standards (MFRS), the Stamp Duty Self-Assessment System (SDAS), and the growing role of AI in compliance and decision-making. Participants also learned how intelligent technologies are shaping sustainable business practices and boosting regulatory readiness.



• The speakers from left to right: MFRS by Ms Silvia Tan from Grant Thornton; Ms Cynthia Ng and Ms Abirami Gnana Kumar from PricewaterhouseCoopers who spoke on SDAS, and Mr Pang Sern Yong who shared on AI.



Strengthening Sustainability Reporting: Understanding NSRF & ISSB Standards

The Group Sustainability Working Committee (GSWC), together with CeDR, held the "Understanding the NSRF and Latest Bursa Listing Requirements" programme on 13 August 2025 at Lion Office Tower.

Conducted by sustainability trainer and consultant, Ms San

Mei Kim, the session introduced participants to the National Sustainability Reporting Framework (NSRF) and Bursa Malaysia's latest requirements, as well as the transition to the ISSB global standards (IFRS S1 and S2). It also outlined the first steps for adopting these standards across the Group's operations to enhance transparency and strengthen sustainability.



LPF Scholars’ Learning Session 2025

CeDR Corporate Consulting, the Group’s training arm, organised a three-day Learning Session from 13 to 15 August 2025 for Lion-Parkson Foundation (LPF) scholars from the 2023 and 2024 batches.

As part of the programme, the scholars visited Parkson Head Office to gain insights into its business operations, and The Handicapped and Mentally Disabled Children Association Selangor in Banting, where they worked in groups to create TikTok presentations inspired by their observations and interactions with

the residents. The winning team’s video was showcased at the closing ceremony, graced by LPF Trustee, Ms Chow Mun Seong.

In her address, Ms Chow advised the scholars on the importance of taking responsibility for their time, actions, and decisions. She also reminded them to be thoughtful and responsible in their social media postings, as these reflect one’s character and values. Ms Chow further shared writing tips using the 5W1H (Who, What, When, Where, Why, How), with an additional “How much” for greater clarity and impact.



● Photos (from left to right): At Parkson HQ with CEO, Mr Law Boon Eng (standing 7th from left). Ms Chow Mun Seong presented certificates to all the scholars. The winning team with CeDR’s Puan Siti Sahlah (far left).

Stepping into a Different Kind of Normal

Recently, the Lion-Parkson Foundation (LPF) scholars were given the opportunity to visit **The Handicapped and Mentally Disabled Children Association Selangor**, a home for individuals with physical and/or mental disabilities.

Located in the heart of Banting, the Home presents a calm exterior. But within its walls lies a world shaped by routine, warmth, unpredictability, and honesty. It is a place where communication takes many forms, not always spoken but through presence, expression and energy.

The visit was part of a larger learning experience around **Innovating with Design Thinking** which was the theme of this year’s LPF Scholars Programme. CeDR brought the scholars to the Home not simply to observe, but to engage - to listen, to connect and to learn from those whose lives may seem unfamiliar, but are no less meaningful. This knowledge helped them to create TikTok videos to spread more awareness of the Home.

The scholars conducted a colouring activity as a gentle way to interact with the residents. It was a small but meaningful exercise in creativity, shared in quiet companionship. Later, the residents broke out in a spontaneous dance, a moment that brought laughter, movement and a shared sense of joy to the room.

Beyond the activities, CeDR also organised a donation drive to support the Home’s daily needs. Donations included medication, hygiene products, clothing, diapers, food, water bottles, and cleaning supplies. Though modest, the gesture was driven by genuine care and the understanding that even small acts, when done collectively, can ease the burden of care.

Experiences like these serve as quiet but powerful reminders: that learning extends beyond academic achievement, and that meaningful impact often begins with presence, humility, and a willingness to engage with the unfamiliar. For the scholars, it was a lesson in empathy, creativity, and the simple, human value of showing up.



Empowering the Workforce: AI Tools for Modern Employees

By Suzila Ahmad, Group IT

The rise of AI tools is transforming the modern workplace by empowering employees with intelligent assistance rather than simply replacing them. These tools automate routine tasks and enhance human abilities, allowing employees to focus on more strategic, creative, and fulfilling work. This strategic shift toward human-machine collaboration boosts operational efficiency, improves employee engagement and well-being, and ultimately leads to better business outcomes, as illustrated below:



Productivity and daily tasks
Help individuals and teams streamline workflows and improve output quality

- **Notion AI:** Works with the free version of Notion. Assists with note-taking, project management, and writing. Can summarize notes, create meeting agendas, and generate content.
- **Grammarly:** Provides AI-powered grammar, spelling, and tone checks to improve professional writing in email and documents.
- **ChatGPT/Claude/Gemini:** Free AI models for content creation, brainstorming, summarizing documents, and Q&A.
- **Perplexity:** AI search engine that gives concise, sourced answers by summarizing information from multiple sources.



Communication and meetings
Improve meeting efficiency and communication for remote or hybrid teams

- **Otter.ai:** Transcribes meetings in real-time, generates summaries, and highlights key points. Free plan includes limited transcription minutes.
- **Fireflies.ai:** Records, transcribes, and summarizes meetings on platforms like Zoom and Google Meet. Free plan offers unlimited storage.
- **Slack AI:** Summarizes channel activity and helps answer questions about what happened during employee absence.



HR and engagement tasks
Automate processes and improve the employee experience

- **Effy:** Streamlines 360-degree feedback and performance reviews. Free version supports small teams.
- **Happily.ai:** Offers employee engagement surveys with templates and analytics. Suitable for all organization sizes.
- **Makeform AI:** Generates engagement surveys with customizable templates and branding.
- **ClearCompany:** Free AI tools for HR and recruiters, including job description and email generators.

Ethical considerations when using free tools

While free tools are valuable, employees and organisations should consider these potential issues:

- **Data privacy:** Review the provider’s privacy policy to understand how your data is used. Be careful about entering sensitive company or personal information into free tools, especially generative AI.
- **Usage limits:** Free plans often have limits on usage, features, or storage. As needs grow, a paid plan may be necessary.
- **Limited support:** Free tools typically offer minimal customer support, which can be a challenge if you encounter technical issues.
- **Company policy:** Always ensure that any free tools used for work comply with company security and data privacy policies.

Conclusion

Deploying AI tools for employees enhances productivity, accuracy, and data-driven decision-making, while preserving human judgment and oversight. When implemented strategically, AI augments collaboration and enables higher-value work rather than replacing essential human expertise.



Reference:-
<https://insight7.io/a-list-of-artificial-intelligence-tools-you-can-use-today/#:-:text=These%20innovative%20tools%20are%20designed%20to%20streamline,savings%20and%20increased%20effectiveness%20in%20day%2Dto%2Dday%20operations.>

MICRO-ADVENTURES: THE POWER OF SMALL ESCAPES

“[Adventure] is a state of mind, a spirit of trying something new and leaving your comfort zone. Adventure is about enthusiasm, ambition, open-mindedness, and curiosity....‘adventure’ is not only crossing deserts and climbing mountains; adventure can be found everywhere, every day, and it is up to us to seek it out.”
– Alastair Humphreys, Microadventures

When we think of the word *adventure*, we often imagine big things - climbing a mountain, flying to another country, or doing something extreme. But what if we could enjoy the feeling of adventure without spending a lot of money, time, or energy?

As the world’s population becomes increasingly urbanised, busy, and stuck in front of a screen, microa-dventures offer a realistic escape to wilderness, simplicity and the great outdoors, without the need to ski to the South Pole or go live in a cabin in Patagonia.

Let’s explore how these tiny adventures can make a big difference.

What Is a Micro-Adventure?

A micro-adventure is exactly what it sounds like: a mini adventure, often close to home, that fits into daily life. The term was made popular by British adventurer Alastair Humphreys, who encouraged people to find adventure “between 5pm and 9am” — after work, before the next day begins.

A micro-adventure can be:

- A walk in a part of your town you’ve never explored
- Watching the sunrise from a nearby hill or beach
- Taking the bus to the end of the line just to see where it goes
- Visiting a local museum or cultural center you’ve never stepped into
- Trying a “foreign” snack shop or cuisine in your area

Why Micro-Adventures Matter

Sometimes, life can feel very busy and very routine — work, traffic, family, repeat. But small changes in your day can bring new energy and help you feel more alive. These small changes are what we call micro-adventures.

You don’t need to travel far or spend a lot of money. You just need a bit of time, a little curiosity, and the willingness to try something new.



1. Breaks the Routine
Doing the same thing every day can make life feel boring. A micro-adventure like walking in a new taman (park), visiting a nearby kampung, or trying a new café in your area can refresh your mind. It helps you see things differently and enjoy the moment.



2. Good for Your Mental Health
When you try something new, especially outside your normal routine, your brain releases dopamine a chemical that helps you feel happy and motivated. Even a short walk at Bukit Gasing, or exploring a pasar malam you’ve never been to, can help reduce stress and improve your mood.



3. You Don’t Need to Wait for a Holiday
Many people wait for public holidays or long weekends to take a break. But micro-adventures can happen anytime after work, on a weekend morning, or even during your lunch hour. It could be as simple as visiting a museum in your city or watching the sunset from a different place.



4. Anyone Can Try
You don’t need to be rich, super fit, or have a car. Micro-adventures are for everyone. It could be a short hike, a new bus route to explore, or joining a community event nearby. What matters is doing something a little different from your normal day.

Here is how to get the best out of the micro-adventure idea, whether you are applying it to adventures or whatever else it might be.

1. *Think Big. Allow your mind to wander and your imagination to get carried away.*
2. *Think Small.*
3. *Start Small.*
4. *But do Start!*

Ideas to Try This Week

Here are some simple micro-adventure ideas that don’t require much time or planning:

Nature	Explore	Creative
Catch the sunrise at Bukit Kiara or Broga Hill	Walk around a neighbourhood you’ve never explored (like Kampung Baru or SS2)	Take photos and make a simple journal of your walk
Have a <i>teh tarik</i> picnic at a local <i>taman</i>	Hop on the LRT and get off at a random station to explore	Sketch what you see at a <i>pasar malam</i> or <i>kopitiam</i>
Watch the stars at a quiet spot (like FRIM or your balcony on a clear night)	Try <i>makan</i> at a <i>warung</i> or restaurant with food from a different culture (Kelantanese, Iban, Pakistani, etc.)	Write a short blog or story about your little adventure

A Final Thought

Adventure doesn’t always mean “big.” Sometimes, small is powerful too. So go ahead: take a different route home. Step outside after dinner. Try something you’ve never done before — even if it seems silly. Sometimes, a fresh perspective is just around the corner — in the next neighborhood, the next trail, or the next quiet moment spent watching clouds.

Do it by yourself or with friends. Do it with your parents or children or colleagues from the office. Seek out short, interesting, rewarding adventures right on your doorstep. And once you have done your micro-adventure, share your stories online. If you are too busy, too stressed, too broke, too tired or too unfit for an adventure, then you definitely would benefit from a micro-adventure. Climb a hill, jump into a river, sleep under the stars. Try it. What’s the worst that could happen?

Adapted from:
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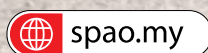
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