

CSR Malaysia™

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

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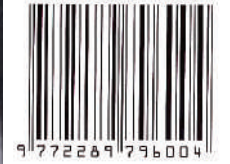


**YAYASAN
MR D.I.Y.**

DATO' SRI LOO CHONG PENG
Trustee of Yayasan MR D.I.Y.

**YAYASAN
MR D.I.Y.:
CONSISTENCY
IN UPLIFTING
COMMUNITIES
NATIONWIDE**

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You Are Not Alone

"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 17-21"

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

"The greatness of a community is most accurately measured by the compassionate actions of its members."

CORETTA SCOTT KING
(AUTHOR, ACTIVIST & CIVIL RIGHTS LEADER)

At the heart of every meaningful act of service lies a simple truth: communities flourish when people choose to care. In this spirit, we are reminded of the words of humanitarian Albert Schweitzer, who said, "Wherever you turn, you can find someone who needs you." This timeless message invites us to look beyond ourselves and recognise the profound impact we can make when we respond with compassion, intention, and consistency. In the landscape of corporate social responsibility, this quote carries an even deeper resonance. It reminds us that uplifting communities is not solely about grand gestures, but about seeing the unseen, hearing the unheard and addressing needs, both spoken and unspoken, with sincerity. Whether through education, social welfare, environmental stewardship, or empowerment programmes, the true essence of CSR lies in meeting people where they are and helping them move toward where they can be. As we highlight the initiatives within this issue, we celebrate organisations and partners who embody this spirit of service. Their efforts affirm that meaningful change is possible when purpose meets action, and when communities are supported with dignity, respect and hope for a better tomorrow.

Yayasan MR D.I.Y. continues to demonstrate how sincere, consistent action can uplift communities and create meaningful change across Malaysia. Through its initiatives—ranging from education and welfare support to environmental and social programmes—the foundation strengthens lives while nurturing long-term resilience and opportunity. In this issue, under the **Cover Story** segment, we highlight these efforts and celebrate the foundation's dedication to building stronger, more connected communities throughout the nation. Also, in this issue of *CSR Malaysia*

are the CSR and sustainability endeavours of other Malaysian companies that are no less inspiring.

CSR Malaysia, a non-profit social initiative under RHA Media, continues its mission to champion meaningful corporate sustainability and social responsibility across the nation. Through our free, nationwide *CSR Malaysia* magazine, we seek to shine a light on organisations and individuals whose efforts remind us that progress, compassion and collective responsibility can truly transform lives.

Each year, the Sustainability and CSR Malaysia Awards stand as a testament to this shared purpose. The event celebrates corporations, government agencies, SMEs, GLCs, MNCs and dedicated individuals who have gone beyond obligation to uplift communities, protect the environment and build hope where it is most needed. Their contributions, big and small, reflect the enduring belief that when we act with sincerity, we can create ripples of change that reach far beyond our immediate circles.





DEFINING EXCELLENCE

Lumut Naval Shipyard (LUNAS) remains a strong pillar for national security through naval shipbuilding, while expanding our horizons for comprehensive maritime services in Ship Repair, Engineering and Combat System Centric.

Growing beyond our core services, LUNAS has subsidiary companies, namely LUNAS Shiprepair and LUNAS Langkawi Shipyard.

As the Malaysian only shipyard with full capability to design and build guided missile warships, LUNAS is deeply honoured to serve as preferred strategic partner of the Government in strengthening Malaysia's maritime defence industry.



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Cover Story

CONSISTENCY IN UPLIFTING COMMUNITIES NATIONWIDE

20

Go from rising star to center stage

We believe growing businesses like yours aren't just part of the economy — you're reshaping it. And we're behind what you're building.

Your drive to break the status quo of your industry is why we support every move you make. And we go beyond providing the tools, logistical solutions, and global network to set your ventures into the world.

Evolving businesses need a reliable, agile delivery service provider. That's why we're proudly sponsoring the Forbes Asia 100 to Watch for the 5th year — to recognize rising stars who embody the spirit of innovation this world needs.

Fuel your dreams and shine on the world stage. We're the advantage driving your business success.

**Scan to take your
next step with us.**



Do you have a heart for CSR? How about finding a role for yourself in CSR initiatives?

CSR Moments

Biocon Malaysia

DRIVES COMMUNITY EMPOWERMENT THROUGH ESG

Biocon Malaysia is redefining corporate sustainability through a series of bold, community-driven environmental initiatives that blend science, compassion and innovation. With a deep-rooted commitment to responsible biotechnology, the company is actively addressing ecological challenges while uplifting lives across Malaysia. These efforts reflect a holistic vision—one where environmental stewardship is not just a corporate obligation, but a shared mission to build a healthier, greener future.

At the forefront of this movement is the installation of solar-powered street lighting in rural villages. This initiative is more than infrastructure—it's a lifeline for communities with limited access to electricity. By harnessing clean, renewable solar energy, Biocon Malaysia is reducing carbon emissions,

enhancing safety and improving mobility after dark. These solar lights illuminate roads, walkways and communal spaces, enabling residents to move freely, conduct evening activities and feel secure. The project promotes energy equity and environmental responsibility, while symbolising Biocon's belief that sustainable innovation should reach even the most remote corners of society.

Complementing this is Biocon Malaysia's active support for the MyMediSafe Expired Medicine Take-Back Programme, a pioneering initiative launched by the Ministry of Health and the Malaysian Pharmacists Society. Recognising the environmental risks posed by improper disposal of pharmaceuticals, Biocon Malaysia is helping to expand access to safe disposal points across Johor. This initiative prevents



Students, local leaders and employees turning environmental education into action - cultivating a culture of care for Malaysia's waterways and coastlines





Biocon Malaysia and Green Earth Society Johor preparing EM mudballs to rejuvenate rivers and coastal waters

expired and unused medications from entering landfills and water systems, protecting ecosystems and public health. It also raises awareness about responsible waste management, encouraging individuals to take simple yet impactful steps toward environmental protection.

Furthering its commitment to ecological restoration, in partnership with Green Earth Society Johor, Biocon Malaysia has deployed Effective Microorganism (EM) mudballs in rivers and coastal areas as part of its river and water body cleaning efforts. These eco-friendly mudballs contain beneficial microbes that naturally break down organic waste, reduce sludge and improve water quality. Through hands-on, community-led clean-up events, Biocon Malaysia is reviving natural ecosystems while fostering environmental awareness and volunteerism. These activities engage students, local leaders and employees, transforming environmental education into action and cultivating a culture of care for Malaysia's waterways and coastlines.

In line with its long-term sustainability goals, Biocon Malaysia has also introduced a "One Tree Per Employee Per Year" pledge. This initiative aims to plant a tree for every employee annually, creating a living legacy of environmental responsibility. Tree planting not only offsets carbon emissions but also enhances biodiversity, improves air quality and strengthens community bonds. By turning every employee into a steward of the earth, Biocon Malaysia is embedding sustainability into its corporate culture and expanding its green footprint year after year.

Each of these initiatives is designed not only to solve environmental problems but to empower communities to become part of the solution. Biocon Malaysia believes that sustainability must be inclusive, practical and deeply rooted in local engagement. Whether it's lighting up villages, cleaning rivers, preventing pharmaceutical pollution, or planting trees, the company is demonstrating how biotechnology can be a powerful force for environmental and social transformation.



Do you have a heart for CSR? CSR is for everyone and you can embrace it too.



Arvatorians and the KLOTH social group celebrated World Environment Day 2025 with an inspiring upcycling workshop

Arvato Systems Malaysia & KLOTH LAUNCHES TEXTILE & CLOTHING UPCYCLING WORKSHOP

In support of World Environment Day 2025, Arvato Systems Malaysia's Corporate Responsibility social group, introduced a Textiles & Clothing Upcycling Workshop with KLOTH. For Arvatorians, as employees are fondly known as, this was a creative and meaningful way to celebrate the global occasion.

Through the workshop, Arvatorians had a thorough hands-on experience in the art of upcycling. They took part in transforming old clothing items into stylish, eco-friendly Water Bottle Carriers which were practical and unique.

It was a creative way to breathe new life into fabrics which would have been otherwise discarded. Pre-loved fabric and clothing were also provided during the workshop but participants were welcome to bring their own.

This marks a continuous collaboration between Arvato Systems Malaysia and KLOTH whereby in the previous year, interns from the Arvato Systems Malaysia Internship Programme (AIP) Batch 3, led several waste upcycling initiatives, one of which was clothing donation. In total, through this initiative, the company raised 60kg+ worth of upcycled clothing items, donating the crowdsourced preloved clothing at designated KLOTH recycling hubs.

By empowering employees to spearhead initiatives that give back to the community and play a part in preserving the environment, it paves the way for tangible change to occur. As for Arvatorians, it brings a new level of fulfilment to their work life as they are able to contribute to a meaningful cause.



Creativity at its best as participants turn discarded materials into purposeful creations

SUSTAINABILITY
TOMORROW,
TODAY'S
COMMITMENT



Nature Needs Nurture.

Corporate Malaysia Can Lead.

When Wasco planted its first 160,000 trees in 2021, it was the beginning of a vision - to restore 670 hectares of forest in Pahang and plant one million trees for the future.

The Wasco Forest initiative is a 30-year commitment to biodiversity, carbon sequestration, and community upliftment - guided by science, supported by the Pahang Forestry Department, and powered by corporate purpose.

Now, we invite like-minded companies to join us. Together, we can scale reforestation, strengthen Malaysia's Net Zero journey, and leave behind more than profits - we can leave behind a living legacy.

**Wasco Forest Initiative -
For a Greener Tomorrow.**

Scan here
for more
information:



BANK SIMPANAN NASIONAL

NURTURING HOPE, EMPOWERING YOUNG MINDS

Do you have a heart for CSR? CSR is for everyone and you can embrace it too.



In the heart of two very different cities, Shah Alam, Selangor and George Town, Penang, stories of hope and compassion unfold quietly within the walls of two remarkable schools; Sekolah Menengah Pendidikan Khas Vokasional Shah Alam, Selangor (SMPKV Shah Alam) and Sekolah Kebangsaan Pendidikan Khas Jalan Hutton, George Town Penang (SKPK Jalan Hutton).

These schools are not just learning spaces. They are homes to children with special needs whose laughter, curiosity and resilience remind us of the beauty of diversity and the strength of the human spirit. Through its Sekolah Angkat MADANI initiative, Bank Simpanan Nasional (BSN) Care gives back meaningfully by creating equal opportunities for every child to learn, grow and dream.

The journey began at SMPKV Shah Alam, where BSN contributed to the upgrading work of the school hall, donated air coolers and provided monetary contribution, bringing the total support to RM45,000. Having breathed new life into the school's hall, this initiative created a more comfortable and conducive environment for students to focus, learn and actively participate in various activities.

In Penang, BSN extended the same spirit of care to SKPK



BSN extends monetary support to SKPK Jalan Hutton for school facilities upgrade

Jalan Hutton. Among the key initiatives was the establishment of the innovative 'Aura BSN Sensory Land', a safe and conducive multi-sensory learning space designed to support the emotional and cognitive development of students with autism, down syndrome, intellectual disabilities and attention deficit hyperactivity disorder (ADHD). In addition, BSN contributed educational and sports equipment, along with several facility enhancements, to further enrich the school's learning environment, bringing the total contribution to RM45,000.

Volunteers from BSN spent time engaging with the students, bringing warmth, laughter and joy beyond material assistance. The initiative was not just about improving facilities; it was about showing these children that they are seen, heard and valued.

For BSN, the Sekolah Angkat MADANI initiative is a reflection of the Bank's holistic approach to corporate social responsibility, one rooted in compassion, inclusivity and sustainability. It embodies the essence of BSN Care: empowering communities, supporting education and strengthening the social fabric that connects Malaysians of all backgrounds.

Each visit, each handshake, each smile shared between BSN and the students paint a bigger picture. It's about the human stories that live behind every initiative: the child who learns better in a cooler environment, the teacher who feels encouraged by renewed support and the parents who find comfort knowing their children are cared for.

At BSN, nation-building starts with a simple but powerful purpose – to care for every Malaysian, one school at a time.



BSN contributes funding to provide better learning spaces in SMPKV Shah Alam



BSN volunteers spends time with students, sharing warmth, laughter and joy

Boehringer Ingelheim & MyOHUN

STRENGTHENS COMMITMENT TO ZERO RABIES

Do you have a heart for CSR? How about showing your support for charity causes?



Launch of the 2025 phase of the Stop Rabies campaign in Bintulu, Sarawak



A vaccination drive at Rumah Jungan, Sarawak

Boehringer Ingelheim Malaysia launched the 2025 phase of its Stop Rabies campaign in Bintulu, Sarawak, rallying communities, youth leaders and veterinary experts to combat one of Malaysia's most urgent but preventable public health threats.

“Rabies is a disease we have the knowledge and tools to defeat. Yet, too many lives are still being lost unnecessarily,” said Dr Kam Kok Yen, Head of Animal Health, Boehringer Ingelheim Malaysia, Singapore & Indonesia. “Through Stop Rabies, we are empowering communities with life-saving knowledge and vaccines, ensuring Malaysia takes decisive steps toward achieving Zero by 2030.”

EDUCATION AS THE CATALYST FOR CHANGE

In August 2025, the Rumah Jungan Longhouse in Bintulu became the heart of rabies education, with students, teachers and residents participated in an interactive Rabies Education Programme designed to build awareness and inspire action.

Participants rotated through five experiential learning stations led by veterinary experts and community educators. From understanding the symptoms, how it spreads and why prevention matters to hands-on demonstrations on immediate steps after a bite or scratch, encouraging the community to take action and mobilising families and neighbours to create a rabies-safe environment.

A virtual “Train the Trainer” session was held earlier in June 2025, titled “Rabies Hero Ambassador”. The programme, which has reached out to more than 21,000 students and 290 teachers, involved participants from seven districts, Lundu, Bau, Kuching, Padawan, Kota Samarahan, Sri Aman and Bintulu. During the session, children practised safety drills on how to behave around unfamiliar dogs, while teachers were equipped with tools to bring rabies prevention lessons into their classrooms. Parents also learned practical wound-care techniques, reinforcing the message that knowledge is the first vaccine against rabies.

This programme was delivered in partnership with the Malaysia One Health University Network (MyOHUN), with support from the Department of Veterinary Services Sarawak

(DVSS), the Sarawak Society for the Prevention of Cruelty to Animals (SSPCA) and the University Putra Malaysia (UPM) Sarawak.

COMMUNITY & COLLABORATION IN ACTION

The education programme was complemented by a vaccination drive supported by DVSS at Rumah Jungan, ensuring pets and strays in the surrounding community received protection.

The initiative was supported by Yang Berhormat Tuan Iskandar Turkee, ADUN Jepak and Encik Jungan Anak Mitoh, Tuai Rumah Rumah Jungan, who joined residents, veterinary teams and volunteers on the ground.

YOUTH CHAMPIONS FOR A RABIES-FREE MALAYSIA

In August 2025, the campaign continues with a physical Rabies Heroes Ambassador Programme at Universiti Putra Malaysia Sarawak (UPMS), where seven youth champions from high-risk districts showcased their innovative rabies prevention projects.

Their activities included a TikTok awareness campaign to educate peers about rabies myths and prevention, a school-based “Pet Care Club” that organises annual vaccination checks and awareness drives and community-led monitoring group to ensure strays in their district are vaccinated and cared for.

TOWARDS MALAYSIA'S ZERO BY 2030 GOAL

Malaysia's fight against rabies is part of the global Zero by 30 missions, led by the World Health Organisation and supported by international partners. Boehringer Ingelheim's Stop Rabies campaign demonstrates how local action in Sarawak contributes to a global movement to eliminate human rabies deaths by 2030.

Anchored in Boehringer Ingelheim's Sustainable Development for Generations (SD4G) framework, the campaign reflects the company's long-term commitment to More Health — improving human and animal health hand in hand with communities.

Island Hospital & House of Hope

COLLABORATE TO EXPAND HEALTHCARE ACCESS

In 2024, Island Hospital launched a structured healthcare outreach programme with House of Hope, reaching more than 130 children from vulnerable communities over three visits. This programme provided a comprehensive suite of services, including: Pediatric health and growth assessments, dental and vision screenings, dietary consultations and educational sessions and follow-up treatments to empower parents and caregivers with sustainable health practices.

The outcomes showed that around 60% of children were found to have vision issues, with those in need receiving discounted prescription glasses through the hospital's partnership with Eye & Glasses Optometrist Group. About 80% of children required some form of dental care, with many receiving treatments at Island Hospital and others guided to partner clinics for continued follow-ups. Additionally, nutrition workshops equipped parents with practical skills to improve daily meal planning, strengthening long-term health literacy.

Behind every check-up, consultation and smile was a dedicated team of Island Hospital volunteers. Consultants, dietitians, nurses and non-clinical staff worked side by side, united in a shared mission to deliver healthcare with empathy, respect and dignity.

This initiative marked the beginning of a long-term journey. In 2025, Island Hospital continues to provide follow-up care for children with ongoing medical needs while expanding its outreach to include preventive health programmes for senior citizens in the same communities. The hospital also promotes greater staff involvement, fostering a stronger culture of volunteerism and social responsibility. Through its continued collaboration with the House of Hope,

Island Hospital remains dedicated to ensuring that healthcare is accessible, inclusive and closely aligned with the needs of the local community.



Consultants, dietitians, nurses and volunteers united in a shared mission to deliver quality healthcare



A dental care check-up ensuring healthy smiles and overall well-being



Nutrition workshops to improve daily meal planning, strengthening long-term health literacy

Wasco Berhad

DRIVES MALAYSIA'S REFORESTATION THROUGH THE WASCO FOREST INITIATIVE

Do you have a heart for CSR? How about showing your support for charity causes?



Launch ceremony of the Wasco Forest Phase 2 initiative, officiated by His Royal Highness Sultan of Pahang

In the lush heart of Pahang, a bold green vision that began as a 100-hectare pilot in 2021 has flourished into one of Malaysia's most significant corporate-led reforestation efforts — the Wasco Forest Initiative. Spearheaded by Wasco Berhad, a global energy infrastructure group rooted in Kuantan, the programme has already seen the planting of 160,000 trees under Phase 1 at Hutan Simpan Berkelah and is now expanding to 670 hectares in Hutan Simpan Lepar under Phase 2, with a long-term vision of planting one million trees.

This is not just about planting trees. It is about creating living forests guided by science and community collaboration. In partnership with the Pahang Forestry Department, Forest Research Institute Malaysia (FRIM), Universiti Putra Malaysia (UPM) and Eco-Ideal Consulting, Wasco is applying long-term biodiversity and carbon stock monitoring to measure environmental impact. The project also engages local Orang Asli communities, turning reforestation into a shared effort for livelihood and stewardship.

“Addressing climate change requires collective action,” says Gian Carlo Maccagno, Group CEO of Wasco Berhad. “We invite our peers and partners to stand with us. Together, we can accelerate Malaysia's journey towards Net Zero.”





At the recent launch ceremony of the Wasco Forest Phase 2 initiative, officiated by His Royal Highness Sultan of Pahang, Al-Sultan Abdullah Ri'ayatuddin Al-Mustafa Billah Shah Ibni Almarhum Sultan Haji Ahmad Shah, Wasco reaffirmed its commitment to forest conservation and environmental sustainability.

Through this initiative, Wasco continues to demonstrate its dedication to preserving the planet for future generations by planting a diverse range of native tree species - symbolising its pledge to create a lasting green legacy.

Wasco Forest demonstrates that sustainability is not a slogan but a strategy - one that restores ecosystems, supports communities and reinforces corporate Malaysia's leadership in nature-based solutions.



Planting the seeds of change with a vision to grow one million trees



Do you have a heart for sustainability?
Why not help donate for charity?

Trip.com Malaysia

ENHANCES DAILY MOBILITY FOR LOCAL ORANG ASLI COMMUNITIES

Trip.com Malaysia employees recently united for a meaningful corporate social responsibility (CSR) initiative, assembling 30 brand-new bicycles for Orang Asli communities in Pahang. The event gathered over 65 staff members in a collaborative bike-building effort, demonstrating the company's strong commitment to empowering and supporting underprivileged communities across Malaysia.

In partnership with the Great Heart Charity Association, a Malaysian non-profit organisation, Trip.com Malaysia donated bicycles to three Orang Asli villages in Pahang — Kampung Sawak Tebu Hitam in Kuala Rompin, Kampung Simpai in Bebar, Muadzam Shah and Kampung Selengkong in Nenasi, Pekan.

Situated in remote areas approximately 20–35 km from

the nearest towns, these villages face limited access to public amenities and essential services. The donated bicycles now serve as an important means of mobility, helping residents commute to school, work, farms, fishing areas and meet their daily needs.

“These bicycles serve as more than just a new means of transport. They also open up opportunities for these villages to have improved access to education, employment and basic necessities,” said Ms Stephane Thong, General Manager of Trip.com Malaysia. “This initiative is rooted in our global mission to forge a better future for travel and to create lasting positive impact. We are proud to support the Orang Asli community and hope that the bicycles will ease everyday challenges for many families.



Trip.com Malaysia employees assembling 30 brand-new bicycles for Orang Asli communities in Pahang



Kg Selengkong in Nenasi, Pekan



Kg Simpai in Bebar, Muadzam Shah



Kg Sawak Tebu Hitam in Kuala Rompin



In partnership with Great Heart Charity Association, over 65 employees came together to make a meaningful impact



You Are Not Alone

We believe that society has the power to bring about the winds of change by empowering and helping those in need - humans and nature alike. As part of our initiative, we highlight the stories and the plight of those in need in our publication, *CSR Malaysia*. The following pages show the “other side” of our society - reaching out to underprivileged kids, charity homes that are in need of dire attention and environmental projects calling for the public to participate. We urge everyone - individuals, organisations and corporations alike to reach out, empower and do your part to make our world a better place. After all, we are all in this together and it begins with us.

“It's not just about being able to write a check.
It's being able to touch somebody's life”

- OPRAH WINFREY

Supporting The Environment

SECRET RECIPE COMMITS TO ADVANCING ENVIRONMENTAL AWARENESS

How about helping out with a local recycling drive?

Proudly sponsored by Secret Recipe, the Ocean Festival 2025 took place for three days at Cherating Beach, Pahang. Running daily from 9:00 AM to midnight, the festival brought together communities in celebrating the ocean's beauty while highlighting the importance of preserving marine ecosystems.

The event featured a diverse range of activities for all ages. Attendees visited the Eco Bazaar, which showcased eco-friendly products, local crafts and sustainable goods promoting green living. A key highlight was the "Hash Run for the Ocean," a fun and engaging run that encouraged fitness and inspired meaningful conversations regarding greater awareness of ocean conservation.

For water sports enthusiasts, the festival offered Stand Up Paddle Boarding and the thrilling Paddle Battle, where participants engaged in friendly aquatic competitions. Onshore, attendees enjoyed a lively karaoke competition and were mesmerised by an energetic fire dance performance that lit up the evening with flair and excitement.

Creative expression was also a major feature of the festival. The Paint Your Tote Bag workshop allowed attendees to design reusable bags that served both as souvenirs and reminders of the festival's environmental message. The Ceramic Workshop invited participants to craft ocean-inspired pottery, while the Colouring Contest for Kids provided younger visitors with an artistic outlet to express their love for the sea.

Beyond the fun and festivities, the Ocean Festival delivered a compelling message: the ocean is life. It provides food, inspires culture and connects communities across the world. Yet, Malaysia's oceans face growing threats from pollution, overfishing and habitat destruction.

Secret Recipe expresses its sincere appreciation to Ecogarage, the festival's strategic partner, whose strong dedication to environmental sustainability played a key role in the success of the event. Their support helped broaden the festival's reach and reinforced the message of collective responsibility for ocean conservation.

As part of its participation, Secret Recipe showcased its own sustainability efforts by sponsoring organic compost, produced in-house from repurposed food waste, along with a selection of potted plants. These green giveaways were shared with festival-goers as a gesture of commitment to eco-friendly practices and community engagement.

Ultimately, the Ocean Festival 2025 was more than just a weekend of celebration — it was a meaningful step towards a better future. Through collective participation in events like this, communities move closer to preserving the ocean's vitality, health and richness for generations to come.



Night performances on the beach



Visitors and attendees enjoying paddleboatz



Be A Volunteer & Meet Welfare Needs

WWF MALAYSIA URGES ACTION TO SAVE ELEPHANTS

Sabah's Bornean elephants are running out of room to roam. As forests shrink and fragment due to unsustainable development, these gentle giants face growing risks to find food, water, or stay with their herds.

Wildlife corridors are their lifeline. By reconnecting fragmented habitats, these safe passages help Bornean elephants move freely across the landscape — a critical step for their survival, especially with fewer than 1,000 left in the wild in Sabah.

Encouragingly, momentum is building in Sabah. A landmark workshop held in the Maliau Basin brought together 46 participants from 15 agencies and organisations to ensure that future road development, including Phase 3 of the Pan Borneo Highway, is planned with wildlife in mind. Co-organised by the Sabah Wildlife Department, WWF-Malaysia and partners, the workshop introduced practical tools like the Handbook to Mitigate the Impacts of Roads and Railways on Asian Elephants and fostered cross-sectoral collaboration on sustainable infrastructure.

“With Phase 3 of the Pan Borneo Highway still under planning, we have a critical opportunity to design infrastructure that coexists with our wildlife and forests,” said Mohd Soffian Abu Bakar, Director of the Sabah Wildlife Department. “We must learn from past mistakes, such as in Phase 1B, where the highway alignment was finalised before biodiversity concerns were fully addressed, resulting in a route that cuts through the Tawai Forest Reserve, a Class I Protection Forest.”

Wildlife corridors allow elephants safe access to food, water and shelter. They facilitate the movement of herds between forest fragments, which indirectly reduces conflict with people, and help populations stay healthy and genetically diverse. Therefore, in Peninsular Malaysia, more wildlife corridors, especially near highways, will help prevent elephants from being killed or injured in road accidents.

By keeping these paths open, we're not only protecting a species — we're safeguarding the future of our forests, where

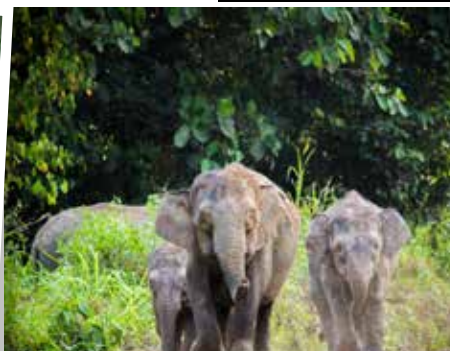
wildlife and people can thrive together.

WWF-Malaysia is committed to conserving our Bornean elephants through a multi-faceted approach that includes:

- Tracking elephant movements using satellite collaring and spatial analysis to identify key habitats, understand movement patterns and inform land-use planning.
- Restoring and connecting habitats by establishing wildlife corridors and enrichment planting to support safe movement and access to food across fragmented forests.
- Reducing human-elephant conflict and fostering coexistence with elephants by working with communities, landowners and plantations to co-develop early warning systems, improve fencing and promote elephant-friendly practices.
- Collaborating with government and NGOs on wildlife surveys, research and capacity building to strengthen protected area management and ecological networks.
- Enhancing protection on the ground through stronger enforcement of conservation laws, anti-poaching efforts and ongoing support for rangers and enforcement agencies.



Participants from 15 agencies and organisations convene to integrate wildlife conservation into Phase 3 of the Pan Borneo Highway



Sabah Bornean's Elephants

Supporting Charities & Projects

LUMUT PORT ESG SERIES: BUILDING A GREEN, RESPONSIBLE AND TRANSPARENT FUTURE

How about becoming
a volunteer to help
out where needed?



Lumut Port supplied hydroponic farming sets to mosques across the Manjung district

In 2025, one of Lumut Port's most notable and widely discussed initiatives was the Hydroponic Farming Program, a forward-thinking project aimed at promoting sustainability and community empowerment. Through this program, Lumut Port supplied hydroponic farming sets to mosques across the Manjung district, creating a practical and environmentally friendly way for local residents to grow fresh produce without the need for traditional soil-based agriculture.

The initiative quickly proved to be a success, with nearly 200 kilograms of vegetables harvested each month, providing a reliable source of nutritious food for families in the area. Beyond addressing food security, the program also helped reduce dependency on market supply chains, allowing communities to take a more active role in producing their own food.

"This is more than just a project — it has transformed how we think about food," shared a mosque committee member. "People in our neighbourhood now enjoy fresh vegetables every week, and many have been inspired to start their own small hydroponic systems at home."

The Hydroponic Farming Program represents more than an agricultural effort — it embodies Lumut Port's broader vision of fostering self-sufficiency, environmental stewardship and sustainable living. By equipping communities with the tools, knowledge and confidence to grow their own food, Lumut Port continues to nurture a culture of green innovation and collective responsibility toward a healthier, more resilient future.



Empowered communities cultivate their own food, moving beyond dependence on market supply chains

Supporting The Child

NCT GROUP BRINGS COMFORT AND CARE TO CHILDREN

In conjunction with its 40th anniversary, NCT Group extended its commitment to community care through its “Home for Life Charity Home Upgrade” initiative, benefiting the residents of Rumah Kebajikan Noor Manzil in Kampung Seri Aman Hilir, Puchong.

The initiative contributed essential upgrades worth RM10,000, including a RM3,000 monetary donation, new mattresses and bedding essentials, to improve the living conditions of children, aged between 2 to 17 years old and dedicated caregivers at the home.

En. Sulaiman Ismail, Administrator of Rumah Kebajikan Noor Manzil, expressed “We are truly grateful to NCT Group for this meaningful contribution. The well-being of the children is always our priority, and ensuring they have quality sleep is essential for their growth, health and learning. These new mattresses and beddings will not only

bring the children greater comfort but also peace of mind to us as caregivers, knowing that their daily needs are better supported. We value this act of kindness and hope it inspires more organisations to work hand in hand with homes like ours to create a safe, nurturing environment where every child can thrive.”

The activity was carried out with the support of NCT’s management team and 20 volunteers, who joined hands in the installation and handover of the donated items. Beyond setting up the mattresses, the volunteers spent meaningful time with the children through conversations, laughter and by sharing a warm hearty dinner together. The day reflected a true spirit of togetherness, where the warmth of human connection brought as much joy as the physical contributions, leaving lasting smiles on both the children and

the team.

Dato’ Sri Yap Ngan Choy, Founder and Group Managing Director of NCT Group, said, “At NCT, we believe that every individual deserves the opportunity to live in a safe and supportive environment. As we celebrate our 40th anniversary during this Merdeka and Malaysia Day period, we are reminded that progress is not only measured by the developments we build, but by the lives we touch and uplift along the way. Through our initiative with Rumah Kebajikan Noor Manzil, we are humbled to be able to bring comfort to the children and caregivers while reaffirming our commitment to the wider community. Creating world-class masterpieces isn’t just about developments, it’s about building thriving communities, where comfort, hope and opportunity bring true progress to life.”



NCT Group celebrates its 40th anniversary with the residents of Rumah Kebajikan Noor Manzil, Puchong



Setting up mattresses and cleaning to ensure a safe and conducive space for all



Volunteers spends meaningful time with the children

YAYASAN MR D.I.Y.:

CONSISTENCY IN UPLIFTING COMMUNITIES NATIONWIDE

In an era where Corporate Social Responsibility (CSR) is emerging as a defining force for Malaysian businesses, Yayasan MR D.I.Y. stands out by embedding CSR at the heart of its mission, shaping its purpose and initiatives from the moment its establishment in 2023. Yayasan MR D.I.Y. plays a significant role as a highly committed central figure for the communities it serves, as it is envisioned as more than just a network of retail outlets from the very beginning. In a recent exclusive interview with CSR Malaysia, Dato' Sri Loo Chong Peng, Trustee of Yayasan MR D.I.Y., highlights the Foundation's transformative journey in supporting Malaysian communities and its commitment to shaping a better tomorrow.





The Yayasan MR D.I.Y. Blue Cap Run 2025 was held to raise public awareness of prostate cancer and promote men's health and well-being

“CSR is the bridge between the Foundation’s growth and the wellbeing of the people. This belief inspires the establishment of Yayasan MR D.I.Y., a dedicated platform that gives community efforts structure, focus and sustainability,” Dato’ Sri Loo Chong Peng shares. “Whether it’s helping families rebuild after disasters, supporting children’s education or empowering underserved communities, every initiative is rooted in a single guiding mission: to create a meaningful difference, one community at a time,” he adds.

With 500 programmes positively impacting over 400,000 people, Yayasan MR D.I.Y. continues preparing new initiatives and collaborations that align with Malaysia’s sustainable development goals, especially in education, environmental care and community resilience.

Showing keen enthusiasm, Dato’ Sri Loo affirms, “We aim to contribute to a more innovative and sustainable Malaysia by concentrating on long-term partnerships and impact-driven programmes.”

In line with this, Yayasan MR D.I.Y. creates meaningful synergies by actively collaborating with government agencies and NGOs to broaden its outreach and deepen its impact. Some



“ The Foundation’s CSR efforts serve as a heartfelt “thank you” to Malaysians for their continued trust and support ”

Cover Story



The Yayasan MR D.I.Y. Art Competition 2025 was an initiative to promote and cultivate an appreciation for Malaysian and Southeast Asian art

notable partners include the Ministry of Education (MOE) and District Education Offices (PPD), Ministry of Defence, Pusat Sains Negara, Muzium Negara and Universiti Malaya. These partnerships reflect a comprehensive approach to community impact—covering education, sustainability, health and social responsibility at both local and international levels.

When asked why public education on sustainable living is essential for both Malaysia's immediate needs and its long-term future, Dato' Sri Loo Chong Peng explains that it equips individuals with the knowledge to make responsible and informed choices that not only directly benefit their homes and communities, but also indirectly contribute to the environment. "In the short term, it encourages practical, immediate behaviours such as energy efficiency, waste reduction and responsible consumption. And often without realising it, these small, everyday actions collectively improve quality of life," he adds.

As for the long run, sustainability education helps shape a more aware and informed society. For Malaysia, this means

“ We look forward to working with government, NGOs and industry partners to keep uplifting Malaysia’s sustainable development efforts ”



nurturing a generation that values and protects the country's natural resources while contributing to innovation and economic growth. As the saying goes, "education is the first step toward awareness, and awareness is the first step toward meaningful, lasting change."

As the conversation shifts to Yayasan MR D.I.Y.'s four official core pillars – Community, Education, Environment and Arts & Culture – and the ways these key elements are sustained across its initiatives, Dato' Sri Loo emphasises that a structured, values-driven approach is applied. "Every programme is designed for relevance, impact and continuity, and our long-term collaborations with NGOs, government agencies and community organisations further help us sustain our work across these focus areas, which also ensures that each effort aligns with at least one of these pillars."

The Foundation further strengthens its strategy through impact-measurement frameworks and regular reviews, ensuring its initiatives remain aligned with Malaysia's national vision and the United Nations Sustainable Development Goals (SDGs).

In terms of environmental protection, sustainability is embedded into every initiative—such as tree-planting campaigns, recycling drives and education on green practices, all aimed at fostering long-term environmental responsibility. Under the health and well-being pillar, underserved communities receive support through medical assistance, health screenings and mental health programmes, strengthening overall societal resilience. "Through skills training, scholarships and entrepreneurial support, capacity building empowers individuals and communities through socio-economic mobility, aligning with Malaysia's goal of becoming a high-income



A community project – Raya Penuh Makna



Fostering a spirit of community at Nostalgia Anak Kampung



Food packs for the homeless



Bringing cheer to the underprivileged during Chinese New Year



Flood relief initiative in Sabah



In aid of Putra Heights fire victims



Contribution of electrical items to SK Bukit Lanjan

Cover Story



D.I.Y. Made Simple - an education initiative



Donation of STEM Kits to JPN Perlis



STEM Discovery on Wheels

country. These programmes are designed for continuity and scalability, ensuring lasting benefits,” explains Dato’ Sri Loo.

Meanwhile, arts and culture play a role in preserving and celebrating Malaysia’s heritage by supporting cultural events, restoring heritage sites and nurturing creative local talent, which helps ensure the nation’s rich cultural identity and promotes unity across generations.

This year, Yayasan MR D.I.Y. places greater emphasis on initiatives that deliver meaningful and lasting impact for Malaysians. “Key efforts include STEM-focused programmes, educational outreach through the STEM Discovery on Wheels and the supply of festive and essential aid for underserved communities,” says Dato’ Sri Loo. “The Foundation also strengthens collaborations with museums, educational institutions and NGOs to extend access to learning opportunities, cultural exposure and community support—ensuring children, families and vulnerable groups continue to benefit from sustained, constructive involvement.”

When addressing the key hurdles in sustaining the Foundation’s growth and impact amid its expanding initiatives in recent years, Dato’ Sri Loo begins by noting, “With growth comes the challenge of ensuring consistency and depth of impact across diverse communities.” Each community has its own distinct needs, and designing programmes that respond to these differences while staying true to the Foundation’s core values requires thoughtful planning and effective resource management. “Growing responsibly means building strong partnerships, maintaining clear governance and continuously



Turtle conservation efforts



Nurturing Planet Earth - tree planting initiatives



Advancing education - STEM Discovery on Wheels

“ Even small, sustained contributions can create meaningful impact — every effort matters ”



Caring for the environment - Hapuskan Ikan Bandaraya Project



'Save Our Earth' efforts

evaluating our initiatives. These challenges drive us to innovate, enhance our systems and build our organisational capabilities,” he adds.

Some question the idea that “small contributions can create significant impact.” However, Dato’ Sri Loo stresses that he personally witnesses how small, purposeful actions can lead to meaningful and lasting change. “Many of our initiatives start on a modest scale—such as providing a learning opportunity for children or a simple gesture of support for a community—yet these efforts have the ability to uplift individuals and encourage wider involvement. When repeated across communities and sustained over time, they collectively generate substantial impact.”

When asked to offer advice to small businesses or individuals seeking meaningful ways to uplift Malaysians and contribute to society, Dato’ Sri Loo underscores the importance of starting with causes that resonate with one’s values. “Your contributions do not have to be complex; they can be as simple as supporting local schools, helping community groups, joining environmental clean-up efforts or offering skills-based volunteering.”

He further adds, “Consistency and sincerity matter more than scale, and partnering with established organisations can help ensure that your efforts are structured, impactful, and sustainable.” This reinforces the belief that every contribution, no matter the size, helps strengthen the nation.



Improving sustainability - One tree at a time



KLOTH CIRCULARITY

Showcases Truly Malaysian Heritage at Expo Osaka 2025

Sustainably-made products by Kloth Circularity (Kloth) have made their way to Expo 2025 Osaka through the support of the Malaysian Green Technology and Climate Change Corporation (MGTC), led by the Ministry of Energy Transition and Water Transformation (PETRA) and Ministry of Natural Resources and Environmental Sustainability (NRES). Themed “Weaving a Future in Harmony”, Malaysia’s participation highlights the power of cooperation and understanding in creating a more inclusive and sustainable world.

This world-class event, held over six months in Osaka, Japan celebrated global collaboration in shaping a more inclusive and sustainable future. During Week 22, themed “Energising Sustainability, Aspiring Lives”, two of Kloth’s signature upcycled products, the Batik Denim Laptop Sleeve by Kloth Woman Up and the Batik-Inspired Furoshiki Scarf by Kloth Wear, were presented as exclusive gifts and tokens of appreciation to key stakeholders and international partners from various pavilions.

MGTC selected Kloth’s upcycled creations to represent Malaysia’s commitment to circularity and waste reduction. The Batik Denim Laptop Sleeve and Batik-Inspired Furoshiki Scarf embody Malaysia’s ingenuity in integrating traditional craftsmanship with modern environmental consciousness.

The Kloth Woman Up Laptop Sleeve tells a story of renewal, transforming discarded denim into meaningful creations through the skilled craftsmanship of resilient women from economically challenged communities. It reflects the spirit of “Designing Future Society for Our Lives”, where cultural preservation, circularity and inclusive growth converge to shape a more meaningful and sustainable tomorrow.

Meanwhile, Kloth Wear’s Batik-Inspired Furoshiki Scarf celebrates two timeless traditions: Malaysia’s vibrant batik artistry and Japan’s elegant gift-wrapping culture. Each piece is crafted from nine recycled PET bottles, a testament to how design and sustainability can coexist in harmony. The scarf is a tribute to Malaysia’s rich heritage, reimagined for a sustainable future and reflecting a shared commitment to designing societies where culture and sustainability go hand in hand.

“Thanks to the support of NRES, PETRA and MGTC, we are proud to showcase Malaysian innovation at Expo 2025 Osaka. Our mission is to design a future where culture and sustainability work together. Each piece we display carries powerful statements: ‘Rising with SHEconomy’ and ‘Sustainably Made’, which we are excited to share globally,” said Sarahah Kedah, Co-founder of Kloth Circularity.

As Expo 2025 Osaka concludes, Kloth Circularity stands as a proud representative of Malaysia’s growing circular economy movement, one that empowers communities, preserves heritage and drives innovation for a sustainable future. Through initiatives like these, Kloth continues to prove that sustainability is not only about protecting the planet but also about uplifting people and celebrating the culture that connects us all.



The Batik Denim Laptop Sleeve



Batik Denim Laptop Sleeve by Kloth Woman Up and the Batik-Inspired Furoshiki Scarf by Kloth Wear showcased at the Expo 2025 Osaka



LEADING THE FUTURE OF SNACKING AROUND THE WORLD BY OFFERING

THE RIGHT SNACK
FOR THE RIGHT MOMENT
MADE THE RIGHT WAY

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PAVILION REIT MALLS

Champion Retail Sustainability to Combat Single-Use Plastic Waste



ReBag Station in Pavilion Bukit Jalil



ReBag Station in Pavilion Kuala Lumpur



ReBag Station in Intermark Mall, Kuala Lumpur

Pavilion REIT Malls are redefining sustainable retail with its in-store ReBag Station, a permanent initiative that transforms how shoppers approach everyday consumption. Available at Pavilion Kuala Lumpur, Pavilion Bukit Jalil and Intermark Mall, this innovative station operates on a refreshingly simple principle: “Drop A Bag, Take A Bag” - making sustainable choices accessible, convenient and rewarding for shoppers and the community alike.

The ReBag Station marks a significant milestone in Pavilion REIT Malls’ ‘Pavilion Loves Sustainability’ campaign, addressing one of retail’s most pressing environmental challenges – single-use plastic bag waste. By creating a permanent circular ecosystem for reusable bags, the mall empowers shoppers to actively participate in waste reduction through their everyday actions, extending the lifecycle of bags that might otherwise end up in landfills.

Environmentally, the station reduces demand for new bag production and minimises plastic waste entering landfills and oceans. Socially, it fosters a sense of community ownership over environmental solutions, demonstrating how collective small actions create meaningful impact. Economically, it offers shoppers free access to reusable bags while supporting the mall’s broader ESG commitments.

By embedding this permanent sustainability infrastructure, Pavilion REIT Malls continue to demonstrate thought leadership in sustainability and retail innovation. The ReBag Station proves that shopping centres can be catalysts for behavioral change, transforming consumer habits through thoughtful design and community engagement. As Malaysia’s retail landscape evolves, initiatives like this demonstrates that environmental responsibility and exceptional shopping experiences are not mutually exclusive – they’re complementary elements of forward-thinking retail that benefits both people and the planet.

Visitors eager to take part in the ‘Pavilion Loves Sustainability’ campaign and contribute to environmental efforts can visit the ReBag stations located across Pavilion REIT Malls:

- Pavilion Kuala Lumpur – Level 4, Pavilion Elite
- Pavilion Bukit Jalil – Level 3, Pink Zone
- Intermark Mall – LC Floor (next to Bonjour)

Do you have a heart for CSR? CSR is for everyone and you can embrace it too.

RADIUM DEVELOPMENT BERHAD

Enhances Community Connectivity



Celebration of the official opening of a 350-metre covered walkway, officiated by Dato' Seri Dr. Maimunah binti Mohd Sharif



Radium Development Berhad celebrated the official opening of a 350-metre solar-powered covered walkway linking the Taman Melati LRT station to the Tunku Abdul Rahman University of Management and Technology (“TAR UMT”) campus.

The event was officiated by Kuala Lumpur Mayor, YBhg. Dato' Seri TPr. Dr. Maimunah binti Mohd Sharif, underscoring the importance of enhancing urban connectivity for the benefit of students, faculty members and the surrounding communities in Taman Melati and Setapak.

Key stakeholders, including representatives from Kuala Lumpur City Hall (DBKL), TAR UMT, CSR Malaysia and Radium attended the official opening ceremony, reflecting strong support for community-driven infrastructure projects that contribute to Kuala Lumpur's urban growth and sustainability goals.

The RM600,000 infrastructure project is designed to provide much-needed shelter from the elements, ensuring a safer and more convenient route for pedestrians travelling between the LRT station and TAR UMT. The covered walkway

is also powered by solar panels, aligning with sustainability efforts to create more energy-efficient public infrastructure.

Speaking at the opening ceremony, Kuala Lumpur Mayor, Dato' Seri TPr. Dr. Maimunah binti Mohd Sharif, commended the initiative, saying: “Infrastructure projects such as this covered walkway are key to achieving the goals outlined in the Kuala Lumpur Structure Plan 2040 (PSKL 2040), which envisions a connected, resilient and people-centric city, a ‘City for All’. DBKL strongly supports meaningful collaborations with private sector partners like Radium Development Berhad, who share our vision for a well-connected and people-friendly Kuala Lumpur. Through projects such as this, we see how developers can go beyond commercial projects to deliver infrastructure that benefits the wider community.”

This initiative reflects Radium's ‘Building Good’ ethos—its commitment to responsible, community-centric development. Guided by the ‘Radium Rule of 8’, the developer prioritises sustainability, trust and inclusivity to ensure its projects create lasting positive impact.

350-metre solar-powered covered walkway linking the Taman Melati LRT station to the Tunku Abdul Rahman University of Management and Technology campus



Do you have a heart for sustainability?
Why not help donate for charity?



PRUDENTIAL ASSURANCE MALAYSIA BERHAD

Advancing Financial Literacy for Future Generations



Opening speech by Miss Nicole Ngeow, Executive Director of Prudence Foundation



At the heart of the insurer's financial education efforts is Cha-Ching, Prudence Foundation's award-winning programme that teaches children four essential money concepts: Earn, Save, Spend and Donate. Through catchy songs, playful characters and engaging activities, Cha-Ching helps children understand that being money-smart can be both practical and fun.

Reaching and instilling young Malaysians with financial knowledge has always been a priority for Prudential Assurance Malaysia Berhad (PAMB) and that is why it launched Cha-Ching on the Go (CCOTG) - a mobile initiative that brings the Cha-Ching experience directly into communities. In 2025, CCOTG will visit 33 primary schools and 12 Projek Perumahan Rakyat (PPR), reaching an estimated 17,400 pupils nationwide. This expansion is made possible through a meaningful partnership with Pertubuhan Dana Kita, ensuring that financial literacy reaches underserved communities and no child is left behind.

To kick off this nationwide rollout, Karnival Cha-Ching was held at SK Sri Bintang Selatan, Kuala Lumpur, welcoming around 1,500 pupils from 88 schools across Wilayah Persekutuan Kuala Lumpur. The carnival featured interactive booths, hands-on workshops and vibrant performances - all designed to make money lessons exciting and memorable. The carnival was made

even more meaningful with the presence of the Deputy Minister of National Unity, YB Senator Puan Saraswathy Kandasami, who officiated the event and highlighted the importance of financial literacy for the next generation.

Teaching financial education at an early age is vital because it lays the foundation for lifelong habits. When children understand how money works, they are better equipped to make sensible choices, avoid unnecessary debt and build financial resilience. Starting young means they grow up confident in managing money, prepared for real-life challenges such as saving for education, handling allowances and, later, planning for their future. These lessons also encourage generosity, teaching children the value of giving back to their communities.

Behind the success of these initiatives are passionate teachers, volunteers, and community partners who bring each session to life. Their dedication ensures that financial literacy isn't just taught — it's experienced.

With Cha-Ching and CCOTG, Prudential is proving that financial education doesn't need to feel like a lecture — it can be a carnival. By blending fun with learning, these programmes empower children to dream bigger, plan smarter and step into the future with confidence.



Karnival Cha-Ching was held at SK Sri Bintang Selatan, Kuala Lumpur

Do you have a heart for CSR? How about showing your support for charity causes?

MATRIX CONCEPTS & KECHARA SOUP KITCHEN

Together for Community Health & Well-Being

Matrix Concepts Holdings Berhad reaffirmed its long-standing commitment to sustainability and social responsibility with the successful launch of the “Feed A Family” initiative at d’Tempat Country Club. This flagship campaign, organised in collaboration with Kechara Soup Kitchen (KSK), was designed to provide essential food and hygiene aid to underprivileged families across Negeri Sembilan.

Through this initiative, Matrix Concepts raised a total of RM101,094.30, with a unique “Triple the Impact” matching model. For every RM1 donated by the public or staff, Matrix contributed an additional RM2. This resulted in a significant amplification of the original contributions, ensuring the campaign’s success and greater outreach. A symbolic cheque was handed over to KSK by Matrix’s Group Executive Director Mr. Kelvin Lee and Co-Chief Executive Officer Mr. Chai Keng Wai.

Each family received RM250 worth of carefully curated essentials, including trusted, quality brands like MILO, Breeze, Sunsilk and more. Items such



Matrix Concepts and Kechara Soup Kitchen join hands to uplift underprivileged families across Negeri Sembilan



as 10kg rice, cooking oil, toothpaste, shampoo, detergent and toothbrushes were selected to ensure families received practical and dignified support tailored to their daily needs.

What truly distinguished this campaign was the hands-on involvement of Matrix staff and volunteers. More than 30 volunteers from all business units of Matrix Concepts Group, and the general public joined forces to pack and distribute the aid kits. In teams, they visited recipient homes around Seremban, delivering care packages with warmth and empathy. This door-to-door outreach fostered genuine human connection and underscored the company's people-first ethos.

The Feed A Family campaign also contributes meaningfully to the United Nations Sustainable Development Goals (SDGs), particularly in reducing inequality and promoting well-being for all. It exemplifies Matrix Concepts's CSR values in action: building stronger communities, creating social impact and fostering inclusive growth.

As a company built on the belief of "Matrix for People," Matrix Concepts remains dedicated to championing initiatives that uplift lives, spread kindness and create sustainable change. The Feed A Family campaign may have started with food, but it ultimately served something far greater - hope, dignity and unity.



Families are supported with food, hygiene aid and thoughtfully-curated essentials





SUNWAY MEDICAL CENTRE VELOCITY

Strengthens Commitment to Advanced Community Healthcare



Sunway Medical Centre Velocity's dedicated medical professionals work towards improving community healthcare

quicker recovery for patients. Dato' Dr Selvalingam Sothilingam, Consultant Urologist from SMCV emphasises the transformative impact, "The versatility of the da Vinci Xi surgical system is a game-changer in the field of medicine, offering precision and improved patient outcomes."

On the other hand, Mako SmartRobotics system provides a less invasive surgery, leading to reduced pain levels and also lesser recovery time for patients, adding that the robotic arm ensures precise placement of component, reducing the risk of implant failure, complications and the need for future surgeries.

Sunway Medical Centre Velocity (SMCV) revolutionise patient care with its state-of-the-art robotic surgery services, featuring the sophisticated, da Vinci Xi and Mako SmartRobotics surgical systems. This technological advancement further underscores SMCV's commitment to providing cutting-edge medical procedures, enhancing patient outcomes and elevating healthcare standards for the local community.

Robotic surgery, a rapidly growing field within the healthcare industry, leverages robotic systems to assist in surgical procedures, offering a minimally invasive alternative to traditional laparoscopic surgery. The da Vinci Xi surgical system amplifies the capabilities and versatility of robotic-assisted surgeries, delivering greater precision, enhanced vision and improved access to the surgical site.

Meanwhile, the Mako SmartRobotics system provides precise and customised operations based on patient-specific plan created by its 3D imaging, allowing the technology to accurately reproduces the natural kinematics of the knee, restoring alignment and enhancing joint performance.

These technological marvels are set to redefine the surgical landscape in Malaysia, covering various specialties, including and not limited to urology, gynaecology, bariatric surgery, colorectal surgery, general surgery, or ear, nose, throat (ENT) surgery for the da Vinci Xi surgical system and orthopaedic surgery for the Mako SmartRobotics surgical system, allowing surgeons the ability to conduct complex procedures with enhanced control and flexibility.

The da Vinci Xi system's high-definition 3D visualisation enhances precision and decision-making during surgery, resulting in smaller incisions, reduced blood loss and

Making Advanced Medical Services Accessible with Robotic4U Fund

Additionally, SMCV has been spearheading the Robotic4U Fund since 2024 — an initiative designed to provide eligible patients from all backgrounds, including those from low-income groups, self-paying patients and individuals with limited insurance coverage, the opportunity to undergo robotic surgery at a subsidised cost. The initiative is applicable to participating surgeons across various medical specialties offering robotic surgery as a treatment option and will be available until 31st December 2025.



*Ms Susan Cheow
CEO, Sunway Medical
Centre Velocity*



*Dato' Dr Selvalingam
Urology, Sunway Medical
Centre Velocity*



Extended to
medical specialties*
providing robotic
surgery service

PRECISION WITH PURPOSE: ROBOTIC4U FUND

A CSR initiative to assist eligible patients to undergo robotic surgery at a subsidised cost.

Eligibility

- This Robotic4U Fund is only available for Malaysian citizens.
- This Robotic4U Fund is available for patients from low-income group, self-paying patients and patients with limited insurance coverage.
- Patients would only be eligible to benefit from this Robotic4U Fund if deemed suitable to undergo robotic surgery by our participating surgeons.
- Patients must not receive any other forms of financial aid from other sources.



Da Vinci Xi

Mako Smartrobotics™



Scan for more
information

Terms and Conditions:

- This Robotic4U Fund is only applicable at Sunway Medical Centre Velocity (SMCV), Cheras, KL.
- *This Robotic4U Fund is extended to the medical specialties of Orthopaedics, Urology, Gynaecology, Bariatrics and Colorectal Surgery.
- SMCV reserves the rights to change the terms and conditions should there be any circumstances and regulations change.

For any enquiries, contact our
Robotic Surgery Centre:

✉ SMCV_robotic4u@sunway.com.my

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