

CSR Malaysia™

PROMOTING CORPORATE SUSTAINABILITY
& SOCIAL RESPONSIBILITY

ISSUE 37 / 2026



ST ROSYAM MART™

Driving Excellence in
Community-Focused Retail

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CEO & Managing Director, Sri Ternak Group

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Director, ST Rosyam Mart



SRI TERNAK GROUP OF COMPANIES

Subsidiary company of SRI TERNAK GROUP OF COMPANIES :



MALAYSIA'S MOST INFLUENTIAL AND TRUSTED HALAL 24 HOURS CHAINED WHOLESALE RETAIL SUPERMARKET



CSR Malaysia™

PROMOTING CORPORATE SUSTAINABILITY & SOCIAL RESPONSIBILITY:
BEYOND PROFITS, MAKING OUR WORLD A BETTER PLACE.

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on the growing need to lend a helping hand to make the world a better place for all*

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You Are Not Alone

*"Do you have a heart
for CSR? Adopt a project in our
YANA segment, pages 19-23"*

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EDITOR'S NOTE

Greetings from CSR Malaysia!



Lee Seng Chee
Managing Editor

"There could be no definition of a successful life that does not include service to others."

GEORGE H.W. BUSH
(41ST PRESIDENT OF
THE UNITED STATES)

Mahatma Gandhi once said, *"The true measure of any society can be found in how it treats its most vulnerable members."*

Indeed, those words remain a powerful moral compass in an increasingly complex world. A society may boast economic growth, technological advancement or global influence, but these achievements ring hollow if the weakest among its people are neglected or marginalised. Children, the elderly, persons with disabilities, the poor and displaced are not burdens to be managed; they are reflections of a society's conscience.

How a nation safeguards access to education, healthcare, dignity and opportunity for its vulnerable reveals its deepest values. Compassionate policies, inclusive systems and community support structures signal a commitment to shared humanity, while indifference exposes inequality and moral failure. True progress is not measured by how the strongest thrive, but by whether the weakest are protected from harm and given the chance to live with dignity and purpose.

Gandhi's words urge both individuals and institutions to rise above self-interest. They call for empathetic leadership, responsible governance and everyday acts of compassion. By choosing to uplift its most vulnerable members, a society strengthens its collective foundation and affirms that true greatness is measured not by wealth or power, but by humanity itself.

In this issue, under the Cover Story segment, we have a feature on ST Rosyam Mart, a retail establishment founded by Dato' Raymond Ho, Group CEO and Managing Director of Sri Ternak Company, in collaboration with Datuk Rosyam Nor. ST Rosyam Mart not only provides excellent customer-focus shopping experience but is also making a positive impact on the community through meaningful CSR initiatives that benefit the society. Also in this issue of *CSR Malaysia* are the inspiring

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

CSR Malaysia, a non-profit social initiative under RHA Media, remains committed to advancing meaningful corporate sustainability and social responsibility throughout the nation. Through its free, nationwide *CSR Malaysia* magazine, the initiative highlights inspiring organisations and individuals whose actions demonstrate how compassion, accountability and purposeful leadership can drive positive, lasting change. These stories serve as powerful reminders that sustainable progress is built not only on economic growth, but also on care for people, communities and the environment.

Anchoring this mission is the annual *Sustainability and CSR Malaysia Awards*, a platform that honours corporations, government bodies, SMEs, GLCs, MNCs and outstanding individuals who have gone beyond compliance to make a real difference. By uplifting underserved communities, safeguarding the environment and fostering inclusive development, these changemakers exemplify the impact of responsible action. Their collective efforts reinforce a shared conviction: when responsibility is embraced with sincerity, it has the power to create enduring change that resonates far beyond the present moment.



Rooted In Nature. Driven By Purpose.



Since 1982, IOI Corporation Berhad has evolved into a leading global integrated palm oil player, driving excellence across plantations, refining, oleochemicals and specialty food ingredients. We pioneered Malaysia's first sustainable palm wood panel production and certified organic palm oil plantation.

Guided by purpose, we champion circular innovation, enrich biodiversity and uplift communities, all in pursuit of a just and inclusive transition towards net zero greenhouse gas emission by 2040.

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Samudra @ Lagenda Suria , Mersing, Johor (Fasa 2)

Empowering Communities *Beyond Homes*

Lagenda Properties Berhad is a real estate developer listed on the Main Market of Bursa Malaysia, focusing on providing affordable homes and integrated townships to the underserved communities in Malaysia. Established since 2018, we have successfully launched numerous affordable residential projects and integrated townships starting in Sitiawan, Perak, and has since expanded into five more states including Kedah, Johor, Selangor, Pahang and Negeri Sembilan, with more developments in the pipeline.

This growth is driven by our dedication to bridge the housing affordability gap and uplifting underserved communities through the development of affordable, practical, and sustainable homes. In recognition of our commitment to societal wellbeing and responsible development practices, Lagenda Properties Berhad has been honoured for the second consecutive years at the prestigious **Sustainability & CSR Malaysia Awards, receiving the 2025 Company of the Year Award for Community Empowerment in the Property Development category.**

Our initiatives extend beyond housing, reflecting our efforts to creating lasting, positive change within the communities we serve. Through these efforts, we empower the community by fostering environmental ownership, lifelong learning, and responsible habits, which help build resilient and sustainable communities.



Recycle4Rewards at KL and Manjung, Perak



Mangrove Planting at Changkat Keruing, Perak



The Book Corner at Bandar Baru Setia Awan Perdana Clubhouse, Sitiawan, Perak

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



FedEx

RAMPS UP SUSTAINABILITY IN MALAYSIA

Federal Express Corporation, one of the world's largest express transportation companies, is ramping up its commitment to sustainable logistics in Malaysia with the deployment of 41 new Maxus e-Deliver 3 electric vans. Each van offers a 920-kilogram load capacity and an estimated range of up to 228 kilometres on a full charge. Together, the vehicles are estimated to avoid approximately 305 metric tonnes of tailpipe CO2 emissions per year when compared to the diesel-powered vans they replace.

The electric vehicles (EVs) will be used for parcel pickup and delivery services across key Malaysian cities, including Kuala Lumpur, Johor Bahru, Ipoh, Penang and the Klang Valley. To support the electric fleet, FedEx installed 41 alternating current (AC) and direct current (DC) charging stations at strategic locations nationwide earlier this year.

This deployment is a key moment in the company's sustainability journey in Malaysia. It supports both the FedEx goals of achieving carbon-neutral operations by 2040 and having an all-electric pickup and delivery fleet by that same year. Additionally, the expanded EV fleet supports Malaysia's Low Carbon Mobility Blueprint (2021-2030) and aligns with the broader objectives of the Twelfth Malaysia Plan (2021-2025), which prioritises green growth as a pathway to economic progress, improved resource efficiency and long-term environmental sustainability.

After introducing its first two EVs in the Klang Valley in May 2023, the company went on to pioneer Malaysia's first cross-border EV delivery to Singapore in February 2024 — a landmark trial recognised by the *Malaysia Book of Records*.

“The successful cross-border EV delivery between Malaysia and Singapore last year reinforced our confidence in



the role electric vehicles can play in logistics,” said Tien Long Woon, Managing Director of FedEx Malaysia. “This latest EV fleet expansion is a meaningful step forward in embedding sustainability into our day-to-day operations. It reflects our belief that innovation and environmental responsibility can go hand in hand, and we’re proud to be part of the collective effort toward a low-carbon future in Malaysia.”

Beyond vehicle electrification, FedEx empowers customers to reduce their own supply chain emissions through FedEx® Sustainability Insights – a cloud-based carbon emissions reporting tool that provides customers with access to historical emissions data from eligible shipments within the FedEx

network. These insights enable customers to make informed, data-driven decisions to optimise their shipping strategies with sustainability objectives in mind.

These efforts complement broader FedEx sustainability initiatives to reduce emissions across the company’s expansive global network, including within its air operations. The recent purchase of over three million gallons of blended sustainable aviation fuel (SAF) for use at Los Angeles International Airport (LAX) marked the largest SAF procurement to date by a U.S. cargo airline at LAX, furthering the company’s work to connect the world—including the Asia-Pacific region in increasingly efficient and sustainable ways.



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

IOI Corporation

SHAPING A CIRCULAR, DECARBONISED FUTURE

It is true that we do not inherit the Earth from our ancestors; we borrow it from our children. This ethos fuels IOI Corporation Berhad's (IOI) unwavering commitment to sustainability – not as a corporate obligation, but as a heartfelt responsibility to the communities it serves, the people it employs, and the ecosystems we depend on.

At the core of this vision lies IOI's holistic resources and waste management approach, known as the 7Rs of Circularity (Rethink, Repurpose, Reduce, Reuse, Recycle, Repair and Recover). These principles shape how IOI operates across its value chain, from plantation to manufacturing innovation, and serve as a daily reminder that every material, every effort, and every person matters. Through this deep commitment to decarbonisation and circularity, IOI achieved many remarkable milestones.

In 2019, IOI Corporation pledged to reduce 40% of Scope 1 and 2 greenhouse gas (GHG) emissions by 2025, using 2015 as a baseline. By FY2024, a year ahead of schedule, IOI surpassed that goal with a 42% reduction, and further advanced its progress in FY2025 with a 46% reduction in Group-wide GHG emissions intensity. This success was driven by its integrated approach to sustainability, leveraging methane capture facilities, crop sequestration, the 7Rs and more to drive tangible impact.

But IOI's journey goes far beyond numbers. It lives in the hands of its employees collecting used beverage cartons (UBC) for recycling through a pioneering partnership with Tetra Pak Malaysia. It's seen in the smiles of local communities participating in its upcycling initiatives, and in the pride of its teams who see waste not as an end, but as a beginning.

It's also in the transformation of agricultural by-products into new sources of value. Where others saw discarded oil palm trunks and empty fruit bunches, IOI saw potential. From this, the OnCore® palm wood was born as a sustainable timber alternative, produced at Malaysia's first palm wood factory, IOI Palm Wood Sdn Bhd in Segamat, Johor. And through a strategic partnership with Nextgreen Global Berhad, it is turning empty fruit bunches into wood-free pulp and paper, contributing to forest conservation while growing new circular economies.

Central to all these efforts is IOI's unwavering focus on people. Its inclusive "Just Transition" approach ensures that its employees, stakeholders, supply chains and communities are not only included, but also empowered and equipped with the knowledge, tools and support needed to walk this path together.

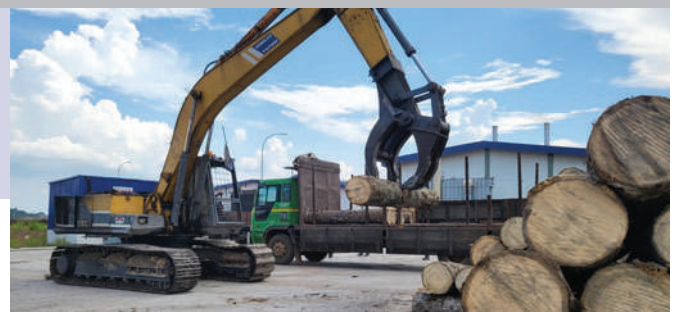
IOI believes that a low-carbon and climate-resilient future can only be realised when everyone moves forward, side by side.



IOI expanded the UBC collection to all its operating units across Peninsular Malaysia and Sabah in April 2024



IOI Palm Wood factory was itself designed with sustainability in mind, powered by thermal oil systems and biomass boilers that reduce landfill waste and emissions





JABIL

Joining hands to volunteer means shaping lives, strengthening bonds, and inspiring progress.

Jabil is a global leader in engineering, supply chain, and manufacturing solutions, with headquarters in St. Petersburg, Florida. Beyond business, we are passionate about making a difference in communities around the world. Through Jabil Cares, our outreach and volunteerism platform, employees are empowered to champion initiatives in partnership with local charitable organizations.

Across the globe, thousands of Jabil employees continue to make a difference, inspired by the three pillars of Jabil Cares: Education, Empowerment, and Environment. Their dedication, through volunteer service and financial contributions, drives meaningful change and uplifts lives every day.

Making a Difference in Malaysia

Thinking globally, acting locally, Jabil Cares initiatives in Malaysia reflect this commitment by addressing community needs aligned to our global vision.

Since opening at the Bayan Lepas Free Trade Zone, Penang, in 1995, we've championed STEM through programs such as AI Horizon, the Penang International Science Fair, and Women in Zcience (WiZ).

Our commitment to sustainability includes beach clean-ups and turtle releases, carried out in

collaboration with the Penang Fishery Department. We also bring festive cheer to homes for children, the elderly, and individuals with special needs. During the recent financial year, our employees contributed 16,742 volunteer hours, fostering shared values and making a positive impact on the community.

Awards and Recognitions

Jabil Malaysia received the Sustainability & Corporate Social Responsibility (CSR) Malaysia Awards 2025 – Company of the Year (Manufacturing) – People & Planet Stewardship Award. It also earned the Excellence in Corporate Social Responsibility (CSR) Award at the MY AmCham Cares Excellence Awards and the ESG Commitment Award from the Association of Malaysian Medical Industries (AMMI) at the ESG Excellence Awards 2025, recognising its dedication to environmental, social, and governance (ESG) principles.



For more information, please visit us at www.jabil.com/about-us/culture/in-the-community.html

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

SAG Group Berhad

CLEANING UP FOR A SUSTAINABLE FUTURE



SAG Group organised a Corporate Social Responsibility (CSR) initiative focused on environmental stewardship through a large-scale beach cleanup at Pantai Tanjung Gemok, Port Dickson. The event brought together over 200 enthusiastic participants, including employees from across its group companies, to restore and preserve one of Malaysia's beloved coastal areas.

This initiative reflects SAG Group's commitment to sustainability and aligns with its Environmental, Social and Governance (ESG) objectives, particularly in addressing pollution, and resource conservation. Coastal ecosystems play a vital role in biodiversity and climate resilience, yet they are increasingly threatened by marine debris and plastic waste. Recognising this, the team dedicated a full day to removing litter and waste materials from the shoreline, ensuring a cleaner and safer environment for both marine life and the local community.

The cleanup effort successfully collected more than 20 bags of waste, including plastics, bottles and other non-biodegradable materials. Beyond the physical impact, the event served as an educational platform, raising awareness among participants about the importance of reducing single-use plastics and adopting sustainable practices in daily life.

SAG Group believes that sustainability is a shared responsibility. By engaging its employees in hands-on environmental action, it fosters a culture of accountability and care for the planet. This initiative is part of SAG Group's broader ESG roadmap, which includes commitments





to climate change mitigation, resource efficiency and community engagement. As it progresses towards its 2026 sustainability targets and Bursa Malaysia reporting requirements, activities like this beach cleanup exemplify its dedication to creating a long-term positive impact.

SAG Group extends its gratitude to all participants for their energy and passion in making this event a success. It demonstrated that collective action can drive meaningful change for our environment and future generations.



Wasco Berhad's COMMITMENT TO COMMUNITY & PLANET

Wasco believes that creating meaningful impact means uplifting communities while protecting the planet. Its corporate social responsibility (CSR) initiative at Pusat Pendidikan Ribath Az Zahra Al Batul in Kuantan reflects this belief - combining education and sustainability into one purposeful effort.

#TeamWasco volunteers came together to repaint and refurbish the school's facilities, transforming classrooms and shared spaces into brighter, more inspiring environments for the school's 65 students. The initiative aimed to enhance comfort and functionality while creating a positive space for learning and personal growth.

In parallel, the project introduced a clean energy component - the installation of 26 solar panels, which now power most of the school's operations. With the new system in place, the school is expected to achieve up to 80% in energy cost savings, reducing its reliance on conventional electricity and contributing to a smaller carbon footprint.

The initiative culminated in an intimate handover ceremony, where Dato' Abdul Aziz Salleh, Member of the Board of Trustees of Yayasan Wasco, shared that education and sustainability can go hand in hand - and that empowering schools through solar

technology is one way Wasco helps strengthen communities for the long term.

"This project represents more than just a facility upgrade," Dato' Abdul Aziz said. "It reflects our shared vision of advancing knowledge and environmental stewardship - ensuring that every student has a conducive place to learn while the school benefits from renewable energy."

The event was also attended by Ustaz Muhammad Awis Qarni Bin Abdul Wahab, Mudir of Pusat Pendidikan Ribath Az Zahra Al Batul, who expressed appreciation to Yayasan Wasco and the volunteers for their contribution in improving both the learning environment and the school's sustainability efforts.

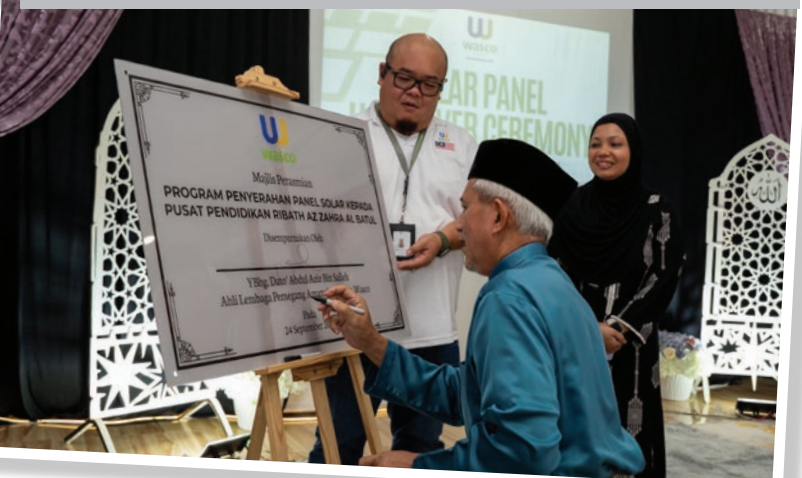
Through this initiative, Wasco not only renewed a space of learning but also helped the school take a meaningful step towards cleaner, renewable energy. It stands as a testament to what can be achieved when communities and corporations work hand in hand for a greater cause. Wasco continues to build a responsible future - one that empowers education, strengthens communities and champions sustainable solutions for generations to come.



#TeamWasco's volunteers came together to repaint and refurbish Pusat Pendidikan Ribath Az Zahra Al Batul's facilities



Dato' Abdul Aziz Salleh, Member of the Board of Trustees of Yayasan Wasco (in blue) officiates the handover ceremony of 26 solar panels installed by Yayasan Wasco at Pusat Pendidikan Ribath Az Zahra Al Batul





Lagenda Properties

BUILDING MORE THAN HOMES

Lagenda Properties Berhad believes that building homes is only part of creating places where people can truly belong. While widely recognised for delivering affordable townships, its role goes beyond bricks and mortar to shape the everyday environments where life happens. Driven by a commitment to make a real difference, Lagenda actively engages in meaningful community outreach initiatives that enhance lives, promote well-being, and create lasting positive impact for the communities it serves.

Recycling That Rewards Responsible Choices

Waste management is where sustainability becomes most visible, reflected in everyday decisions about what is discarded, reused or recycled. Recognising this, Lagenda introduced its Group-wide 5Rs Campaign in 2022, centred on Refuse, Reduce, Reuse, Repurpose and Recycle. Over time, the campaign grew through collaborations with waste management and social enterprise partners such as *Life Line Clothing* and *Upcycle4Better*.

In 2025, the campaign evolved with the introduction of *Recycle4Rewards*, implemented in collaboration with *Trash4Cash*. Supported by *ZUS Coffee*, the initiative combines structured waste collection with a reward-based mechanism that encourages responsible recycling behaviour while reinforcing proper waste segregation. Through these efforts, more than five tonnes of waste were diverted from landfills, showing how awareness and motivation work together to strengthen sustainable waste practices.

Marking 30,000 Trees Through Mangrove Restoration

Lagenda's environmental responsibility extends beyond its development sites. For the third consecutive year, the Group has worked alongside Persatuan Aktivas Sahabat Alam and the local Changkat Keruing community to support ongoing mangrove planting and conservation efforts. To date, nearly 2,000 mangrove saplings have been planted. In the most recent phase, Lagenda contributed nearly 300 saplings, forming part of Lagenda's wider environmental journey, which has now surpassed 30,000 trees planted across its sustainability programmes.

The Book Corner: Bringing Learning Into Community Life

In many communities, shared spaces naturally revolve around recreation. While these spaces bring people together, Lagenda recognised the value of creating something equally meaningful. That idea became The Book Corner.

Launched on 22 November 2025 at the Bandar Baru Setia Awan Perdana Clubhouse, The Book Corner was designed as a space where learning could happen naturally, without formality or pressure. Set within a familiar township facility, it offers residents of all ages access to reading materials that encourage curiosity, reflection and informal learning.

Most of the books were contributed by Lagenda's employees, adding a personal dimension to the space. This collective gesture reinforces the belief that community-building is shaped not only by physical spaces, but by the people who invest time, care and knowledge into them.

These initiatives reflect Lagenda Properties Berhad's commitment to building communities that go beyond constructing homes. From encouraging responsible waste practices and supporting long-term environmental conservation to creating shared learning spaces, each effort embodies a people-centred approach to sustainability.



The Book Corner at Bandar Baru Setia Awan Perdana Clubhouse



Mangrove Planting Programme at Changkat Keruing, Perak



Recycle4Rewards Programme

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

Matrix Concepts Holdings Berhad

RIVERCARE INITIATIVE

On 1st November 2025, Matrix Concepts Holdings Berhad marked an important milestone in its environmental journey with its first river conservation initiative, *Matrix RiverCare*, held along the Langat River in Dengkil. This programme reflects Matrix's ongoing commitment as a responsible developer to protect natural ecosystems, promote environmental awareness and empower communities through education and meaningful participation.

The initiative was carried out in collaboration with local government agencies including Jabatan Pengairan dan Saliran Sepang, Majlis Perbandaran Sepang and Pejabat Tanah dan Daerah Sepang, alongside event partner Upcycled by Fuze Ecoteer. This strong partnership showcased the collective effort required to care for Malaysia's waterways.





Over 100 volunteers took part in the clean-up activity including employees from various Matrix business units as well as representatives from the partnering local authorities. Their combined efforts resulted in the collection of over 170 kilograms of waste, consisting of plastic, glass and metal materials. The volume and variety of waste highlighted the urgent need for continued river conservation initiatives.



Matrix RiverCare 2025 also featured meaningful educational components. Volunteers participated in a waste audit to identify common pollutants affecting the Langat River and joined a Plastic Upcycling Workshop that demonstrated innovative ways to turn plastic waste into practical products. These activities aimed to strengthen environmental understanding and inspire long-term behavioural change.

The programme supports the United Nations Sustainable Development Goals focusing on Climate Action, Life Below Water and Partnerships for the Goals. Through river conservation efforts and collaboration with local authorities, *Matrix RiverCare* reflects Matrix Concepts' CSR commitment to protecting natural ecosystems and promoting sustainable development.

As a developer that promotes sustainable practices, Matrix Concepts remains dedicated to creating greener, healthier environments while strengthening community resilience and supporting Malaysia's broader sustainability goals.



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

Sunway Healthcare

SHAPING SUSTAINABLE HEALTHCARE TOGETHER

Sunway Healthcare Group (SHG) proudly hosted its Sustainability Week across all its hospitals, under the unifying slogan “Every action counts. United for sustainable healthcare.” This landmark initiative brought together staff, patients, stakeholders and visitors to deepen awareness, inspire action and embed sustainable practices within the healthcare environment — a sector where responsible resource use and environmental stewardship are vital to long-term health outcomes and community resilience.

As part of Sunway Group’s broader sustainability commitment that aligns with national and global frameworks, SHG continues progressing environmental, social, and governance

goals in its operations and culture. Sustainability is not a side effort; it is core to how the organisation serves patients and communities while conserving the planet.

The week’s activities spanned all hospitals within the Group — from Sunway Medical Centre (SMC), Sunway City to Sunway Medical Centre Velocity (SMCV), Sunway Medical Centre Penang (SMCP), and Sunway Medical Centre Damansara (SMCD) — each tailoring events to engage its teams and visitors in meaningful and fun sustainability experiences.

Across all four hospitals, Sustainability Week was brought to life through a variety of engaging activities. At SMC, interactive quizzes, an e-waste

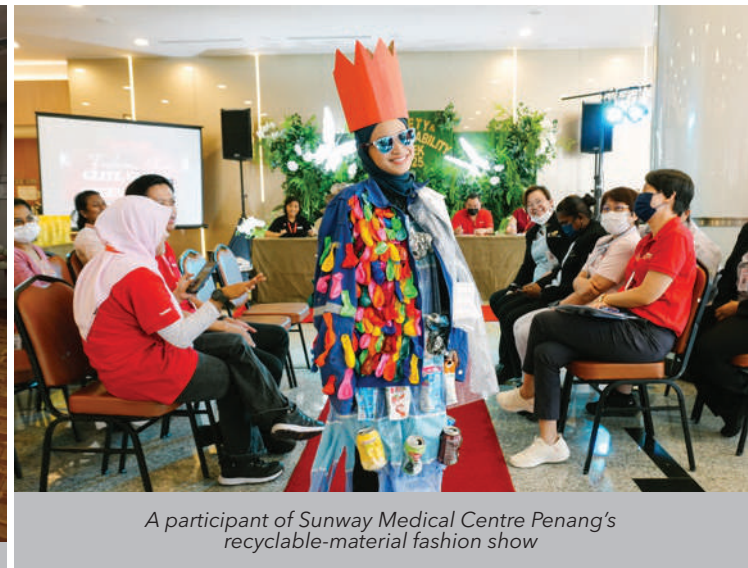
recycling drive and a sustainability booth offered hands-on learning, alongside book and clothes donation initiatives. SMCV energised participants with recycling challenges, a Recycle Mix & Match game and a plant-based meal preparation competition.

SMCP featured community-focused highlights including a tree planting ceremony, a plastic-free food truck zone, an upcycling market, a recyclable-material fashion show and a sustainability-themed explore. At SMCD, activities centred on sustainable living, with a plant-based café menu, an eco-swap station, a Green Pantry demonstration and a Green Pledge tree encouraging everyday eco-friendly actions.

Amplifying these grassroots efforts,



Sunway Medical Centre’s sustainability booths



A participant of Sunway Medical Centre Penang’s recyclable-material fashion show





Sunway Medical Centre's sustainability week

SHG hosted two signature talks during the week. A session led by Sunway Group Sustainability covered “Why Should You Care About Sustainability?” and spotlighted the Group’s ecosystem-wide initiatives and future ambitions, underscoring the shared role industries play in national sustainability goals.

Another presentation by the Sunway Healthcare Group Head of Sustainability, Tracia Lee charted SHG’s own sustainability journey - from waste management improvements and

recycling integration to future plans that embed sustainable practices deeply into healthcare service delivery. She emphasised that “True sustainability in healthcare comes from embedding responsible practices into every stage of care delivery.” These talks reinforced SHG’s commitment to environmental care as complementary to clinical excellence and community wellbeing.

SHG Sustainability Week 2025 served not only as a platform for engagement but also as a statement: that

meaningful change is built one action at a time. Through education, competition, collaboration and celebration, SHG galvanised its internal community and the public to consider their environmental footprint — in daily habits, professional practices, and organisational culture. Building on this momentum and with sustainability firmly embedded in its strategic DNA, Sunway Healthcare continues to strengthen its commitment to a healthcare model that protects people and the planet together.



A plant-based meal preparation competition during Sunway Medical Centre Velocity's sustainability week



Sunway Medical Centre Penang's participants during the sustainability-themed explore

Arvato Systems Malaysia

WHERE COMPASSION CREATES IMPACT

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



The company organised a badminton session with the youths of Mary's Orphanage



Before and after: Refurbishment at Mary's Orphanage, boosting the morale of home residents through a refreshed environment



Building into the generation of tomorrow, one lesson at a time

Arvato Systems Malaysia continues to reaffirm its commitment to community upliftment and social responsibility through a series of impactful initiatives in support of Mary's Orphanage. Led by the company's Corporate Responsibility (CR) social group, these efforts reflect a shared belief that giving back is most meaningful when employees are actively involved in creating positive change.

One of the key initiatives was the annual Canteen Day, a much-anticipated internal fundraising event. Team members across the organisation came together to bake or purchase a wide variety of food and snacks, which were sold throughout the day. The strong participation and generosity of employees resulted in all proceeds from Canteen Day being fully channelled to Mary's Orphanage, providing much-needed financial support while fostering a spirit of camaraderie and purpose within the workplace.

Recognising the importance of education, the CR social group also organised a volunteer teaching programme to support youths at Mary's Orphanage in their preparation for the Sijil Pelajaran Malaysia (SPM) examinations. An internal call for volunteers was met with enthusiasm, with employees stepping forward to teach Mathematics and English over a sustained period. This initiative not only supported academic readiness but also allowed employees to mentor and inspire the youths during a critical stage of their educational journey.

To promote healthy lifestyles and meaningful connections, Arvato Systems Malaysia invited youths from Mary's Orphanage to join the company's regular badminton sessions. The CR team arranged transportation to and from the badminton arena, enabling staff and youths to play alongside one another and engage in friendly competition. These sessions encouraged bonding, teamwork, and fun ways to stay active in a supportive environment.

Finally, understanding how surroundings influence well-being, employees dedicated a Saturday morning to a refurbishment project at the orphanage. The team repainted staircases and walls with bright, vibrant colours, bringing renewed warmth, cheer and positivity to the home.

Through these initiatives, Arvato Systems Malaysia proudly demonstrates how collective employee action can make a lasting difference—strengthening communities while enriching the employee experience through purposeful engagement.



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

FROM AWARENESS TO ACTION: THE IMPACT OF EARTH WARRIOR DAY

How about helping
out with a local
recycling drive?



Earth Warrior volunteer, Fenny (in yellow shirt) teaches children about recycling and caring for the environment



From adults to kids, everyone plays a part on Earth Warrior Day at Pantai Parit Jawa, Muar



Group photo from Earth Warrior volunteers at Cambodia

In an effort to promote environmental responsibility and community participation, Earth Warrior Day brought together communities from 17 countries in a coordinated global initiative aimed at addressing waste pollution and promoting sustainability awareness. The event mobilised a total of 26,372 participants, resulting in the collection of 78.5 tons of rubbish from public spaces worldwide.

Activities were carried out by an initiative from Earth Warrior Association that took place in urban and rural areas, coastlines, with the volunteers participating in clean-up efforts at beaches, parks, streets and communal spaces. The initiative provided an opportunity for individuals and groups to take part in practical environmental action while contributing to cleaner and healthier surroundings.

In addition to clean-up activities, Earth Warrior Day placed a strong emphasis on learning beyond traditional settings particularly for children. Educational components were integrated into the programme, exposing young participants to concepts such as recycling, responsible waste management and the impact of pollution on ecosystems. Through hands-on activities and guided learning sessions, children gained practical knowledge and early exposure to environmental stewardship.

Participants represented a wide cross-section of society, including students, community groups, non-governmental organisations, corporate teams and individual volunteers, reflecting a collective across sectors can strengthen community-driven sustainability efforts.

Corporate support also played a role in encouraging participation. *ZUS Coffee* supported the initiative by providing a 10% off handcrafted drink exclusive voucher to teams that registered, completed a clean-up mission and submitted the required post-event documentation. The incentive served as a gesture of appreciation while highlighting the role of private-sector engagement in supporting community initiatives.

The 78.5 tons of waste collected reflects not only the immediate environmental impact of the programme, but also the potential of coordinated grassroots action when communities work together toward a shared goal. Beyond waste removal, Earth Warrior Day functioned as a platform for education, awareness and long-term behavioural change, encouraging responsible consumption and proper waste disposal practices. As environmental challenges continue to grow globally, initiatives such as Earth Warrior Day demonstrate the importance of community-led action and education. With increasing international participation each year, the movement continues to create opportunities for individuals and communities to contribute meaningfully to environmental protection efforts.

Be A Volunteer & Meet Welfare Needs

INSPIRING YOUNG MINDS: LOGWIN AIR + OCEAN'S EDUCATIONAL INITIATIVE



Logwin volunteers guiding children through the Hard Knocks pewter workshop at Royal Selangor



GHCA's Managing Director (in black shirt), Riick See Swee Poh delivering a thank-you speech to Logwin for their support and collaboration

In an effort to create meaningful learning experiences for the community, Logwin Air + Ocean Malaysia Sdn Bhd sponsored and volunteered in an educational tour for 20 underprivileged children at Royal Selangor, giving them the chance to explore a part of Malaysian heritage that many have never experienced firsthand.

This programme was carried out in collaboration with Great Heart Charity Association, a nonprofit organisation dedicated to supporting underprivileged communities through education, welfare and empowerment-focused initiatives. Through this partnership, both parties aimed to provide meaningful exposure and learning opportunities for children who may not have access to such experiences.

Although pewter is widely recognised as one of Malaysia's iconic crafts, its process and history often remain unfamiliar to the younger generation. Through this CSR initiative, the children were introduced to the origins of pewter, its significance, and the craftsmanship involved behind every piece.

The visit included a guided tour of the Royal Selangor

gallery and factory, where the children observed skilled artisans at work and gained a closer understanding of how raw materials are transformed into finely crafted products.

A highlight of the day was the Hard Knocks workshop, where each child created their own pewter bowl by hammering and shaping the metal themselves. For many, it was their first experience working with tools and materials, giving them a sense of achievement as they brought home a piece made entirely by their own hands.

The programme also included a lunch session, allowing Logwin volunteers to connect with the children and support them throughout the activities. The presence of the volunteers added a personal touch, providing guidance, companionship and encouragement during the tour.

This initiative reflects Logwin's commitment to giving back to the community through education-focused CSR efforts. By creating opportunities that go beyond textbooks, Logwin aims to help children discover new interests, broaden their knowledge, and experience learning in a hands-on and memorable way.



Group photo of Logwin's volunteers and children during the Royal Selangor educational CSR tour

Supporting Charities & Projects

LSK: A TRUSTED LIFELINE FOR POST-HOSPITAL HOMECARE

How about supporting charities when needed?

Pertubuhan Kebajikan Lifelink Seribu Kasih (LSK) is honoured to announce that it has received an official Surat Sokongan (Letter of Support) from Jabatan Kebajikan Masyarakat Wilayah Persekutuan Kuala Lumpur (JKM WPKL). This endorsement affirms LSK's vital role as the leading organisation providing free homecare medical equipment and support to vulnerable Malaysians after hospital discharge.

For many families, the transition from hospital to home is overwhelming. Patients are often discharged without the essential equipment, hospital beds, wheelchairs, suction pumps, wound-care supplies, or nutrition, needed to ensure safe, dignified recovery at home. LSK fills this critical gap.

With the support of JKM WPKL, LSK is now further empowered to collaborate seamlessly with hospitals, welfare agencies, local authorities, and community organisations, ensuring faster, more coordinated assistance for individuals and families in urgent need.

The Only Organisation Providing Tangible, Practical Homecare Assistance

LSK stands apart as the only NGO offering both nationwide coverage and tangible, life-improving support, including:

- Free loan of hospital equipment
- Essential consumables and nutritional support
- Homecare assistance for frail, elderly and medically dependent individuals
- Rapid response for families struggling immediately after discharge

Over the past year, LSK has supported countless Malaysians.

A CSR Partnership That Builds Deep Emotional Loyalty

Every Malaysian has loved ones, parents, grandparents, family members - people we want to protect and care for.

When corporations support LSK, they extend care to these loved ones in the moments that matter most. This creates an emotional connection far stronger than any advertisement or sponsored event, with longer lasting results.

For corporations, this translates into:

- Brand loyalty rooted in gratitude and trust.
- Positive association with care, dignity and community well-being.

- A CSR identity that resonates with employees, customers and the public/consumers.

CSR decision-makers themselves have loved ones. Their employees have loved ones. Supporting LSK is not abstract, it is deeply personal and builds employee loyalty.

More Than an Event, A Legacy

Unlike short-term CSR campaigns or ceremonial handovers, contributions to LSK create a long-term, enhanced corporate image with a living legacy.

Every piece of equipment, every home visit, and every family helped becomes part of a continuous nationwide care infrastructure. Corporations can build and brand an enduring CSR identity that grows stronger every year.

This is a CSR opportunity that is practical and measurable, emotionally meaningful, nationally relevant, sustainable and long-lasting.



LSK supported a teacher recovering from a stroke by providing a proper hospital bed and medical disposables



LSK highlighted its initiatives to JKM WPKL as both parties work toward a partnership to strengthen community care support



As part of its professional modern wound care services for the needy, this beneficiary is receiving continuous treatment and support from the LSK team



A wheelchair was provided to support his mother's mobility and comfort, one of countless beneficiaries LSK has assisted throughout the year.

Supporting The Child

BAKER HUGHES AND GREAT VISION INSPIRE LEARNING BEYOND THE CLASSROOM



A total of 29 students from SK Pelabuhan Utara took part in an educational tour to KL Bird Park, made possible through the collaborative efforts of Baker Hughes and Great Vision Charity Association. The initiative was carried out as part of Baker Hughes's corporate Social Responsibility (CSR) programme, aimed to provide students with meaningful, hands-on learning experiences beyond the classroom.

During the visit, students were introduced to a wide range of bird species, learning about their habitats, behaviour and ways of life in the wild. The programme included interactive bird feeding sessions and educational bird shows featuring parrots and other species. One student was selected to participate directly in the bird show and offering a rare opportunity for experiential learning and active engagement.

The visit was supported by volunteers from Baker Hughes

and Great Vision Charity Association, who assisted throughout the programme to ensure the student's safety, participation and learning engagement.

Beyond recreational enjoyment, the outing emphasised biodiversity awareness, wildlife conservation and environmental stewardship. By exposing students to real-world examples of nature and wildlife, the initiative aimed to enhance understanding while encouraging curiosity, empathy and responsibility toward the environment.

This collaborative effort demonstrates how partnerships between corporate organisations and charitable associations can create accessible educational opportunities that support holistic learning, broaden students' perspectives and foster long-term appreciation for conservation and environmental awareness.

Cover Story

Dato' Raymond Ho, Group CEO and Managing Director of Sri Ternak Company, started the ST Rosyam Mart business in collaboration with Datuk Rosyam Nor in 2018. "Datuk Rosyam Nor was my supplier. When he first approached me with a proposal to modernise shops and sell goods at wholesale prices, I initially rejected it. However, we later agreed to collaborate the Sri Ternak brand with Datuk Rosyam's name, which led to the opening of our ST Rosyam Mart," says Dato' Raymond Ho.

At the beginning, the idea of turning the whole building into a 24-hour shop felt like a big risk. However, the queues on the opening day exceeded Dato' Raymond Ho's expectations. "We did encounter some out-of-stock issues on the first day, but as our headquarters was nearby, we were able to restock quickly."

"The 24/7 business concept was not new to us. After we launched our first ST Rosyam Mart using a similar 24/7 model, we realised that it was well loved by our customers," says Dato' Raymond Ho. "We received positive feedback from shoppers, including single mothers who shared that they could shop for groceries conveniently without worrying about time constraints. Corporate employees also appreciated the flexibility, as they are able to shop freely at any time after work. Additionally, our B2B customers value the ability to replenish their ingredients at their convenience."

This initiative plays a meaningful role in benefitting people's daily routines. "We believe that we are on the right path and are committed to maintaining the 24/7 business model. Although the costs are higher, we are pleased to provide

this service. Our vision is to become an icon in the wholesale and retail industry, enabling individuals and businesses to save both time and money."

The company offers a pleasant shopping environment while providing wholesale pricing across its stores. "Our retail concept is centred on enabling customers to enjoy greater savings when they purchase more, allowing us to create a differentiated shopping experience."

"Customers are greeted with the scent of vanilla upon entry at ST Rosyam outlets, while a fresh melon scent is present in the fruit section. We also provide well-designed interiors across all outlets, accompanied by helpful customer service," says Dato' Raymond Ho proudly. "We are also highly attentive to detail and it is important that the music in our outlets is aligned with festive seasons. On Fridays, we play a specially selected playlist to respectfully observe the holy day. Our goal is to provide a pleasant shopping environment while offering products at wholesale prices."

"A good entrepreneur will strive to create value for both team members and customers"

Grand Opening Jakel Square - contributing to local masjid and temple



RETAIL EXCELLENCE ROOTED IN COMMUNITY

ST Rosyam Mart has rapidly transformed Malaysia's retail landscape through innovative business practices with a customer-centric focus. Founded by Dato' Raymond Ho, Group CEO and Managing Director of Sri Ternak Company, in collaboration with Datuk Rosyam Nor, ST Rosyam Mart Director, the company has transformed convenience with its 24/7 outlets, well-designed interiors and services tailored to modern consumers. In a recent interview with CSR Malaysia, Dato' Raymond Ho shares the company's commitment to delivering an excellent shopping experience while creating positive community impact through meaningful CSR initiatives.





Grand Opening Klang - contributing to local masjid and temple

ST Rosyam Mart's experienced team of Heads of Department provides thorough guidance to staff, ensuring that any items with quality issues are not accepted by the receiving department. "This is how we maintain strict control over quantity," says Dato' Raymond Ho. "Our procurement and purchasing teams work closely with suppliers to ensure consistency in the quantities delivered to our stores. Internally, we conduct discussions among team members, with a strong emphasis on not wasting our shoppers' time, as this is essential to earning the trust of our supporters."

"We believe it is essential for entrepreneurs, growing organisations, and ourselves to evolve and actively engage in meaningful CSR initiatives in the market. Many people require help and support, and as part of the community, ST Rosyam Mart has expanded its involvement in programmes such as *Food Basket Donation*, *Give with Ikhlas*, *Ride for Rahmah 2.0* and more," adds Dato' Raymond Ho. "In 2025, we sent over 130 selected winners for the Umrah programme, with plans to expand this initiative in 2026. Recognising that many aspire to perform Umrah but may face financial constraints, we are committed to making this meaningful journey more accessible and fulfilling for our community."

Based on experience, ST Rosyam Mart recognises that meeting customers' needs is key to continuing the business. "We also offer 21 complimentary essential services to our customers. These include a free power bank service, where customers can temporarily exchange their driving licence at the customer service counter to use a power bank while shopping and returning it once their phone is fully charged. We also provide large umbrellas on rainy days, a buggy service that transports customers from their vehicles to our stores, as well as complimentary raw material chopping and pre-order services. In addition, selected outlets, such as our Klang branch, offer a free drive-through service. We



Grand Opening Klang - Ramadan Special free Bubur Lambuk



“ We believe it is essential for entrepreneurs, growing organisations, and ourselves to evolve and actively engage in meaningful CSR initiatives in the market ”



This joint effort aims to give back to the community by supporting those in need during this sacred season of Korban. Through this collaboration, it hopes to strengthen its commitment to community values and create a lasting social impact – while also increasing awareness for both ST Rosyam Mart and ikhlas.com within its local and extended communities.



Berbuka Puasa Ala-Madinah contribution to PEYAKIN, an orphanage

Kembara Merdeka Jalur Gemilang 2025



ST Rosyam Mart proudly supported lucky winners with complimentary Umrah packages



ST Group management team contributing SARA100 to Cheshire Selangor House



ST Rosyam Mart is proud to be the main sponsor of the official launch of "P. Ramlee: Kisah Tanpa Noktah", celebrating the life and legacy of the legendary Tan Sri P. Ramlee – an icon whose brilliance continues to inspire generations.





are committed to introducing more value-added services in the future.”

“I have always believed that the exceptional shopping experiences and environments I encounter while travelling around the world can also be created in Malaysia. This inspired us to implement distinctive interior designs, provide enhanced staff training and adopt innovative business approaches. We continuously learn from others and take customer feedback seriously through our social media platforms, where we receive numerous requests from customers indicating where they would like us to open new outlets.”

“Since our first outlet opened in 2018 at Setiawangsa, we have influenced industry players — particularly larger competitors to upgrade their premises and services. With a strong internal team as our anchor, we remain committed to driving these improvements and inspiring others to elevate the shopping experience in Malaysia. Ultimately, this will provide Malaysians with more opportunities to shop in pleasant and well-designed supermarket environments.”

Dato’ Raymond Ho believes that, as an entrepreneur and business leader, generating profit is undeniably important, but it should not be the sole focus. “A good entrepreneur will strive to create value for both team members and customers. Ultimately, the goal is to generate lasting value for our country. When we focus on solving problems and creating value for the people around us, the blessings of success will naturally follow.”

“ When we focus on solving problems and creating value for the people around us, the blessings of success will naturally follow ”





BUMI ARMADA BERHAD

Driving Sustainable Change

Bumi Armada Berhad advances its sustainability commitment through a strengthened ESR framework guiding community and environmental initiatives across its global operations. Evolving from its traditional CSR approach, the ESR Guidelines reinforce meaningful, measurable and sustainable impact aligned with corporate values and the UN SDGs 2030, emphasising environmental conservation, community empowerment, social inclusion and long-term value creation.

In Malaysia, Bumi Armada reaffirmed its commitment to biodiversity restoration through a tree-planting programme with the Selangor Forestry Department, where forty employee volunteers planted 200 seedlings of endangered species, *KerANJI* and *Nyatoh Nangka Merah*, at Hutan Simpan Raja Musa in under an hour.

The company continued its long-standing partnership with the Department of Fisheries Pahang through the Turtle Conservation Awareness and

Nesting Site Monitoring Programme. The team monitored hatching sites, assessed nesting success rates, improved nesting conditions and sponsored a satellite tracking device to monitor the migratory patterns of a nesting mother turtle.

Bumi Armada's The Grow Project at Zoo Negara Malaysia involved thirty employee volunteers planting 120 resilient plant species, including *Goepertia Majestica Albo Lineata*, *Goepertia Sanderiana* and *Monstera Deliciosa Liebman* near the Malayan tiger exhibition, strengthening the zoo's natural landscape and raising awareness of endangered wildlife.

In the United Kingdom, Bumi Armada UK partnered with Greyhope Bay in 2025 to deliver school visits, community talks, marine-life awareness sessions, and beach clean-ups, alongside outdoor youth programmes and a community engagement internship.

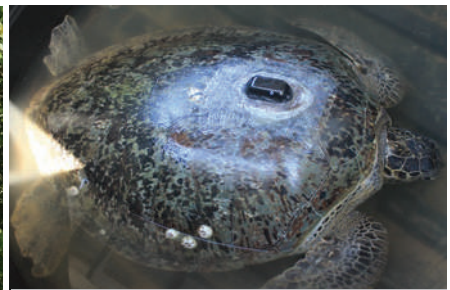
In Indonesia, Bumi Armada's subsidiary, PT Armada Gema Nusantara

empowered women inmates at Female Penitentiary Class 2 Malang with skills training in food safety, bakery support, agriculture, and garment production, supported with equipment, tools and guidance for BPOM registration. AGN also collaborated with the Faculty of Engineering at the University of Brawijaya and engaged over 200 engineering students through "AGN Goes to Campus". It also conducted an Internship Hiring Programme to enhance industry exposure to strengthen talent development and industry exposure for young engineers.

In Vietnam, Bumi Armada awarded 38 scholarships to final-year students at the Ho Chi Minh City University of Technology and sponsored the First Prize Winner of the BK Innovation Competition. Bumi Armada's ESR Guidelines guide the development of responsible, impactful and sustainable programmes worldwide, contributing to a more sustainable future.



Tree planting programme



Turtle Conservation Awareness and Nesting Site Monitoring Programme





CapitaLand Uplifts Over 2,200 Underserved Malaysians Through #GivingBersama 5.0 Initiative

Health and wellness support introduced in the Klang Valley; families in Penang enjoy mall-based bazaar experience at Gurney Plaza



CapitaLand Group, through its philanthropic arm CapitaLand Hope Foundation (CHF), reaffirmed its commitment to community care with its #GivingBersama initiative, benefiting over 2,200 underserved children and B40 families across Klang Valley, Penang, Kuantan, and Johor. Contributions worth RM200,000 included daily necessities, educational supplies, and wellness support.

This year, CapitaLand partnered with Big Pharmacy who came on board as a strategic partner, to provide free health check-alongside support from Little Scoop, NSK Grocer and Penang Adventist Hospital.

Its signature bazaar in Klang Valley, Kuantan and Penang offered families a joyful shopping experience for essentials, supported by CapitaLand staff.

Held annually, CapitaLand's #GivingAsOne global campaign unites staff, tenants, business partners, and customers to uplift vulnerable communities where it operates. From August to October this year, over 17,000 volunteers across 14 countries contributed more than 100,000 volunteer hours, benefitting over 130,000 individuals.

CapitaLand was honoured with the Company of the Year Award for community care and the Long-standing Excellence Award at the Sustainability and CSR Malaysia Awards 2025.



RADIUM DEVELOPMENT BERHAD & PERTIWI SOUP KITCHEN Initiative for Community Empowerment

Radium believes that 'Building Good' is not just about building quality homes but also about making a positive impact in our communities. This year, the company continued its partnership with Pertiwi Soup Kitchen for the third consecutive year, reinforcing its commitment to supporting those in need.

As part of this collaboration, Radium contributed RM12,000 to Pertiwi Soup Kitchen to help provide nutritious meals for the homeless and underprivileged communities in Kuala Lumpur. This donation was used to purchase essential ingredients and prepare freshly cooked food packs, ensuring that those facing hardship receive a warm meal and a sense of care.

The team of Radium volunteers joined hands with Pertiwi Soup Kitchen to distribute these food packs, connecting with the community and spreading kindness along the way. Seeing the smiles on the faces of those it serves reminds the company why giving back is so important.

This initiative is a reflection of Radium's ethos of 'Building Good', where it strives to make a difference beyond property development. Radium believes that strong communities are built on compassion, inclusivity and shared responsibility — values that drive the company to continue supporting meaningful causes like this.

Radium is proud to stand alongside Pertiwi Soup Kitchen in its tireless efforts to aid those in need and also looks forward to continuing this journey of giving in the years to come.



Radium volunteers joined hands with Pertiwi Soup Kitchen to distribute food packs to the homeless community in Kuala Lumpur, connecting with this community in need, and spreading kindness along the way



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

TUNE PROTECT GROUP BERHAD

Free Market for a Sustainable Tomorrow



Children explored creativity while learning the joy of nurturing and caring for our environment



Tune Protect volunteers during the Tune Protect Free Market: Give and Grow Programme



Visitors engaging with volunteers while selecting plants at the Give and Grow Programme

As part of its ongoing commitment to sustainability and community well-being, Tune Protect continues to champion initiatives that create meaningful, long-term impact beyond insurance. One such initiative is the *Tune Protect Free Market: Give and Grow Programme*, a community-focused event designed to encourage greener living, promote sustainable habits and foster collective responsibility for the environment.

Held at the Curve, Mutiara Damansara, the full-day event ran from 10.00am to 10.00pm and welcomed a steady stream of visitors from morning until night. The strong turnout reflected a growing public interest in sustainability and demonstrated how simple, accessible actions can inspire broader environmental awareness within the community.

At the heart of the *Give and Grow Programme* was the distribution of more than 2,000 potted plants to the public. These plants comprised a thoughtful mix of edible varieties, such as herbs and vegetables, alongside decorative species. By offering both practical and aesthetic options, the initiative ensured that every visitor could take home something meaningful, whether to support home gardening, encourage self-sufficiency through edible plants, or enhance living spaces with greenery.

A total of 45 Tune Protect volunteers took part in the programme, dedicating their time and energy to engage with the public throughout the day. Their involvement went beyond plant distribution; volunteers actively interacted with visitors, shared basic plant care tips, and helped create a welcoming and inclusive atmosphere. This strong volunteer turnout reflects Tune Protect's internal culture of purpose-driven engagement, where employees are encouraged to contribute directly to initiatives that align with the company's sustainability values.

The event attracted a diverse range of participants, including families, individuals, and plant enthusiasts. Children were introduced to the idea of caring for plants, while adults

engaged in conversations around sustainable living and small lifestyle changes that can make a positive environmental difference. The lively interactions and continuous engagement created an uplifting, vibrant community atmosphere, transforming a simple plant giveaway into a shared learning and connection experience.

The *Give and Grow Programme* was intentionally designed to promote greener living by making sustainability accessible and tangible. By placing plants directly into the hands of the community, Tune Protect aimed to encourage sustainable habits at a household level. Edible plants can help reduce reliance on store-bought produce, while decorative greenery contributes to healthier, more pleasant living environments. Collectively, these small actions support broader environmental goals, including increased awareness of urban greening and responsible consumption.

Beyond its immediate impact, the initiative reflects Tune Protect's broader sustainability approach that prioritises community engagement, practical action and long-term behavioural change. Rather than focusing solely on awareness, the programme empowered individuals to participate actively in sustainability by nurturing and maintaining the plants they received.

The *Tune Protect Free Market: Give and Grow Programme* underscores the company's belief that sustainability is most effective when it is inclusive, participatory and rooted in everyday actions. By bringing together employees, community members, and a shared purpose in a single space, the initiative demonstrated how corporate responsibility can translate into real-world impact.

As Tune Protect continues its sustainability journey, initiatives like *Give and Grow* serve as a reminder that meaningful change often begins with simple steps, planting seeds, fostering care and growing together as a community.

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



Datuk Francis Harden Hollis with invited guests after officiating the Sarawak Graduate Financial Convention 2025

PRUDENTIAL ASSURANCE MALAYSIA BERHAD

Advancing Graduate Financial Resilience

For many young Malaysians, stepping into adulthood brings both excitement and uncertainty. As they navigate financial responsibilities, digital risks and the demands of a fast-changing economy, one truth remains: financial literacy is essential for confidence, resilience and long-term security.

To support this need, Prudential Assurance Malaysia Berhad (PAMB), together with Universiti Malaysia Sarawak (UNIMAS), organised the Sarawak Graduate Financial Convention 2025, a platform aimed at inspiring and empowering future leaders. This year's convention welcomed over 1,000 students from 15 higher learning institutions, all ready to deepen their understanding of money and risk in the digital era.

Money and Risk in a Digital Landscape

Themed “Money and Risk in the Digital Era”, the convention provided a dynamic space for young people to explore real-life financial scenarios. Experts from Bank Negara Malaysia (BNM), the Employees Provident Fund (EPF), Eastspring Investments, and the Malaysian Communications and Multimedia Commission (MCMC) guided students through topics such as responsible financial behaviour, identifying



State Deputy Minister of Education, Innovation and Talent Development, Datuk Francis Harden Hollis, urges youths to strengthen their financial literacy amid escalating digital financial risks during his opening speech

scams and navigating digital misinformation.

BNM's latest survey highlights a pressing issue: 61% of Malaysians struggle to raise RM1,000 for emergencies, while the national financial literacy index stands at 59.1 out of 100. Against this backdrop, the convention played a crucial role in helping students understand budgeting, saving, digital ethics, and making informed decisions, especially when engaging with *Buy Now, Pay Later (BNPL)* services and online investment platforms.

Empowering Youth Through Knowledge and Real Role Models

Sarawak's Deputy Minister for Education, Innovation and Talent Development, YB Datuk Francis Harden Hollis, emphasised the importance of this initiative in strengthening the state's human capital. Prudential has long collaborated with government and community partners to deliver financial education to youth and underserved groups, and this convention reflects that ongoing commitment.

Students were also inspired by Influencer Boss James, who shared practical strategies for leveraging digital platforms for entrepreneurship. He stressed the importance of understanding your product and knowing your audience before venturing into business. Through relatable examples, he encouraged students to build an authentic online presence, create value-driven content, and use digital tools responsibly to grow sustainable income streams. His session resonated strongly with the audience, proving how intentional digital engagement can unlock meaningful opportunities.

Expanding Protection Through PRUKasih Aman

A key feature of the event was the introduction of PRUKasih Aman, Prudential's award-winning microinsurance programme designed for youths and underserved communities. For many students, especially those from low-income households, affordable and accessible protection offers reassurance during

unexpected events. This initiative reinforces Prudential's commitment to inclusive financial protection and community empowerment.

A Shared Purpose for the Future

More than just a convention, this initiative represents a broader effort to build a financially confident generation. Through education, collaboration, and community-focused protection solutions, Prudential continues to strengthen financial resilience among young Malaysians.

As Malaysia steps further into the digital era, Prudential remains committed to its purpose: *For Every Life, For Every Future*.



Datuk Francis Harden Hollis (seated, centre) flanked by Universiti Malaysia Sarawak Deputy Vice-Chancellor (Research and Innovation) Prof Ir Dr Siti Noor Linda Taib, and Rantai Naga, Head of Bank Negara Malaysia Kuching Regional Office, poses for a group photo with participants of the Sarawak Graduate Financial Convention 2025



Social media influencer Boss James shares his entrepreneurial journey and insights with convention participants



Representatives from Eastspring Investments take the opportunity to pose for a photo with Datuk Francis Harden Hollis and invited guests



A PRUVolunteer explains PRUKasih Aman, an award-winning microinsurance solution providing financial protection for underserved communities, to Datuk Francis Harden Hollis

NCT ALLIANCE BERHAD

Advancing Community-Driven Strategies for Sustainable Growth

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



NCT Alliance was recognised at the Sustainability & CSR Malaysia Awards 2025

2025 Sustainability and CSR Malaysia Awards.

Dato' Sri Yap Ngan Choy, Executive Chairman and Group Managing Director of NCT Alliance Berhad, shares, "This award reflects our long-standing dedication to uplifting communities, protecting the environment and embedding sustainability across our operations. Giving back is part of NCT's DNA and we are here to create long-term value."

Empowering the Next Generation

Youth development continues to be a central pillar of NCT's community initiatives. In 2024, the Group introduced the Road to NCT Junior Badminton Championship, a dynamic programme created to nurture young sporting talent and build confidence among children aged nine to fifteen.

The programme reached more than 3,500 children across six states. It offered full sponsorship for participants from B40 households and provided valuable hands-on coaching sessions



Dato' Sri Yap Ngan Choy, Executive Chairman and Group Managing Director of NCT Alliance Berhad



Road to NCT Junior Badminton Championship by NCT Alliance

with national athletes. One of the most memorable highlights was the chance for four young players to attend the Paris 2024 Olympics.

The programme was also brought to underprivileged homes which include Rumah Kasih Amal, Rumah Victory and House of Joy. Here, children received structured coaching and mentorship that helped them discover their potential through sport.

Connecting Communities with Care

NCT's commitment to social inclusion also reflects its genuine care for the elderly and underserved. The Group brought festive warmth to residents of Yi Xing Old Folks Home in Subang Jaya. Senior citizens were treated to a reunion style lunch along with festive clothing and *ang pow* gifts. It highlighted NCT's belief that companionship, dignity and ongoing support are essential to ensuring the elderly enjoy a good quality of life.

NCT also extended its care to Rumah Kebajikan Noor Manzil in Puchong, Selangor through its Home for Life initiative, which provided essential upgrades worth ten thousand ringgit to improve the comfort and wellbeing of the children living there. The contribution included new mattresses, bedding items and a monetary donation.

Anchoring Growth in Sustainability

Underpinned by a comprehensive sustainability strategy, NCT's 2025 to 2029 ESG Roadmap is aligned with the United Nation's Sustainable Development Goals (UNSDGs) and guided by its ESG Task Force, Sustainability Council and the Board of Directors.

In 2024, NCT adopted the Task Force on Climate-related Financial Disclosures (TCFD) framework, expanded its reporting to include Scope 3 greenhouse gas emissions, and introduced the P5 Framework focusing on Product, Process, People, Planet and Prosperity.

The Group has also taken tangible steps within its operations. Its headquarters now reduces energy consumption with solar panels. Meanwhile, the Batu Kawan Central Labour Quarters continues to set a standard for ethical and well managed workforce housing that meets international requirements.

Driving Sustainable Innovation

The NCT Smart Industrial Park (NSIP) in Selangor is Malaysia's first certified Managed Industrial Park and the first industrial development equipped with IR 4.0 service facilities. As the largest GreenRE certified ESG industrial park, NSIP integrates renewable energy

features, solar ready buildings, efficient resource management systems and generous green corridors that support cleaner air and healthier surroundings. Its dedicated canal and water management network also helps reduce flood risks.

NCT InnoSphere (NIS) is the first certified Managed Industrial Park project of its kind within Kedah's Delapan Special Border Economic Zone. Developed with Northern Gateway and located at the Zero Mile Zone, NIS is positioned to support key industries including logistics, automotive supply chains, advanced manufacturing and digital technologies. With its GreenRE Silver Provisional Certification, the development brings together environmentally responsible features and thoughtful industrial layouts.

Executive Director Yap Chun Theng shares, "Our ESG roadmap aligns business with purpose. NSIP and NIS show how we drive sustainable industrial innovation while staying rooted in community impact. Being part of the next generation of leadership at NCT, I see ESG as the non-negotiable foundation for long-term resilience."

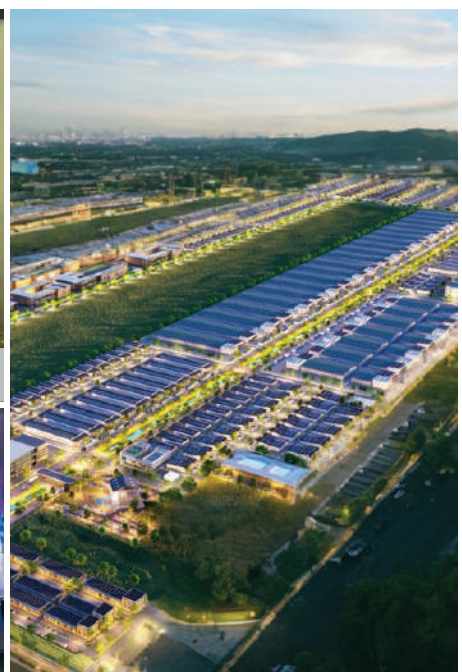
As Malaysia advances toward a sustainable future, NCT Alliance continues to drive community impact and future-ready development that delivers long-term value.



NCT's Home for Life initiative at Rumah Kebajikan Noor Manzil



NCT Junior Badminton Championship



Artist impression of NSIP

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YAYASAN JOHOR CORPORATION

The Rise of Pentas Seni Johor

What began as a stage for music and dance has now become a movement. First born at B5 Johor Street Market in 2024, *Pentas Seni Johor* was officially launched by Yang Berhormat Tuan Raven Kumar a/l Krishnasamy, Exco of Unity, Heritage, and Culture of Johor. From that humble beginning, it has grown rapidly, and in 2025 *Pentas Seni Johor*, driven by Yayasan JCorp, has transformed into a year-long cultural celebration — bringing thousands together, reviving traditions, and proving that the arts do not just entertain, they empower.

Battle of the Buskers

The year kicked off with electrifying energy at the *Battle of the Buskers* at B5 Johor Street Market. Six local music groups poured their hearts into every note, battling not just for the crown but for recognition in Johor's thriving arts scene.

In the end, *City Eramakustik* took home the RM2,000 prize, with *Edmire Acoustic* and *Artistic* claiming second and third place. But the true victory was Johor's music culture. The competition gave young talents a real platform to shine, connect with audiences, and earn from their craft.

Adding a twist of creativity, the event also hosted an Upcycled Artisan Market and an Artchemy Workshop, where artists transformed used materials into works of art. It was not just about music. It was about sustainability, innovation, and the power of community-driven expression.

Concert Community

The momentum continued with Concert Community, where over 1,000 spectators gathered at B5 Johor Street Market.



A drum ensemble performance was showcased at Pentas Seni Johor X Rimba Fest 2025



Traditional Indian dance performances



Zapin is a traditional dance art form that continues to receive warm appreciation, especially among the younger generation



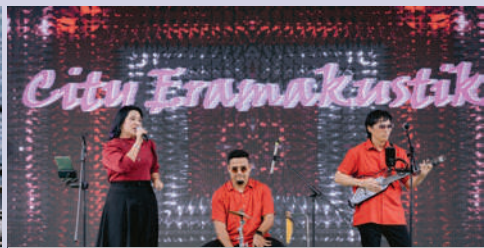
Some visitors took the opportunity to capture photos with the performing artists at Sireh Park, Johor Bahru



Pentas Seni Johor serves as a platform for artists to perform, including local bands



Showcase of Kain Benang Johor by artists from Yayasan Warisan Johor



City Eramakustik emerged as the champion of the Battle of Buskers



Starting from JB Sentral to Kluang, participants enjoyed a special train filled with cultural dances and sing-alongs before arriving at the main event area at Laman Rel Mahkota, Kluang



This marks the second year that Yayasan JCorp played a key role in Keretapi Sarong, after its debut in 2024



60 JCorp Group employees took part in the Keretapi Sarong 2.0 x Pentas Seni Johor event



Over 1,000 spectators filled the B5 Johor Street Market for an electrifying community concert

The night was alive with underground and local bands such as *Teman Lelaki*, *Empty Page*, *Kicau Bilau*, *Keroncong Malam Jumaat*, *Banyak Bunyi Republik* and *Plaque of The Happiness*.

For many, it was more than a concert. It was a night of connection, where music lovers cheered shoulder to shoulder and local musicians found a stage that celebrated their raw, unfiltered artistry.

Paso Rakyat

Pentas Seni Johor then levelled up with *Paso Rakyat* at KotaJail Johor Bahru, co-hosted with Johor Bahru City Council.

Over 20,000 visitors flooded the historic site, experiencing a bold mix of heritage, modern expression and community spirit.

The highlight, *Malam Gembira Rakyat Jelata*, featured seven Johorean bands including *Ramayan*, *Lasso*, *Shahrin & The Geng*, *B&D Acoustic*, *Akar Kayu*, *MRIP* and *Arep JAWA*. Each performance brought the crowd to life, turning the night into a celebration of Johor’s musical heartbeat.

The festival was not only about sound but also sight, taste and craft. Traditional performances such as *Zapin*, *Kompong Asik* and *Gemalai Tari* kept heritage alive, while 15 artisans and 20 food vendors turned KotaJail into a buzzing cultural marketplace. The result was RM83,000 in sales, proving how culture can fuel community economies.

RIMBA FEST 2025

In July 2025, *Pentas Seni Johor* partnered with Coaction Event to bring *RIMBA FEST 2025* to life at Sireh Park, Iskandar Puteri.

Titled “Where Arts Meet Nature”, the festival embraced cultural diversity in the lush outdoors, blending tradition with sustainability. Visitors were treated to Chinese, Indian and Malay performances, alongside an elegant showcase of *Kain Benang Johor*, an iconic Johorean textile.

Meanwhile, Henna and Terrarium workshops gave participants hands-on experiences that were as creative as they were sustainable.

Keretapi Sarong 2.0 x Pentas Seni Johor

The year’s journey culminated with *Keretapi Sarong Johor x Pentas Seni Johor*, a Malaysia Day celebration like no other. More than 5,000 participants boarded a special train from JB Sentral to Kluang, filling the journey with buskers, traditional dances and sing-alongs.

Upon arrival, the streets came alive with colours, music and unity. From Zapin to lion dance, Indian classical to indigenous performances, the event became a living picture of Malaysia’s multicultural spirit.

The celebration did not stop at the stage. Workshops in wau-making, terrarium crafting and traditional games brought families together, while performances by artists such as Aishah Retno, Noh Salleh, Keyin, and Juno & Hana electrified the night.

More Than Festivals — A Cultural Movement

Pentas Seni Johor engaged over 40,000 visitors, empowered local musicians and artisans, and injected real income into community economies.

More than festivals or shows, these events became movements. They reconnected Johoreans with their roots, sparked creativity and built a vibrant, inclusive future where culture is the heartbeat of progress.

Looking ahead, Yayasan JCorp is committed to expanding *Pentas Seni Johor* with even more diverse programmes and platforms. The mission is clear: to keep arts alive, to make culture accessible for all, and to ensure Johor’s creative heartbeat grows stronger with every passing year.

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

PAVILION REIT MALLS & NICOL DAVID ORGANISATION

Leading the Way in Building Healthy Communities

Pavilion REIT Malls further strengthens its commitment to Environmental, Social, and Governance (ESG) through its partnership with the Nicol David Organisation, announced earlier this year under the *Pavilion Loves Sustainability* campaign at Pavilion Kuala Lumpur. Building on this collaboration, Pavilion Bukit Jalil and the Nicol David Organisation proudly hosted the inaugural *Sports & Mental Health Summit 2025* — a four-day event that championed good health and wellbeing through sports, education and wellness, ultimately reaching over 4,500 people.

Organised by the Nicol David Organisation, the Summit brought together athletes, community leaders, and the public to champion movement as a pathway to mental resilience through a dynamic programme of keynote sessions, engaging discussions and interactive learning hubs. YB Hannah Yeoh, Minister of Youth and Sports Malaysia, delivered the keynote address, followed by impactful sessions with Datuk Nicol David, former World Squash Champion; Goh Liu Ying, former Olympic Badminton player; Liz Irving, former World Squash Champion and coach; Noor Askuzaimy Mat Salim, Paralympic Boccia athlete; and other notable speakers who explored how teachers, coaches, communities, and families can build mental resilience through sport.

The Summit also featured an electrifying exhibition match showcasing Datuk Nicol David and Goh Liu Ying alongside celebrities Jenn Chia and Shalma Ainaa, as well as Protech ambassadors Hairul Azreen, Chan Peng Soon, Perry Kuan and various sports influencers.

The event concluded with a lively Squash Carnival at the Piazza Pavilion, where children, parents and families enjoyed outdoor squash and fun, family-friendly games. Pavilion Bukit Jalil, as the venue sponsor, provided the perfect backdrop to celebrate movement and wellbeing, fulfilling Pavilion REIT Malls' commitment to the Health and Education pillar.





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